

Hochsteiermark Tourist Region establishes a new cycling focus: **Cycling Pilgrimages to Mariazell**



Faith and the Hochsteiermark help overcome mountains – and the e-bike helps along the way.

Setting out on a journey is the essence of every pilgrimage. With cycling pilgrimage, the Hochsteiermark region makes a new form of pilgrimage experientiable.

With “Cycling Pilgrimage to Mariazell”, the Hochsteiermark Tourism Region is establishing a new and unique cycling pilgrimage offer in Austria. This innovative concept combines nature experiences, sporting activity and conscious moments of reflection with the scenic and cultural highlights of the Hochsteiermark region. The project is complemented by new bike-and-hike tours, gravel bike routes and the popular Mürztal Cycle Route R5.

Four routes lead to Mariazell. Four different routes lead from various directions to Mariazell, Austria’s most important pilgrimage destination and one of the most traditional pilgrimage sites in Central Europe. The routes pass through impressive landscapes with views of the Hochschwab, Schneealm, Rax and Hohe Veitsch mountain ranges and combine enjoyment of nature with regional culture and culinary experiences.

The route from Bruck an der Mur and Kapfenberg follows the Seeberggradweg R13 via Turnau and Niederalpl to Mariazell. Another route connects Eastern Styria with the main route via the Fischbach Alps, the wind + bike Park Pretul, Langenwang and the Pretalsattel pass. Coming from Semmering, the tour leads through Mürzzuschlag, Neuberg and Mürzsteg, passing through the impressive landscape around Frein an der Mürz and Schöneben towards Mariazell. The pilgrimage destination is also easily accessible from the north: via the Traisental Cycle Route and the idyllic Lake Hubertussee, cycling pilgrims can comfortably reach the Hochsteiermark region.

Culinary delights and culture along the way. Along all routes, there are opportunities for enjoyable stops and cultural discoveries. Historic towns such as Bruck an der Mur, attractions such as Oberkapfenberg Castle or Neuberg Minster with the Kaiserhof Glass Manufactory, as



well as the Veitsch Pilgrims' Cross, roadside shrines and pilgrimage symbols give the tours their distinctive character. At the same time, alpine huts, Styrian inns and award-winning restaurants invite visitors to linger and enjoy the region.

Sustainable and comfortable travel. Starting points along the routes include railway stations in Bruck an der Mur, Kapfenberg and Mürzzuschlag, making the tours particularly attractive for both train travellers and day visitors arriving by car. The return journey towards St. Pölten on the Mariazellerbahn, Austria's longest narrow-gauge railway, is especially atmospheric.

In addition, important pilgrimage destinations such as Mariatrost, Maria Schutz and Pöllauerg can serve as starting points for the cycling pilgrimage to Mariazell. From there, well-signposted cycling routes lead directly into the Hochsteiermark region and are ideally connected to the new cycling pilgrimage routes. For example, cyclists starting in Mariatrost follow the Mur Cycle Route R2 to Bruck an der Mur and then join the Mürztal Cycle Route R5 and the Hochsteiermark pilgrimage routes.

Focus on modern and comfortable infrastructure. Particular attention has been paid to modern and comfortable infrastructure. The routes are digitally prepared and consistently signposted, e-mountain bike rental stations are available at several locations, and return transfer services, including bicycle transport from Mariazell, are offered. As a result, "Cycling Pilgrimage to Mariazell" appeals to both sporty cyclists and leisure riders as well as e-bike users.

With "Cycling Pilgrimage to Mariazell", the Hochsteiermark region expands its tourism offering with an extraordinary experience that combines physical activity, nature and conscious time out. The combination of impressive mountain scenery, regional cuisine, cultural highlights and spiritual tradition makes cycling pilgrimage a special way of travelling. Four routes, one destination – and countless impressions that will remain memorable for a long time.

Further details about the Cycling Pilgrimage press conference of May 18th 2026 can be found at: <https://www.steiermark.com/en/Press-Media>

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