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Press Release

The Joy of Missing Out: Why Less Is More in East Tyrol

Come to us, we have nothing.

East Tyrol, Austria – No crowded slopes. No checklist of must-see attractions. No pressure to capture every moment for social media. In a world driven by constant optimization, East Tyrol is embracing a different luxury: the freedom of not having a plan.

Surrounded by the majestic landscapes of the **Hohe Tauern National Park**, the **Lienz Dolomites**, and the **Carnic Alps**, East Tyrol offers something increasingly rare in modern travel: space, silence, and time. Rather than competing with destinations that constantly add new attractions, the Austrian alpine region invites visitors to slow down and reconnect with what truly matters.

A New Travel Trend Rooted in Tradition

Today, travelers meticulously research destinations, reserve restaurants months in advance, and fill every free moment with activities. The desire to maximize experiences often leaves little room for spontaneity or genuine presence.

Yet a growing number of people are discovering the value of doing less. What is now emerging as a travel trend has long been part of East Tyrol's identity. Nearly two decades ago, the remote Villgratental Valley gained attention with the unconventional slogan: **"Come to us, we have nothing."** Originally coined by a local mountain guide, the phrase challenged the tourism industry's race for ever more attractions and entertainment.

Today, that message feels more relevant than ever. What many travelers are truly seeking may be exactly this "nothing": no compulsory program, no endless distractions, no

constant connectivity, and no pressure to document every experience before it is even lived.

Experience More by Experiencing Differently

Choosing a slower pace does not mean doing nothing. On the contrary, East Tyrol's winter landscape offers countless opportunities to engage with nature on one's own terms.

Visitors can explore approximately **400 kilometers of cross-country ski trails** winding through valleys and alpine plateaus, where the focus shifts naturally from performance to landscape. Ski tourers can choose from **more than 165 routes** among the region's **266 peaks above 3,000 meters**, allowing weather, conditions, and personal rhythm to determine the journey. Winter hiking trails in villages such as **Kartitsch** and **Prägraten** encourage travelers to appreciate the simple act of being outdoors, while the region's ski areas provide ample space for relaxed turns, sunlit breaks, and mountain panoramas rather than crowded pistes and lift lines.

The Luxury of Space

East Tyrol's appeal lies not in spectacle, but in authenticity. Its largely unspoiled landscapes, small-scale communities, and deeply rooted traditions create an atmosphere where visitors can rediscover the value of unscheduled time.

Here, the simple pleasures become memorable: the crunch of snow beneath your feet, the rhythm of your own breath, the changing light across the mountains, and the rare opportunity to be fully present in a place.

About East Tyrol

"**Naturally different. Naturally nature.**" This guiding principle defines East Tyrol, Austria's mountain destination south of the main Alpine ridge. Home to **265 peaks exceeding 3,000 meters**, including the nearby **Grossglockner**, Austria's highest mountain, the region offers exceptional opportunities for outdoor recreation, mountaineering, and nature-based experiences. Beyond its dramatic alpine scenery, East Tyrol is renowned for its culinary excellence, ranging from traditional mountain inns to award-winning restaurants, as well as its living traditions, regional craftsmanship, and authentic Alpine culture.

For more information, visit **www.osttirol.com**.

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