



Press Kit

Summer 2021



Obertauern in the summer – At a glance

Location

Obertauern is located 90 km south of the city of Salzburg, 1,460 m to 2,115 m above sea level, in the heart of the High Tauern mountains around the Radstädter Tauern Pass. About 8 km to the north is the town of Untertauern, at 1,009 m above sea level. Tweng is located on the south side of the Pass at 1,233 m above sea level in Salzburg's Lungau region, 8 km away from Obertauern.

Accommodation:

About 40 establishments in Obertauern, Untertauern and Tweng are open during the summer: 4*s, 4* and 3* hotels, B&Bs, youth hostels, holiday homes, private room rentals, apartments and self-catering chalets.

Summer season: End of June to mid-September

Cable cars:

The Grünwaldkopfbahn as well as the Hochalmbahn are operating daily from 09.00 AM to 05:00 PM from July 3rd to September 19th 2021. Mountain bikes, dogs and prams/pushchairs are transported free-of-charge.

In summer, a ball track is set up at the Grünwaldkopfbahn mountain terminal, in the midst of the alpine landscape. Wooden balls bearing a picture of the local mascot Bobby are available at the lift for just €2 each. Children may keep them as a souvenir.

Bus ticket:

Buses are the most convenient means of transport between Mauterndorf, Tweng, Obertauern, Untertauern, Radstadt and Altenmarkt. Bus tickets for €1 per journey (adults and children) are issued directly for each person (including children) at the accommodations.

Activities:

Over 280 km of hiking trails lead to several summits, rustic mountain cabins, mountain pastures and lakes. Mountain Skyvers (all-terrain mountain scooters for adults and children aged 8 years and up) incl. helmets are available for hire at the cable car stations. Other outdoor activity options include horse-riding and horse-camps, standup paddling on the Krummschnabel Lake, and fishing. Seven golf courses are located less than an hour's drive away.

NEW 2021: 8 trailrunning paths for all levels with 133 km in total



Highlight for mountain bikers: The Stoneman Taurista

The Stoneman Taurista is a mountain bike trail of 123 km with an altitude gain of over 4,500 m. The three-stage trail takes cyclists through the most beautiful alpine regions of the state of Salzburg, including the "King's Stage" right across the mountains of Obertauern. The route runs through checkpoints, because everyone who achieves the Stoneman in one day, two days or three days is awarded a gold, silver or bronze stone as a prize. Of course, you can do the Stoneman Taurista at your own pace, taking the stages individually and having a break at the various huts. The initiator of the project is former professional mountain biker Roland Stauder from South Tyrol.

Family holiday:

Mountain pastures, animals, climbing rocks, streams and lakes – for children, the alpine landscape is full of adventure. Family-friendly accommodation, pushchair-friendly hiking trails and low-allergen mountain air are further advantages for family holidays.

"Alles Alm" – the hiking experience for the whole family on the Gnadenalm.

The flat, pushchair-friendly circular route leads to ten themed stops, which present true events, trivia and curiosities from alpine life and let you experience exciting facts about nature, the animal world and history with all your senses.

Bobby's Park.

In 2019, Obertauern opened a very special park for our youngest guests. This is where kids can join Bobby, our regional mascot, to explore the mountain world of Obertauern and experience a number of athletic adventures. The little ones can look forward to various stations along Grünwald Lake and Krummschnabel Lake – including an exciting obstacle course on stilts, an adventurous raft ride across Krummschnabel Lake, or an exploration of the marmots' subterranean burrows. Bobby's Park is open from early July until mid-September.

Summer programme

We have organised a weekly recurring summer programme again this year, for the young and not so young, from 21st June to 19th September. The daily and varied programme brings parents and children closer to nature. Free-of-charge activities include various guided hikes with themes such as herbs or myths, mountain yoga sessions, a survival workshop, and insights into alpine farm life. Other attractions outside the summer programme are outings to the Almseilgarten ropes course, descent on Mountain Skyvers, introductory horse-riding sessions, herbal cooking courses and fishing in the wildlife park in Untertauern for a contribution to costs.

Scenic highlights and attractions

Idyllic mountain lakes and the imposing Johannes Waterfall are favourite spots to visit, and anglers are in their element on the banks of the Taurach river and Grünwald Lake. Paddleboats and rowboats are available free-of-charge at the Grünwald Lake, and children can cross the Krummschnabel Lake on rafts and standup paddlers on their boards. What the wildlife and leisure park in Untertauern has to offer: Wildlife enclosures, petting zoo, various ball courts, fishing pond, bathing lake.



