

Osttirol

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PRESSKIT

East Tyrol ... where life is beautiful



KALSER MOUNTAIN GUIDES A 150 year history
HOHE TAUERN NATIONAL PARK Nature and tourism in balance
FREERIDING IN THE DEFEREGGENTAL Champagne Powder, just like in Canada
CROSS-COUNTRY SKIING Cross-country trekking through the Dolomites
KARTITSCH WINTER WALKING VILLAGE Austria's first certified winter walking village
TERRACE SKIING Skiing fun with that special something extra



A ski tour through the remote Schober peaks

DEAR JOURNALISTS & BLOGGERS,

The Großglockner remains a key element of East Tyrol in summer and winter alike. As the highest mountain in Austria, it is a magnet for mountaineers from all over the world as well as being the centre point of the Hohe Tauern National Park and a factor in the decision to establish the Kalscher Mountain and Ski Guide Association which is celebrating 150 years of existence in 2019 (p.6).

As winter approaches, East Tyrol is transformed into a place where freeriders can savour fluffy soft Champagne powder snow, unlike anything found elsewhere apart from Canada (p.14). Gourmets can also sample some of East Tyrol's most delicious treats on the terraces of the mountain lodges (p.18) and winter holidaymakers can explore the Dolomites during cross-border cross-country trekking sessions (p.16) along the trails. Winter walkers will also find 10 certified winter walking trails (p.20) in East Tyrol's highest-altitude valley. Last but not least, we asked ourselves whether protecting nature and tourism always have to be in direct opposition to one another. And we found the answers in the HOHE TAUERN NATIONAL PARK (p. 10).

We hope to inspire you and give you some exciting appeal and exceptional ideas for your readers, users and listeners through our theme-based service in magazine-format. We would like to invite you to come and explore East Tyrol yourself, whether individually or as part of a press trip – and submerge yourself in its wide range of culture and landscapes. We would be happy to support you in your research and put you in touch with some exciting business partners.

Your contact partners at the Hansmann PR agency and the team from the East Tyrol Tourist Board are on hand to help with any queries you may have.

PRESS TRIP DATES

Press trip 'East Tyrolean luxury: a free session on the free pistes: from 28 February to 3 March 2019

Skiing in East Tyrol is different – and exclusive. The word 'exclusive' should not be misunderstood here though. East Tyrol has its own special exclusivity. There is endless tranquillity here, far away from the big ski centres, rather than hundreds of kilometres of pistes. And above all: free skiing on free pistes! During a ski safari through East Tyrol, we learn about the true luxury of skiing: wide turns and peace and quiet in the Defereggental valley, a luxury refreshment break with regional specialities served on the terraces and skiing in the ski resorts of the sunny town of Lienz.

Individual: Ice Climbing Festival from 11 to 13 January 2019

Ice instead of rock: at the East Tyrol Ice Climbing Festival, the waterfalls of the national park region are transformed into an icy adventure park. During workshops, climbing fans receive valuable expert tips on using ropes for ice climbing from the East Tyrol Mountain and Ski Guides. The material test sessions provide a chance to try out the latest equipment including ice axes and crampons, all free-of-charge.

Individual: Ski Touring Festival from 24 to 27 January 2019

The Ski Touring Festival in East Tyrol attracts both amateurs and experts alike – for even more fun and safety in the mountains. Beginners and die-hard fans will find a wide-ranging programme on offer including guided ski tour safaris, safety training sessions and equipment testing. In the evenings, there are some exciting talks on offer and a chance to gain some valuable tips from the East Tyrol Mountain and Ski Guides.

We would be happy to help you plan your own story about East Tyrol and can support you with your research on-site.

DID YOU KNOW?



1,500 km²

... of largely untouched natural landscapes in East Tyrol



>165 ski tours

... of all difficulty ratings just waiting to guide you up into the mountains

1,856 km²

... is the size of the Hohe Tauern National Park – making it the largest national park in Central Europe.



266 3,000 m peaks

...in East Tyrol – including Austria's highest mountain, the **Großglockner (3,798 Meter)**.



