



# Osttirol

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# Pressmap



www.osttirol.com

Osttirol: Mountains that move you.

## Dear travel journalists & bloggers,

Osttirol breaks records, yet is traditional and 'true', like barely any other region in the East Alps. I would like to invite you to discover winter in Osttirol and its stories. With that in mind, we have prepared a few exciting topics for you in this exclusive media card. From spectacular facts and figures, and the first winter hiking village in Austria on this side, to trends, news and exciting people on the reverse. Be inspired and, together with us, produce the very stories that your readers, listeners or viewers really ought not to miss. We and our team at Hansmann PR are happy to help you with your research. Be that at your desk, or better yet, right here with us in beautiful Osttirol.

On that note, kind regards,

Franz Theurl, Chairman of the Tourist association Osttirol



## WINTER HIKING IN KARTITSCH

The town of Kartitsch in Osttirol has a mere 771 inhabitants. Since 2018 this 1353 metre high town has been the only certified winter hiking village in Austria. Ten winter hiking paths, ranging from easy to challenging, are geared towards those looking for tranquillity and nature-lovers. Kartitsch was recently awarded the coveted 'Tirol Touristica Award'.

THREE QUESTIONS TO PROJECT MANAGER OF THE WINTER HIKING VILLAGE OF KARTITSCH, BERNHARD PICHLER FROM THE TOURIST ASSOCIATION OSTTIROL:

**Mr Pichler, a winter hiking village – what is that?** Well, you take a village, lots of snow, ambitious locals and boldy look to the future. We do not have a large ski area and no stage-managed adventure realms. But we also don't have mass tourism. Just pure nature! And that is precisely our strength. With our certified winter hiking paths we make it possible for our visitors to experience the Osttirol mountains in a gentle manner.

**How did this idea come about?** We see the future of tourism in the protection our pristine natural landscape. That is why it is logical for us to reinforce gentle winter tourism, without impacting on the environment. With this clear positioning we have established ourselves as pioneers in sustainable tourism throughout Austria.

**You have also stated that winter hiking is a 'democratisation of winter sport'. What is meant by that?** Anyone can do a winter hike in the winter. No expensive ski equipment or technical knowledge is required, as it is for skiing or cross-country. Winter hiking connects all of us to the wintry natural surroundings. And thanks to the outstanding infrastructure, guest card holders can travel to Kartitsch free of charge from all of Osttirol.

## A REGION OF SUPERLATIVES

### The most 3000 metre mountains

More than a third of all the three-thousand metre mountains in Austria are in Osttirol. 266 in number. Among them is also the most prominent and highest mountain in the Alpine Republic: the Großglockner (3798 m), which, with its pyramid-shaped double peak, is regarded as a landmark in Austria. One guy genuinely has tackled all the three-thousand metre mountains in Osttirol - National Park Ranger Andreas Rofner.



### The most space on the mountain

Overcrowded pistes, long queues and après-ski hullabaloo? You will look for that in vain in Osttirol. According to current calculations by the tourist sector, Osttirol has on average 100 by 100 metres of pistes available for every skier. In the big ski hubs in Nord- and Südtirol, this is often just 10 by 10 metres. The result – completely saturated pistes. Not the case in Osttirol!



### The fluffiest snow

Two words that set the heart of every freerider racing: Champagne Powder. This particularly dry, airy powder snow has made its home in Osttirol. To be more exact, in Defereggental, one of the coldest valleys in Austria, where it is not uncommon for the temperatures to fall below minus 20 degrees. Perfect conditions for that fluffy-white gold – for which freeriders no longer have to fly to the USA or to Canada in search of.



## OSTTIROL – A SOMEWHAT DIFFERENT PART OF TIROL

No-Osttirol is not its own federal state. Osttirol, also known as the district of Lienz, is a part of Tirol and with its surface area, spanning some 2000 square kilometres, making it the biggest district. In geographical terms, Osttirol is however an exclave. Separated by Salzburg from the rest of Tirol, it does not directly border on Nordtirol

To the west of Osttirol is its Italian neighbour Südtirol, to the north is Salzburg, to the east Carinthia and to the south Veneto. With these different cultural influences it is also then hardly any wonder that the region has developed its very own identity, which can be seen in its dialect, its regional cuisine and traditions - Osttirol has a charm all of its own.

In one respect however, Osttirol clearly differs from its neighbours – mass tourism is unknown here. Even the advertising slogan for Osttirol's Villgratental has got it right: 'Visit us, we have nothing'. Said with a wink of course. After all, it is this 'nothing' which is precisely what more and more holiday-makers are looking for these days – undeveloped mountain panoramas, unspoilt natural surroundings, peace and seclusion.

