

SAS CITY PORTRAITS

SAS

Vienna



Maria-Theresien Platz



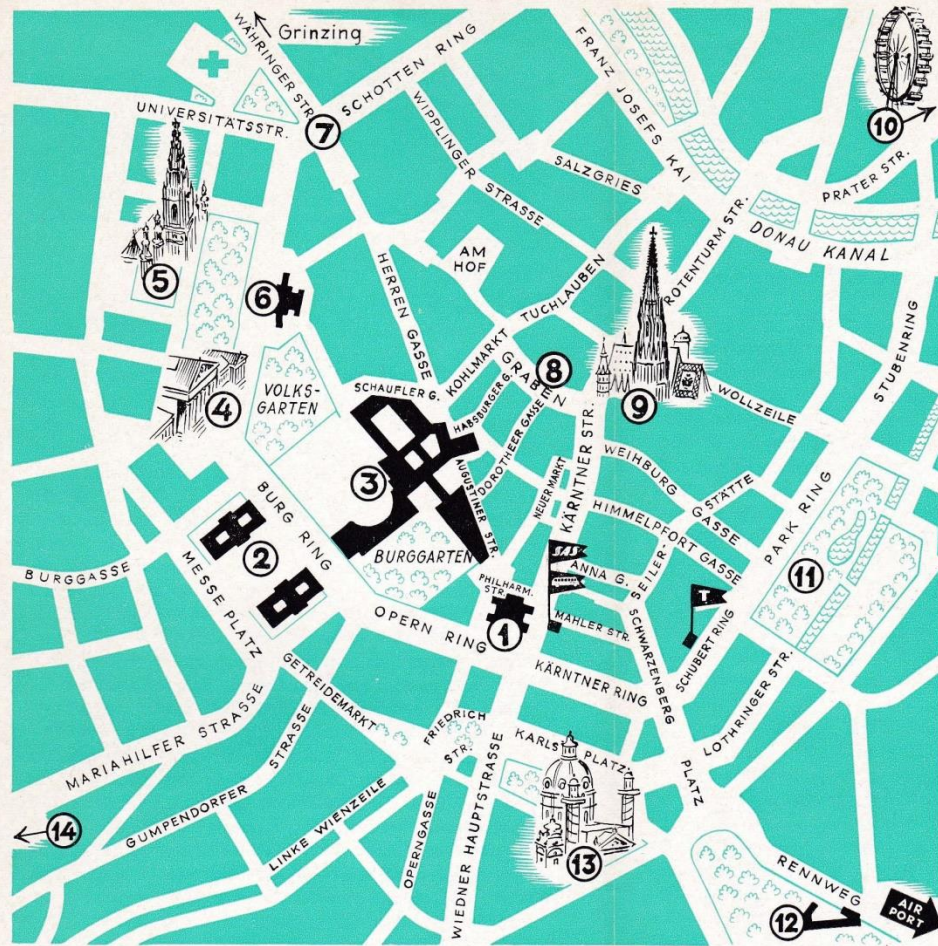
SCANDINAVIAN AIRLINES SYSTEM

Your First Hour in Vienna

As your SAS plane comes in over the curving Danube river, you will have a wonderful view of Vienna with the towers and high-pitched gothic roof of St. Stephen's Cathedral rising above the orderly streets, churches, palaces and houses you will shortly come to know and to enjoy. You arrive at Schwechat Airport. A helpful SAS Hostess sees you quickly through passport and customs control and to the waiting limousine. The ride to the SAS office in the center of the city takes 30 minutes and the fare is 15 Austrian Schillings. If you prefer, a self-drive car or a taxi can be ordered in advance to meet you at the airport. The taxi fare to the city would be about \$ 150.


We would suggest that you charge some money at the convenient airport bank. The monetary unit in Austria is the Schilling (S) which is divided into 100 Groschen (Gr.) One US dollar is worth approximately \$26 and one £ Sterling about \$70. Figure each Schilling is 4c or 3/4 d. You may take unlimited Austrian currency into Austria but not more than 10,000 Schillings out of the country. At the SAS office in the city the Passenger Agent will be glad to advise on hotel reservations or other questions, and taxis are plentiful for an immediate transfer to your hotel. But don't call a taxi to get to the Hotel Bristol, which is right next door!