400 kilometres

... of trails for cross-country skiers

150 kilometres of pistes

... distributed across 7 ski resorts in East Tyrol

19,000 guest beds

... available for guests to spend the night

Inhabitants

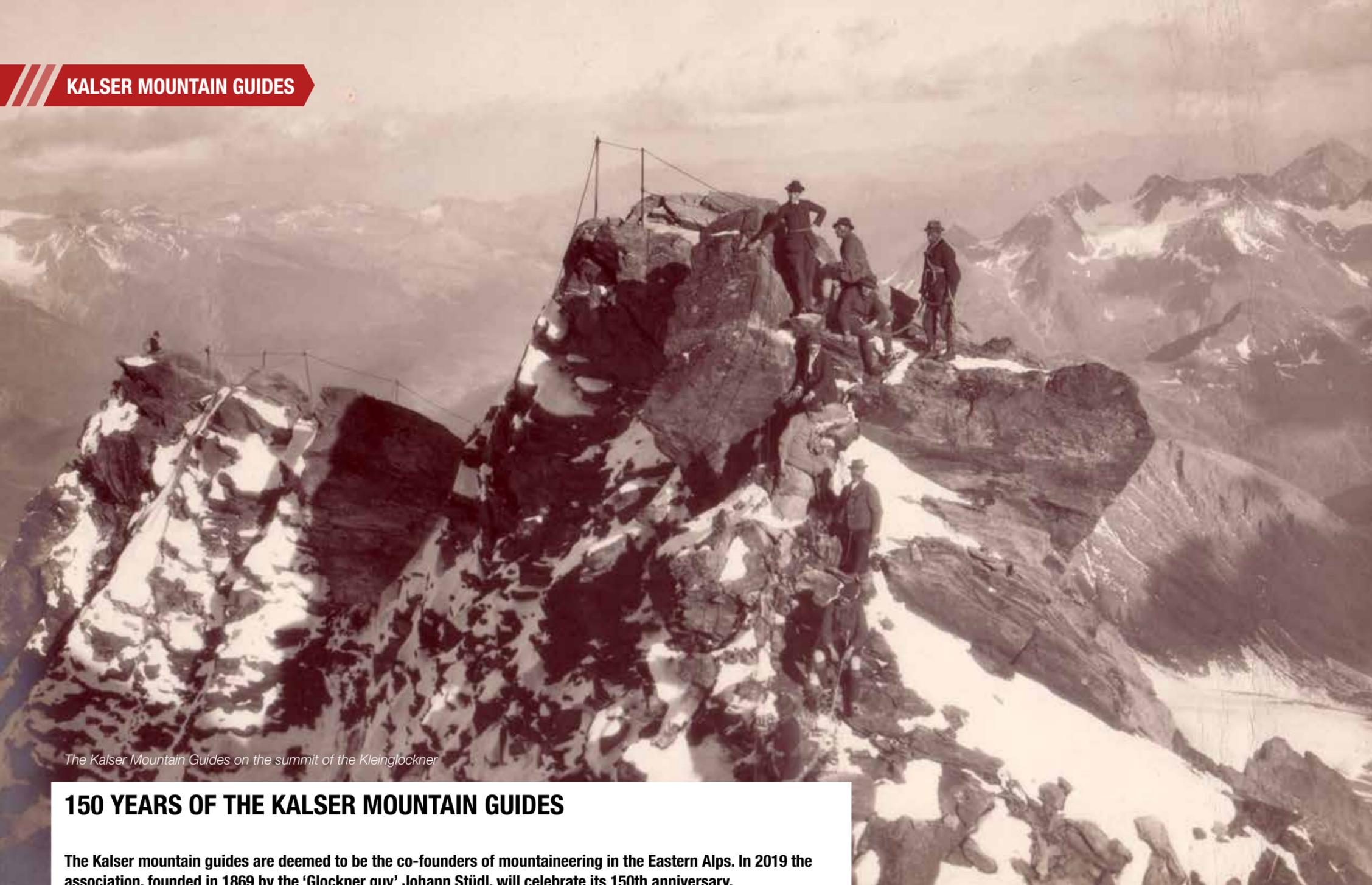
Inhabitants in Lienz: 11,903

Inhabitants in the 32 communities: 37,087
Inhabitants in total: 48,990

4 regions & 33 communities

... are distributed across East Tyrol: the **Hohe Tauern East Tyrol national park region**, the **Defereggental** in the west, the **Lienz Dolomites** in the South-East & the **Hochpustertal** in the South-West.





The Kalsers Mountain Guides on the summit of the Kleinglockner

150 YEARS OF THE KALSER MOUNTAIN GUIDES

The Kalsers mountain guides are deemed to be the co-founders of mountaineering in the Eastern Alps. In 2019 the association, founded in 1869 by the 'Glockner guy' Johann Stüdl, will celebrate its 150th anniversary.

Climbing the Großglockner just once. For many Alpine tourists, this is a unique experience. But for the Kalsers Mountain Guides it is their craft and their profession. Each year, some 1,600 people scale up to the rooftop of Austria with the association's mountain guides. During the winter and summer season, they head out up the Großglockner one day in five. But that has not always been the case. Over the last 150 years in the association's history, the number of keen mountaineers has steadily increased. And the association too has continued to grow. It all started out with businessman Johann Stüdl from Prague and the development of the 'New Kalsers Trail' up to the Großglockner in 1869. The association will be celebrating its 150th anniversary in 2019 and bringing the story of the Kalsers Mountain Guides back to life again.

