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40 REASONS TO VISIT AUSTRIA

1. Austria has more than 1,000 years of history
2. To see a small country and be surprised by that huge range of things to do there
3. It's in the heart of Europe and can be easily combined with any European country
4. It's easy to reach from Canada: Austrian Airlines and Air Transat offer non-stop flights to Austria's main cities
5. Highest standards in tourism infrastructure & service are available throughout Austria
6. There is a magic combo between nature & culture in this country
7. The true Austrian is authentic & charming
8. According to the Mercer Study of 2007 the Worldwide Quality of Living is really high – Vienna is nr. 3 jointly with Vancouver
9. Austria has eight UNESCO world heritage sites
10. In Austria you have the chance to see several forms of landscape from mountains to lowlands varying within a one-hour car-drive
11. Swim in crystal clear mountain lakes
12. Take a bike trip along the Danube and pass the Wachau – one of Austria's World Heritage Sites
13. Go down ski slopes where the world's best downhill racers were taught to ski
14. Enjoy the Austrian spirit by the experience of a typical "Hüttengaudi" during skiing (=stop for a bite to eat in one of the traditional ski huts)
15. Take a course in yodelling – a unique kind of singing communication between distances in the mountains
16. Watch an "Almabtrieb" in the country of Salzburg (see the cattle going down the mountain pastures)
17. Austria is the real country to experience "Gemütlichkeit"
18. It offers a wide range of culinary specialities brought up by the diversity of Austria's different cultures and history
19. Only in Austria you can taste the original Sacher cake, Apfelstrudel and Wiener Schnitzel
20. There you can convince yourself of the food quality Austria offers
21. Enjoy one of various forms of coffee in a traditional Viennese "Kaffeehaus" (like Café Sperl or Café Hawelka)

22. It was not Italy that invented the coffee – it was Austria!
23. Did you know that RedBull is from Austria too? It's NOT American!
24. Taste the wine of the latest harvest (the "Heuriger") in a Heuriger tavern
25. Discover Austria as a country of great wines
26. Vienna is the only capital with winyards within the city limit
27. Explore the Swarovski crystal worlds in Tyrol – in the home country of Swarovski
28. Visit Linz – Cultural Capital 2009
29. Get inspired by Salzburg – the City of Mozart – and visit the houses where he was born, lived and composed
30. In Salzburg you can step into the footprints of Maria and see how the "Sound-Of-Music" life was
31. Austria provides you an insight how the great emperors and the famous empress "Sissi" lived
32. Discover a combination in tradition and innovation concerning arts, architecture and design
33. You can enjoy the atmosphere of Vienna's Museum's Quarter, relax on the differently arranged furniture and watch people passing by
34. Vienna also has the first Giant Ferris Wheel in the World: the "Riesenrad" – have a good time in the "Wiener Würstelprater" – an amusement park
35. You can dance to waltz in Vienna – the City of Waltz
36. Take a seat in the loge at the world famous Opera Ball in the Viennese National Opera House
37. See a concert of the Vienna Philharmonic Orchestra that is performing the New Year's Concert every New Year's Day
38. Join Europe's largest and most spectacular annual charity event dedicated to the fight against HIV and AIDS, taking place at the historic Vienna City Hall to celebrate the open-mindedness and diversity of the world – the life ball
39. And then finally relax and get your inner balance in one of fantastic wellness-resorts –
40. because there are at least 40 more reasons to visit Austria ;-)