If you are flying on from Vienna by SAS, one of the first things to do after your arrival is to reconfirm your onward reservation by informing SAS of the reservation you hold and your intention to use the space previously reserved for you. You might do this at the SAS counter at the airport or by dropping in at the SAS town office before starting out on your sight-seeing.



Key to the Map:

1. The Opera.
2. Maria-Theresien-Platz with the Museum of Fine Art and the Natural History Museum.
3. Heldenplatz with the Hofburg.
4. Parliament Building.
5. Neues Rathaus (City Hall). — To the right: the University.
6. Burgtheater.
7. Schottenring — departure-point for the tram-line No. 38 to Grinzing.
8. Graben.
9. The Cathedral.
10. Prater.
11. Stadtpark.
12. Belvedere Palaces.
13. Karlskirche.
14. Schönbrunn Palace.

 SAS Ticket Office and Air Terminal: 3 Kärntnerstrasse, Tel.: 52 25 26.

 Tourist Information Office (Wiener Verkehrsverein): Schubertstrasse 6. Tel.: 53 36 18 (52 55 15).

Also Information Booth in Opernpassage at the opera-crossing.

One Hour's Walk Around Vienna

Start your walk at the SAS office on Kärntnerstrasse, right in the centre of the city. Follow Kärntnerstrasse, the most fashionable shopping street, until you get to the St. Stephen's Cathedral, the sanctuary of Vienna. Continuing through the Graben, past the Plague Column (Pestsäule) erected in gratitude for Vienna's liberation from the plague, and walking further through the Kohlmarkt with its most renowned shops, you will reach the Hofburg on Michaelerplatz. Passing through the complex of buildings of the Hofburg, note the oldest part (Schweizertrakt), then the Inner Court (Innerer Burghof) and the Neue Hofburg on the Heroes Square (Heldenplatz) with the two famous monuments of Prince Eugene and Archduke Karl. Cross the Heldenplatz and the Volksgarten, and you will find yourself on the Ring in front of the Parliament building. Turn left, walking on the Ring past the Museum of Natural History, the Maria Theresia monument, the Museum of Fine Arts (Kunsthistorisches Museum), past the monuments of Goethe and Schiller and you are again at the Vienna State Opera House just a few steps by the underground Opera crossing from the SAS office.

VIENNA

One of the more important and delightful cities of Europe, Vienna lies at the point where the Danube has carved its passage between the Alps and an outcrop of the Carpathians. It looks East to the central European plain and West to the roots of its own traditions and culture.

Historically, the city goes back to Roman times and for the better part of a thousand years was the seat of the Habsburgs and capital of the Holy Roman Empire. During the sixteenth and seventeenth centuries, successive waves of Turkish conquest reached almost to the gates of Vienna, and even today from the heights of the Kahlenberg or Leopoldsberg you can see the ridge across the vineyards of the valley below which marked the furthest point of penetration and from which the invaders were pushed back. From this period stems one of the most distinctive features of Vienna and indeed of all Austria — the Baroque. This new style in music, architecture and the arts, deriving largely from Italy, spread under the patronage of the Imperial Court and reached its full flower in Austria, distinguishing the elegance and panoply of the classical period and the gay, candlelight era of Emperor Franz Joseph.

Today Vienna has all the charm and elegance of its great past and a new vitality and confidence in the future. This comes from a reconciliation with its status as the capital of a small but increasingly prosperous and well endowed country. Music, whether at the Opera, the many concerts or special festival performances, is superb. The food, as always, is excellent; the pastries the best in Europe. Above all, Vienna is a city for relaxation — the Danube, the Vienna Woods, the old-style coffee houses with red plush seats, newspapers and clublike atmosphere or the latest streamlined espressos all conspire to refresh both body and spirit. To echo Goethe's words, Vienna is the conversation between mankind, art and nature — a Europe in miniature.



