



# Upper Austria

Industry | Culture | Nature | Science



# Upper Austria at a glance

Population:	1,52 million inhabitants (third-largest state in terms of inhabitants)
Area:	11.982 km <sup>2</sup> (14.3% of the Austrian territory, fourth-largest state in terms of surface area)
State capital:	Linz (211,277 inhabitants)
State governor:	Mag. Thomas Stelzer, ÖVP (since 2017)
Upper Austrian State Parliament:	56 members
Most important industries:	Steel, plastic, environmental technology, mechatronics, tourism
Biggest cities:	Wels (64,385 inhabitants), Steyr (37,975 inhabitants)
Main rivers:	Danube, Inn, Enns, Traun, Steyr
Biggest lakes:	Attersee, Traunsee, Mondsee, Wolfgangsee
Highest mountain:	Dachstein (2,995 m)



# Life in the heart of Europe



Our state, which is situated on the banks of the Danube between the Bohemian Forest and the Dachstein Mountains, has been demonstrably inhabited since the Stone Age. The diversity of the landscape, the fertile ground and the water bodies, along with the abundance of flora and fauna, offered ideal conditions. To this day, fertility as well as natural beauty and diversity are key characteristics of Upper Austria.

In addition, Upper Austria's strong standing as a dynamic and highly successful economic area in the European Union, as well as its social network, make a significant contribution to the attractiveness of our state, and the high quality of life of its inhabitants. A comprehensive range of cultural attractions and leisure activities makes Upper Austria an attractive place to live and tourist destination. Tradition, innovation and openness are crucial cornerstones of the state.

A handwritten signature in black ink, appearing to read 'Stelzer', written in a cursive style.

Mag. Thomas Stelzer  
State governor



Danube river loop in Schlögen

# A state with a history

Upper Austria was home to an ancient civilisation. The first traces of human settlements date back to the Stone Age. At the end of the Neolithic Age (around 2000 BC), the “lake dwelling” civilisation developed on the shores of the Attersee and Mondsee. One of the first notable civilisations was the “Hallstatt culture” (800 – 400 BC). Archaeological finds from this period are of international importance. Around the year 15 BC, the state was under the rule of the Roman Empire. After the collapse of the empire and the centuries-long turmoil of migration, a new culture developed in the 8th century – the first monasteries were founded by Bavarian Dukes in Mondsee (in the year 748) and Kremsmünster (in the year 777).

The Gothic period (14th to early 16th century) is characterised by the construction of numerous castles, beautiful town houses, and religious artefacts (e.g. the Pacher Altar in St. Wolfgang, and the Winged Altar in Kefermarkt). Conversely, key scientific knowledge was brought about in the Renaissance, including the calculations of the astronomer and mathematician Johannes Kepler, who also worked in the school of landscaping in Linz. Magnificent castles and the Landhaus (regional parliament) in Linz were also built in this period. However, the Peasant Wars broke out during this period, which led to a temporary economic and cultural decline. During the Baroque period, the Turkish army posed the main threat, but was defeated in Vienna in 1683. Several religious and



The Gothic Pacher Altar in St. Wolfgang

secular buildings were constructed or renovated in the new Baroque style. In Upper Austria, the early 19th century was characterised by the Napoleonic Wars, and the subsequent Biedermeier period. In 1832, the horse-drawn railway line (Linz – Budweis) was opened, and the spa and recreational areas in the Salzkammergut region experienced an upswing. At that time, music and literature were characterised by artists such as Adalbert Stifter and Anton Bruckner.

With the end of the First World War and the abolition of the Austro-Hungarian monarchy, Austria became a republic, and the Archduchy above the Enns became Upper Austria, our state. In 1938, Austria was annexed to Hitler’s Germany. The Second World War caused unspeakable suffering. With the signing of the 1955 treaty, Upper Austria regained its full freedom.

The patron saints of Upper Austria are St. Florian and St. Leopold, who are celebrated on 4 May and 15 November. „Hoamatgsang“ has been the state anthem since 29 November 1952. It was written as a poem in 1841 by Franz Stelzhamer, and the music was composed by Hans Schnopfhausen.