The beginnings – Johann Stüdl becomes the Glockner guy

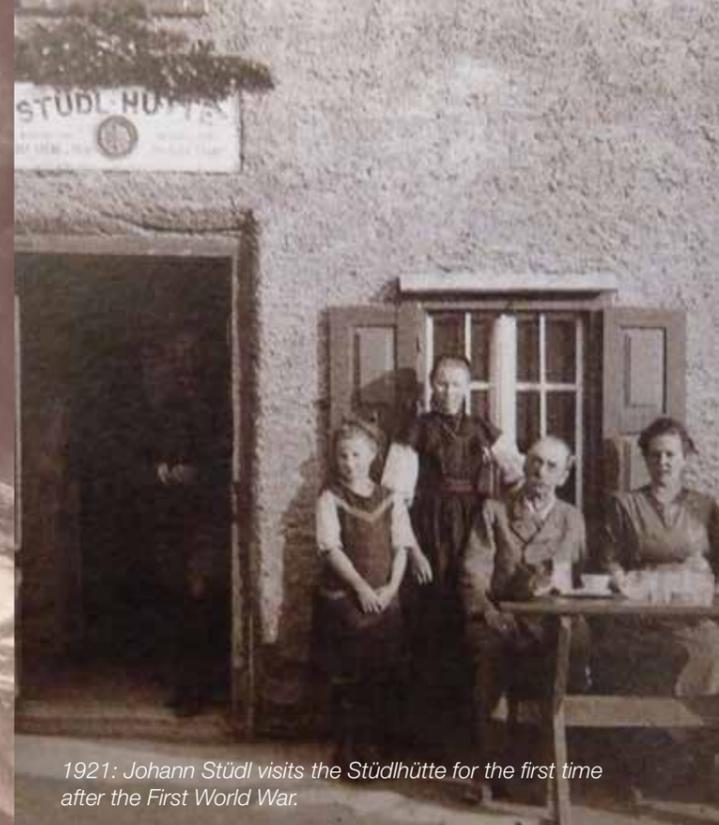
The Großglockner was first conquered in 1800. At that time, the ascent started out in Heiligenblut. From this point on, Alpine tourism became a key economic factor in Alpine tourism in this small spot on the northern side of the Großglockner – and the people of Carinthia were certainly happy about it. The people of East Tyrol also saw climbing Austria's highest mountain as offering plenty of economic promise. And so they sought to find a means of climbing the mountain from Kals itself. This picturesque spot is situated on the south side of the Großglockner. They chose the striking south-west ridge. However the route was too difficult given the conditions at the time and so, in order to market the 'New Kalsers Trail' for tourists, climbing aids and wire cables needed to be added to transform the route into a fixed ropes course.

However there was a lack of funds. Up until 1867 that is. At this time, brothers Johann and Franz Stüdl, two businessmen from Prague, travelled to climb the Großglockner. Johann Stüdl was taken with the friendly atmosphere in East Tyrol. He decided to finance the development and also had a shelter built from his own funds at the Fanotscharte.

The 'New Kalsers Trail' and shelter soon became known as the Stüdlgrat and Stüdlhütte. and Johann Stüdl? He became the Glockner guy. The mountaineer from Prague was there right at the start of the development of tourism in Kals and became an honorary citizen of the Glockner community. But it's not just on the Großglockner where he made his mark.



Ceremonial opening of the Stüdlhütte following its renovation in 1933.



1921: Johann Stüdl visits the Stüdlhütte for the first time after the First World War.



The Kalsers Mountain Guides in 1869.

KALSER MOUNTAIN GUIDES



Today the Kalsers Mountain Guides are mountain experts in the mountains of East Tyrol – and across the world.



Up to 1,600 people per year tackle the Großglockner with the Kalsers Mountain Guides.

Over the years, he returned many times and made a lasting impression on tourism in the region, setting up the first Mountain Guide Association in the Eastern Alps in 1869: the Kalsers Mountain and Ski Guide Association.

TODAY – EXPERTS IN MOUNTAINS ACROSS THE WORLD

Today the Kalsers Mountain Guides offer traditional as well as well-founded and long-standing expertise in the Alpine and high Alpine terrain. They are experts in their local mountain, the Großglockner, but also act as guides across the world. Over the association's 150 year history, many famous mountain guides have been trained at the association. They have made Kals the birthplace mountaineering in the Eastern Alps. Today, Kals is a key starting point for mountain tours of the Glockner, Schober and Granatspitze peaks. And the Kalsers Mountain Guides are a great contact partner for climbing and glacier courses, Alpine and high Alpine tours, climbing sessions and new offers such as e-bike & climb sessions. And not forgetting, of course - climbing the Großglockner itself.

TIP: SUMMER FESTIVAL TO MARK THE 150TH ANNIVERSARY FROM 19 – 20 July 2019



The Kalsers Mountain Guides are out on Großglockner one day in five, on average, over winter.

150 YEARS OF THE KALS MOUNTAIN GUIDES – AN ALPINE SUCCESS STORY IN FIGURES

- 150 YEARS -

Founded in 1869, the traditional association is celebrating its 150th anniversary in 2019.

- 3,798 M -

The Großglockner is the highest mountain in Austria at 3,798 m and forms the heart of the Hohe Tauern National Park.

- 88 YEARS -

Anton (Toni) Glieber is the oldest Kalsers Mountain Guide at 88 years old.