Hotels

In recent years many of Vienna's hotels have been completely rebuilt, affording every luxury as well as the distinction of famous names. On Kärntner Ring, part of the main boulevard running round the inner city and within a few steps of the SAS office, are the Imperial, formerly the residence of visiting royalty, the Grand and the Bristol. In the same category and right in the center of the city are the Ambassador (5 Neuer Markt) and the Sacher of *Sachertorte* fame, just behind the Opera. Another de luxe hotel somewhat away from the center of town, but much appreciated by visiting Americans, is the Park Hotel Schönbrunn (12 Hietzinger Hauptstrasse). A word of caution — about half the rooms in these hotels have private baths, so book well in advance if you want to be sure of a room with bath; however, if you are unlucky, don't despair, the chambermaid will draw you an excellent bath in a fine modern bathroom at your request. Rates at these hotels range from 150 to 220 Schillings for a single with bath, plus 10—15% service charge and a small local tax. In addition there are a number of Category A hotels, such as the Kaiserin Elizabeth (3 Weihburggasse), the Astoria (32 Kärntnerstrasse), Erzherzog Rainer (27 Wiedner Hauptstrasse), Hotel Kummer (71A Mariahilferstrasse). Prices here range from 100—180 Schillings for a single with bath, plus service and tax. If you wish to have more moderate accommodations, there are a number of good "Pensions", such as the Pension Arenberg (2 Stubenring), Pension Atlanta (33 Währingerstrasse), Pension Elite (32 Wipplingerstrasse), Pension Opernring (11 Opernring) and Pension Schneider (1 Lehárgasse). Single rooms cost 50—100 Schillings plus service and tax. Voltage for electrical appliances is 220.

Food and Restaurants

Vienna has long been famous for its food. Start your day with a continental breakfast: tea or coffee, rolls (*Kaisersemmel*), butter and marmalade or jam. By mid-morning you may wish to follow an old Viennese custom and indulge in a *Gabelfrühstück*, a couple of frankfurters with potato salad, mustard, bread and a glass of beer.

But don't let this spoil your lunch — a big meal with soup or hors d'oeuvres, fish or meat, vegetables and salads, and dessert, fruit or pastry with whipped cream. You can eat in smaller restaurants for as little as \$20, but in fancier places you would expect to pay \$40 to 50, or even \$80 to 100 in the most luxurious restaurants. One of the most delightful of Viennese institutions is the *Jause* or afternoon coffee, an occasion to try such delights as *Sachertorte* or *Indianer Krupfen* (chocolate puffs with whipped cream) at the most renowned Konditoreien — pastry and coffee shops — Demel on the Kohlmarkt, Lehmann on the Graben, Gerstner and Heiner on Kärntnerstrasse. Dinner is usually taken from 7 PM. Try such outstanding restaurants as Drei Husaren, Stadtkrug, Franziskaner and Sacher or such very good restaurants as Griechenbeisl, Weisser Rauchfangkehrer, Zur Linde, Liesinger Keller, and the Kaffee-Restaurants Kahlenberg and Kobenzl prominently situated on hills overlooking the city some twenty to thirty minutes drive from the center.

Some of the more celebrated Austrian dishes have won worldwide renown, such specialities as Wiener Schnitzel (if you are watching your waistline order a *Natur-Schnitzel* rather than the regular variety which is dipped in egg and breadcrumbs and then fried), *Wiener Backhuhn* — the most tender baked chicken you can find, *Gulasch*, a veal or beef stew of Hungarian origin in a sauce spiced with paprika and hot enough to take your breath away. These dishes will generally be served with *Nockerl*, small dumplings gently fried in butter. Try the salads, *Gurkensalat*, *Gemischter Salat* or *Vogerl-Salat*. As for desserts you'll find the lightest pastries, layer cakes, fruit tarts, pancakes with jam, and as topping both for your coffee as well as cake, the ubiquitous whipped cream or *Schlag*. With your meal you may take a light Austrian beer; Gössebräu, Schwechater Bräu and Liesinger Bier are popular beers; indeed the Gössebräu brewery also runs a number of restaurants in town. The local wines are good, and stronger than you may think from their lightness on the palate. Take a Grinzinger, Nussberger or Gumpoldskirchner with your veal or chicken or, if you prefer a red wine, try Burgenländer or Vöslauer. For a long drink, try the Austrian *G'spritzler* — a wine with soda and very refreshing.



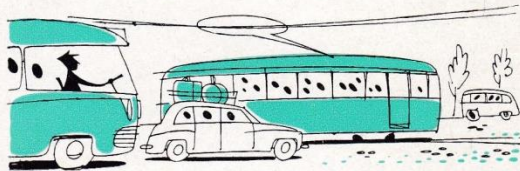


Tipping

A service charge of 10—15 % is usually added to the bill. It is customary to give the waiter an extra 5 % or in any case not less than 1—2 Schillings. Tip 10—15 % when a service charge is not included, as for instance with taxis.

