



# **SALTY 2025**

**VIENNA, AUSTRIA**

**14-16 SEPTEMBER**

## WHAT TO DO IN VIENNA



For many years in a row, Vienna has been ranked one of the most livable cities in the world. It combines green oases with a lively urban atmosphere, offering residents and visitors a unique experience. From the majestic Hofburg Palace to the magnificent State Opera and the green boulevards of the Ringstraße area, Vienna is a place that perfectly combines tradition and modernity.

Vienna's historic core enjoys the designation of a [UNESCO World Heritage](#) site. As such, landmarks like St. Stephen's Cathedral and the Imperial Palace join a select list of around 700 globally significant cultural and natural sites. Apart from it, Vienna offers a rich tapestry of experiences, from its grandiose Baroque architecture to the shimmering touches of Art Nouveau, all the way to modern architectural marvels.

We created this guide to help you navigate the rich cultural, gastronomical, and leisure sides of Vienna. You can start with a list of [Viennese sights from A-Z](#) yourself, or follow the recommendations by SALTY professors, post-docs, and PhDs from WU.

## CORE FACTS ABOUT VIENNA



- The city is **safe** (except for pickpockets – but this is also rare)! Going alone through the streets at night – no problem.
- You can **drink** the **tap water** – it is of excellent quality.
- Waiters always expect a **tip** – we just **round things up**, but 10% is a good benchmark. Often, the tip is given directly to the waiter in cash or is mentioned as extra while paying by card. Don't expect too much kindness or service for that, though. Viennese **waiters** (in particular at coffee houses) are famous for being grumpy.
- Card payments are on the rise, but not universally possible. **Prepare some cash just in case.**
- Most people will be able to understand and speak at least some **English**.
- Austrians appreciate their work-life balance. Nearly all shops are **closed on Sundays**. During the week, shops mostly close at 7-8 p.m.

[10 more fascinating facts about Vienna](#) (you probably didn't know)

## CITY TOURS & WALKS



Whether you prefer structured excursions or self-guided adventures, by foot or aboard a tour bus, Vienna offers various ways to discover its charms. To experience Vienna, either join one of the activities offered as part of our social program or explore the city on your own. Here are a few options to explore the city:

- **Discover Vienna on your own:**  
<https://www.wien.info/en/see-do/discover-vienna/tours-guides/ivie-walks-guides-436368>
- **Vienna with a Guide** – pay as you wish:  
<https://www.absoluteviennatours.at/free-walking-tour-vienna/>
- Sightseeing tour with the **Hop-On Hop-Off bus:**  
<https://www.wien.info/en/see-do/discover-vienna/tours-guides/bus-tours-342040>
- Further recommendations: <https://www.wien.info/en/recommendations>

Vienna is a walkable city. You can explore its streets and historic corners starting from the city center and moving to the Ring and beyond it. There are ready walking routes (such as the [Before Sunrise route](https://www.visitingvienna.com/transport/walking-tour/)): <https://www.visitingvienna.com/transport/walking-tour/>.



### Recommendation from Nadia Abou Nabout: Naschmarkt

Absolutely love hanging out at **Naschmarkt** ([location](#)). Having coffee, lunch, or just strolling around is super nice on a relaxed and sunny day.

### Recommendation from Nils Wlömert: Run the Prater Hauptallee and enjoy wine & views

Straight, flat, and lined with trees — the 4.3km stretch from **Praterstern to Lusthaus** ([location](#)) is perfect for a clear-headed morning jog or an evening run. It's also just around the corner from the conference hotels and venues.

Heurigenzeit in Vienna: September is prime time to visit a **Heuriger** — a traditional Viennese wine tavern serving local food and wine right at the vineyard. Enjoy the first taste of this year's harvest with a glass of Sturm, a sweet, fizzy, partially fermented grape juice that's only available for a few weeks. Head to **Hans und Fritz Buschenschank** ([location](#)) for laid-back vibes and picnic tables in the vineyard, with a sweeping view over Vienna.



### Recommendation from Tanja Gach: City walks

There are some very nice [city walking trails](#) in and around Vienna. My favorite trail leads through the **Lainzer Tiergarten** ([location](#)). After a nice walk, with a stop at the Wiener Blick, you can have a coffee at the **Hermesvilla** and round off the afternoon in style.



### Recommendation from Marion Kattner: Türkenschanzpark

For a relaxing outing – whether on your own or with children – the **Türkenschanzpark** ([location](#)) is a hidden gem: spacious green areas, plenty of playgrounds, and a charming café, the **Meierei Diglas**, offering coffee, cake, and more. It's the perfect spot to unwind and enjoy a peaceful break.



