



## PRESS RELEASE

### SALZBURG CASTLES & PALACES MANAGEMENT (SBSB)

#### Key facts and figures at a glance

Salzburg Castles and Palaces Management (SBSB) is a business-like institution of the Salzburg Provincial Government. It was established in 1993 to manage Hohensalzburg Fortress, the Salzburg Residence, Klessheim, Hohenwerfen Adventure Castle, Mauterndorf Castle and, since 2025, Fort Kniepass in accordance with business management guidelines under the motto "Preserve and Use". Responsibility for this falls within the remit of the provincial department for "Holdings". The budget is around 12 million euros per year. Approximately one third of the expenditure is used for personnel costs, operating costs and renovation projects.

#### THE PROPERTIES

##### Visitor offerings, selected events and visitor numbers

##### Hohensalzburg Fortress. "The landmark in the heart of Salzburg's old town"

With 1,432,181 visitors in 2025, Hohensalzburg Fortress is one of Austria's most visited attractions. In addition to exciting insights into the architectural history of the imposing fortifications, the medieval castle and modern fortress offer a wonderful panorama of the city of Mozart and the surrounding mountains. Among the visitor attractions are the magnificent princely chambers, the Rectangular Tower and the fortress concerts in a stylish ambience.

**Open all year round.**

##### Hohenwerfen Adventure Castle (Pongau) "Imposing defensive castle and historic falconry"

For over 900 years, the mighty Hohenwerfen Castle has towered high above the Salzach Valley on its steep cone: many have rattled its gates, but few have been granted entry. Today, visitors are allowed to storm the castle. The mighty defensive structure not only offers a magnificent mountain panorama, but also an exciting guided tour through a medieval fortification and impressive bird of prey demonstrations by the historic falconry. An exhilarating experience for the whole family.

- Special exhibition: "The Uprising – Hohenwerfen Castle in the Peasants' War of 1525/26"
- Medieval events (show fencing, crafts, jugglers and a large children's programme with a children's knight tournament).
- Falconry Special programmes with historical court and hunting music
- Romantic Advent market, second and third weekends of Advent

**Visitor numbers in 2025:** 167,933 visitors (season April – early November)



### **Mauterndorf (Lungau) castle experience "Journey back in time to the Middle Ages"**

The trade route across the Alps once ran right through Mauterndorf Castle: it was an important toll station and gave the town its name. Today, visitors of all ages can follow in the footsteps of Archbishop Leonhard von Keutschach and immerse themselves completely in medieval life and activities.

- Grand medieval festival at the castle and in the market town of Mauterndorf, June
- Holiday programmes Knight games ("Junior Knight", "From Squire to Knight", "The Princess's New Clothes") July & August
- Long nights at the castle, July & August
- Audience with the Prince Archbishop, evening atmosphere in the fortified tower (atmospheric night tours)
- Advent and Easter markets

**Visitor numbers in 2025:** 41,589 visitors

(summer season May – October daily; winter season January – Easter 4 times a week)

### **Fort Kniepass (Saalachtal) "Culture, action & cuisine"**

Fort Kniepass is a year-round destination offering culture, action and cuisine. An adventure trail on the theme of borders with a game pass, the VIPER Slide, the longest and highest tube slide in the Alps, and a 17th-century fortification ensure unforgettable moments in the Saalachtal valley in Salzburg. The modern "Fort Kulinarik" rest stop with regional products rounds off the visitor experience.

- Fermentation centre with extensive workshop programme, open all year round
- Concert events in the outdoor arena
- Morning pint and readings at the rest stop
- Summer cinema
- Advent market

**Visitor numbers in 2025:** 10,569 visits (July – December)

**Total number of visitors to all properties:** Around 1.65 million guests visited the four properties in 2025.



## THE RESPONSIBILITIES OF SALZBURG CASTLES & PALACES MANAGEMENT

- Balanced use of the historic properties
- Renovation and revitalisation of the historic buildings
- Customer-oriented service provision in the areas of day visitors/tourists.
- Thematic offers for children and young people.
- Rental of premises for events of all kinds
- Cooperation with our various partners: museums, restaurants and souvenir shops.
- Implementation of the cultural mandate of the Salzburg provincial government through close cooperation with the individual cultural institutions based in the castle: Salzburg Museum, Rainer Regimentsmuseum, Lungau Cultural Association and Lungau Landscape Museum.
- Joint marketing, marketing and press relations.
- Legal matters
- Budgeting and financial matters
- Scientific research into the building's history and publication of printed works

## ADVISORY BOARD AND RESPONSIBILITIES

The advisory board of Salzburg Castles & Palaces consists of the following persons:

- LHF Mag. Karoline Edtstadler, Finance Department, Salzburg Provincial Government
- LHFSTv. Stefan Schnöll, Department of Culture, Salzburg Provincial Government
- Mag. Thomas Kerschbaum MBA, Investments, Province of Salzburg
- DI (FH) Andrea Barth, Head of Building Construction Engineering, Office of the Salzburg Provincial Government
- Mr Leo Bauernberger MBA, Director, Salzburger Land Tourismus GesmbH

**Management:** Mag. Maximilian Brunner, MIM

**Marketing/Advertising/Press:** Birgit Meixner

**Administrator, Hohensalzburg Fortress:** Iris Hafner, MA

**Administrator of Hohenwerfen Adventure Castle:** Dr Marcus Handk

**Administrator of Mauterndorf Castle Experience:** Philipp Wiedl, MA

**Fort Kniepass:** Elisabeth Schratl

**Total number of employees:** 60 (including seasonal staff)