



**EX**periential **T**ourism for sustainable **R**ural development

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## 1. Business name & logo

Mohndorf Armschlag

## 2. Brief description

Mohndorf Armschlag is a village in the Waldviertel region where everything revolves around poppy seeds. Visitors can experience the poppy plant and its blossoms in all their diversity. Poppy cultivation is the heart and pride of the village.

## 3. Key services/products/experiences

- Mohnwirt Neuwiesinger (traditional Austrian restaurant with focus on dishes with poppy seeds)
- Poppy seed TV
- Own developed products, cosmetics, traditional clothing
- Hiking, cycling, outdoor sports activities
- Mohnkirtag (traditional village festivity, revolving around poppy seed)
- Largest painting of poppy seed flower

## 4. Target audience

- Travel groups
- Hikers
- Cyclists
- Families

## 5. Sustainability aspects

The destination maintains a strong connection with nature and is closely rooted in the local community, with many residents working in the tourism sector. It also cooperates directly with local poppy-seed farmers, supporting regional agriculture and preserving traditional cultivation practices.

## 6. Contact information

Address: Mohndorf Armschlag  
3525 Sallingberg  
AUSTRIA

Website: [Mohndorf Armschlag](https://www.mohndorfarmschlag.at)

Facebook: <https://www.facebook.com/mohndorf>

Instagram: <https://www.instagram.com/mohndorfarmschlag>