Discover Salzburg with the SalzburgerLand Card

About 180 attractions in the city and the province of Salzburg are accessible with this discount card: Mountain railways, forts, castles, museums, lakes and spas, natural experiences, scenic roads, wildlife and adventure parks, sports and much more besides.

- Available as a 6 or 12-day card for €80.00 or €95.00 for adults
- Children aged 4 to under 16 years: €40.00 and €47.00
- Family bonus: The card is free for the third child and above, aged between 4 and under 16 years old.

Arriving by car:

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

Coming from the south: From Villach on the A10 Tauern Motorway until Exit 104 at the St. Michael toll station, then continue along the B99 main road towards Mauterndorf-Obertauern.

Arriving by train:

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

Arriving by plane:

The nearest airports are Salzburg (90 km) and Klagenfurt (140 km), with a reasonably priced shuttle connection to Obertauern. Affordable flight connections from several German cities to Salzburg and Klagenfurt. Munich airport is 220 km away from Obertauern.

Press contact partner:

Mr Mario Siedler, managing director of the Obertauern Tourist Office

For more information: Tourismusverband Obertauern, Phone +43-(0)6456-7252, Email: info@obertauern.com, Website: www.obertauern.com

Press contact: BISS PR & Communications; Julia Biss, Natalie Hurthe, Kronprinzendamm 20; 10711 Berlin; T: +49 30 8093331-01 | -07; E: obertauern@biss-pr.de



Up, up and away – atop the mountains

The height of happiness is different for each and every one of us: It might be yoga sessions on rich green and flowering alpine meadows in the countenance of majestic mountains. Or burning calf muscles after 123 km and an altitude gain of 4,500 m on the Stoneman Taurista mountain bike trail. The first mountain tour with your youngest child in a pushchair, crying out in wonder at the grazing cows. Gazing at the reflections of fleeting summer clouds from the banks of a crystal-clear mountain lake and feeling the stress of the daily grind gently slip away. Obertauern has many personal moments of happiness in waiting for each of its guests.

Two cable cars, the Grünwaldkopfbahn and the Hochalmbahn, operate daily in good weather, giving hikers an uphill boost and making mountain-top experiences available also to those who do not spend their days training in the gym. Prams and pushchairs, dogs and mountain bikes are transported free-of-charge. Over 280 km of hiking trails lead to summits with fantastic views, rustic huts on mountain pastures, calm mountain lakes and breathtaking wonders of nature like the Johannes Waterfall.

Even families with small children can explore the high-mountain landscape along pushchair-friendly hiking trails. Popular hiking destinations are the many cosy alpine cabins that serve hungry hikers hearty cold-cut platters and other regional delights. Three of the 31 stages of the Salzburger Almenweg track, that covers 120 alpine pastures across 350 km in the Salzburg Pongau region, lead through the Obertauern mountains.

Easy descents on Mountain Skyvers

Mountain Skyvers are all-terrain mountain scooters that turn tough descents into an exciting adventure. And it's a lot of fun too – just stand on the foot rests, and off you zoom down into the valley. The light, portable mountain scooters complete with helmet are available for rent at the Grünwaldkopfbahn lift; children from eight years of age can use the Skyvers when accompanied by adults.

Riding, fishing, bathing, horse-drawn carriage rides, excursions and cultural trips – in and around the region of Obertauern, there is something for everyone to experience and discover thanks to the region's central location in the province of Salzburg. This is particularly convenient with the SalzburgerLand Card, as this can be used for 190 attractions in the city and province of Salzburg, including mountain railways, places of interest, sports and much more besides.

A popular destination for families is the wildlife and leisure park in Untertauern with its game reserve and petting zoo. A trip on the meandering train will show you all the different play areas, the adventure land for children, the fish pond and the swimming lake. Horse lovers are very welcome in Tweng if they want to go riding or take a horse-camp.



Varied summer programme

In the summer, the region with the three locations of Obertauern, Untertauern and Tweng offers a varied weekly programme with many outdoor activities both for sporty adventurers and families with children.

On **Monday** there is a family-friendly exploration tour around the Tauern Pass. It extends from Flubachalm up to Grünwaldsee, over Hochalm to Krummschnabelsee and ends at Hundsfeldsee.

On **Tuesdays** at dawn, guests follow the historic Roman trail from Untertauern to Gnadenalm, and in the afternoon a leisurely water hike to the Johannes waterfall awaits you.

