



# Press Kit

Winter 2019/20



## **Press information Obertauern**

**Winter 2019/20**

### **Obertauern winter season at a glance**

#### **Address**

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Facebook: Obertauern  
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Youtube: Obertauern

#### **Location:**

Obertauern lies 90km south of Salzburg. Altitude 1,740m; ski area from 1,630 to 2,313m.  
Other distances: Munich 220km, Vienna 320km

#### **Arriving by car:**

On the Salzburg-Villach Tauern Motorway to the Graz junction, from there take the B99 main road to Radstadt, then follow signs to Obertauern (20km).

#### **Arriving by train:**

Radstadt (20km) is the nearest railway station, directly from there by bus to Obertauern.

#### **Arriving by plane:**

The nearest airports are Salzburg (90km) and Klagenfurt (140km), with a reasonably priced shuttle connection to Obertauern as well as the option of getting picked up by the Ski Transfer helicopter. Affordable flight connections, Eurowings, for example, from several German cities to Salzburg and Klagenfurt. Munich airport is 220 km away from Obertauern.

#### **Accommodation:**

There are about 150 hotels, inns, guesthouses, holiday apartments and 6 youth hostels of all price categories in Obertauern.

#### **Winter season:**

Expected season start: 20 November 2019, lifts in operation until 1 May 2020

#### **Lift facilities:**

26 cable railways and lift facilities are positioned all around the community and form a unique ski arena. The red Tauern round runs clockwise, the green Tauern round runs anticlockwise. The cleverly arranged system offers the possibility to ski the entire Tauern round from a single facility and return to the same starting point. The car can take a break too; the lifts can be reached directly on skis from the hotels. Spacious ski bridges have been erected for crossing the road. The design of the Plattenkarbahn quite extraordinary in shades of grey. Seat covers



are made of high-quality natural materials, e.g. grey loden cloth and leather.

**Runs:**

There are about 100km of runs, of which according to international standards 61km are declared easy (blue trail signs), 35km as medium (red trail signs) and 4km as difficult (black trail signs). Clearly visible signposts make orientation in the skiing area simple for the skiers.

**Lifts:**

26 cable railways and lifts with a capacity of up to 50,248 persons per hour:

- 1 eight-person rotating cabin railway
- 2 8/10 combined installations with 8-seat chairs and 10-seat gondola cabins
- 1 eight-seat detachable chairlift
- 6 six-seat detachable chairlifts
- 4 four-seat detachable chairlifts
- 4 four-seat fixed-grip chairlifts
- 2 double chairlifts
- 5 tow lifts and 1 magic carpet/conveyer belt

**Ascent and descent for non-skiers:**

The Grünwaldkopfbahn, Plattenkarbahn and Zehnerkarbahn also transport people without ski equipment (for guests of the restaurants with sun terrace).

**Good Morning Obertauern:**

Lift operation every Wednesday from 8.30 am for the Gamsleiten I six-seat chairlift, Achenrain detachable chairlift and the Zehnerkar cable railway.

**Night Skiing:**

The Edelweiss detachable chairlift is available for night skiing every Monday and Thursday from 7 pm to 10 pm. The trail length is 1.5km. Tickets valid for at least 1.5 days can be used. The Salzburg Super Ski Card is not valid for night skiing. Information: Edelweiss detachable chairlift, Plattenkar ticket office, phone: +43 (0)6456-722118

**Trans-regional ski-passes:**

The Obertauern ski pass valid for at least 1.5 days is also valid for the Grosseck/Speiereck ski resort at Mauterndorf/St. Michael in the Lungau area, about 15km away (10 cable railways and around 50km of runs at altitudes of between 1,000m and 2,400m).

**LUNGO: Lungau – Katschberg – Obertauern network:**

Lift tickets from two days are valid for night skiing in Obertauern.

**Salzburg Super Ski Card**

Snow pleasures with the world's largest ski-pass association, with ski passes ranging from 3 to 14 days. Season tickets and seasonal subscriptions also available.

**Ski bus:**

All Obertauern guests can use the bus free of charge from Untertauern to Tweng. If you have



the Obertauern ski pass or the Salzburg Super Ski Card, you can use buses free of charge for alpine sports.

**Race tracks with time measurement:**

Sonnenlift 3, Schönlambahn, Kehrkopf chairlift (Schrotteralm), Kirchbühel tow lift

**Race tracks with speed measurement:**

Zentralbahn with photo system, Grünwaldkopfbahn

**Super Seven:**

The seven highest points in the Obertauern ski circuit with selective descent at respective lift facility (marked with S7 signs):

- Seekareckbahn
- Panoramabahn
- Hundskogelbahn
- Plattenkarbahn
- Schaidbergbahn
- Gamsleitenbahn 2
- Zehnerkarbahn

**The Tauern round:**

The lifts are set up as a circuit. This means that you can ski down one piste after the next, either clockwise (red Tauern tour) or counter-clockwise (green Tauern tour), ultimately returning to your starting point.

