

The Innsbrucker Festwochen der Alten Musik is a cultural engine and economic factor

When the Innsbrucker Festwochen der Alten Musik opens its 50th anniversary season on July 24, the spotlight will be on not only one of the world's most significant festivals for historically informed performance practice, but also a major force for culture, tourism, and the economy in Tyrol. With the spectacular revival of Pietro Antonio Cesti's monumental Baroque opera 'Il pomo d'oro' — to be performed in its entirety for the first time since its premiere in 1668 — the Innsbruck Festwochen der Alten Musik, together with its Music Director Ottavio Dantone, the Accademia Bizantina, and numerous renowned singers, is making an artistic statement of international significance. At the same time, year after year, they make a significant economic contribution to the region and create added value that extends far beyond the cultural sector.

A recent analysis by the Integrated Consulting Group (ICG) demonstrates the extent to which the Innsbrucker Festwochen der Alten Musik stimulates the region's economy.

In total, they generate approximately 7.6 million euros in additional economic value each year. Among those who benefit are hotels, restaurants, shops, craft businesses, and many other service providers in Innsbruck and Tyrol. Every euro of public funding yields an economic benefit of approximately 2.80 euros for the region.

The Festwochen are also important for the employment market. Directly and indirectly, they support employment equivalent to about 100 full-time positions. At the same time, they generate or sustain income totaling 5.6 million euros. About 2.3 million euros of this amount flows back into the region as additional purchasing power. Public budgets also benefit from this: Through taxes and fees, approximately 2.9 million euros flow back to the public sector — a figure that is even slightly higher than the total public funding for the festival.

The figures thus clearly show that the Innsbruck Festival of Early Music is not only a major cultural event but also a significant economic factor for Innsbruck and the entire region.

Since its founding in 1976, the Innsbrucker Festwochen der Alten Musik has been among the world's leading festivals in its genre. Through the rediscovery of significant works from the 17th and 18th centuries, renowned artists, and the promotion of young talent, it has shaped the international music scene for five decades. From July 24th to August 30th, 2026, the anniversary program will combine this tradition with spectacular opera productions, world-class concerts, and the 'Pietro Antonio Cesti' International Baroque Opera Singing Competition — once again establishing Innsbruck as a globally recognized center for early music.