

PRESS RELEASE

Osttirol

Preheader: „Come to us, we don't have anything“



The Joy of Missing Out: Why Less is more in Osttirol



In Osttirol, the wide-open landscape helps you reconnect with yourself and the here and now
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No crowded slopes. No checklist of must-see attractions. No pressure to capture every moment for social media. In a world of constant optimization, Osttirol is embracing a different luxury: the freedom of not having a plan

What we win, planning less



Few houses, a lot of space: Kartitsch (li.) und Anras (re.) represent what is characteristic for Osttirol – historic villages, expansive landscapes and time for the individual rhythm.. © (li.) TVB Osttirol / Peter Maier, © (re.) TVB Osttirol / Anton Ausserlechner

Surrounded by the majestic landscapes of the **Hohe Tauern National Park**, the **Lienz Dolomites**, and the **Carnic Alps**, Osttirol 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 don't have anything."** 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.

Experiencing 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.

The Luxury of Space

Osttirol'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.

"Naturally different. Naturally nature."

This guiding principle defines Osttirol, Austria's mountain destination south of the main Alpine ridge. Home to **265 peaks exceeding 3000 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, Osttirol 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.