- 40 TIMES A YEAR -

Each of the Kalsers Mountain Guides climb the Großglockner around 40 times per year on average – and some even more often.

- 1,600 PEOPLE -

Each year, some 1,600 people start out the ascent up the Großglockner with the Kalsers Mountain Guides.

- 20 MOUNTAIN GUIDES -

There are currently 20 Kalsers Mountain Guides at work – both in the local mountains and across the world.

- 8,000 ATTEMPTED CLIMBS EACH YEAR -

By the end of the summer season 2018, the Kalsers Mountain Guides estimate that there are around 8,000 attempted ascents of the Großglockner each year.

- 300 KG -

On 2 October 1880, the Kalsers Mountain Guides carried the 3 m high and 300 kg iron Kaiser cross up to the summit of the Großglockner themselves and erected it here. In 1999, the cross was flown back down into the valley by helicopter and restored by Lienz-based master metalsmith Helmut Prünster, giving it a brand-new shine to mark the 200th anniversary of the first ascent of the Großglockner in 2000.

- 3 SHELTERS -

The Kalsers Mountain Guides were heavily involved with the construction of the Stüdlhütte and Erzherzog Johann Hütte but also single-handedly built the Kalsers Tauernhaus and in 1887 the Glorshütte.

- 3,454 M -

The Erzherzog Johann Hütte is Austria's highest altitude shelter at 3,454 m.

EVENTS IN EAST TYROL

1 Advent Magic in Lienz

23 November to 24 December 2018: The Lienz Advent Market is one of the most beautiful in Austria. One particular highlight is the art Advent calendar on the Liebburg, the Lienz town hall. Each day, a new one of the 24 windows opens and reveals a new work of art.

2 Ski centre ski opening

St. Jakob in the Defereggental valley

7 to 9 December 2018: at the St. Jakob Ski Centre, the season begins with a Christmas village market followed by a mountain lodge party with local treats and live music at the ski resort.

3 Kartitsch Mountain Christmas

27 December 2018: submerge yourself in the Christmas of days gone by. With original hay harvesting, glass blowing, forging lucky charms, aromatherapy workshops and stands selling goods, the mountaineering village of Kartitsch is traditional and peaceful, including after the Christmas celebrations too.

4 Ice-climbing Festival

11 to 13 January 2019: three days of pure ice-climbing: at the Ice-climbing Festival in the Eispark Osttirol, there will be workshops with the Kaiser Mountain Guides, a talk by professional climber Ines Papert and a wide range of equipment to try out, among other things.

5 Dolomitenlauf

18 to 20 January 2019: 30 countries, approx. 2,000 participants and 6 competitions of varying difficulty. That's the Dolomitenlauf. It is Austria's biggest cross-country event and will be taking place for the 45th time in 2019.

6 Ski Touring Festival

24 to 27 January 2019: during the 6th Ski Touring Festival, beginners and professionals alike can experience a diverse programme over four days with guided ski touring safaris, safety training sessions, equipment testing and professional talks.

7 WorldSkitest FreerideSkitest

2 to 4 April 2019: the Großglockner resort in Kals-Matrei will be transformed into the test site for the WorldSkitest FreerideSkitest. Selected testers will be blind testing the latest freeriding models in the 'Freeride up to 100' and 'Freeride over 100' categories both on and off the piste and giving their opinions afterwards for the end customer.



Advent in Lienz



Ski opening in St. Jakob



Kartitsch Mountain Christmas



Ice-climbing Festival



45. Dolomitenlauf



Ski Touring Festival



National parks have been representing an alternative to mass tourism in Austria since 1971

PROTECTING NATURE AND TOURISM: HOW DOES THAT FIT TOGETHER?

Tourism and nature have not always been in harmony. But the Hohe Tauern National Park shows that it does not have to be that way.

Tourism in the Alps is still a very new phenomenon. It was only at the start of the 19th century that people began to discover the mountains as a travel destination. Initially, just getting a glimpse of the 'exotic' mountain backdrop was appealing in itself. Subsequently, the significance of the Alps began to develop as a holiday destination for relaxation-seekers and amateur sports enthusiasts. "The Alps are no longer being sought out purely because of their natural environment but increasingly also as a place for sport and amusements. The special features of the landscape and understanding of local traditions

and culture are therefore being pushed increasingly into the background as a result. But here in East Tyrol, things are a bit different", says Emanuel Egger, Ranger at the Hohe Tauern National Park.

Increasing desire for authentic enjoyment in nature

National parks have been an alternative to Alpine mass tourism in Austria since 1971 following the signature of the 'Heiligenbluter Agreement to establish a national park in the Hohe Tauern' between the states of Tyrol, Salzburg and Carinthia. There were two motivations for this:

- Protecting the unique natural and cultivated landscape
- Increasing awareness about protecting nature through low-impact experiences in the landscape

The Hohe Tauern National Park is one of six national parks in Austria in total. It has existed in its current form since 1992, making it the oldest in the country. Extending over an area of 1,856 km², it is also the largest in the entire Alpine region and extends across the states of Salzburg, Carinthia and Tyrol. These three regions are responsible for increasing awareness of the

need to protect nature among the local population and making the national park accessible to the public but in a low-impact manner. This is appealing to ever more people because, these days, many no longer need round-the-clock entertainment on holiday and instead are seeking an authentic experience in nature.

