



Zillertal Farmers' & Musical Autumn

from September 22nd to October 13th

Diverse. Delicious. Steeped in tradition.

Celebrating local traditions, putting the spotlight on regional products, presenting authentic handicrafts and traditional music entertainment – this and so much more is what the Zillertal Farmers' & Musical Autumn encompasses, which will once again take place in the Mayrhofen-Hippach holiday region from September 22nd to October 13th. The special highlights are a traditional procession on September 30th and two surprise concerts featuring popular local folk music bands in Mayrhofen on September 30th and October 10th. Admission is free.

The golden autumn symbolises the time of harvest, gratitude and celebration – a tradition by which generations of farmers have lived. It is these values that are honoured at the "Zillertal Farmers'- & Musical Autumn", which places tradition, enjoyment and diversity at the centre of its events.

A key part of the programme is the Farmers' Market, which takes place on six dates, from September 22nd to October 13th, and transforms the centre of Mayrhofen into a large and diverse marketplace. Here visitors can discover the delights of fresh seasonal products and delightful specialities from the Zillertal Valley, like the delicious traditional pancakes called "Melchermuas". Exquisite handicrafts made of natural materials await while local artisans invite you to look over their shoulders as they work their magic. Don't be afraid to engage in casual chit-chat (locally called "Huagacht") with the market holders while leisurely strolling and exploring the local attractions.

Not only is rural life deeply rooted in the local culture – music is inextricably intertwined with the Zillertal Valley. This connection is reflected in the abundance of well-known and equally popular bands that have made the Zillertal Valley famous far beyond its borders. The Zillertal Farmers' and Musical Autumn celebrates making music, singing and dancing together. On market days, local bands are sure to entertain and enchant you with their songs and musical skills in various locations – and without amplifiers.

The highlight of the festival is the traditional procession, which takes place on Saturday, September 30th along the main street of Mayrhofen and is organised together with local associations. The colourful programme is then rounded off with a live concert featuring a popular folk music band at the Musikpavillon.



Engaging live concerts also await visitors on Saturday, October 7th, 2023. In addition to the diverse Farmers' Market with its numerous stands serving culinary delights, two bands will be providing a lively atmosphere and toe-tapping entertainment.

Culinary Enjoyment Pass - enjoy, collect and win

Sample and enjoy specialities with the Culinary Enjoyment Pass, which invites you to visit local establishments, try regional dishes and makes shopping at the Farmers' Market all the more attractive. Every purchase is rewarded with points.

Lottery participation is possible with just 5 points. Attractive prizes and a stay in the Mayrhofen-Hippach holiday region await! The Culinary Enjoyment Pass is available at local establishments and at Mayrhofen-Hippach Tourist Board offices.

The Zillertal Farmers' & Musical Autumn promises to be an unforgettable experience for vendors and visitors alike. Diverse, delicious, steeped in tradition.

Further information and more details can be found at:

<https://www.mayrhofen.at/en/stories/zillertal-farmers-and-musical-autumn>

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