Every **Wednesday** there is a sporty guided hiking tour over Seekarscharte followed by a stop at Oberhütte. Guests learn where Obertauern's mongooses live. There is also an adventurous workshop on "Survival in the Wilderness" for all families. Here, young and old experience the mountains and nature from a different perspective and learn to recognize dangers, build emergency shelters, keep their bearings, and read tracks. In the afternoon, they will climb high on the alpine ropes course.

On **Thursday**, the motto is "life on alpine pastures". Guided hikes take you up to Twenger Alm, where the alpine dairyman teaches hikers interesting facts about life and work on the alpine pastures. On the way back, guests pass Tauern delicatessen with the Tauern distillery, which is well worth seeing.

On **Fridays**, hiking guide and yoga instructor Nini shows guests on a herb hike which edible herbs Obertauern has to offer and how to use the power of meadow herbs in the kitchen. In the late afternoon, guests can then recharge their batteries during a session of mountain yoga. Families may also join the legend hike in the early afternoon.

On **Saturdays**, the hiking guide leads entire families into the wild Twenger Lantschfeld. Every **Sunday** there is another family-friendly hike to the fairytale lake "Märchensee".

For more information: Tourismusverband Obertauern, Phone +43-(0)6456-7252, Email: info@obertauern.com, Website: www.obertauern.com

Press contact: BISS PR & Communications; Julia Biss, Natalie Hurthe, Kronprinzendamm 20; 10711 Berlin; T: +49 30 8093331-01 | -07; E: obertauern@biss-pr.de



Every run is an adventure

Trail running in Obertauern combines sporting challenges with spectacular nature experiences

The fascination of trail running: Away from asphalted paths, this varied trend sport inspires to reach new heights, where experiencing nature is the ultimate goal. The challenging off-road run not only trains the entire body, but also frees the mind, reduces stress, and helps you relax. Generally, every run is like an adventure where you get a little closer to nature. This is also the case in Obertauern, where every trail run becomes a natural spectacle: Spectacular views reveal themselves along wild waterfalls and impressive gorges, over flowering alpine meadows and rugged mountain slopes to imposing summit crosses, and emerald green mountain lakes. In harmony with nature, trail runners get their money's worth on 133 kilometers and 8 signposted routes in Obertauern. From cross adventure to cross trail, the trails challenge beginners and experts alike.

Healthier and fitter with every step

On unpaved trails and in varied terrain, trail running in Obertauern strengthens your health with every meter because the mountainous terrain not only improves your coordination and reaction. Due to its location at 1,640 meters above sea level, it also sustainably increases your well-being. According to the Austrian Moderate Altitude Study (AMAS) I and II, this is the case at altitudes between 1,500 and 2,500 meters. The clear mountain air at lofty altitudes therefore makes Obertauern a paradise for all those who want to take up the trend sport for the first time or are looking for new challenges to keep body and mind fit.

For more information: Tourismusverband Obertauern, Phone +43-(0)6456-7252, Email: info@obertauern.com, Website: www.obertauern.com

Press contact: BISS PR & Communications; Julia Biss, Natalie Hurthe, Kronprinzendamm 20; 10711 Berlin; T: +49 30 8093331-01 | -07; E: obertauern@biss-pr.de



123 kilometres, an altitude gain of 4,500 metres and summit serenity in Obertauern

MTB Challenge: The Stoneman Taurista in Salzburger Land

Where Obertauern's snow is sparkling in winter, mountain bikers find a new sporting adventure on the exclusive Austrian Stoneman Taurista in summer. This mountain bike adventure with a ride of 123 km and a challenging 4,500 m of altitude gain takes you to colourful alpine meadows, rustic mountain huts and the summit crosses of the state of Salzburg against the backdrop of the all-dominating High Tauern mountain range.

Starter packs incl. a starter card are available at the official issuing offices and at the accommodation partners all along the route. They are all geared up for biking guests and provide a bike wash, a bike garage and a small repair shop. They make it possible to start and stop wherever you want along the route, and they also award the coveted Stoneman trophies in gold, silver and bronze. Whoever achieves the Stoneman Taurista in one day is awarded the "Gold Stone". If you make it in two days, you can carry off the "Silver Stone". And for those who need three days, the "Bronze Stone" will be awarded. Depending on how fit you are and what your sporting ambitions are, you can finish the route in one go or in several stages. Epic mountain panorama-view guaranteed!