Acceptance among the local population

Designation of the Hohe Tauern National Park has not always been easy. After all, an unspoilt natural landscape is paired with a cultivated landscape here. However, this guarantees the wide range of species and protection of the landscape as well as meaning that Alpine farming often largely forgoes modern techniques or heavy machinery. Add to this the fact that the designated national park area is largely under private ownership. "Initially, not everyone was convinced by the positive effects of the national park. But over time, acceptance among the local population has grown and more and more locals are recognising the benefits of this

Package: 'Sunset snow shoe walks with a National Park Ranger'

Valid every Thursday from 31 January to 7. March 2019 (depending on snow conditions)

- Tour with National Park Ranger
- Snow shoes
- Taxi transfer

The offer can be booked for **25 Euro** per person (plus lift pass for ascent on the Lienz mountain railway to the Steinermandl)



Snow shoe sunset tour as a low-impact activity in the national park.



Holidaymakers can learn about the animals of the park during Nature Watch Tours.

protected area. Among other things, large-scale projects such as a planned dam construction or opening up of the glacier ski resort are now finally on the table," says Emanuel Egger. On the other hand, information and educational facilities have also been created such as the National Park House in Matri and House of Water in St. Jakob in Deferegggen. Young people are introduced to the issue of protecting nature both here and at special events in schools. This benefits the local population. And, of course, the holidaymakers who are attracted to the national park with its wide range of offers.

Holiday at the Hohe Tauern National Park

Holidaying in the national park does not mean having to forgo any specific activities. Instead, the focus is more on mountain sports which have a reduced impact on the landscape. The national park is home to up to 1,200 walking routes with 17 different themed trails. Nature lovers can explore the Alpine wilderness and original cultivated landscapes of the region here without

causing any harm. And if walking is not enough, there is also the chance to conquer one of Austria's highest mountains, the Großglockner, Großvenediger, Lasörling or Schober peaks. In winter, the national park offers endless possibilities for ski touring and snow shoe walking in the Glockner, Venediger and Schober mountains as well as exploring the Defereggental valley with minimal impact. One special feature are the year-round Nature Watch Tours. Participants can explore the animals of the national park and observe chamois, ibexes, vultures and eagles in their wild habitat, accompanied by National Park Rangers such as Emanuel Egger, along with a spotting scope and binoculars.

The aim of the national park is to offer experiences whereby guests can learn about the nature of the region and experience the emotions of these unique landscapes. This motivates holidaymakers to take responsibility for nature and help protect it. Now and in the future.



Untouched terrain and knee-deep powder snow: nothing unusual in East Tyrol.

CHAMPAGNE IN EAST TYROL

It doesn't just happen in Canada. East Tyrol has some exquisite spots for freeriding too. But freeriders will find more than just their perfect terrain here – the Defereggental valley is also home to the legendary snow of skiers' dreams: Champagne powder snow.

Two words which set the muscles of any skier twitching and are often associated just with Canada or the USA: Champagne powder. This soft, fluffy and dry snow is the reason why freeriders are storing fat powder skis in the cellar and from October are continually checking the weather and subscribing to powder alerts from all the ski regions. And the problem with that? In the Alps, it happens relatively rarely. The feeling of floating down the slopes like on a cloud requires the snow to be extremely dry. And that only happens when the air close to the ground is relatively cold.

Champagne powder snow phenomenon

When snow falls, it is indeed the same across the world but in

the climate of the Canadian and Rocky Mountains, the air is so cold due to the Arctic high that the snow freezes again as soon as it falls and the snow crystals can't stick together. The Atlantic generally determines the climate in the Alps. It brings with it moisture-laden masses of air which means that the air is only moderately cold and so it is easier for the crystals to stick together. But fortunately there are some exceptions here so there's no need to board the next plane if you want to experience this legendary snow. The Defereggental valley in East Tyrol is a real insider tip.

Deferegger Champagne Powder

St. Jakob im Defereggental is deemed to be one of the coldest



© Stefan Herbke

valleys in Austria. It can even reach temperatures of - 26 degrees here. This is due to the geographical climate. St. Jakob is situated in the basin of the Defereggental valley right on the Schwarzach. A small inner Alpine basin extends from here out of the valley where a pool of cold air frequently forms in winter due to temperature inversions and the fact that the centre of the resort often receives no sunshine for up to 3 months. These cold temperatures make the Defereggental an insider tip for freeriders and one of the few regions in the Alps where Cham-



Champagne powder in the alps? Available in East Tyrol.