Transportation

Self-drive or chauffeur driven cars are available through the SAS Car Hire Service; inquire at SAS office, 3 Kärntnering. Public transportation includes buses, streetcars (Strassenbahn) and an underground railway (Stadtbahn); the standard fare is S2 per ride. Taxis cost S3 per kilometer. (Bus and streetcar routes are well signposted at the boarding points).



Sights and Excursions

There are a number of sightseeing tours of the city and surroundings. Coaches start from the Ringstrasse opposite the City Hall, or from the Opera. A typical and recommended morning excursion includes the Schönbrunn and Belvedere Palaces and costs S40. An afternoon excursion takes you to Beethoven's house, Grinzing and the Vienna Woods, Kahlenberg, Leopoldsborg and Schubert's Birthplace; it also costs S40. There are other tours taking in Mayerling, Gumpoldskirchen and the Heiligenkreuz Monastery, and all-day trips to Semmering and Rax. In spring or summer you may care to take the river steamer up the most scenic part of the Danube to Melk Abbey. The Inner City or First District of Vienna is bounded

by a broad treelined avenue — the Ringstrasse, which takes on various names to indicate the different sections — and the Danube canal. Many of the more important points of interest lie within this area. The map indications are:

- (1) *The Opera*. Originally built in the 1860's by E. van der Nüll and A. Siccardsburg, the Opera was completely gutted during World War II and while outwardly it has been faithfully reconstructed, within it possesses all the latest stage devices, excellent acoustics and a graceful, modern elegance.
- (2) *Maria-Theresien-Platz*. This square is named after its central monument to the great 18th century monarch, Maria Theresia. It is especially noteworthy for the Kunsthistorische Museum, housing one of the four best collections of fine art in Europe, particularly strong in renaissance Italian paintings. The Kunsthistorische also has fine examples of Dürer, Breughel, Rembrandt, Rubens, Holbein and Velasquez. The Museum is open 10 AM to 3 PM daily except Monday, and on Sundays 9 AM to 1 PM only. The Museum of Natural History occupies the other side of the square. It contains important prehistoric, botanical, zoological, geological and mineral sections and has been the delight of generations of Viennese children and adults alike. Open 9 AM to 1 PM daily except Tuesday.
- (3) *Heldenplatz and Hofburg*. As you enter the Heldenplatz (Heroes' Square) from the Ring, you pass through the Heldendenkmal or Heroes' Monument, formerly the Burgtor, or entrance to the Hofburg. Across the square to your right, you see the Prince Eugen statue and behind it the Neue Burg; to your left, the Archduke Karl statue and ahead, the main buildings of the Hofburg, the residence of Emperor Franz Joseph I and the Empress Elizabeth. Open 9 AM to 12 noon and 1 to 4 PM weekdays; 9 AM to 1 PM on Sunday.
- (4) *Parlament*. The Parliament building is in Greek style and was opened in 1883. Note the Pallas Athene fountain in front. Open 8 AM to 4 PM daily except Sunday.
- (5) *Neues Rathaus*. This New City Hall, a late 19th century building in neo-gothic style, houses Municipal Offices, Archives and Library, all open to the public on weekdays and till noon on Saturday. Try the Rathauskeller restaurant in the basement — good and not expensive. Further along the Ring, past the Rathaus park, is the *University of Vienna*, founded in 1365 and the oldest university in the German speaking world, though the present buildings date from 1873—1883.
- (6) *Burgtheater*. Like the Opera, this theatre has been completely rebuilt and is once again the ranking stage in Vienna.