## MUSEUMS & EXHIBITIONS

Vienna boasts an impressive array of museums and exhibitions that serve as a testament to its rich cultural heritage and forward-thinking vision. From collections of classical art in historic buildings to contemporary installations in modern spaces, the city's art scene offers a diverse range of intellectual and aesthetic experiences. Whether you're interested in history, art, or science, Vienna's curated spaces provide valuable insights and inspiration.

- **Museumsquartier:** <https://www.mqw.at/en/>  
One of the largest cultural quarters in the world, with an area covering 60,000 m<sup>2</sup>.
- **Albertina:** <https://www.albertina.at/en/exhibitions/monet-to-picasso/>  
The Albertina houses one of Europe's most important compilations of Modernist art in the form of the Batliner Collection.
- **The Natural History Museum Vienna:** <https://www.nhm-wien.ac.at/en>  
The Natural History Museum Vienna is a multidisciplinary space where extensive collections meet scientific research and public dialogue, all housed in an architectural masterpiece.
- **Art History Museum:** <https://www.khm.at/en/>  
The Kunsthistorisches Museum, located near the Imperial Palace, is renowned for its world-class collections, including the largest assembly of Bruegel works.
- **MUMOK:** <https://www.mumok.at/en/>  
For lovers of contemporary art, the Museum of Modern Art (MUMOK) is a must-visit. It is the largest museum of modern and contemporary art in Central Europe, showcasing works from Andy Warhol to contemporary Austrian artists.
- **Belvedere Palace, museum, and botanical garden:** <https://www.belvedere.at/>  
A historic building complex consisting of two Baroque palaces (the Upper and Lower Belvedere), the Orangery, and the Palace Stables.
- **Haus des Meeres:** <https://www.haus-des-meeres.at>  
This aquarium and vivarium are housed in a converted World War II flak tower and showcase a fascinating variety of marine life, from tropical fish to sharks. Visitors can walk through underwater tunnels, participate in feeding sessions, and pet koi fish or lemurs, making it an unforgettable experience, particularly for families with children.
- **Secession:** <https://secession.at>  
The symbol of Viennese Modernism and home to Gustav Klimt's famous "Beethoven Frieze".

More information: <https://www.wien.info/en/sightseeing/museums-exhibitions>

### Recommendation from Daria Yudaeva: Leopold Museum & Wien Museum



While Vienna is often associated with traditional and classical art (rightly so!), it has also been home to rebels and dreamers. **Leopold Museum** ([webpage](#), [location](#)) offers a glance into the vibrant period of the Viennese art revolution by exhibiting outstanding works of Gustav Klimt, Egon Schiele, and their followers. To help you understand how the metropolis of Vienna was growing and merging contrasts, attend the "Vienna 1900" exhibition.

If you are interested in a more "realistic" view of the city and its development, go to the newly renovated **Wien Museum** ([webpage](#), [location](#)). The permanent exhibition is free of charge!

### Recommendation from Matthias Frühwirth: Narrenturm & one more endorsement for Leopold Museum



If you want to discover one of Vienna's more unusual sights, visit the **Narrenturm** ([webpage](#), [location](#)). Built in 1784, the Narrenturm ("Fools Tower") is considered Europe's oldest psychiatric hospital and today houses a pathological-anatomical collection, featuring one of the world's largest displays of (sometimes unsettling) medical specimens. You can explore on your own or join a tour led by medical students. Not for the faint-hearted.

I recommend a visit to the **Leopold Museum** ([webpage](#), [location](#)) for a comprehensive dive into the artistic psyche of Vienna. The permanent exhibition *Wien 1900* and the special exhibit – currently *Hidden Modernity: Fascination with the Occult* – explore human vulnerability, desire, and mortality, showcasing not only paintings by Klimt and Schiele but also Art Nouveau designs and furniture. Plus, there is a **public rooftop terrace** (MQ Libelle) on top.

### Recommendation from Christine Schmidt: Secession & Karlskirche



If you are interested in both modern and historical art, I recommend visiting the **Secession** ([webpage](#), [location](#)). The building, crowned by its striking golden dome – famously nicknamed the "*golden cabbage*" – has become an icon of Viennese Jugendstil. Inside, you can explore changing exhibitions of contemporary art and see Gustav Klimt's world-famous *Beethoven Frieze*.

Right next to the Secession, you'll find the **Karlskirche** ([location](#)) – one of Vienna's most iconic Baroque landmarks. Built in the 18th century, the church remains one of the most famous symbols of the city.

## THEATER & MUSIC



Vienna stands as a vibrant hub for theater and music, deeply rooted in a tradition that spans from classical opera to modern performances.