TIP: BRUGGERALM FREERIDE TRAIL

incl. 10 different descents

Take the Almspitzlift up to an altitude of 2,520 m. From here, a short hike of approx. 25 minutes takes you to the Leppleskofel-lenke (2,660 m). Fur is an advantage here. The wide slopes are perfect for making your first mark in the snow. To get there, head south first before ascending approx. 250m of altitude over gently rolling hills into the Bruggeralm valley. From here, it's left along the brook to the Alpine village of Bruggeralm. Cross the brook here over the bridge and head downhill towards Eggenalm. Here you will find yourself in the ski resort again.

Height at start point: 2,520 m or 2,660 m

Height at end point: 1,700 m

Length of route on off-piste terrain: approx. 6 km

Important: the routes are on off-piste terrain. Plan your tour appropriately before the descent, based on the current avalanche report.

The following mountain and ski guides can help with any questions or show you the best descents:

Ski- and Freerideschule Daniel Kleinlercher
Alpinschule Defereggental
Schneesportschule Defereggental



Deserted & spacious terrain - Freerider will find it in St. Jakob i. Def.

pagne powder snow can be expected. Add to this the fact that the slopes are so wide and used by few freeriders. So the Defereggental valley and St. Jakob offer a small, refined and relaxed ski resort with four tow lifts, two chair lifts and a gondola – far away from mass tourism and après-ski parties. But on the other hand, it invites skiers and freeriders to enjoy the wide slopes, empty pistes, wide variation and Champagne snow – East Tyrol style! Deluxe skiing at the heart of the Alps.



From village to village on cross-country skis – cross-country trekking for holidaymakers.

CROSS-COUNTRY TREKKING IN EAST TYROL

During a cross-border cross-country trekking trip from East to South Tyrol, winter holidaymakers can explore the Dolomites from the cross-country trail running along the border between Austria and Italy.

Cross-country trekking is the slow travel adventure for winter in East Tyrol. The Trans Dolomiti can be completed on cross-country skis over a period of several day stages, leading from village to village. As with the popular long-distance walks in summer, each night it spent at a different location and you need to get there under your own steam. But there are no heavy rucksacks to hinder your progress: your luggage will be transported for you and will be waiting in your hotel room at the relevant destination when you arrive. 11 East Tyrol Nordicski Hotels and selected three and four-star establishments along the route specialise in the needs of cross-country skiers and act as competent holiday partners in the relevant region.

Trans Dolomiti – a unique cross-country trekking experience

While multi-day cross-country ski tours in Scandinavia are often available in a family-friendly version, the gentle-paced adventure of the Trans Dolomiti is the only offer of its kind to date across the entire Alpine region. The tailor-made, cross-border cross-country trekking trail guarantees a low-risk and calming winter experience at the heart of East Tyrol, unlike ski touring and Alpine skiing. Between the start of January and end of March 2019, there are two different variations to choose from (5 and 8 days).

5-day taster tour

Those opting for the 5-day (4 night) taster tour - 'Cross-country through the Dolomites on the trail of the Via Regia' can either set off from Obertilliach or Kartitsch where you first warm up over a route of up to 60 km running around

the East Tyrol Biathlon and Cross-country Centre between Kartitsch, Obertilliach and Maria Luggau. After a short transfer, the next day takes you along the 35 km length of the legendary Grenzloipe trail between East Tyrol and South Tyrol from Sillian via Innichen to Toblach where sporty participants can extend the tour if they wish at Innichen and explore the area around Sexten on cross-country skis. Finally, the route runs through the Höhlensteintal valley with views of the Three Peaks of the Dolomites, through the UNESCO World Heritage Site of the Dolomites to Cortina d'Ampezzo and back to Toblach where you can take the free shuttle back to the start of the tour in East Tyrol the following morning.

TRANS DOLOMITI PACKAGE

Valid from January and March 2019

Trans Dolomiti taster packages

'Cross-country on the trail of the Via Regia'

- 4 nights with half-board
- Daily luggage transport
- Cross-country fees
- Transfer services

The package costs **from 438 euros** per person, bookable in a double room.

Trans Dolomiti packages

'Cross-country at the heart of the Dolomites World Heritage Site'

- 7 nights with half-board
- Daily luggage transport
- Cross-country fees
- Transfer services

The package costs **from 686 euros** per person, bookable in a double room.

Trans Dolomiti is currently a unique offer of its kind in the Alpine region





DELUXE REFRESHMENT BREAK

Away from the large ski centres, East Tyrol invites visitors to enjoy some skiing indulgence with that special something extra – on the extensive pistes and with authentic East Tyrolean treats as part of its ‘Terrace Skiing’ offer.

Skiing holidays often mean crowds of people, long queues at the lifts and over-crowded pistes. But it's different in East Tyrol. Far away from the mass tourism, winter sports enthusiasts here can experience pure leisurely skiing surrounded by the impressive backdrop of 266 3,000m peaks. 150 km of pistes distributed across seven extensive ski resorts provide plenty of tranquillity and calm during skiing – a luxury many believed to be long-gone. But the indulgence in East Tyrol does not stop there: away from the pistes, ‘Terrace Skiing’ invites guests to savour culinary treats high above the rooftops of Lienz from the start of December until the end of March. During this time, winter sports fans can enjoy a feast in the ski resorts of Zetttersfeld and Hochstein, hopping from terrace to terrace.