- (7) *Schottentor*. Streetcars run from this spot, formerly one of the main gates to the City, out to Grinzing.
- (8) *Graben*. One of the main shopping streets. Note, just where the Graben joins the Kärntnerstrasse, the celebrated *Stock im Eisen*. Legend has it that this was one of the trees of the Vienna Woods and every apprentice locksmith leaving the city to try his fortune elsewhere in the medieval world would drive a nail into it to bring him good luck.
- (9) *Stefansdom*. St. Stephen's Cathedral, one of the most impressive gothic cathedrals in Europe, dates from the 12th century. Its clarity of line and aspiring height presents a sharp contrast with the baroque buildings of Vienna; likewise the peace within is enhanced by the bustle of Kärntnerstrasse outside. Open 9 to 11 AM and 2 to 6 PM.
- (10) *Prater*. The famous amusement park with switchback railways, merry-go-rounds, beer gardens and *Würstel* stands set among stately avenues and secluded paths. Streetcars A or A-k go to the Prater.
- (11) *Stadtpark*. Here you can come for a pleasant snack or coffee in the garden restaurant or for a stroll among the gardens and monuments to some of Vienna's great composers: Schubert, Bruckner, Johann Strauss. A band plays on summer afternoons and evenings.
- (12) *Belvedere*. Actually two Palaces, the Upper and Lower Belvedere. Built for Prince Eugene of Savoy after his victory over the Turks, the Upper Belvedere is a masterpiece of baroque and contains important collections of 19th and 20th century paintings. Its terrace affords a fine view of the city with the tower of St. Stephen's against the background of the Vienna Woods. The Belvedere garden is in the classical French manner.
- (13) *Karlskirche*. The Karl's Church is the crowning glory of Austria's master of the baroque, the architect J. B. Fischer von Erlach. It was built in the early 18th century in gratitude for Vienna's liberation from the plague. Note the dome and flanking columns. Across the square is the Künstlerhaus, the concert hall of the Musical Society (Musikverein), and the Historical Museum of the City of Vienna.
- (14) *Schönbrunn*. This palace, reminiscent of Versailles, has remained practically unchanged from the time when it was the imperial residence of Maria Theresia. Napoleon stayed here in 1805 and 1809 and his son, the Duke of Reichstadt, died here. The magnificent galleries saw the elegance and diplomacy of the Congress of Vienna and the pomp of the long reign of Emperor Franz Joseph I. The formal gardens are admirably set off by the Gloriette, an elaborate marble summerhouse. Open 9 AM to 12 noon and 1 to 4 PM daily. The gardens are open from 6 AM to 7 PM, depending on the season.

There are many other points of interest in Vienna. Music lovers will want to visit at least some of the homes of the great composers. Mozart, Haydn, Gluck, Schubert, Beethoven, Brahms, Wagner, Strauss, all wrote in Vienna and their birthplaces or the houses in which they lived are now maintained as museums and living memorials. Art lovers will be enchanted by the prints and drawings in the Albertina, just behind the Opera, as well as the major collections of paintings previously indicated. Bibliophiles will delight in such rare books as the earliest known illustrated bible, a 5th century Livy and extensive manuscript and music collections of the National Library. For those who enjoy spectacles, there is the Spanish Riding Academy, whose white horses and riders in historic costume perform the most intricate manoeuvres in a style developed by the troupe over hundreds of years.



Shopping

The most fashionable shopping street is Kärntnerstrasse. Here and also in the Graben, Rotenturmstrasse, and Kohlmarkt you will find a host of exclusive shops, selling fashion goods, silk blouses and ties, knitwear, glassware, ceramics, porcelain, jewelry, petit point and leather goods of all kinds. Little wooden carvings, dolls and enamelled metalware in modern and traditional Austrian floral designs are inexpensive and make charming gifts.

Shops are open Monday to Friday from 8 AM to 6 PM and on Saturdays from 8 AM to 2 PM. Hairdressers remain open Saturday till 6 PM but are closed on Monday morning. All shops are closed on Sunday except florists, confectioners (open till noon only), restaurants, coffee houses and espressos (open all day). Couturiers, such as Farnhammer, Elegance, Stone & Blyth on Kärntnerstrasse and Gertrud Höchsmann on Mariahilferstrasse or men's tailors, Knize, Koschier, Prix on the Graben, Stros on Schottenring and Humhal on Opernring will give speedy delivery and offer a wide selection of fabrics and styles. If you are looking for the traditional national costume or extremely wearable *dirndl* and other dresses and blouses, try Lanz at 10 Kärntnerstrasse. Lisa (35 Kärntnerstrasse) carries all kinds of souvenirs. Fanny Skokan (8-10 Kohlmarkt) has a wide range of Viennese petit point. For knitwear and silks, try Stone & Blyth on Kärntnerstrasse or Braun on the Graben.

Jewelry, including mounting of jewels, old Austrian coins or charms, is much less expensive in Vienna than in most other European cities; you will find good jewellers on Kärntnerstrasse, Graben and Kohlmarkt. Department stores are located on Mariahilferstrasse, which leads from the Burgring to the Westbahnhof (Railroad Station), the two main stores being Gerngross and Herzmansky.

