PRESS INFORMATION
Osttirol

Less mass tourism, more character

“Osttirol isn’t for everyone. And that’s exactly the point.”



A powerful mountain landscape, vast open spaces, authentic communities and hosts with genuine stories to tell: East Tyrol does not aim to please everyone. Instead, it appeals to those who actively seek the qualities that define this Austrian alpine region.

A destination that does not want to appeal to everyone may sound unusual in tourism marketing. For Osttirol, however, it reflects a clear philosophy. Rather than pursuing growth at any cost, this Austrian holiday region focuses on preserving the distinctive character that makes it unique.

The Alps have long been a place of aspiration and longing. At the same time, alpine destinations face the challenge of maintaining their appeal without losing their authenticity. More demand, more infrastructure and more staging may initially seem like signs of success, but over time they can alter the very qualities visitors are looking for. Osttirol has chosen a different path.

“Our objective is not to make tourism in Osttirol as large as possible. We want our homeland to retain its character. And to achieve that, we sometimes have to consciously set limits,” says **Franz Theurl, Chairman of the Osttirol Tourism Board**. Natural open spaces, vast landscapes and undeveloped areas are not untapped potential. They are precisely the reason guests choose to visit Osttirol.

The mountain is always in charge



The power of the mountains is inspiring, but not always comfortable. Weather conditions, cold temperatures, altitude and physical effort are all part of the experience. That challenge is one of the defining attractions of Osttirol

The region is shaped by **266 peaks exceeding 3,000 metres**, stretching between Austria's highest mountain, the **Großglockner**, the **Hohe Tauern National Park**, the **Lienz Dolomites** and the valley Hochpustertal. In winter, this means snow-covered valleys, dramatic alpine scenery and conditions that cannot be controlled or planned with certainty

Especially during the colder months, days often unfold differently than expected. A winter hike may begin in complete tranquillity, accompanied only by the crunch of footsteps in the snow, the wind through the trees and the occasional call of a bird. Yet just a few hundred metres higher, conditions can be entirely different. Weather, snow and temperature set natural boundaries, and sometimes the mountain itself decides when it is time to turn back.

The luxury of leaving things out



Remote side valleys, expansive landscapes and villages that are not designed for maximum visitor density are integral to the identity of Osttirol.

Today, freedom can be something remarkably simple: having space. Space to choose your own path, to enjoy an unplanned afternoon, or to follow a thought without it being interrupted by the next notification. The goal is not to squeeze as much as possible into a holiday, but to decide for yourself what the day should become.

Osttirol's tourism development follows the existing character of the region: small communities with deep roots, individually curated experiences and family-run hospitality instead of large-scale tourism staging. The valley **Defereggental**, for example, is among the least densely populated areas in the Austrian Alps. The village of **Kartitsch**, located in the **Tyrolean valley Gailtal**, was Austria's first certified winter hiking village and focuses on nature-oriented infrastructure. Trails are carefully maintained and made accessible, without transforming the surroundings into a theme park.

Life does not revolve around tourism



Family-run hotels, traditional farms, guesthouses and independently managed accommodations shape the tourism landscape in Osttirol. Visitors encounter people who are not only involved in tourism but are genuinely part of the region itself: farmers tending to their animals in the morning, hosts personally welcoming their guests, and mountain hut keepers who know when a tour is better postponed until the following day.

Those who visit Osttirol experience a region that continues to thrive even when there are no visitors. Tourism is an important part of life here, but it does not define how that life should be lived. Osttirol, the Austrian holiday region south of the Alpine ridge, does not have to appeal to everyone. It is enough that the right people feel at home here.

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