



MOZART WAYS
VIE DI MOZART
VOIES DE MOZART
MOZART WEGE

Press release July 2018

"BLOGGER IN MOZART'S FOOTSTEPS THROUGH THE REGION OF SALZBURG"

MOZART CARE REINTERPRETED AND NEWLY IMPLEMENTED
The European Mozart Wege use modern communication channels through blogging an influencer marketing tool

Under the motto "Creating Encounters" the EMW dared to take their first steps into influencer marketing. The Salzburg-based blogger Carolina Hubelnig from "Ach du gute Güte" has followed Mozart's footsteps in the Salzburg region and visited places where Mozart's heritage is still visible and experienceable. The central aim of the European Mozart Ways was to open up to the new media strategy through young communicators and to make the legacy of Mozart accessible to young media consumers through targeted measures.

Every month the 30-year-old native of Salzburg, Carolina Hubelnig, reaches thousands of young readers from the city and province of Salzburg and parts of neighbouring Germany with her successful lifestyle blog "Ach du gute Güte!" Recently, the blogger followed on a journey of discovery the footsteps of Mozart in the Salzburg region and reported on her blog in real time.

European Mozart ways believes in the increasing importance of influencers

The first trip in the spring of 2018 marked the beginning of a forward-looking influencer collaboration between the European Mozart Ways (EMW) and local and international media makers. International influencers embark on a voyage of discovery to Mozart's heritage - along the Cultural Route, certified by the Council of Europe. In order to further increase the reach of the report and to make it usable in the long term, the bloggers will also be introduced on the website of the European Mozart Ways with videos, pictures and texts.

The European Mozart Ways and their partners react with the integration of social media to the increasing importance of so-called influencers in tourism and cultural marketing. Blogging, Instagram and YouTube are playing an increasingly important role in travel decision-making of younger audiences, while traditional travel media continue to lose importance.

"Before we follow Mozart on his travels abroad, we first wanted to explore our own homeland and see where the exceptional talent in the city and province of Salzburg left his traces," says Eva Krallinger from the team Miss Flora, who, together with the Salzburg members the European Mozart Ways - University Mozarteum Salzburg, province of Salzburg,

Salzburg Tourism GmbH and the Secretary General of the EMW – developed the "itinerary" and content of the first blog.

This resulted in wonderful encounters between the blogger Carolina Hubelnig and special people and places in Salzburg, which have something to do with classical music and Mozart. For example, getting to know Nathan Rinaldy, the 12-year-old flutist, who takes classes at the University Mozarteum Salzburg as a gifted child and - as Mozart himself once - is called a child prodigy.

In the Mozarteum Foundation Salzburg, Carolina Hubelnig met the president of the foundation, Johannes Honsig-Erlenburg, in Lofer music students who were working on a Mozart Minuet or in St. Gilgen at the Mozarthaus Augustin Kloiber who talked about the life of Mozart's sister, Anna Maria.

To follow Mozart's footsteps through Europe by your own

The integration of influencers into the EMW projects promotes the exchange between national and international bloggers on EMW networking topics. But even end customers are satisfied. By precisely listing and describing the places of the cultural route, the travels become imitable - without any planning effort.

A promotion of province of Salzburg, a grant from the Federal Austrian Chancellery and the support of the Salzburg Tourism GmbH have made it possible to combine the diverse expertise of the members of the network in the meeting with the Salzburg blogger team.

Carolina Hubelnig

since 2013 writes for her readers about the city of Salzburg, culture, sustainable fashion and fast, seasonal cooking recipes. She enjoys traveling and spending time as a blogger in extraordinary places.

Blog: guteguete.at

European Mozart Ways

The European Mozart Ways are a network of places that Wolfgang Amadeus Mozart has passed on his travels or that have a meaning for the genius. Countries such as Italy, Germany, Austria and the Czech Republic are represented and work across borders to disseminate the legacy of Mozart and its European dimension in their regions

The Province of Salzburg, initiator of the European Mozart Ways (EMW) network, has created with this Cultural Route of the Council of Europe a sustainable European project, which has successfully implemented artistic, scientific, tourism and music-promoting projects across borders for more than fourteen years.

Maria Honsig, representing the province of Salzburg on the board of the network, is convinced from the beginning on, above all, of the brokered, young goal: "Closer engagement with the outstanding personality of Mozart enriches us all. To what extent can Mozart touch us today, how do we convey this treasure to all, young and old people - this is one of the main questions of our network work. And how can we get together across borders, learn from each other and benefit from one another? A deeply European challenge."

The province of Salzburg has also initiated the Blogger project, which will now be continued along the network. Next stop: Augsburg, celebrating in 2019 the famous and for Mozart so important father Leopold.