Skull and crossbones art in Hallstatt

# A state with a future

Throughout history, the Danube region, which also includes Upper Austria, has been a link between East and West as well as North and South. Upper Austria therefore is still seen as a dialogue partner and bridge builder in the European Union. Upper Austria combines several geographic advantages with future-oriented investments and a strong export economy. Companies, competence centres, universities and research institutes make the state a key region in terms of

scientific research and innovation. With its position as a “Genussland” (lit. a paradise for connoisseurs), Upper Austria places great emphasis on local, naturally produced food of the highest quality. With its rich cultural programme, as well as natural resources, and recreation and leisure facilities, Upper Austria offers a high quality of life and makes the state a popular tourist destination.



Photovoltaic plant in Upper Austria



A student in the lab



Windmills in Upper Austria

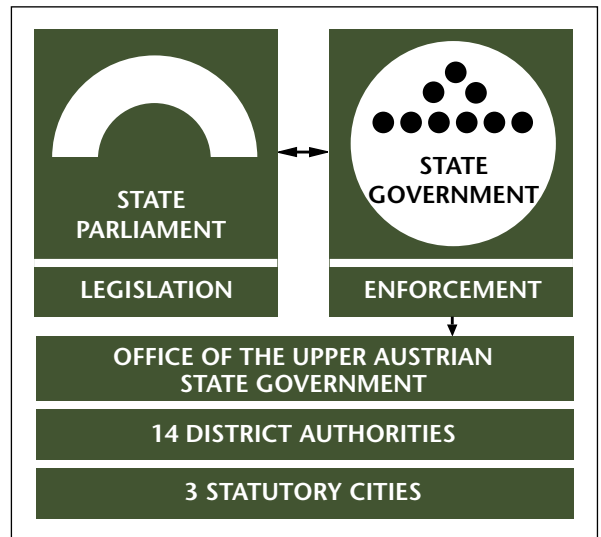
# The upper austrian state parliament and state government

1,52 million people currently live in Upper Austria. Every six years, they vote in local elections to determine the members of the Upper Austrian Landtag (Upper Austrian State Parliament), which consists of a total of 56 representatives from all parts of the state and social strata.

The Upper Austrian State Parliament acts as a legislator, and provides the rules for the development of the state. With the state budget, the State Parliament decides on the finances for the activities of the State Government and provincial administration, and simultaneously ensures the competent, independent monitoring of the work of the State Government through the Regional Court of Audit of Upper Austria. As a rule, representatives meet once a month at the regional parliament in Linz for a public parliamentary meeting.

The State Parliament elects the Upper Austrian State Government. State Government executes the laws enforced by the Parliament and focuses on the finances of the state.

In Upper Austria, the State Government consists of nine members. The head of the State Government is the State Governor. He externally represents the state of Upper Austria.



State Parliament meeting in the regional parliament in Linz

# Global networks

As a modern and innovative state, with an economy which is present on the world market, universities and research institutions which are networked with others around the world, and with a boundless culture, Upper Austria has an intrinsic interest in successful international contacts. Because of this, the State of Upper Austria has been working intensively with neighbouring countries and partner regions around the world for decades. These relationships enable the domestic economy to maintain a high export rate of around 60 per cent.

Upper Austria also uses its geographic advantages – e.g. in terms of infrastructure, economy, innovations, research and education – in its international relations, for example through networking with people from Upper Austria around the world, through the network “Upper Austria International – Upper Austrians Abroad”.

The state is part of a well-functioning network of partner regions and European umbrella organisations, and can therefore state its interests on both a European and an international level. Active development cooperation is also an aspect of Upper Austria’s external relations.



## Innovative economic sectors

Upper Austria’s strengths are in the fields of technology, mechatronics, plastics and tools, environmental technology, renewable energies, the creative industries, tourism, and culture. More than 79 per cent of foreign trade is currently carried out within Europe.



Flags from all around the world

# Cooperation between science and industry

In the second half of the twentieth century, Upper Austria became known worldwide for its metallurgical developments (LD steel processes, continuing casting technology, COREX processes). Upper Austria is also the birthplace of important technological innovations in the production and processing of plastics, railway construction technology, firefighting technology, engine construction, and in the automotive supply industry.

