

(Re)discovering Salzburg for the 60th anniversary of “The Sound of Music”

Thursday, 26 Jun, 2025  



Anyone around the world has seen or -at least- heard of the movie “*The Sound of Music*”. Released in 1965, it had become a year later the highest-grossing film of all-time. The film was a huge success worldwide, breaking previous box-office records in 29 countries. A total of **283 million tickets** were sold worldwide while the movie earned 5 Academy Awards.

2025 marks then a milestone anniversary for the iconic film in its original filming location, **the city of Salzburg in Austria**.

More than just a film, **the Sound of Music has shaped the identity of Salzburg**. It contributed to bring millions of visitors to the city over the past six decades. The UNESCO-listed baroque city and its surroundings mainly served as a location for the movie. It not only immortalized the true story of the von Trapp family. It also turned Salzburg into a symbol of cinematic magic and musical joy.



(Photo: ClaraDon-Flickr-CC BY-NC-ND 2.0)

“We are proud to celebrate this landmark anniversary in the place where it all began,” highlights **Christine Schoenhuber, CEO of Tourismus Salzburg GmbH**. “The Sound of Music is part of our cultural DNA. This year offers a chance to both honor the film’s legacy and welcome new generations of fans to Salzburg.”

According to Salzburg tourism board, over 300,000 visitors come each year to the city because of the movie. This represents roughly 10% of all travellers to town.

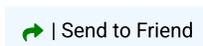
To commemorate this milestone, Salzburg is hosting a variety of events and special programs throughout the year. The city invites fans from around the globe to rediscover the places where the beloved film came to life.

A Year of Celebrations: Events and Highlights



- **Special Anniversary Tours:** Visitors can experience expanded *Sound of Music* tours, stopping at iconic filming sites such as Mirabell Gardens, Nonnberg Abbey, Leopoldskron Palace, Hellbrunn, and the Mondsee wedding church. Best is to follow exclusive tours led by Elisabeth von Trapp. She is the granddaughter of Georg and Maria von Trapp, interpreted by Christopher Plummer and Julie Andrews in the movie.
- **Concerts and Live Performances:** Salzburg’s concert halls and theaters feature special *Sound of Music* performances, sing-along screenings, and orchestral renditions of the film’s unforgettable soundtrack.
- **Exhibitions and Talks:** Local museums, including the Salzburg Museum, will host dedicated exhibitions showcasing behind-the-scenes photos, original costumes, props, and insights into the real von Trapp family’s legacy.
- **Outdoor Cinema and Community Events:** Open-air film screenings, family activities, and themed city walks will bring the story back to life in a celebratory atmosphere throughout the summer season.
- **Exclusive Merchandise:** Commemorative 60th anniversary merchandise and souvenirs will be available for collectors and fans at key tourist locations.

For further information on the full program and to plan your visit, [Salzburg tourism](#) lists all the events until year-end. In between, the “Sound of Music” is a wonderful motivation to (re)discover one of Europe’s most magical and pictorial cities !



HAVE YOUR SAY

Comments *

[Logged in as Jay Whipple.](#) [Log out?](#)