**Kids Tauern tour:**

The well-known and popular Tauern tour is in duplicate for children and teenagers, tailored to the abilities and fitness of young skiers.

The "Bobby Tour", named after the local mascot "Bobby" the snow hare, is great fun for the smaller children, while more advanced kids and teens will be hitting the "My Track" tour. On both tours a fun park, a time measuring track, a haunted house and a wave track animate the young guests to share their Obertauern experiences under the hashtag #LOVEOBERTAUERN.

**Skiing schools:**

Ski- & Snowboardschule Silvia Grillitsch & Partner

Tel.: +43 (0)6456-7462

Ski- & Snowboardschule Frau Holle

Tel.: +43-(0)6456-72009 10

Skischule Koch

Tel.: +43 (0)6456-72285

Ski- & Snowboardschule Krallinger

Tel.: +43 (0)6456-72007

Ski- & Snowboardschule Top

Tel.: +43 (0)6456-7678

Local Guides am Tauern, Skischule und Freeride Center

Tel.: +43 (0)664-1634927



Snowboardschule Blue Tomato

Tel.: +43 (0)6456-20036

Langlaufschule Gnadental

Tel.: +43 (0)6644139518

**Snowbiking:**

Snowbikeschule Koch, Hermann Koch

Tel.: +43 (0)6456-72285

**Snowkiting:**

Snowkite-Schule "Hang on", Florian Schmaldienst

Tel.: +43 (0)699-14612666

**Ski jumping:**

Skisprungschule Florian Greimel

Tel.: +43 (0)650-3422897

**Ski touring:**

On request at the skiing schools

**Snow Park:**

THE SPOT park at the Kehrkopf four-seat chairlift offers "beginner lines", "rails", boxes and jumps for snowboarders and freeskiers.

**Ice climbing:**

When the temperatures drop way below zero the Johannes Waterfall freezes and provides perfect conditions for ice climbing.

CSA Skischule Silvia Grillitsch, Phone: +43-(0)6456-7462

**Segway tours in winter:**

Winter Segway tours offer an extraordinary transport experience in Obertauern.

CSA Skischule Silvia Grillitsch, Phone: +43-(0)6456-7462

**Through the winter wonderland on an electric fat bike:**

CSA Skischule Silvia Grillitsch, Phone: +43-(0)6456-7462

**Cross-country skiing:**

Hundsfeld Trail, 6km (medium):

This sunny cross-country trail begins north of the sports centre. The most beautiful part of this trail crosses the nature reserve of the Hundsfeld moor and ends with an exhilarating and fast downhill run towards the sports centre. A further entry point to this trail is next to the kiting area.

World Cup Trail, 6km (medium-difficult):

The entry point to this beautiful 10km trail prepared for the intermediate cross-country skier is situated behind the P2 car park (behind the Zehnerkarbahn). It leads from the top of the pass to the Felseralm and back. This cross-country trail is just right for very fit cross-country skiers.



#### Gnadenalm Trail, 20km (easy, medium-difficult):

The start to this wonderful high-altitude trail is about 5km north of Obertauern at the Gnadenalm. The trail is suitable for both beginners and experienced skate and classic skiers. Also to be reached with the ski bus.

#### Twenger Au Trail

This 23 km cross-country trail connects Tweng with Mauterndorf. The entries are at the "Franzbauer" in the centre of the village Tweng, at the timber stockyard in the Lantschfeld valley near Tweng, opposite the "Purnbauer" in Vordertweng and at the bus stop "Maly".

#### Taurach Trail

This 12 km long cross-country ski trail connects Untertauern and Radstad.

#### **Tobogganing:**

A 1.5km toboggan run, toboggan hire and toboggan taxi are situated directly at the Gnadenalm (also night tobogganing). Phone: +43-(0)6456-7351.

The toboggan run (5 km) on the levelled forest path begins at the Südwienerhütte. Towards the end of winter as the temperatures rise, tobogganing is on request: Telephone +43-(0)664-3436342

#### **Horse-drawn sleigh rides:**

At the Landhotel Postgut in Tweng +43-(0)6471-20206 and at the Gnadenalm +43-(0)6456-7351

#### **Biathlon:**

The biathlon shooting range at the Gnadenalm is open to everyone. No previous experience required. Ideal for corporate and incentive events. For introductory courses and shooting range reservations, call +43-(0)6456 20085.