In the field of Research and Development in Upper Austria, the bridge between basic research and industrial application is especially important – this leads to intensive knowledge transfer between science and business, from which both sides can benefit.



Johannes Kepler University – Science Park

The main institutions in the fields of research and development:

- Johannes Kepler University
- IT:U Interdisciplinary Transformation University Austria
- University of Art and Design
- Catholic-Theological Private University, Linz
- Anton Bruckner Private University
- Kepler University Clinic
- University of Applied Sciences Upper Austria
- Pedagogical universities
- Software Park Hagenberg
- Upper Austria Research
- Education Highway - Pedagogical, technical and economic interfaces
- Upper Austrian Innovation Network



Scientific studies



Students in a university lab

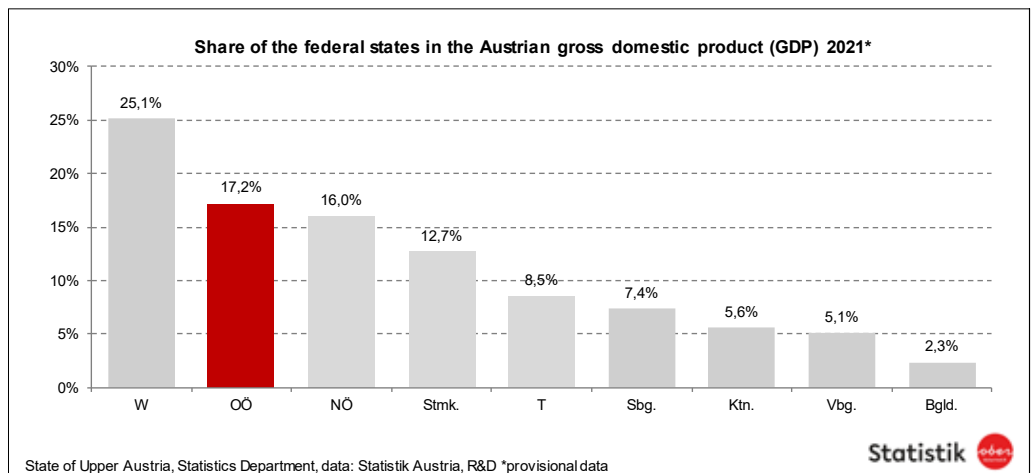


# The economy on the world market

The basic structure of the domestic economy is based on the synergies of several large companies with many small and medium-sized enterprises. Thanks to its very good infrastructure, the well-trained work force and a stable state budget, which allows continuous investment in Research and Development, Upper Austria is an attractive target for foreign investors.

Upper Austria is a state which is associated with exports, industry, innovation, and technology. 27 percent of Austria's exports come from the region of "Above the Enns" – the highest proportion out of all the states. The state also benefits of a favourable geographic location at the heart of Europe. It is in the immediate vicinity of Bavaria (Germany) and South Bohemia (Czech Republic), and also has practical transport connections to the hub of the European north-south and east-west axes. It is likely that this is the reason for one of the lowest unemployment rates in Austria.

Upper Austria has a close-knit innovation and research network, with 22 technology centres, an education network with five universities, five universities of applied sciences with a total of 68 fields of study, two large adult education centres, and a comprehensive cluster and networking quota (ten clusters, four networks). Upper Austria is also a key location within the cultural and creative industries.



# At the pulse of time: research and development

In order to secure Upper Austria as a business, industry and research location and maintain its international competitiveness, the „UpperVision2030“ strategic program envisions advancing the development of products, services and technologies and generating more start-up, research, technology-related and exporting companies in Upper Austria.

In recent years, targeted research and development priorities have been set in the fields of mechatronics, information and communications technology, materials and lightweight construction, medicine and life science, logistics and renewable energy sources.



