In harmony with Austria’s mountain pastures and meadows.

There are some 8,000 managed alpine pastures and meadows in Austria. They are an amazing combination of pristine countryside, much-loved holiday destinations and important economic spaces. This is all down to our farmers who care for this beautiful countryside and preserve centuries-old traditions of driving their cattle up summer pastures. Austria’s mountain pastures and meadows shape the character of our cultural landscape, our regional foods and natural diversity. But they are also an important factor for tourism.

Agriculture and tourism – better together

The relationship between tourism and traditional patterns of mountain farming is a proven recipe for success: Guests enjoy a superb leisure experience that brings them close to nature, while tourism boosts the local economy.

Many mountain pastures boast a log cabin offering tasty seasonal refreshments. Some mountain pastures also provide accommodation so that visitors can stay the night. In winter, the most popular log cabins are those dotted along the ski slopes and cross-country trails. Increasing visitor numbers underline the importance of actively managed mountain pastures – both as a space for tourism and for recreation.

However, Austria’s unique cultural landscape can only be preserved and kept accessible if cattle are driven up the mountains in summer and farmers continue to manage the alpine pastures. We therefore invite you to support us in maintaining a strong and sustainable partnership between Austria’s tourism industry and farming communities.

LEGAL INFORMATION
Media owner and publisher: Federal Ministry for Sustainability and Tourism, Stubenring 1, 1010 Vienna, www.bmnt.gv.at; Design: BLINK Werbeagentur GmbH; Illustrations: Andreas Rampitsch; © Portraits (top to bottom): BMNT/Paul Gruber, LKÖ/APA/Ludwig Schedl, Bernd Hofmeister, Petra Rainer; All rights reserved; May 2019, Print: Vorarlberger Verlagsanstalt GmbH
Austria’s farmers make an important contribution to preserving our alpine countryside. As a visitor you can show your appreciation for the countryside by behaving appropriately and with respect. Following these ten simple rules will ensure you have a memorable experience, while keeping everyone’s best interests on mountain pastures and meadows in mind.

1. Avoid contact with grazing animals. Do not feed the animals, maintain a safe distance at all times!
2. Try not to be loud. Do not startle cattle!
3. Mother cows protect their calves. Avoid cows with calves, especially if you have a dog with you!
4. Always keep dogs under control and on a short leash. If it becomes clear that a cow is going to attack: Let your dog off the lead immediately!
5. Do not stray from the path!
6. If cattle block your path give them the widest berth you can!
7. If a cow approaches you: Stay calm, don’t turn your back on the animal and give it a wide berth!
8. At the first sign of the animals seeming unsettled, remain calm and leave the area quickly!
9. Respect fences! If there is a gate, please use it and close it afterwards, then cross the meadow swiftly!
10. Treat the people who work here, the countryside and the animals with respect!