- **Vienna State Opera:** <https://www.wiener-staatsoper.at/en/season-tickets/events-tickets/>
- **Konzerthaus Wien:** <https://konzerthaus.at/concert/eventid/60583>
- **Musikverein Wien:** <https://www.musikverein.at/spielplan/>

*These samples will get you tuned into the Vienna vibe:*

- **New Year's Concert 2023:** <https://open.spotify.com/intl-de/album/748QKJB-fuFQehlw3CJ7TvW>
- **Vienna Waltz:** <https://open.spotify.com/intl-de/album/0i5T87wEjypMSsfROpbrCL>
- **Wien playlist:** <https://open.spotify.com/playlist/7dRwu1rSF2JXzE4HxhqqN9>

## DINE & DRINK



Viennese Cuisine is the only cuisine in the world to be named after a city. From local taverns known as "Beisl" to high-end culinary establishments, the city's dining options span a wide range of local and global flavors. Fancy some wine? Vienna is unique among major cities for its noteworthy wine production within city boundaries, a tradition rooted deeply in its local culture.

- **The Viennese bistro (Beisl):** <https://www.wien.info/en/dine-drink/viennese-cuisine/beisl-340946>
- **Viennese wine & Heurige:** <https://www.wien.info/en/dine-drink/wine>
- **Heurige in Neustift:** <https://www.wien.info/en/dine-drink/wine/neustift-etc-353878>
- **Restaurants in Vienna:** <https://www.wien.info/en/dine-drink/restaurants>
- **Seven unique outdoor dining areas in Vienna:** <https://www.wien.info/en/dine-drink/top-picks-outdoordining-361630>
- **Hot Dog Stands:** <https://www.wien.info/en/dine-drink/viennese-cuisine/hot-dog-stands-348128>

## Breakfast

- Start your day at **Café Savoy** ([webpage](#), [location](#)), known for its impressive mirrors and traditional Viennese coffee house atmosphere, offering a wonderful selection of breakfast options. Enjoy a *Wiener Melange* and a classic Viennese breakfast with fresh bread, butter, jam, a soft-boiled egg, and perhaps a piece of homemade cake.
- A breakfast oasis in the middle of the city is the **Meierei im Stadtpark** ([webpage](#), [location](#)), where you can enjoy regional delicacies throughout the day and get to know the world of the Steirereck restaurant (see below) in an informal atmosphere.

## Lunch and Dinner

- Take a stroll through the **Naschmarkt**. This market is not only a paradise for food lovers but also a lively meeting place for locals and tourists. You can find fresh fruits, vegetables, cheeses, exotic spices, and small food stands with a variety of international dishes.
- A classic choice is a visit to **Figlmüller** ([webpage](#), [location](#)). Here, you can enjoy the famous Wiener Schnitzel, which almost extends beyond the plate, accompanied by a traditional potato salad.
- Alternatively, to stay local, you can eat at **Plachutta** ([webpage](#), [location](#)) and try the Tafelspitz, another traditional dish served in a delicious beef broth.
- On warm days, the Viennese are drawn to the Danube Canal. **Motto am Fluss** ([webpage](#), [location](#)) is particularly popular for modern Austrian cuisine (and a good breakfast too!). On the opposite side of the canal, we recommend the more low-key beach club **Blumenwiese** ([webpage](#), [location](#)) or the **NENI am Wasser** ([webpage](#), [location](#)) that serves Mediterranean-Israeli dishes to share.
- If you want to treat yourself to something special, Vienna naturally also offers some upscale fine dining highlights. These include Austria's best gourmet restaurant **Steirereck** at Stadtpark ([webpage](#), [location](#)), the vegetarian gourmet restaurant **Tian** ([webpage](#), [location](#)), which also runs a bistro ([webpage](#), [location](#)), the **DO&CO restaurant** ([webpage](#), [location](#)) with a stunning view over St. Stephen's Cathedral (also the bar is a classic!), or the restaurant **Labstelle** ([webpage](#), [location](#)) that is known for its modern interpretation of Austrian cuisine.

## Drinks

- If you look for an intimate atmosphere and excellent cocktails, the **Loos Bar** ([webpage](#), [location](#)) – designed by the famous architect Adolf Loos – might be a suitable choice. Other bars with a unique design include **Krypt** ([webpage](#), [location](#)), which is known for its secretive and underground vibe, tucked away in a historic vault beneath an unassuming bar. Styled like an old-world apothecary with a modern twist, **Dino's Apothecary Bar** ([webpage](#), [location](#)) offers a cozy and intriguing atmosphere where each cocktail is "prescribed" with a unique flair. Elegantly designed with a chic, vintage decor, **Kleinod** ([webpage](#), [location](#)) is a gem in the heart of Vienna, offering a sophisticated setting for classic and innovative cocktails.

### **Recommendation from Siham El Kihal: Zum Schwarzen Kameel**

The legendary **Zum Schwarzen Kameel** ([webpage](#), [location](#)) is one of my favorite places in Vienna — a perfect mix of tradition and Viennese charm. What I especially like is the outstanding cuisine, which consistently delights with its quality and elegance. A visit here always feels like experiencing the very best of Viennese tradition.