# Creative Economy

Culture shapes Upper Austria's identity. On this basis, the creative economy is a booming economic area in Upper Austria. It covers a number of industries including publishing, film, architecture, design, and artistic-cultural services. Around 19 per cent of all Austria's creative output comes from Upper Austria, where approximately 6,000 businesses are based. Not only are they gaining ever-increasing social significance, they are also in a growing industry, which

in turn creates cultural impulses. The close collaboration between universities of applied sciences, universities and businesses, for example in the field of industrial design, provides a very good foundation for innovation in the creative industry. The State of Upper Austria supports this positive development with its "Creative Industry Strategy".



Room installation in voestalpine Stahlwelt



Art project at the University of Art and Design, Linz



Shark in the Oö. Landesmuseum Linz (Provincial Gallery)



Interactive office environment

# Cultural development

Upper Austria chooses the self-conscious double position – both as a modern, industrial state, and as an innovative cultural state. The promotion of creativity and education is the arch that connects the two pillars. Major construction project programme (the reconstruction of the musical theatre in Linz, the Anton Bruckner Private

University and the southern wing of Linz Castle, to name but three), has restored the cultural infrastructure of the state, therefore creating a foundation on which art and culture can continue their development in the necessary contemporary conditions.



Linz Music Theatre: Great Hall



Young violinist



Anton Bruckner Private University

# Cultural state traditions and innovation

A breath-taking mixture of moving history and future-oriented progress characterises the cultural state of Upper Austria. Historic highlights such as the “oldest salt mines in the world” in Hallstatt, stand hand in hand with the “Ars Electronica Centre” – the museum of the future – in Linz. In addition to the diverse museum sector, historic cities and living traditions which are constantly interpreted in a contemporary manner, the contemporary art scene is very active – for example, in the “Lentos” gallery in Linz. Countless festivals and events, such as the Linz Brucknerfest, ensure a vibrant cultural calendar all year round. These initiatives for a broad, qualitative and open cultural programme were honoured when Linz received the title of “European Capital of Culture 2009”. In 2024 Bad Ischl (and the Salzkammergut) was the European Capital of Culture.



UNESCO World Heritage Site Hallstatt



New south wing in the Castle Museum in Linz

# Museums and festivals

A dense network of large public museums, numerous regional exhibitions, themed exhibitions and monuments – most of which are run voluntarily – offers a comprehensive overview of the cultural heritage, current cultural projects, and future developments of our state. Top examples of these are the Oö. Landesmuseum (Upper Austria State Museum) with three sections – the Schlossmuseum (state history museum), the Landesgalerie (state art gallery) and the biology centre, furthermore the Ars Electronica Centre and the Lentos Museum of Modern Art in Linz, the Hallstatt Museum in the UNESCO World Heritage Site area, the Arbeitswelt Museum in Steyr, the Alpeinum in Hinterstoder, and many others.

Cultural events in Upper Austria attract not only home-grown artists who are successful on an international level, but also artists and visitors from numerous countries. A fine example of this is the annual Pflasterspektakel, which attracts more than 115 street per-

formers and over 270,000 visitors. Linz swarms with jugglers, acrobats, clowns, mime artists and street musicians, a samba parade, as well as nightly firework shows.

In just a few years, the Ars Electronica Festival has become one of the most important international festivals of media art. It was originally a pilot project that used the emerging digital revolution as an opportunity to consider the future, and based this research on the interface between Art, Technology and Society.

The “Linzer Klangwolke” is a musical open-air event, which takes place every autumn in the Danube Park in Linz. The Klangwolke comprises three events: the visual cloud, the classical cloud, and the children’s cloud. Another annual international musical highlight is the Brucknerfest, which was founded in 1977, and has become a fixed date in the Austrian cultural calendar, alongside the Salzburg and Vienna Festivals.



Laser show at the Linzer Klangwolke



Ars Electronica Center in Linz



„Pflasterspektakel“ in Linz

# From the zither to the electric Guitar

The cornerstones of musical education in Upper Austria are the state's 156 music schools with more than 52,000 students, and over 1,400 teachers. As musical education centres and regional cultural centres, they are responsible for a variety of artistic impulses.

The Anton Bruckner Private University is an internationally recognised institution which specialises in music, dance, and acting. The Bruckner Orchestra Linz is not only the company orchestra of the State Theatre, but is an internationally renowned and sought-after orchestra. As with the most famous concert hall

in Linz, the Brucknerhaus, it is named after the state's "musical patron", Anton Bruckner (1824 – 1896).

