



Press kit

Winter 2021/22

Winter in Obertauern – An overview

Location

Obertauern is located 90km to the south of the city of Salzburg, between 1,000 and 2,526m above sea level in the heart of the Hohe Tauern along Radstädter Tauernpass. Untertauern is located approximately 8km to the north, at 1,009m above sea level. Tweng is located on the southern side of the pass at 1,223 metres above sea level in the Salzburg's Lungau region, 8km away from Obertauern.

Arriving by car:

Coming from the north: via Tauernautobahn towards Salzburg-Villach, taking the B99 at the junction towards Graz until you reach Radstadt from where you follow the signposting towards Obertauern (20 kilometres).

Coming from the south: driving from Villach taking the A10 Tauernautobahn until you reach the highway junction of the toll station in St. Michael (Exit 104). Continue on the B99 towards Mauterndorf-Obertauern.

Arriving by train:

The nearest train station is located in Radstadt (20km), from where you can take the bus to Obertauern.

Arriving by plane:

The nearest airports are Salzburg Airport (90km) and Klagenfurt Airport (140km). There are affordable shuttle transfers to Obertauern available at both traffic hubs. Cheap flights from various German cities to Salzburg and Klagenfurt are easy to find. Munich Airport is 220km away.

Accommodations:

There are approximately 150 hotels, guest houses, youth hostels, holiday homes, private accommodations, apartments, and self-catering lodges in Obertauern. The highest priority for all of these establishments is comply with all health measures to guarantee your safe and pleasant vacation. In wellness areas and restaurants, at reception desks, in ski cellars, or on sun terraces – the common goal of all establishments is to ensure that the holidays of their guests are as comfortable and relaxed as possible.

Winter season: The season is expected to start on November 18th, 2021, ski lifts will run until May 1st, 2022.

Ski lifts:

26 cableway and lift systems are available around Obertauern and they form a unique ski circus. The Red Tauern Round runs clockwise, the Green Tauern Round counter clockwise. The sophisticated system lets skiers of all stripes take the entire Tauern Round and get back to their original starting point. Your car takes a break during your vacation, as all lifts can be reached on skis – directly from the hotels. Spacious ski bridges make crossing the streets very easy and safe.

Obertauern's cableway companies adhere to a comprehensive instruction manual that was developed and prepared by its professional association. This manual ensures that skiing remains safe and that guests as well as staff are always protected in the best possible way.

Slopes:

Around 100km of prepared slopes and lots of open country provide ample space for winter sports aficionados of all kinds and skill levels – including fans of deep snow. 61km are declared as easy (blue signs), 35km as medium (red signs), and 4km as hard (black signs), in accordance with international standards. Clearly visible piste-signposts help skiers to find their way around the ski resort all throughout the region.

Riding up the mountains:

26 cableways/lifts and 10 entry points across the entire region make sure that riding up the mountain is always easy and relaxed at any time of the day.

- 1 cabin lift with up to 8 passengers per cabin
- 2 8/10 combination lifts with 8-seater chairs or up to 10 passengers per gondola
- 1 detachable chair lifts with 8-seater chairs
- 6 detachable chair lifts with 6-seater chairs
- 4 detachable chair lifts with 4-seater chairs
- 4 fix-gripped chair lifts with 4-seater chairs
- 2 chair lifts with 2-seater chairs
- 5 surface lifts and 1 conveyor belt lift system

Ascending and descending for non-skiers:

People without skiing equipment (who would like to visit specific restaurants with sun terraces may take a ride with Gründwaldkopfbahn, Plattenkarbahn, or Zehnerkarbahn.

New: Photo Points

In addition to the well-known Beatles photo points (piano and statue) and the #loveobertauern picture frame on the Schaidberg, two new photo points will be added this season: The highest panoramic swing in the Salzburg region at Schaidberg and the 360° viewing platform with its telescope at Hundskogel.

Good Morning Obertauern:

Every Wednesday, the following lifts are already open at 8:30am: Gamsleiten I 6-seater chairlift, Achenrainbahn, and Zehnerkarbahn.