Each of the participating lodges treats skiers, based on a special motto.

Après Ski deluxe

‘Terrace Skiing’ in the sunny town of Lienz is all about savouring a culinary feast rather than devouring kilometres of pistes. From December to March, a number of different lodges and huts in the ski resorts of Zetttersfeld and Hochstein invite winter sports fans to take a break on their terraces. And best of all: each terrace has its own special motto for example, sugared pancakes and burgers. Skiers are treated to some specially selected specialities from the region. A special offer also awaits ski gourmets at the ‘Ski & Wine Culinarium’ from 28 February to 2 March 2019: at the heart of the ski resort, Austrian winegrowers are on hand to present their exquisite wines. Leisure skiers will also find plenty to amuse them at the 1st Lienz Ski Church Day from 22 to 24 March 2018. The day starts with an early morning beer with Radio East Ty-

rol. Refreshed by a hearty veal sausage breakfast on the mountain, it's time for a fun race. The local brewers also offer their beers to sample on the terraces of the participating lodges. Skiers are accompanied throughout the day by live music. The highlight of the ‘Terrace Skiing’ event: based on the motto of ‘East Tyrol deluxe’, gourmet pavilions are erected in Lienz’s main square from the start of February until mid-March. 11 of East Tyrol’s award-winning chefs serve up some exceptional treats and pamper winter sports fans with their own specially created winter dishes made from local ingredients.

Ski Terraces package

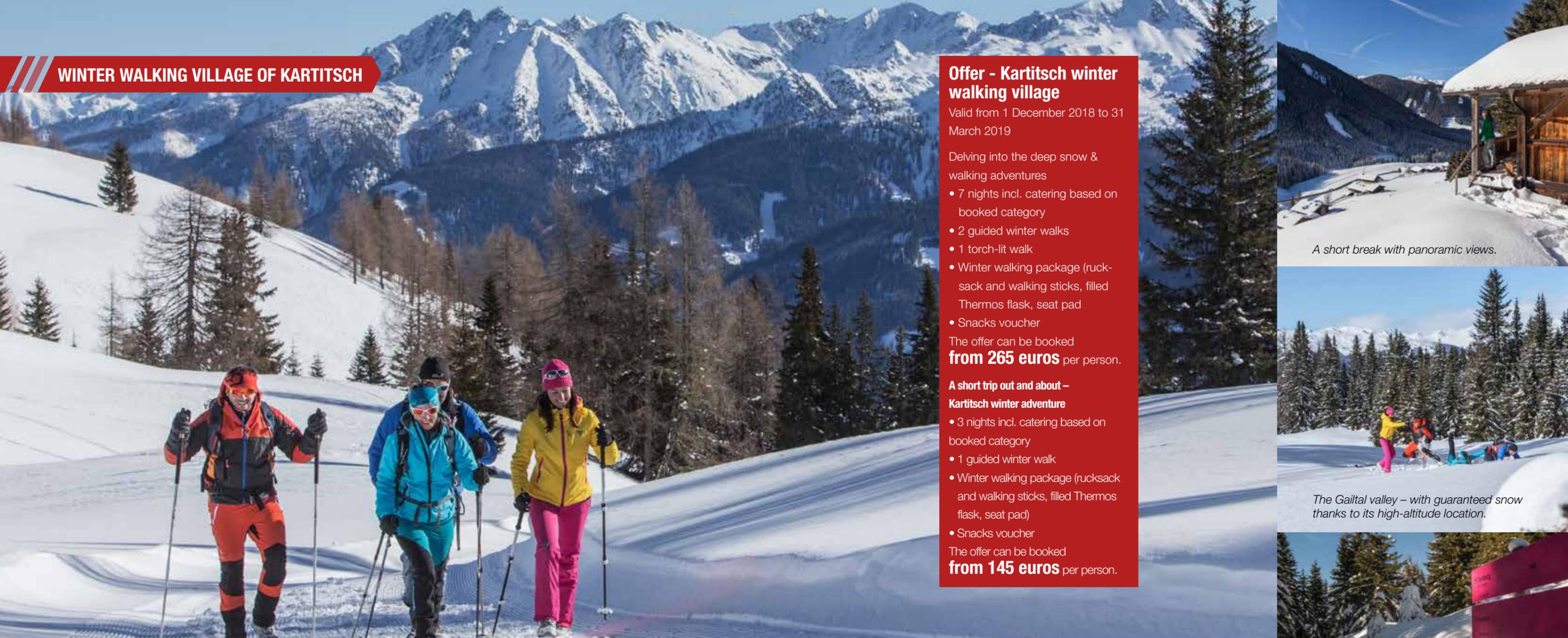
Valid from 6 January 2019

- 3 nights
- 3 day ski pass - Skihit East Tyrol
- 2 culinary vouchers worth 10 euros each for the ski lodges
- 1 drink
- 1 sunny surprise

The package can be booked
from 227 euros per person.