#### **Airboarding:**

Headfirst on their stomach, airboarders shoot down towards the valley on shock-absorbing high-tech air-pillows. This spectacular sport requires bravery and agility. Tel.: +43 (0)6456-7462

#### **Helicopter sightseeing tours and transfers**

Helicopter SennAir offers sightseeing flights for up to five people lasting 15 to 60 minutes, gourmet and adventure flights to Annaberg with a culinary stopover at Winterstellgut as well as transfer flights from Salzburg, Munich, Venice or a departure point of your choice to Obertauern. <https://www.sennair.at/de/>

#### **Child care:**

Kinderland Obertauern: The little ones are cared for by qualified staff. For children from the age of 10 months, lunch on request.

Tel: +43 6456 725224, [www.kinderbetreuung.cc](http://www.kinderbetreuung.cc), [kinderbetreuung@sbq.at](mailto:kinderbetreuung@sbq.at)



**For kids and teens throughout the winter season:**

Free skiing for children up to five years accompanied by their parents.

**New in the 2019/20 season: Bobby Land**

In the new adventure area for ski children there are funny characters and puzzles to solve for the little ones in "**Bobby's Monster Park**", and a wave track and a parcours for the older children. A new lounge will be furnished for warming up and chilling out. The kids' igloo is also a popular attraction for the young guests. "**Bobby's Slalom**" provides a playful way for the young snow novices to practise doing turns. "**Bobby's Haunted House**" in the fairytale park is a creepy, dark cave that you can go through on skis.

**Bobby's Snow Adventure Package** with ski or snowboard courses

For the first time also in December, dates:

14.12.-21.12.2019 (CW 51)

11.01.-18.01.2020 (CW 3)

18.01.-25.01.2020 (CW 4)

25.01.-01.02.2020 (CW 5)

11.04.-18.04.2020 (CW 16)

**Service for families with small children:** In partner enterprises, house guests can hire CYBEX pushchairs equipped for snow free of charge to test them on the Obertauern winter hiking trails.

**Top Events of the Winter Season 2019/20**

- OPENING.TRACK – the first track is yours (depending on the snow conditions): 28.11.2019
- SKI OPENING WEEKEND: 28.11.-01.12.2019
- TAUERN ADVENT, the highest Christmas market in the Salzburger Land region: 29.11.-22.12.2019, Friday to Sunday, 4 pm to 9 pm
- CRO live at the Ski Opening concert: 30.11.2019
- OPENING "BOBBY LAND ": 15.12.2019
- Ö3 KRAMPUS PARTY: 07.12.2019
- POWDER.TRACK – the first track is yours: 16.01.2020
- VALENTINE.TRACK – the first track is yours: 14.02.2020
- FAMILY.TRACK – the first track is yours: 20.02.2020
- SPRING.TRACK – the first track is yours: 19.03.2020
- Ladies Ski Day #SHESKIS for PINK RIBBON with Atomic: 28.03.2020
- GAMSLEITEN CRITERION 2020 – Austria's largest treasure hunt in the snow: 17.04. to 19.04.2020 (treasure hunt on 18.04.2020)
- LEGENDS.TRACK – the first track is yours: 23.04.2020

**Press contact partner:**

Mario Siedler, Managing Director of the Tourist Office Obertauern

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## **Press information Obertauern**

**Winter 2019/20**

### **In winter Obertauern becomes "Snowbertauern"**

**Here you can still experience amazing skiing on natural snow**

*In late autumn the dance of the flakes begins in the mountains around Obertauern: the delicate snow crystals gently fall from the clouds, making the world disappear under a veil of white. The snow muffles the noises, all edges and tips are wrapped in soft cotton wool. If you listen carefully, you can even hear the soft fluttering of the snowflakes, while a thick blanket of fluffy natural snow grows centimetre by centimetre.*

Thanks to the unique weather conditions in the Tauern mountains, snow clouds coming from the north as well as from the south bring their white splendour to Obertauern. Often, the first snow falls in October and stays until May, so almost seven months. The guarantee of snow in Obertauern has been proven in a study published by ski tourism researcher Günther Aigner in 2016. With an average maximum snow depth of 264 centimetres, Obertauern is number one on the list for guaranteed snow of the seven leading Austrian winter sports destinations.

### **The legendary Tauern round: You say you want a ski revolution?**

From the centre of town located at 1,740 m, pistes radiate out like the spokes of a gigantic wheel, covering mountain slopes up to an altitude of 2,313m. You can "ski in or ski out" from any location in the village. With just a few turns, the winter sports enthusiasts are on the perfectly groomed slopes, where they experience a special, free feeling thanks to the unique quality of the natural snow.