### **Recommendation from Christian Hotz-Behofsits: Kolar Beisl & Gmoakeller**

For a cozy beer and stuffed flatbread, try **Fladerei Kolar Beisl** ([location](#)). If you'd like something a bit more traditional and upscale, **Gmoakeller** ([location](#)) is a great choice, offering plenty of Viennese classics.

### **Recommendation from Cordula Cerha: Hansen in Stock Exchange building**

If you're looking for a spot that locals love but many visitors miss, head to the former **Vienna Stock Exchange building** ([location](#)). Designed by Theophil von Hansen between 1874 and 1877, it today houses Lederleitner's flower and design store and the cozy yet elegant **Hansen restaurant**, where you can enjoy breakfast, lunch, or dinner.

### **Recommendation from Tanja Gach: Trinity Pub**

Vienna brings together many cultures. There are also lots of Irish pubs. One of my favorites is the **Trinity Pub** ([location](#)). Not only can you drink Guinness there, but you can also get really delicious burgers and watch soccer. And there's a hidden bar.

## VIENNESE COFFEE HOUSES



Famed worldwide, the Viennese café serves as a haven of cozy comfort and relaxed charm. With offerings like Sachertorte and Gugelhupf, these venues entice visitors with the allure of sugary delights.

- **Coffee houses** <https://www.wien.info/en/dine-drink/coffeehouses>
- **10 amusing facts** about the Viennese coffee house  
<https://www.wien.info/en/dine-drink/coffeehouses/wiener-kafeehaus-fun-facts-433242>
- **The Top 6 traditional coffee houses in Vienna:** <https://www.wien.info/en/dine-drink/coffeehouses/top-traditional-coffee-houses-in-vienna-361666>
- **Six trendy cafés in Vienna:** <https://www.wien.info/en/dine-drink/coffee-houses/top-picks-trendy-cafes-vienna-361652>

Right before the conference, the **Vienna Coffee Festival** will take place: <https://www.viennacoffeefestival.cc/>. Unlike the traditional coffee houses in Vienna, it features the so-called specialty (or “third-wave”) coffee, which is characterized by high control over the quality at all stages of production – from farming to brewing.



### Special recommendation from Martin Schreier, Head of Department of Marketing at WU: Das Kleine Café

**The Kleine Café** ([location](#)) is a must-see on any visit to Vienna. The iconic facade embodies a cozy drinking and dining culture. Whether it is a coffee or an evening aperitif, the harmonious ambience



### Recommendation from Christian Hotz-Behofsits: Fenster Café

If you're looking for an Instagrammable coffee, head to **Fenster Café** in the city center ([location](#)). Prices are a bit higher, but the coffee is decent and served in a chocolate cone — the name says it all.



### Recommendation from Daria Yudaeva: Balthasar Kaffee Bar

While Vienna is famous for its traditional cafés, younger people tend to prefer specialty coffee and modern coffee places instead. My favorite one is **Balthasar Kaffee Bar** ([location](#)). Try a batch brew (filter coffee) and taste fruity or floral notes (depending on the beans of the day) or enjoy a silky cappuccino there.

## VIENNA WITH CHILDREN

Vienna is a playground for young adventurers and curious minds, offering a mix of cultural and recreational experiences that the whole family can enjoy. From miniature train rides through the Green Prater and awe-inspiring views atop the iconic Ferris wheel, to animal encounters at the world's oldest zoo in the historical setting of Schönbrunn, the city is rich with child-friendly attractions that combine learning, fun, and a touch of imperial charm.

- **Schönbrunn Zoo:** <https://www.zoovienna.at/en/>
- **Prater:** <https://www.praterwien.com/en/home>
- **Liliputbahn:** <https://www.praterwien.com/en/attractions/details/midget-railroad>
- **Schönbrunn Castle Park with maze:** <https://www.wien.info/en/see-do/families/sightseeing/irrgarten-337892>

More information: <https://www.wien.info/en/see-do/families>



### Recommendation from Nils Wlömert: Vienna Prater

**Prater** ([location](#)) - Giant Ferris wheel, rollercoasters, bumper cars — kids will love it. Parents: prepare to spend time (and probably more money than planned).



### Special recommendation from Christina Schamp, Full Professor of Digital Marketing and Behavioral Insights at WU: Krapfenwaldbad

There are many public swimming areas in Vienna – with the historical **Krapfenwaldbad** ([webpage](#), [location](#)) in Vienna's 19th district being a very special one. It features various pools, a large playground under old trees, and a breathtaking view of the city. Although a bit hard to reach by public transport, the short cab or car ride is well worth it for a peaceful getaway. Enjoy this serene oasis!