Summit serenity for mountain bikers

The Stoneman Taurista leads from Obertauern to Flachau and crosses the Griesenkareck to Wagrain-Kleinarl through to Altenmarkt-Zauchensee, followed by the climb to the Rossbrand mountain near Radstadt up to an altitude of 1,768 m. The 360° panorama of 150 Alpine peaks such as the Dachstein, Bischofsmütze and Großglockner is well worth the effort of the ascent. At Mandling the trail turns south to the "King's Stage" in the mountains of Obertauern. At 1,860 m an idyllic alpine pasture landscape surrounds the Oberhütte am See – tucked in the mountains of the Schladminger and Radstädter Tauern. The "King's Ascent" crosses over the Seekarscharte at an altitude of 2,110 m back to Obertauern.

ATTENTION: Re-routing of the Stoneman Taurista

Exclusively for the 2021 season, the track deviates from its origin. While facing the same 4500m vertical, you'll experience an entirely new section. Due to construction works between Flachau and Wagrain, the checkpoints Griesenkar und Edelweiß-Alm won't be part of the the track. Instead, there will be a new checkpoint: Following the climb of the Ginausattel north of Wagrain, the track ascends to the peak of the scenic Hochgründeck at an altitude of 1800 meters. Traversing Eben im Pongau the track leads back to the original route.



On this physically demanding stretch of the Stoneman Taurista the athletes experience amazing mountainscapes. New imposing peaks present themselves to the bikers at each twist and turn of the route upwards. Alpine lakes, clear streams and waterfalls cry out for you to dismount and take a refreshing break. Stopping off at one of the catered alpine lodges is never amiss to recharge your batteries – at best with local specialities.

For more information, visit <http://www.stoneman-taurista.com/>.

For more information: Tourismusverband Obertauern, Phone +43-(0)6456-7252, Email: info@obertauern.com, Website: www.obertauern.com

Press contact: BISS PR & Communications; Julia Biss, Natalie Hurthe, Kronprinzendamm 20; 10711 Berlin; T: +49 30 8093331-01 | -07; E: obertauern@biss-pr.de



Alpine adventure for families in Obertauern

Every one of us still carries one or two unfulfilled childhood dreams in our hearts, thanks to our kids we get a second chance to experience missed childhood adventures. Anyone who has an unquenched desire for mountains, alpine pastures, grazing cattle and whispering mountain streams should travel to Obertauern in the state of Salzburg and bring their children along – to fulfill a couple of dreams and make wonderful memories with the whole family. The region around the Radstädter Tauern Pass is just the right place for exciting mountain adventures and natural experiences with kids, even in the summer.

The best adventure playground

Everything you love about the mountains is here: Over 280 km of hiking trails, including several pushchair-friendly routes, mountain bike trails, rustic alpine cabins, majestic summits, the clear reflection of the alpine lakes and the babbling of the mountain streams. And that extra something that makes a family holiday in the mountains a special experience. There's a varied programme for guests in the summer with wide range of outdoor activities and offerings that cater to everybody's taste, whatever their age and whatever their fancy.

Where else do city kids encounter animals apart from on a screen? At the wildlife and leisure park in Untertauern, the children's attractions are the game enclosures with their wild sheep and red and fallow deer and the petting zoo. Ponies, goats, ducks and geese, rabbits, guinea pigs and even llamas live there. Other attractions include a sleepy little train, different play areas, an adventure land for children, a fish pond and the swimming lake. Horse lovers and all other fans of the noble steeds are very welcome in Tweng if they want to go riding or take a horse-camp.

"Alles Alm" - a hiking experience for the whole family

If you turn off the B99 main road onto Gnadentalstrasse, halfway between Obertauern and Untertauern in the state of Salzburg, there's a whole other world just waiting to be discovered. One that seems to come from another era, devoid of noisy traffic or hustle and bustle. An idyllic, gently rising plateau at over 1,250 m above sea level, nestled in the imposing panorama of the Radstädter Tauern mountain range, welcomes visitors with peace and unspoilt nature.

"Alles Alm" is the name of the circular family route created in harmony with nature and dedicated to past and present alpine life. The flat, pushchair-friendly route leads to ten themed stops which instructively present interesting facts about alpine life and get all your senses going to experience exciting facts about nature, the animal world and history. Play stations alternate with rest areas equipped with slides and swings, encounters with animals and entertaining information. Depending on how long you spend at each individual station, you and your children will need approximately 1.5 hours for the trail.

For example, there is a large water playground, a cow-spot memory game, a puzzle for the whole family, a giant slide and a viewing platform. "Actually, I thought hiking is pretty boring, but the 'Alles Alm' trail was great fun! I liked the cow-spot agility course best, and the marmot burrow", recounts a little girl full of enthusiasm.