EDITORIAL

IN FOCUS

# Osttirol and its stories

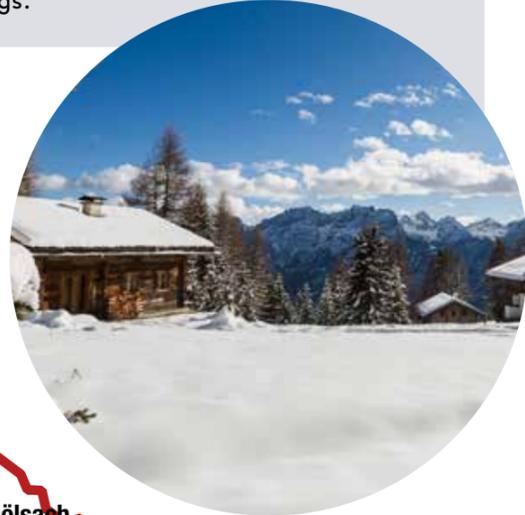
## WAY UP HIGH

Modestly known as the King of the Venediger – mountain guide Sigi Hatzler. Having grown up at the foot of the Großvenediger in Prägraten, this Osttirol mountain guide has already stood on the 3666 metre high Großvenediger in the heart of the national park Hohe Tauern thousands of times. 'The Großvenediger is a superb ski touring mountain', rhapsodises Sigi. 'When the conditions are good you can get right up to the summit on skis, which makes this mountain the highest ski peak in Austria.' The Großvenediger is in technical terms easy, which is why a ski tour along with an experienced mountain guide like Sigi is even possible for those of you new to glaciers.



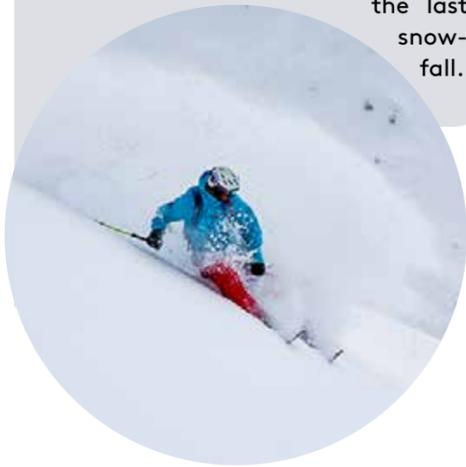
## OSTTIROL'S GAULS

Tourism – an economic driver. In many regions of the Alps tourism has evolved to become one of the most important activities. This creates dependency and mass tourism. Not so in Osttirol! Here the local population has always fought to counter mass tourism. The ideals here are gentle, eco-friendly and traditional structures, that are actively driven and supported. Critics say that Osttirol has missed the tourism boom. Thankfully, say the Osttirol people and Osttirol fans. After all you still get rebellious valley inhabitants here who fight against bargain clear-outs and construction in their natural surroundings.



## POWDER GUARANTEE

Daniel Kleinlercher, a ski guide from Defereggental, has a gift: he knows, like no other, when and where the best powder is to be found in his homeland. This requires a certain amount of geographical and meteorological understanding, but instinct too. Whether it is in his homeland, Defereggental, in the Großglockner Resort Kals Matri, in Villgratental, in Obertilliach or on the Zettlersfeld in Lienz – in the companion of a ski guide like Daniel Kleinlercher freeriders will still find unspoilt slopes, even days after the last snow-fall.



## NATURAL EXERCISE

Snow-shoe hiking is probably the most authentic and oldest type of exercise in the snow. These days snow-shoe hiking is a sport for everyone, even all the family. The Nature Watch tours in the Hohe Tauern National Park are a special feature in Osttirol. Together with a National Park Ranger and kitted out with spotting scope and binoculars, you get to explore the animal realm in the National Park in a pair of snow-shoes and observe chamois, ibex, eagles and the like. A special highlight every Thursday from the start of January until the end of February are the sunset snow-shoe hikes or full moon tours with national park rangers.



## RETRO IS IN

Cross-country skiing is contemporary again and vibrant like never before. In Osttirol cross-country skiing was actually never really 'out'. Some 370 kilometres of tanded slopes are spread throughout the entire region. A train link from Lienz through Hochpustertal to Südtirol even makes a 'cross-country train journey' possible. Everyone can ski as far as they want. And when your energy reserves deplete and the day draws to a close, you can take the train conveniently back to your starting point. Those of you who want to give long-distance cross-country skiing a go, have a five or eight-day travel option with the Trans Dolomiti - from Hochpustertal to Cortina d'Ampezzo - including luggage transport, overnight stays and half board.



## Good to know!

**4 REGIONS & 33 COMMUNITIES**

The 'NationalparkRegion Hohe Tauern', the 'Defereggental' in the west, the 'Lienzer Dolomiten' in the south east and the 'Hochpustertal' in the south west.



**19.000 GUEST BEDS**

... are available to stay the night in.



**1.500 SQUARE KILOMETRES**

... of natural surroundings in Osttirol are largely untouched.

**1.856 SQUARE KILOMETRES**

... is the size of the 'Nationalpark Hohe Tauern' - which makes it the biggest national park in Central Europe.



**400 KILOMETRES**

... of slopes are available for cross-country skiers.

**266 THREE THOUSAND METER HIGH PEAKS**

... are located in Osttirol - including the highest of Austrias mountains, the Großglockner (3.798 meters).



**INHABITANTS**

Inhabitants in Lienz: 11.903  
Inhabitants in the other 32 communities: 37.087  
Inhabitants total: 48.990



**>165 SKI TOURS**

... in various difficulties.



**150 KILOMETRES OF PISTES**

... distributed over Osttirols ski areas.