Night skiing:

If you feel like skiing at night, the Edelweissbahn is the place to be – every Monday and Thursday from 7pm to 10pm. This slope is 1.5km long. All ski pass that are at least valid for 1.5 days can be used for this. The Salzburg Super Ski Card is not valid for night skiing. For further information, please contact Edelweissbahn directly (Plattenkar ticket counter) by phone (+43-(0)6456-722118).

Trans-regional ski pass:

All Obertauern ski passes that are valid for more than 1.5 days can also be used to ski at the ski resort Grosseck-Speiereck in Mauterndorf/St. Michael im Lungau (10 cableway lifts, approx.

50 kilometres of slopes, at 1,000 to 2,400 metres above sea level), which is approximately 15km away from Obertauern.

LUNGO: Tariff association Lungau – Katschberg – Obertauern:

Ski passes that are valid for 2 days or more can also be used for night skiing in Obertauern.

Salzburg Super Ski Card

Fun in the snow in the world's biggest ski pass network with ski passes for 3 to 14 days. Season passes and individual solutions are also available.

Ski bus:

All guests of Obertauern may take the bus from Untertauern to Tweng for free. Holders of Obertauern ski passes or Salzburg Super Ski Cards may take the bus for free for Alpine sports purposes.

Time-trial tracks:

Sonnenlift 3, Schönlalmbahn, Schrotteralmliift, Kirchbühellift

Speed-trial track:

Zentralbahn with photo-finish equipment, Grünwaldkopfbahn

Super Seven:

The 7 highest points of the Obertauern ski resort, including a selective ski run at the respective cableway lift (marked "S7"):

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

Tauern Round:

Skiers can take on all available slopes either clockwise (Red Tauern Round) or counter clockwise (Green Tauern Round), until you get back to your starting point.

Tauern Round for kids:

There are two individual versions of the well-known and popular Tauern Round for children and young people, specifically designed for the young skiers' skill and fitness levels. The "Bobby Round", named after Obertauern's mascot "Bobby" the snow bunny, is a fun and diverse round for smaller children; the "My Track" round provides more challenges and fun for advanced kids and young people. A fun park, a time trial track, a ghost train, and a wave track encourage young skiers to share their experiences in Obertauern on social media using the hashtag #LOVEOBERTAUERN.

Ski schools:

Ski- & Snowboardschule Silvia Grillitsch & Partner
Phone: +43-(0)6456-7462

Ski- & Snowboardschule Frau Holle
Phone: +43-(0)6456-72009 10

Skischule Koch
Phone: +43-(0)6456-72285

Ski- & Snowboardschule Krallinger
Phone: +43-(0)6456-72007

Ski- & Snowboardschule Top
Phone: +43-(0)6456-7678

Local Guides am Tauern, Skischule und Freeride Center
Phone: +43-(0)664-1634927

Snowboardschule Blue Tomato
Phone: +43-(0)6456-20036

Langlaufschule Gnadenalm
Phone: +43-(0)664 4139518

NEW: Ski-school package "Take me back on skis"

At the top, the snow is more powdery, the sky closer and the ski instructors more motivated. This year, we offer varied packages in cooperation with Obertauern's local ski schools for all winter returnees.

Enjoy the anticipation at home right away and let's get back on skis together!
#takemebackonskis returnee packages in Obertauern:

- **Package 1:** November 28th to December 1st, 2021
- **Package 2:** December 1st to December 4th, 2021

These packages include a 2-day refresher course from 11am to 2pm with expertly trained and experienced ski instructors:

- **Technique training** – we show you the latest tips and tricks to make skiing even easier for you – including video analysis and detailed feedback on your skills.
- **Guided ski adventure** – together we carve to Obertauern's most beautiful places.
- **Training for races** – are you ready to experience speed again after a long break? During this training session you will get to know centrifugal forces in a very different way.

- **Avalanche safety training** – Safety first! Here we show you the latest off-piste safety standards and assessment methods. Together we will test your skills with the latest safety technologies.
- **NEW in 2021: NAMASKI** – the joy of skiing meets yoga flows. Let's practice together at Obertauern's most beautiful power spots.
- **Wedeling** – Swivel like they used to! Our ski pros show you how to quickly find the right swing again and perfect your technique like an old-school connoisseur.
- **Snowbiking with Guinness world record holder Hermann Koch** – a great alternative to classic training on skis. This combination of skill & fun promises a great challenge!