Exclusive skiing à la East Tyrol: Terrace Skiing high above the sunny town of Lienz.



AUSTRIA'S FIRST WINTER WALKING VILLAGE

Kartitsch became Austria's first winter walking village in 2018 and invites walkers to explore the Gailtal valley in East Tyrol along 10 certified trails.

Walking: for many people, this is their most popular activity between spring and autumn. Just when the temperatures are pleasantly warm, the meadows green and the mountain brooks perfect for a cooling dip. But winter walking? That also has its charms. As soon as the first snows fall and bring a muffled tranquillity to the landscape, walkers begin to experience a feeling of meditative calm – punctuated only by the crunching of their steps in the snow. The pace is set by the breathing of the walkers, their breath condensing in the cold air as the panoramic mountains form the backdrop with their majestic snow-capped peaks

even more defined in the clear winter air. Winter walkers will find Kartitsch to be a particularly favourable location. It is Austria's first winter walking village and since 2018, 10 certified winter walking trails have been leading through the original cultivated landscapes of the Gailtal valley.

10 certified winter trails in the Gailtal valley

The Gailtal is the highest altitude valley in East Tyrol and the setting for 10 new certified winter walking trails. The starting point is the mountain village of Kartitsch at an altitude of 1,356 m. All of the signposted routes will be maintained and cleared over winter to allow visitors to en-

joy easy walks through the snowy winter landscape. The routes are deliberately designed to be leisurely and close to nature and run through one of the most beautiful mountain valleys in the Alps. Over the following tours, for example, walkers can enjoy views of the Lienz Dolomites, Carnic Alps and across to Italy:

- Hollbrucker Circular Trail

The Hollbrucker Circular Trail extends over a distance of 5.1 km past traditional mountain farms to the pilgrimage church of Maria Hilf. Austria's highest altitude war cemetery from the First World War can be seen in the distance from the

church which was built in 1680.

After paying a visit to the Maria Hilf church, the highlight of the route are the wide-ranging, all-round views of the Pustertal valley, Lienz Dolomites, Carnic Alps main ridge and Gailtal valley.

- Innerlerch Trail

Three benches along the sunny 5 km Innerlerch Trail are the perfect place to take a rest. The benches are aligned in different directions. From here, you can enjoy views across the valley to the Große Kni-gat which proudly presents the European Peace Cross.

- Wiesenweg Trail

The Wiesenweg Trail connects the district of St. Oswald with the main village of Kartitsch over a distance of 3.8 km. Special views are a constant companion along this peaceful and sunny family trail: the Alps main ridge is shown off in all its glory and walkers can enjoy views of all five valleys which can be explored from Kartitsch.

Traditional cuisine for winter walkers

Along the trails are winter-proof rest places and certified winter walking establishments where guests can obtain ruck-

sacks, walking sticks, warm seat pads or receive a free refill of tea for their flask. Walkers can also obtain tips on the most attractive routes and snacks vouchers for the traditional guesthouses and their regional cuisine. Guided tours take place twice a week, for example torch-lit or lantern walks with mulled wine. Holidaymakers who do not wish to stay overnight in the Gailtal valley can make free use of the public transport back to Kartitsch from across East Tyrol with their guest card.

Offer - Kartitsch winter walking village

Valid from 1 December 2018 to 31 March 2019

Delving into the deep snow & walking adventures

- 7 nights incl. catering based on booked category
- 2 guided winter walks
- 1 torch-lit walk
- Winter walking package (rucksack and walking sticks, filled Thermos flask, seat pad)
- Snacks voucher

The offer can be booked **from 265 euros** per person.

A short trip out and about –

Kartitsch winter adventure

- 3 nights incl. catering based on booked category
- 1 guided winter walk
- Winter walking package (rucksack and walking sticks, filled Thermos flask, seat pad)
- Snacks voucher

The offer can be booked **from 145 euros** per person.

Winter walks in the Gailtal valley – along specially certified winter footpaths from winter 2018.

A short break with panoramic views.

The Gailtal valley – with guaranteed snow thanks to its high-altitude location.

All the routes are signposted and close to nature.

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Imprint

Responsible for the content: TVB East Tyrol Design and implementation: Hansmann PR Project management: Vanessa Lindner & Eva Haselsteiner
Editorial: Lisa Amenda, Benedikt Höflinger Layout: TVB East Tyrol

Photos: OW/Mayrhofer, Willi Seebacher, Berg im Bild, Tembler, Kaiser Berg- and Skiführer, Marcel Brunnthaler, Stefan Herbke, Bud & Terence, Martin Lugger, Profer & Partner, NPHT, Tirol Werbung, Stadtmarketing Lienz, TVB East Tyrol