



ABENTEUER ERZBERG

Keywords: industrial location, tourism attraction, industrial heritage

The aim of the project: Experiencing authentic mining of the past and present

Partners: 13 regional and federal institutions concerning culture, education, economy and 4 other partners regarding discounts on their membership cards

Project implementation time: Established in 1986, successively extended over the years

Budget: n.n.

Granted by: Abenteuer Erzberg is a 100% subsidiary of the VA Erzberg mining company

Priority line/Specific objective: n.n.

Context:

The Erzberg is located in the Styrian district of Leoben in the municipality of Eisenerz and is a central part of the Styrian Iron Route. The mountain stands as a symbol of industrialization of Austria. It is the largest siderite deposit on earth and the largest open pit ore mine in Central Europe. Ore has been mined at the Styrian Erzberg for more than 1300 years, and even today it is still mined every day. With its mineral resources, the mountain represents an important economic basis in an otherwise rather structurally weak region. In addition to active mining, which is operated by VA Erzberg GmbH, the mountain is now also used as a cultural asset for tourist attractions. The Erzberg is also utilized for hosting sporting events such as the Erzberg Rodeo.

Description:

As an tourism destination 'Abenteuer Erzberg' combines the historical with the contemporary. Visitors can take a guided adventure tour at the site with a heavy truck ('Hauly'), allowing them to experience open-pit mining in the operating area and giving them an insight into the miners' everyday work. Furthermore, a guided tour through the underground mine museum is offered, whereby the underground working world of the miners and the history of the formation of the Erzberg are made more accessible. There is also the possibility for the visitors to try themselves as miners, because there are filling troughs, broaches and compressed air driven hand drills available for experimenting. There is also an open-air exhibition, the Oswaldirücken, which is located in a spacious area at 878 meters above sea level. During a walk directly at the Erzberg, one has a view of the live open pit mining, passes by modern art elements as well as old mining machines from the 18th century.

Results:

A number of actors are involved in the preservation and implementation of the Erzberg excursion destination offer, these range from scientific institutions, to architects, to local businesses. The attractions at Erzberg bring about 50.000 visitors a year and make a considerable contribution to the tourism branch.

Success factors:

The Erzberg is a major Unique Selling Point of the region Styrian Iron Route, as it is one of the few publicly accessible open-pit mines of this type in Europe. The mine company has realised its role in tourism marketing and has therefore agreed to open the site for tourists along the normal operation of the mine.

Limiting factors:



Although the marketing aims to attract people from all over the world, the guided tours are only in German, but there are audio guides in English. Furthermore, the excursion destination is not barrier-free.

Applicability and upscaling:

The Erzberg represents a USP, because the natural and cultural landscape is essential for the implementation of adventure tours such as that of Abenteuer Erzberg.

Others:

<https://www.abenteuer-erzberg.at/cms/?lang=en>

<https://www.facebook.com/abenteuerezberg>



Horizon 2020

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