

AUSTRIA

KC MATCH DATE: JUNE 27 | 9:00 P.M. CENTRAL

OFFICIAL TEAM NAME

Österreichische Fußballnationalmannschaft
(*UR-shtur-rye-kish-eh FOOT-bol-nah-tsyoh-NAHL-mahn-shahft*)

COMMON NICKNAME

Das Team
(*doss-teem*)

TEAM COLORS

Red and white

WHERE IN THE WORLD CENTRAL EUROPE



Approx. 9–10 hours travel to Kansas City

LANGUAGE & COMMUNICATION

PRIMARY LANGUAGE(S)

German

ENGLISH PROFICIENCY

High

HELPFUL GREETINGS

- ▶ Hallo (HAH-loh) — Hello
- ▶ Danke (DAH-keh) — Thank you

Effort is appreciated; perfect pronunciation is not expected.

SOCCER FAN CULTURE & SPIRIT

MATCH DAY ATMOSPHERE

- ▶ Pre-match: Flags are popular. Fans will primarily wear the color red. Austrians usually favor attending outdoor public viewings on match days with friends and family; this may involve enjoying some Austrian beer in a relaxed setting.
- ▶ Post-match: Lots of celebrating with friends and family. Crowds are not very rowdy, fans are usually well-behaved at stadiums and in public settings.



AUSTRIA

CULTURAL NORMS & ETIQUETTE

HIGH-LEVEL

Generous hospitality and good manners are very important to Austrians. However, good manners and being polite should not be confused with being overly friendly. They are reserved with strangers generally.

HOSPITALITY, DINING & DAILY RHYTHM

Austrians are big fans of Italian and Asian food, as well as Turkish food. Informal or pub style dining is very popular. It is always great to showcase the diversity of American cuisine to visiting Austrians. Austrians are always ready to eat a good bread and cheese sandwich at any meal time. Oftentimes, Austrians will pack their own lunch on the go.

Meals are closer to U.S. timing.

- ▶ Breakfast: Generally between 7-10 a.m.
- ▶ Lunch: Around noon.
- ▶ Dinner: Early evenings around 6 p.m.

FOOD, BEVERAGE & COMFORT

Hearty cuisine, think lots of bread and cheese/deli meats for breakfast, Viennese Schnitzel and potato salad for lunch or dinner; coffee culture is strong. Those in Vienna have lots of exposure to international food as well, since the city there is quite cosmopolitan. However, the more rural areas have less variety.

TRAVEL & CONSUMER BEHAVIOR

Organized groups and independent travelers; punctuality valued. More reserved when travelling and in general they are more reserved with strangers. Overly familiar attitudes with strangers can be considered impolite at times. Though more experienced travelers understand that the U.S. has a more outgoing and friendly culture than Central Europe.

COMMUNITY CONNECTIONS

Austrians will be searching out traditional public viewing points, similar to ones they experience in Europe. They may be looking for Austrian or German style of beers. However, they will also be looking to see what cuisine Kansas City has to offer.

HOW OUR REGION CAN BE A GREAT HOST

Polite, efficient service is appreciated. Greeting people is very important. A nice hello goes a long way with Austrians. It is less common though to ask "How are you?" since that is usually a question reserved for people one knows better.



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PAYMENT

Most international visitors primarily use credit or debit cards, including contactless payment methods. Businesses do not need to adopt new or specialized payment platforms. Some visitors may expect PIN-based card transactions, and occasional card declines may occur due to bank security settings.

COMMUNICATION

Many international visitors use WhatsApp for personal communication with friends, family and travel companions. Businesses and community hosts are not expected to use WhatsApp. Visitors may share directions, reservations or information via their mobile phones or screenshots.

HELPFUL TIP

Clear signage, written confirmations, patience and friendly communication go a long way in creating a positive experience for international visitors.

AUSTRIA TEAM FACTS

(Source: FIFA World Cup 2026™ Final Draw Stat Kit)

- Austria is returning to the FIFA World Cup™ stage for the first time since 1998 and will make their eighth tournament appearance at the 2026 tournament.
- They clinched qualification on the final matchday, earning a 1-1 draw against Bosnia and Herzegovina with a late equalizer after trailing for most of the contest and facing the prospect of being overtaken in the standings by their opponents.
- Two-time semi-finalists, Das National team finished fourth in 1934 and clinched third place in 1954. Since then, they have only advanced beyond the first stage once reaching the second group phase at the 1982 edition of FIFA World Cup™ flagship tournament.
- On October 9, 2025, Austria recorded their biggest win, swatting San Marino aside in a 10-0 FIFA World Cup 26™ qualifying triumph. Marko Arnautović netted four times in that contest to surpass Toni Polster's long-standing 44-goal record and become Austria's all-time leading scorer.
- The 1954 FIFA World Cup™ quarter-final bout between Austria and host nation Switzerland remains the highest scoring match in the tournament's history. The Austrians staged a remarkable comeback, overturning a 3-0 deficit to win 7-5.