Package price: € 399.00 per person

(including 1x First.Track ticket, 1x 2-day ski pass, vouchers for € 100.00)

Snowbiking:

Snowbikeschule Koch, Hermann Koch

Phone: +43-(0)6456-72285

Snowkiting:

Snowkite-Schule "Hang on", Florian Schmaldienst

Phone: +43-(0)699-14612666

Ski jumping:

Skisprungschule Florian Greimel

Phone : +43-(0)650-3422897

Ski tours:

Upon request from the above-mentioned ski schools.

Snow park:

The snow park THE SPOT is located at the Kehrkopf 4-seater chairlift, where snowboarders and free-skiers will find beginner lines rails, boxes, and ramps for jumps.

Ice climbing:

When temperatures are getting frosty, the Johannes Waterfall freezes over and then provides perfect conditions for ice climbing.

CSA Skischule Silvia Grillitsch, phone: +43 6456 7462

Segway tours during winter:

Winterly Segway tours are an extraordinary driving experience in Obertauern.
CSA Skischule Silvia Grillitsch, phone: +43 6456 7462

Exploring the winter-wonderland on an electric Fatbike:

CSA Skischule Silvia Grillitsch, phone: +43 6456 7462

Cross-country skiing/winter hiking trailsHundsfeld trail, 6 km (medium):

The entry point for this sunny cross-country skiing trail is located north of the sports centre. It extends across the nature reserve of the Hundsfeld moor and ends with a rapid descent back towards the sports centre. Another entry point is located in the immediate vicinity of Kiteplatz.

World cup cross-country ski trail, 6 km (medium-hard):

The entry point to this promising, moderately challenging trail is located behind the P2 parking lot (behind Zehnerkarbahn). It runs from the top of the pass to Felseralm and back again. This trail is perfect for experienced and very fit cross-country skiers.

Gnadenalm cross-country ski trail, 20 km (easy-medium-hard):

The entry point to this wonderful high-altitude trail is located approximately 5km north of Obertauern at Gnadenalm, and comprises all different levels of difficulty for skating as well as classic style cross-country skiers. You may also take the ski bus to get there.

Cross-country ski trail Twenger Au

This 23km-long trail takes you from Tweng to Mauterndorf. The entry points are Franzbauer in Tweng's town centre, at the timber stockyard in Tweng's Lantschfeld, across of Purnbauer in Vordertweng, and at the Maly station.

Cross-country ski trail Taurach

This 12km-long trail brings you from Untertauern to Radstadt.

Sledding:

A 1.5km-long sled run with a sled rental station and sled taxis is located directly at Gnadenalm (also for night sledding). Phone: +43-(0)6456-7351. The natural sled run (5km) on a levelled forest path starts at Südwienerrhütte. Towards the end of the winter season, when the weather is warmer, sledding is available upon request (phone: +43-(0)664-3436342)

Horse-drawn sleigh rides:

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

Biathlon:

The biathlon-shooting range at Gnadenalm is a wonderful opportunity for anyone who wants give this sport a try. It is ideal for company and incentive events. For trial courses and shooting range reservations please call +43-(0)6456 20085.

Airboarding:

Lying head-first in the prone position, airboarders race downhill on high-tech air cushions, which absorb the bumps of the uneven terrain. This spectacular sport takes courage and dexterity. Tel.: +43-(0)6456-7462

Helicopter sightseeing flights and transfers

The helicopter charter company Sennair provides round trips for up to five passengers (which can take from 15 to 60 minutes), gourmet and sightseeing flights to Annaberg with a culinary pit stop at Winterstellgut, as well as transfer flights to Obertauern from Salzburg, Munich, Venice or a place of departure of your choice. <https://www.sennair.at/de/>

Throughout the entire winter for kids & teens:

Free skiing for children up to the age of 5, when they are accompanied by parents.

Bobby Land

The adventure park **Bobby Land** was opened in 2019, where kids find a world that is made just for them. **Bobby's Monsterpark** features funny characters and there a quite a few riddles to solve, whereas older will certainly enjoy the wave track and the obstacle course. The igloo for kids is a big hit among younger guests, and a lounge area invites all to warm up and relax. Young skiers practice their swings at **Bobby's Slalom**, and **Bobby's Spooky Cave** is a dark tunnel at Schaidbergbahn, where our youngest guest can ski through – if they dare.

