



Alpine Folk Art, Festivals, and Tradition

WHILE THE ALPINE REGIONS OF AUSTRIA, GERMANY, AND SWITZERLAND SHARE COMMON TIES OF TOPOGRAPHY and language, each country safeguards centuries of its own local traditions. From handmade clothing to sporting exhibitions to seasonal festivals, you are cordially invited to explore the colorful expressions of community at the heart of every authentic Alpine experience.

Clockwise from left: The historic town of Hallstatt on the lake that shares its name; a traditional Alpine cattle descent in the Canton Bern; Strong Beer Season in Munich celebrated at the Löwenbräu Brewery.

WHERE
to
STAY

Platzl Hotel

Located next to Munich's famous Hofbrauhaus and within walking distance of the Marienplatz and the Viktualienmarkt, the four-star Platzl Hotel is a modern showcase for traditional Bavarian hospitality. Enjoy prized local cuisine in the Restaurant "Pfistermühle." PLATZL.DE

Seehotel Ueberfahrt, Lake Tegernsee

The five-star Seehotel Ueberfahrt has been welcoming guests for 135 years. Its Gourmet Restaurant Ueberfahrt, headed by Michelin two-star Chef Christian Juergens, is ranked among the top restaurants in Germany. SEEHOTEL-UEBERFAHRT.COM/EN



Enjoying the Alps at a Forest Festival (Waldfest) on Lake Tegernsee in Bavaria.

Germany Munich Strong Beer Season

In the 17th century, Paulaner monks in Munich perfected a recipe for a beer to carry them through the lean days of Lent, creating the world's first strong beer. Known as the "Fifth Season" and referred to more recently as the "Insider's Oktoberfest," Munich's four-week-long *Starkbierzeit*, or Strong Beer Season, starts in mid- to late-February or early March after the end of *Fasching*, the Bavarian version of Mardi Gras. One of the most popular spots to celebrate *Starkbierzeit* in Munich is the Paulaner am Nockherberg near Kolombusplatz.

Lake Tegernsee Forest Festivals (Waldfest)

A forerunner to Oktoberfest, *Waldfest* is an annual series of day-long summer festivals that take place in towns throughout the Tegernsee region of Bavaria—just an hour's journey south of Munich International Airport. Revelers in traditional costume mix with locals and visitors enjoying steins of beer, food stalls, brass bands, Maypoles, strength contests, and more. Each festival has its own customs and character highlighting the best of Bavarian tradition.

2012 WALDFEST DATES:

June 15-16: Kreuth	July 13-15: Tegernsee Town
June 29-30: Bad Wiessee	July 27-28: Rottach-Egern
July 6-7: Kreuth	August 9-12: Gmund/Osting

Oberammergau

Beautifully situated at the foot of the Ammergau Alps, the town of Oberammergau is among Germany's most popular tourist destinations. Known for its charming shops and colorful wall frescoes, the town also hosts a once-a-decade Passion Play, a grand five-hour spectacle performed by more than 2,000 townspeople. Until the next Passion Play, in 2020, visitors to Oberammergau can experience backstage tours of the theater and enjoy close proximity to the Zugspitze, Germany's highest peak, and Neuschwanstein Castle, built by Bavaria's King Ludwig II.

WHERE
to
STAY

Hotel Hallstatt

Surrounded by mountains and perched on the shore of Lake Hallstatt in the heart of the UNESCO-recognized Salzkammergut Lake District, the Hotel Hallstatt combines three 17th-century houses to create rooms of special historic character.

HOTEL-HALLSTATT.COM

Schloss Fuschl Resort & Spa, Fuschlsee-Salzburg

This sumptuously renovated castle on Lake Fuschl features seven historic tower suites—each representing different European epochs—and six private lakeside chalets. The hotel's "Old Master" painting collection is on display in suites and common areas.

LUXURYCOLLECTION.COM/
SCHLOSSFUSCHL



Boat ride on Lake Grundlsee in Styria.

Austria

Austrian Dirndl – Mautner Drucke

The Austrian composer Gustav Mahler once said, "Tradition is not the worship of ashes, but the preservation of fire." Updating the classic Austrian practice of hand-printing fabrics with intricate designs has turned Martina Reischauer's

traditional clothing shop in Bad Aussee into a modern-day hot spot. Using her family's collection of more than 400 textile woodblocks, Reischauer incorporates new colors, fabrics, and innovative cuts to give the traditional Austrian costume (*Tracht*) cross-generational appeal.

Traditional Loden Fabric

For those seeking an authentic glimpse of Austrian culture, Steiner 1888 invites factory visitors to watch the transformation of local wool into the soft and water-resistant material known as loden. Hand-crafted souvenirs made by this family-run company include the *Schladminger*, a multi-pocketed traditional loden coat. A pair of *Goiserer* shoes, or ankle boots, completes the look.

Gmundner Keramik

For more than 300 years, Gmundner Keramik has been synonymous with the production of fine ceramics. At their workshops located on the picturesque shores of the Traunsee in Austria's Alpine lake region, the artisans of Gmunden fashion cups and tableware in colors and patterns that are prized Austrian classics. The leaping stag and the *Gruengeflammt* (Green Stripe) are among the oldest and best known of the *Gmundner* patterns, reflecting centuries of pride in the region's handcrafted tradition.

WHERE
to
STAY

Bellevue Palace in Bern

Used as the Swiss Confederation's official state guesthouse and situated directly adjacent to the Swiss House of Parliament, the Bellevue Palace is located in the heart of Bern, Switzerland's medieval capital.

BELLEVUE-PALACE.CH

Romantik Hotel Sântis in Appenzell

Romantik Hotel Sântis is situated on the historic Landsgemeindeplatz, the main square of the small Swiss town of Appenzell. Cheery and inviting, the hotel features a ground floor restaurant recently awarded 14 points in Gault Millau.

SAENTIS-APPENZELL.CH

Switzerland

Alpine Cattle Descent

Every fall, Alpine villages all over Switzerland welcome the return of its cattle from a summer of high-altitude grazing. The colorful celebration, heralding the start of the season, features a parade of hundreds of animals through town, their heads and backs adorned with flowers, accompanied by traditional folk music, yodeling, the sounding of Alphorns, and festive meals featuring hearty local fare.

Schwingen (Swiss Wrestling)

Visitors traveling through Switzerland between May and October could find themselves ringside at an outdoor *Schwingen* contest. Swiss folk wrestling, known colloquially as *Hoselupf* or "trouser lifting," is considered the national sport, with origins dating back to the 15th century. Contestants enlist a series of judo-like moves, with the ultimate aim of pinning the opponent on his back.

Sport of Hornussen

Summertime visitors touring the Lake Neuchâtel or Bern region should make a cultural detour into Lyss, host city of the 2012 Hornuss Championship (August 17-19 and 24-26). *Hornussen* is an indigenous Swiss sport tracing its lineage to the 17th century. Invented by farmers, the game is played in large open fields and involves



Swiss wrestling competition in traditional bed of sawdust.

the striking of a puck, known as the *Hornuss* or "hornet," into a field of men holding large paddles. To deprive the batting team of a score, fielders attempt to swat the puck in mid-air.

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