Family-friendly product testing campaign with the pushchair manufacturer Cybex

Before starting off with the family for the long-awaited summer holidays, there comes the big packing job: What is essential, what can be left behind? Of course, the favourite cuddly toy has to come along, but does the pushchair even fit in the boot of the car? No need to worry about that if Obertauern is your destination – many hotels there provide a pushchair rental service so you can just set off on a hike with the kids without having to worry about anything.

In collaboration with the pushchair manufacturer Cybex, Obertauern makes it easy for families to start off on their alpine holiday. Participating in this special summer campaign running from July to September 2019 are nine hotels in Obertauern, Untertauern and Tweng. Families with infants and children up to five can test models from the latest Cybex collection. These include the all-terrain pushchair models Priam and Balios, which can be fitted with a carry cot or buggy module, the Eezy Twist buggy as well as the Yema and Maira baby carriers for babies and toddlers up to 15 kg.

Pushchair-friendly test trails can also be found high up the mountains. Parents and children can take the Grünwaldkopf cable car up to about 2,000 m above sea level and explore the 3-lake hiking trail, for instance. The hike starts at the mountain terminal and leads down to the Grünwaldsee lake. You then cross the high mountain pasture to the Krummschnabelsee lake, and afterwards you descend into the valley to the Hundsfeldsee lake. There are also many welcoming alpine lodges on the route.

For more information about the participating establishments visit the individual hotel websites:

- 4* Superior Alpin Life Resort Lürzerhof inklusive Berggasthof Gnadenalm (Untertauern)
- 4* Superior Hotel Panorama (Obertauern)
- 4* Hotel Alpina (Obertauern)
- 4* Hotel Tauernglöckl (Obertauern)
- 4* Hotel und Appartements Auerhahn (Obertauern)
- 4* Apparthotel Sonne (Obertauern)
- 4* Landhotel und Gasthof Postgut (Tweng)
- 3* Hotel Taverne (Obertauern)
- 3* Hotel Marchlhof – Urlaub am Bauernhof (Untertauern)
- 3* Dependance Appartements Hotel Schneider (Obertauern)

For more information: Tourismusverband Obertauern, Phone +43-(0)6456-7252, Email: info@obertauern.com, Website: www.obertauern.com

Press contact: BISS PR & Communications; Julia Biss, Natalie Hurthe, Kronprinzendammm 20; 10711 Berlin; T: +49 30 8093331-01 | -07; E: obertauern@biss-pr.de



Mountain lake swimming in Obertauern **Refreshing nature experiences in airy heights**

Swimming in cold waters strengthens your immune system, invigorates your body and mind and also revitalizes your metabolism. At the same time, jumping into cool water also has mental and physical effects that have a positive impact on health – which is why cold-water swimming is becoming increasingly popular. With a total of 11 mountain lakes, lovers of the cold shock get their money's worth in Obertauern. At 1,740 meters above sea level, the waters are not only a lot colder, but also offer spectacular views amid rugged mountain slopes and moss-green alpine meadows.

What takes some effort at the beginning pays off after just a few minutes: Swimming in cold waters strengthens your health and well-being many times over. This is what happens in the emerald green mountain lakes of Obertauern, which have a water temperature between 17 and 23 degrees. When immersed, your skin vessels contract and the blood is centralized in the body core to maintain the body temperature in the best possible way. When one subsequently rises from the water, your vessels dilate and blood flow increases. This contraction and widening provides a good workout for your vessels. While the increased blood circulation of the muscles and the body core cause a pleasant feeling, the alternation of cold and warmth stimulates the immune system. The effect: you strengthen your own health. Hansjörg Ransmayr, the mountain hiking guide, water rescuer, and author of the book "Wildswimming-Alps", successfully tested this theory when he discovered Obertauern's refreshing waters for himself. As an experienced wild swimmer, he guides guests to the most beautiful spots in the region and swims together with them through these glorious mountain lakes at heavenly heights.

However, caution is advised when cold swimming: It is recommended that you have your health checked by a doctor before taking the plunge. Especially people with pre-existing conditions should be careful. After all, it takes not just courage and good nerves when you want to start cold swimming – a healthy circulation just as important.

For more information: Tourismusverband Obertauern, Phone +43-(0)6456-7252, Email: info@obertauern.com, Website: www.obertauern.com

Press contact: BISS PR & Communications; Julia Biss, Natalie Hurthe, Kronprinzendamm 20; 10711 Berlin; T: +49 30 8093331-01 | -07; E: obertauern@biss-pr.de