The lifts are set up in a way that enables you to explore all the pistes in either a clockwise or counter-clockwise direction, ultimately returning you to your starting point. The legendary Tauern round includes 26 modern cable cars and ski lifts that connect approximately 100 kilometres of slopes. Also to cross the road, nobody has to unbuckle the skis, because large ski bridges have been built.

For children and teens there are two versions of the popular Tauern tour, adapted to their levels of skills and fitness. As counterparts to the tried and tested Tauern round for grown-ups, smaller children can frolic on the "Bobby Tour", named after local mascot Bobby, while more advanced kids and teens will be hitting the "My Track" tour. On both tours a fun park, a time measuring track, a haunted house, a kids' igloo and a wave track animate the young guests to share their Obertauern experiences under the hashtag #LOVEOBERTAUERN.

### **There are snow fans in every age group**

The "young urban people" enjoy the Obertauern feeling and the fantastic snow just as much as many families with children. There are seven skiing and snowboarding schools in town that tend especially to younger, novice skiers. In the Bibo Bear family ski park, advanced young skiers can practice skiing on three different slopes with different levels of difficulty. Furthermore, Bobby Land opens in winter 2019/20. Here young ski novices can playfully learn how to ski and familiarise themselves with snow and skis.



For kids who are already sure on their skis, around 60 kilometres of easy pistes offer ideal conditions. Popular attractions in the ski area are a children's igloo and a creepy ski haunted house in the fairytale park at the Schaidbergbahn. The smaller children, who are not yet skiing, are looked after by trained children's teachers in their own guest kindergarten - the "Kinderland Obertauern". So parents can enjoy quiet and carefree holidays, no matter if they spend them doing winter sports or relaxing with wellness.

### **Steep, steeper, Gamsleiten 2**

While the winter sports enthusiasts are already après-skiing, the slopes are prepared for the next day's snow fun - except for one: the "Gamsleiten 2", which is only partly prepared at irregular intervals, is one of the steepest moguls in Europe, deep black and a demanding challenge that only experienced skiers and snowboarders should accept. If you dare to ski on this piste, you can be sure of a breath-taking and unforgettable adventure.

### **Hotspot for boarders and freestylers**

"The Spot" is a popular snow park where snowboarders and freestylers love to hang out at. From beginner lines to rails, all the way to boxes and jumps, it offers everything the shredder's heart desires. Snowkiters have also discovered the amazing characteristics of Obertauern. For people just getting into this spectacular trend sport there is even a snowkite school.

### **It's all happening at the top**

Obertauern is known for its lively après-ski and nightlife, from clubs where DJs from European metropolises perform to cosy pubs with alpine flair. Guests can also spend contemplative times in Obertauern and escape the pre-Christmas stress in the Tauern Advent. In the winter wonderland at 1,740m above sea level, you can immerse yourself in a snow-covered fairytale world as you stroll through the highest Christmas market in the Salzburger Land region, which is open from Friday to Sunday from 29 November to 22 December 2019. From 4 pm to 9 pm there will be music, readings, fairytale sessions for children and other programme items. The stands will be offering local delicacies, and natural and hand-crafted products.

The start of the season is a spectacular celebration every year. At the legendary Ski Opening concert on 30 November 2019 the German rapper CRO aka "the one with the Panda mask" will captivate the Obertauern fans. The traditional Krampus parade of hundreds of Krampus figures and the Ö3 Party will be held on 7 December, 2019. The end of the season will be marked by the Gamsleiten Criterion from 17 to 19 April 2020; the ski area is open until 3 May 2020.

**For more information:** Tourist Office Obertauern, Phone +43-(0)6456-7252, Email: [info@obertauern.com](mailto:info@obertauern.com), Website: [www.obertauern.com](http://www.obertauern.com)

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**Press information  
Obertauern**

**Winter 2019/20**

**In the beginning there was snow, but soon after came Obertauern**

**Scientific findings confirm: Obertauern is Austria's snowiest winter sports destination**

*Obertauern, the winter hotspot in the Salzburger Land region, has been writing a success story in white for decades: the leading character in the prolonged chapters of winter in Obertauern is the fluttering white snow in all its variations from powdery to firn, from flaky to grippy. From the early start of the season in November to sun skiing at the beginning of May, the winter guests spoiled with natural snow can enjoy the best of conditions on the slopes.*

Unlike in many places where snow can only be guaranteed thanks to artificial snowmaking, in Obertauern you can rely on a natural snow guarantee. This has also been proven since 2016 by a scientific study by the well-known ski tourism researcher Günther Aigner, according to which Obertauern is the winter sports resort with the deepest snow depths in Austria.