In 2013 Upper Austria unveiled a new cultural landmark: the Musiktheater am Volksgarten – possibly the most modern opera house in Europe. The striking building is now a showcase for opera, operettas, ballets, the newly-founded musical theatre company, contemporary music, and the Bruckner Orchestra. Plays are still staged in the traditional building of the State Theatre. After the general refurbishment, new standards are also set in this area.



Linz Musictheater

# Folk culture and traditions

In Upper Austria, there is an active and vibrant folk culture. You can see that by looking at the various types of farms, with their old, colourfully-painted amenities, chapels, wayside shrines, and crosses. Brass bands, regional music groups wearing traditional dress, folk music groups, folk dance groups, amateur theatre groups and choirs exemplify the diversity of the living traditions of Upper Austria.

The religious calendar includes an Advent choral concert before Christmas, the Feast of St Nicholas on 6 December, Christmas itself with decorated and lit Christmas trees, the Feast of Corpus Christi (which is celebrated in the Salzkammergut region with boats on the lakes), and Easter. There is also an abundance of secular festivals, such as Carnival, Midsummer, fire brigade festivals, and many more.



Christkindl basilica



Woodwind band from Obertaun, on the Lake Hallstatt



People wearing gold bonnets in the Corpus Christi procession



Advent in St. Wolfgang



# Wild and romantic and natural recreation area

Around eight percent of the land in Upper Austria – approx. 100,464 hectares – is designated as nature reserve land, and is therefore well protected. Numerous animal and plant species varieties are protected.

The Dachstein in the extreme south of the state is world famous for its high plateau and glacial areas. At its foot lies Lake Hallstatt, on the banks of which salt was mined already during the Bronze Age. In 1997, this blend of breath-taking nature and ancient cultural tradition and human settlement was named by UNESCO as one of

just 20 regions in the world which is both a World Heritage Site and a World Cultural Heritage Site.

The 21,000 ha Kalkalpen National Park is situated in the Pyhrn-Priel region, in the south-east of Upper Austria. It roughly covers the Reichraminger Hintergebirge and the Sengsengebirge, is characterised by extensive mountain, forest and gorge landscapes, and boasts a huge variety of flora and fauna. National Park Kalkalpen was established in 1997, in order to protect the integrity of this unique ecosystem, and to preserve it for future generations.



Sunrise over the Sengsengebirge mountains

# Unspoiled natural landscapes

Upper Austria's environment and nature are characterised by a variety of species and habitats. The granite and gneiss highlands are separated by the Danube from the foothills of the Alps in the north, and from the Kalkalpen mountains in the south. Upper Austria's abundance of water is evident in its numerous lakes and rivers. Upper Austria is currently home to approximately 85 mammalian species, 416 bird species, 19 amphibian species and 12 reptile species. The alpine marmot, the Eurasian curlew, the blue-winged demoiselle, the fire salamander and the green lizard are widespread.

In the landscape, which was formed by glaciers, there are several clean and beautiful lakes, the largest of which are the Attersee, the Traunsee, and the Wolfgangsee. Other natural jewels are the Almsee, the Lake Hallstatt, the Gosausee, the Irrsee, the Langbathsee, the Mondsee, and the Offensee. The Danube is part of an international waterway that connects the North Sea to the Black Sea, via the Rhine-Main-Danube Canal. Other major rivers are the Inn, the Steyr, the Enns, and the Traun.



View of the Dachstein



Lynx in the Kalkalpen National Park



Ice Cave



Schiederweiher in Hinterstoder

# Recreation and tourism

Tourism is an important industry in Upper Austria. Charming, intense, welcoming, safe and unadulterated – visitors associate these qualities with Upper Austria. The most popular holiday activities are also reflected in the main areas of focus of tourism-related mar-

keting. Being active (hiking, cycling, mountaineering, horse riding, swimming/bathing, sailing, playing golf, skiing and other winter sports), relaxation (health, wellness), dining, culture, and nature are all towards the top of the list.