Entertainment and Night Life

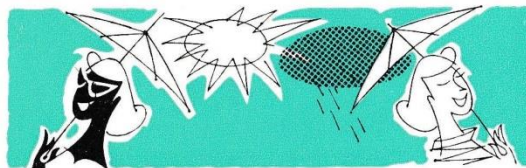
First and foremost is the Vienna Opera (Staatsoper). The season begins in September and continues till the end of June. The Opera is world renowned, not only for its artists, orchestra and conductors, but also for its stagings and the range of its repertory. Ballet and operetta — a peculiarly Austrian form, owing so much to Franz von Suppé, Johan Strauss, Edmund Eysler and Franz Lehár — is given at the Volksoper (78 Währingerstrasse) and here the season continues till mid-July. The leading theatre is the Burgtheater, whose company includes many of the best known actors and actresses of the German-language stage. There are also a number of other important theatres as well as experimental stages in Vienna, maintaining the City's literary and dramatic heritage. Concerts are given by the Vienna Philharmonic, one of the most important orchestras in the world, with a tradition over a hundred years old, and the Vienna Symphony Orchestra, which has in recent years become recognized for its mastery in modern music; and there are excellent solo recitals and chamber music evenings.

Vienna has everything to offer. If you fancy amusement in the open air, visit the Prater and take a turn on the giant Ferris Wheel, almost a sinister symbol since Orson Welles, "The Third Man", or if you are in a more sedate mood go out to the village of Grinzing, about half way to the Leopoldsberg or Kahlenberg and sip new wine in one of the many *Heurigen* or wine gardens. The symbol here is a green wreath posted at the door, unmistakable as you walk past the little low houses on the main street. Here, too, you will find musicians, liting



waltzes and the gay tunes of yesteryear. If you want dancing, continue to the Kobenzl-Bar at Kobenzl, or in the city, three of the best places are the Eden-Bar (2 Liliengasse), the Splendid-Bar (3 Jasomirgottstrasse) and the Monseigneur Bar (3 Führigasse), noted for its gipsy music.

After a show, you may wish to take a glass of wine in the Urbanikeller (12 Am Hof), a wine cellar deep underground with old vaults, antique furniture and zither music; but be sure to go down to the second basement. Or you may try the Alter Hofkeller in the Hofburg (entrance: 1 Schauflegasse). If your taste runs to night clubs, try for instance Casanova (6 Dorotheergasse), Moulin Rouge (11 Walfischgasse) or Lido im Maxim (8 Rauhensteingasse).



Climate and Clothing

Vienna has a temperate climate the year round. In mid-winter you will find snow, but not to the same extent as in the ski resorts. Spring is enchanting; the brilliant sunshine sets off the flowers and shrubs in the city's many parks and the surrounding countryside. Summer days are hot, but pleasantly so. Be prepared for an occasional rainy day in spring and fall and have a light coat for the evening. Vienna these days is an informal city and even in the winter "season", a cocktail dress or dark suit will see you through every occasion, unless you are invited to a formal ball or will attend opening performances at the Opera or the main theatres. Laundry and dry cleaning facilities are available at most hotels and at shops throughout the city. For quick service, see your hotel porter.

Sports

Skiing is the national sport. If you are visiting Austria in winter or early spring, you may wish to spend a few days in one of the major resorts of the Tyrol or Vorarlberg, but for the Viennese the Semmering, only two hours



from the city by train or car, is the main ski terrain (though youngsters take full advantage of the Wiener Wald at the city's back door).

Skating is popular and Vienna has an indoor rink as well as a number of outdoor rinks. In spring, summer and fall, you can swim, play tennis or golf — Vienna has the only 18-hole golf course in Austria. Horsebackriding, boating and hiking are all popular and football (soccer) is the main spectator sport.

Public Holidays and Special Events

Shops and offices are closed on the following days: January 1st (New Year's Day), January 6th (Epiphany), Good Friday, Easter Sunday, Easter Monday, May 1st (Labor Day), Ascension Day, Whit Sunday and Monday, Corpus Christi, August 15th (Assumption), November 1st (All Saints' Day), December 8th (Immaculate Conception), December 25th and 26th (Christmas and Boxing Day).

Vienna Festival — First 3 weeks of June.

Vienna International Spring Fair — Second week of March.

Vienna International Autumn Fair — Second week of September.

Postgraduate Seminar Congresses at the Vienna Academy of Medicine — throughout the year.

Vintage festivals — October (also in Lower Austria and Burgenland).





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