His survey is based on over 100 years' worth of snow depth measurements conducted by the Austrian Hydrographic Services. The measurements of the past 30 years in the seven Austrian provinces where winter sports are possible were used to compare the snowiest locations. With a mean maximum snow depth of 264 centimetres, Obertauern is by far the best ranking location. Günther Aigner's entire study "Die jährlichen maximalen Schneehöhen von Obertauern im Vergleich mit den schneereichsten Wintersportorten Österreichs" (Comparing the maximum annual snow depths in Obertauern and the snowiest winter sports destinations in Austria) is available on request.

In the 2016 study, the snow depths in Obertauern over a period of more than 100 years were also statistically evaluated. The result: There are no indications of a trend towards decreasing snow quantities. Obertauern's guarantee of snow is therefore a scientifically proven fact. Maria Höfl-Riesch, three-time Olympic champion and snow ambassador for Obertauern, also appreciates this, as she enthusiastically does her private turns in the mountains of Austria's snowiest winter sports resort.

Obertauern's ideal location in the middle of the mountains, where the centre of town is encompassed with 100 kilometres of slopes, gives it the reputation of the ski capital of Austria. The winter wonderland stretches to heights of 2,313 m and offers fantastic views. You can "ski in or ski out" from any location in the village. The slopes are just a few steps away from your front door. There is no need to cross the ocean in order to enjoy Champagne powder because in Obertauern extremely dry ice crystals offer winter sport enthusiasts and freeriders perfect conditions on natural snow starting in late November.

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## Press information Obertauern

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### Obertauern Snows You the Way

Explore Austria's "snow bowl" in all directions.

*Imagine the exhilarating feeling of dashing down steep, powdery virgin slopes, tackling rough terrain, jumping cliffs... Be the first to leave your mark, master the art of cliff dropping, land in exquisite Champagne powder – this is how freeriders fulfil their dream of freedom in the finest natural snow generously unloaded over the mountains around Obertauern by the snow clouds from north and south.*

The "snow bowl" in the Salzburger Land region is a favourite destination for off-piste skiers who prefer to choose their routes themselves and – respectfully – tackle whatever challenges nature throws their way. Snow is guaranteed from November till the beginning of May, thus providing a wide range of freeriding options with varying degrees of difficulty, from gentle slopes for novices to wicked steeps and challenging drops for the more experienced. When the snow is really heavy, powder fans can enjoy their turns in deep snow right next to the slopes. Newbies should try the slopes around the Hundskogelbahn; pros will find exciting routes on the Zehnerkar or the Seekarspitze. Or check out Gamsleiten-Nord, the deep powder snow sister of the legendary Gamsleiten 2 slope, and venture through an excitingly narrow corridor. The best spots are best shown by a local guide, who also gives important tips on safety off the beaten track.

Information boards at the freeride checkpoints at the Hochalmbahn and Kringsalmbahn cable car stations show maps of all routes as well as all relevant information such as current avalanche advisories, temperatures, snow depths, dangerous slope exposures and the locations of avalanche beacons. Safety takes top priority in Obertauern, both on and off the slopes.

The local ski schools offer freeriding courses that teach novices how to plan their routes, how to act in unsecured terrain, what they need to know about snow and avalanches, as well as how to correctly use an avalanche transceiver, a probe pole and snow shovel. On 4 and 5 April 2020 there is a free 2-day avalanche camp organised by the SAAC (Snow & Alpine Awareness Camps) initiative for training freeriders, led by mountain guides und snowboard professionals.

Wherever your freeride takes you in the Tauern circuit, your home base or designated après-ski venue is never far. From any point in Obertauern, located at the centre of the "snow bowl", the pistes and modern lift facilities are always only a few swerves away. The "Powder Snow Weeks" from 11 January to 1 February 2020 offer freeriders the ideal opportunity to take advantage of Obertauern's excellent qualities as the natural snow paradise.

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### The first track is yours!

#### Up early for the First.Track event in Obertauern

*The temptation to snuggle back into a warm bed was great when the alarm clock rang early in the morning. But now pure happiness courses through your body. The sun sends the first rays over the horizon, the winter air tingles on your cheeks. All around an overwhelming panorama and the silence of dawn. Only the freshly prepared snow crunches under your skis which leave the first tracks in the flawless, white surface. A perfect moment, perfectly staged in Obertauern, the snow bowl in the Salzburger Land region.*

With the First.Track events Obertauern and Almdudler fulfil the dream of many winter sports enthusiasts to be on the slopes ahead of everyone else. The off is at 7.30 am and then the First Trackers meet with some locals and Obertauern brand ambassadors at the respective valley station in order to ski together on the mountain and enjoy the first turns of the day. The feeling of freedom when gliding over the empty, freshly groomed slopes is simply indescribable. There is infinite space for long turns, you set the speed. If you like, you can ask your ski instructors for advice on improving your technique or ask the locals for insider tips about the mountains of Obertauern.