A ski tourist near the Dachstein



Jumping into the Traunsee



Mountain bikers in Molln



Treetop walk in Kopfing

# A paradise for connoisseurs – upper austria

Enjoy a top-class culinary location with a clear conscience. The “Genussland Oberösterreich” initiative aims to make diners aware of the excellent quality of Upper Austrian food.

„Genussland Oberösterreich“ connects agriculture, manufacturing companies, tourism in Upper Austria, gastronomy, tourist accommodation and the food trade in a single network, providing mutual

benefits for all. Synergies increase the added value, and improve the culinary location. Products from Upper Austria are synonymous with genuine, unmistakable pleasure. Each region and district has typical culinary specialties, all of which meet the highest quality requirements.



# Agriculture on fertile soil

In Upper Austria, farming is an important economic factor, and a major sector in terms of employment. When compared to the rest of the country, Upper Austria has the second highest agricultural production rate (around 24 percent), after Lower Austria (around 34 percent). When it comes to animal production, Upper Austria takes first place in terms of milk, cattle and pigs. The domestic farms produce food items which meet the highest quality requirements. The agricultural land of Upper Austria is characterised by

sustainable production and ecological farming. For this reason, Upper Austria has been actively promoting GMO-free agriculture for several years. Organic farming is also an Upper Austrian success story. Currently, there are around 4,600 agricultural farms covering an area of more than 93,300 ha, in accordance with the principles of organic farming. Organic region No. 1 is the “Mühlviertel”, which is home to more than 50% of Upper Austria’s organic farms.

- Around 22,500 operations cover an area of approximately 503,000 ha of arable land. 43 percent of these are full-time ventures.
- Each farm has an average surface area of 22,4 ha of arable land.
- In total, the arable land in Upper Austria, including forest, covers 1,06 million ha.
- Around 93,300 hectares of arable land are cultivated on around 4,600 farms, in accordance with the principles of organic farming. 61 percent of the organic areas are grassland, and 39 percent are organic farmland (as of 2014).
- 29 percent of all cattle and 39 percent of all pigs in Austria are reared in Upper Austria.
- Almost a third of all Austria’s milk is produced in Upper Austria.



Crops in the sunlight



Rapeseed



Young cattle in a pasture

Upper Austria



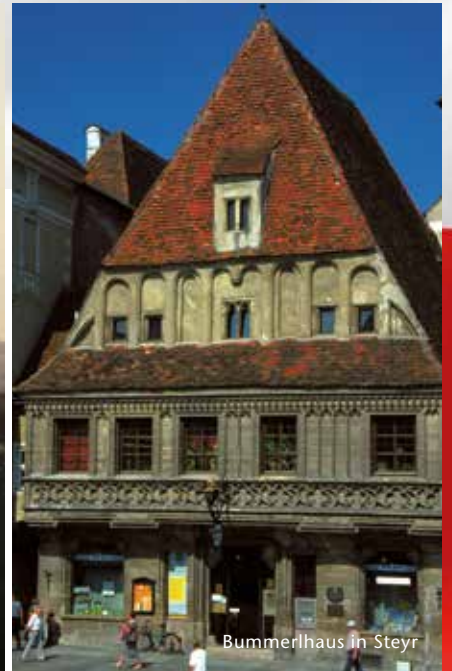
„Kaiservilla“, Bad Ischl



Orth Castle on Traunsee



Kremsmünster Abbey



Bummerlhaus in Steyr



Rock spring in the Kalkalpen National Park



Traunsee with a view of the Traunstein



# Upper austrian state anthem



Hoamatlånd, Hoamatlånd,  
di hån i so gern!  
Wiar a Kinderl sein Muatter,  
a Hünderl sein Herrn.

Duri's Tål bin i g'laffn,  
af'n Hügel bin i glegn,  
und dein Sunn håt mi trücket,  
wånn mi gnetzt håt dein Regn.

Dahoam is dahoam,  
wånnst net fort muaßt, so bleib,  
denn die Hoamat is ehnta  
da zweit' Muatterleib.

text: Franz Stelzhamer  
composer: Hans Schnopfhagen



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