When the pistes gradually fill up, it's time for an exclusive Almdudler alm brunch, which even friends who don't want to get up so early can book. In the warm room, with delicious Salzburg delicacies, it is time for exciting conversations or for sending posts into the world under the hashtag #firsttrack with the most beautiful impressions of a wonderful morning.

The Opening.Track starts on 28 November 2019, the X-Mas.Track will take place shortly before Christmas on 12 December 2019. At the Powder.Track on 16 January 2020, participants can look forward to the snowiest time of the year. If you want to paint hearts in the snow together with your sweetheart, you should register for the Valentine.Track - of course on February 14, 2020. The Family.Track on 20 February 2020 is aimed at families with children who like to get up early (some actually do!) and in March it will be the sun skiers' turn at the Spring.Track on 19 March 2020. With the Legends.Track on 23 April 2020, the winter season for early starters comes to an end.

At [www.Obertauern-tickets.com](http://www.Obertauern-tickets.com) you will find detailed information and the exclusive tickets for the First.Track events: €99 excl. ski pass and €147 incl. ski pass. Those who want to be there should hurry, the tickets are strictly limited and quickly sold out. The package also includes an Ortovox rucksack filled with Obertauern and Almdudler goodies.

The participants are invited to share their impressions under the hashtags #früherdudeln, #höherdudeln or #längerdudeln, because the First.Track events are jointly organised by Obertauern and Almdudler, the Austrian classic among soft drinks. After all, the ski season in Obertauern starts earlier and lasts longer than in many other ski resorts and the snow is higher anyway. The kick for long skiing pleasure is provided by caffeinated variants of the popular herbal lemonade.



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**28 March 2020 - #SHESKIS for Pink Ribbon in Obertauern**

**Girl power and sun skiing for the Austrian Cancer Aid**

*Strong women can't be stopped, and certainly not when they are passionate skiers. Strong women also stand up for each other when it comes to a vital concern such as the fight against cancer. Consequently, on 28 March 2020, many highly motivated female skiers will meet again in Obertauern to set a sign of hope. The winter hotspot in the Salzburger Land region together with Atomic is organizing for the fourth time the #SHESKIS Ladies Skiing Day to support the Pink Ribbon campaign for the Austrian Cancer Aid.*

Austria's snowiest winter sports destination launched the #SHESKIS Day together with the ski equipment manufacturer Atomic. The focus is also on the targeted support of important women's projects, and in 2020 the Pink Ribbon Campaign of the Austrian Cancer Aid will take place for the second time.

Pure emotion in sun and snow, inspiring encounters, skiing and doing good at the same time are on the agenda of the #SHESKIS event in Obertauern on 30 March 2019. The event will be accompanied by prominent women from all sorts of domains including sports, fashion and lifestyle. In 2019, for example, Atomic athletes Marlies Raich, Hannah Köck, Stephanie Venier, Jacoba Kriechmayr and Michaela Kirchgasser took part in the event and revealed technical tips and tricks for their favourite sport to the female skiers.

Last year the #SHESKIS participants collected an incredible €15,000 for the Austrian Cancer Aid thanks to the support of the Liftgemeinschaft Obertauern (Obertauern Lift Association), Atomic and many local partners. Naturally, apart from skiing there is still always time for taking photos and tagging the best impressions with #sheskis and #loveobertauern to become part of the community. The best photos will be awarded valuable prizes such as skis or ski passes.

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**Press information  
Obertauern**

**Winter 2019/20**

**Bobby, the snow hare larger than life - Obertauern shows its true heart for children**

**Bobby accompanies the little guests on their way through the snow metropolis**

*With great naturalness, they rush over the slopes, do their turns and fly over self-made jumps. The rumour that the children in Austria learn to ski before they can even walk might well be true. At least the kids who grow up in Obertauern with white slopes on the doorstep easily learn how to handle skis, boards and sledges. "Bobby's Snow Adventure" with which children in Obertauern learn to ski and snowboard also conveys this playful ease - at favourable and family-friendly conditions.*

The children's ski programme, named after the snow hare Bobby, the mascot of the little winter sports enthusiasts, will be launched in 2019 for the first time even before Christmas, from 14 to 21 December. In the run-up to Christmas, the slopes are still quiet, so parents can ski and snowboard while their children practice their first turns in the snow. On top of that, the highest Christmas market in the Salzburger Land region at 1,740m is ideal for getting families in the right mood for Christmas.

Bobby's Snow Adventure for children up to the sixth birthday is available for €225 per child and includes a ski course over five whole days or a snowboard course over five half days, the ski pass, rental equipment, the accommodation of the child in the parent's room as well as the transfer from and to Salzburg airport. In addition, the little "snow angels" can participate in the general kids' entertainment programme for free.

For children aged 6 to 14, the Snow Adventure deal costs €279 per child. This includes the above skiing and snowboarding lessons, rental equipment and a 15% discount on airport transfer. Instead of sleeping in the parents' room, establishments participating in Bobby's Snow Adventure offer very attractive accommodation deals. All of the ski schools have their own training areas for introducing children to skiing and snowboarding, and have different equipment including magic carpets. At the end of the ski or snowboard courses the kids can show what they have learnt in a race.

The Bobby's Snow Adventure package can be booked up to seven days prior to arrival. Skiing and snowboarding courses always start on Sundays or Mondays. Bobby's Snow Adventure partner hotels can be found at [www.obertauern.com](http://www.obertauern.com).

**Dates:**

14.12.-21.12.2019 (CW 51)  
11.01.-18.01.2020 (CW 3)  
18.01.-25.01.2020 (CW 4)  
25.01.-01.02.2020 (CW 5)  
11.04.-18.04.2020 (CW 16)



### **Follow Bobby through the ski area**

All around Obertauern sensational slopes promise endless skiing fun. There are two different junior Tauern tours specially tailored to the skills and fitness of children and teenagers. The "Bobby Tour" for the younger children and the "My Track" tour for the advanced children and teenagers. They are designed in such a way that they can be used by youngsters without the need for parents or ski instructors. An extra challenge for the children is to find Bobby's photo point – hot tip: It's where also the Beatles learnt to ski.

An additional advantage for families is the location in the middle of the skiing area. Lift facilities are always only a few turns away from any accommodation, so no need for ski buses or long hikes. Anyone with children will appreciate this "ski in ski out" guarantee.

### **New this season: Bobby Land**

A new adventure area for ski children will be inaugurated in the 2019/20 ski season: For the little ones there are funny characters and puzzles to solve in "Bobby's Monster Park", and a wave track and a parcours is set up for the older children. Also a new lounge will be furnished for warming up and chilling out. The kids' igloo is likewise a popular attraction for the young guests. "Bobby's Slalom" provides a playful way for the young snow novices to practise doing turns. The one of a kind haunted ski house in the fairytale park at the Schaidbergbahn is a spooky, dark cave that you can go through on skis.

### **Always something different**

In Obertauern there is also a change from skiing and snowboarding for the young guests: For example, they can try out snowbikes, get to know cross-country skiing on trails suitable for beginners or go on a toboggan trip with their parents, including an ascent with the skidoo. The ride with this toboggan taxi is THE hit for the kids, of which they will certainly tell their friends at home. In selected hotels, families with small children can also test CYBEX pushchairs equipped for snow free of charge. The winter hiking trails of Obertauern provide the ideal test conditions. If you want to take a break, you can comfortably stop at one of the many huts around Obertauern - where both skiers and hikers meet.

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## **Press information Obertauern**

**Winter 2019/20**

### **Sensitive romantic or lively party animal?**

#### **Obertauern's snowy sky shines a light for everyone**

*Snow, snow, snow as far as the eye can see. The view from the hotel window to the peaks, pistes and freeride slopes of the mountains around Obertauern promises a perfect day in the sun and snow. Enjoy a delicious breakfast and then head out into winter adventures, skiing, snowboarding, winter and snowshoe hiking or whatever else you feel like doing. If it has to be something special, snowkiting would be an exciting option - Obertauern belongs to the exclusive group of winter sports resorts that offer this fascinating trend sport.*

100 kilometres of pistes as well as deep snow runs, cross-country skiing trails and hiking trails await winter sports fans in the snow bowl. Fresh mountain air and lots of exercise in the morning make you hungry, high time for the next highlight of the day, the stop in one of the rustic huts in the Obertauern ski area. The culinary range stretches from down-to-earth to refined, from simple, hearty dishes to creatively interpreted regional specialities. They give you strength for the remainder of the skiing day, but first the deck chair on the hut terrace lures you to a little siesta in the midday sun.

After an eventful, sporty day, the idea of relaxing sauna sessions and wellness in the spa areas of the hotels is very tempting for some, while others take a detour to the legendary après-ski of Obertauern. Even for the winter nights, guests can choose from many options in Austria's snowiest winter sports resort: Every Monday and Thursday, the tireless snowboard and ski fans will have their personal magic moments on the 1,500-metre Edelweiss run. On these days, the cable car also runs until 10 pm and the piste is illuminated. If you arrive late on Mondays and Thursdays, you can make your first turns in the evening.

While in the clubs the soundtrack of the most famous DJs and DJanes is celebrated until the end, romantics can be enchanted by the sight of the starry sky, for example on a nocturnal horse-drawn sleigh ride to the Gnadenalm. Even without a horse, the area around the Gnadenalm can also be explored on sleds. Every night you can take a ride on a floodlit 1.5-kilometre natural toboggan run which ends right next to the Gnadenalm. For the ascent many take advantage of the "skidoo toboggan taxi". Sleds are also available for rent. The ski schools offer snowshoe classes and guided winter or snowshoe expeditions – even at night by torchlight.

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## Press information Obertauern

Winter 2019/20

### **Ultimate start to the skiing season: Tauern Advent, Ski Opening with CRO and the traditional Krampus parade**

**Relaxed Christmas market or legendary party: Obertauern has something for everyone**

Post-winter is pre-winter: The last fields of snow have only just melted when in Obertauern preparations are already being made for the next winter season. Whether a contemplative beginning to Christmas and the winter or unforgettable concerts and parties: Obertauern has something for everyone to get you off to a good start in the skiing season.

If you want to escape the pre-Christmas stress, the **Tauern Advent in Obertauern** is just right. In the winter wonderland at 1,740m above sea level, guests can immerse themselves in a snow-covered fairytale world as they stroll through the highest Christmas market in the Salzburger Land region, which is open from Friday to Sunday from **29 November to 22 December 2019**. From 4 pm to 9 pm there will be music, readings, fairytale sessions for children and other programme items. The stands will be offering local delicacies, and natural and hand-crafted products.

Another highlight of this year's start of the ski season is the legendary **Ski Opening concert on 30 November 2019: German rapper CRO** – aka "the one with the panda mask" – will be on the open-air stage in Obertauern to get the audience stomping. His third studio album entitled "tru" provides an unusual glimpse into the inner world of the man behind the mask. He tells of the inner conflicts of life in the fast lane and of the desire to remain true to himself. In fact, the career that CRO has experienced is really breath-taking. His 2012 hit "Easy" broke all click records, and his debut album "Raop" went straight to the top of the German album charts. The "tru. club tour" was sold out within 48 hours.

The line-up of the Ski-Opening concerts in Obertauern reads like a who's who in German music. In the past four years alone, stars like Culcha Candela, Glasperlenspiel, Andreas Bourani, Wanda, and Josh rocked the "snow bowl" in the Salzburger Land region. As one of Germany's most successful rappers, playing to sold-out venues and arenas, CRO definitely belongs up there with them.

CRO is coming to the open-air stage of Austria's snowiest winter sports destination for the ultimate summit experience. The completely white mask that he has been wearing for some time now matches the surroundings just perfectly. His wish for "realness" is bound to be fulfilled for him and his audience in front of the amazing backdrop of the snowy Obertauern mountains. Whatever – the night is made for celebrating, yeah!

Lined up one week after the Ski Opening concert is the next legendary party: On **7 December 2019 the Krampus Party** will take place with a grand parade of hundreds of Krampus figures followed by the **Ö3 Disco**. The traditional Krampus parade over the top of the pass is an unforgettable experience that brings guests closer to the traditions of Krampus



and St. Nicholas. Tradition has it that on St. Nicholas' Day, St. Nicholas only comes to the good children, while a visit from Krampus awaits the bad children. The traditional custom is full of mysticism and excitement and the parade enchants the spectators for a whole evening.

**Tickets for the Ski Opening concert are on sale at the Tourist Office Obertauern and at [www.obertauern-tickets.com](http://www.obertauern-tickets.com)**

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## **CRO dons the polar bear mask**

**Live at the Ski-Opening concert in Obertauern on November 30, 2019 – the “Incognito Superstar”!**

Post-winter is pre-winter: While the last fields of snow are still glistening high up in the mountains, preparations are already being made for the next winter season’s grand opening event in Obertauern. At the legendary **open-air Ski-Opening concert on November 30, 2019, German rapper CRO – aka “the one with the panda mask” – will have the audience stomping.** The ultimate **winter start will be wildly celebrated from November 28 to December 1, 2019,** at Austria’s snowiest winter sports destination.

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**Tickets for the Ski-Opening concert are on sale as of now at the Obertauern tourist office and at [www.obertauern-tickets.com](http://www.obertauern-tickets.com).**

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