Bobby's Snow Adventure Package

Bobby's Snow Adventure is Obertauern's special holiday offer for families. During selected time periods, during winter holidays as well as before and after these holidays, family have access to a multitude of services at an affordable package-price. When families book their vacations before or after traditional school holidays, they will enjoy empty slopes, ski lodges, and hotels, while saving money.

These packages are:

Children, 3 – 5 years old

- Ski course for 5 full days or snowboarding course for 5 half-days (lunchtime supervision is not included, can be booked separately). These courses start Sundays or Mondays
- Ski pass for the duration of the ski course
- Rental equipment for 6 days
- Participation in children's program
- Free airport transfer from/to Salzburg by Reisen Habersatter (optional for air travellers)
- Free accommodation for 1 week (in their parents' room, extra bed or couch), including the same board as the parents

Children, 6 – 15 years old

- Ski course for 5 full days or snowboarding course for 5 half-days (lunchtime supervision is not included, can be booked separately). These courses start Sundays or Mondays
- Ski pass for 6 days
- Rental equipment for 6 days
- Participation in children's program
- 15 percent discount on airport transfer from/to Salzburg by Reisen Habersatter (optional for air travellers)

- In terms of this package, accommodation providers are not subject to any pricing recommendations, as they can calculate their prices for overnight stays individually.

Dates:

- Date I: December 11th – December 18th, 2021
- Date II: January 8th – January 15th, 2022
- Date III: January 15th – January 22nd, 2022
- Date IV: January 22nd – January 29th, 2022
- Date V: April 16th – April 23rd, 2022

Pricing:

- for children up to 6 years: € 232.– (services included for 1 child)
- for children up to 15 years: € 315.– (services included for 1 child)

Service for families with small children

Guests at selected partnering hotels may use CYBEX strollers with snow equipment for free, to give them a test run on Obertauern's winter hiking trails.

Event highlights of the season 2021/2022:

- START OF THE SEASON: November 18th, 2021 (TBC)
- OPENING.TRACK: November 25th, 2021
- SKI OPENING: November 26th – 28th, 2021
- TAUERN ADVENT: the Salzburg region's highest Christmas market, November 26th – December 19th, 2021; each Friday and Saturday from 4pm to 9pm – on Sundays from 3pm to 8pm
- X-MAS.TRACK: December 16th, 2021
- SNOW SUMMIT OBERTAUERN: January 10th – 12th, 2022
- POWDER.TRACK: January 21st, 2022
- VALENTINE.TRACK: February 14th, 2022
- LEGENDS TRACK: February 24th, 2022
- SPRING.TRACK: March 17th, 2022
- LADIES SKI DAY #SHESKIS: *date tba*
- FAMILY.TRACK: April 14th, 2022
- GAMSLEITEN KRITERIUM „THE ORIGINAL“ – Austria's biggest treasure hunt in the snow: April 22nd to 24th, 2022

Contact for press interviews:

Herr Mario Siedler, Managing Director of Tourism Office Obertauern

Further information: Tourism Office Obertauern, phone: +43-(0)6456-7252, e-mail: presse@obertauern.com, website: www.obertauern.com

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

“Take me back to Obertauern!”
High standards demand higher perspectives

Take me back.
To great slopes.
And an even greater atmosphere.
To powder snow and mountains of Kaiserschmarrn.
Take me back to a winter that feels just the way I like it.
Take me back to Obertauern.

It's been far too long since you discovered the snow-covered mountains and enjoyed an evening by a cosy, warm open fire. But things are looking up! Because for the start of the winter season 2021/22, Austria's snowiest winter sports resort invites you to come and say: "Take me back to Obertauern!".

This winter, we want to go all the way to the top again to satisfy our longing for freedom, light-heartedness, peace, and relaxation. At the perfect altitude, Austria's "snow bowl" offers everything your heart desires. With a perfect ski-in & ski-out location and over 100 kilometres of pistes, every ski fan will find the right track. The lifts are arranged in such a way that all pistes can be skied either clockwise or anti-clockwise until you arrive back at the starting point. This legendary Tauern Round comprises 26 modern cable cars and lifts that act as feeders and connectors. No one has to unstrap their skis to cross the road either, as generous ski bridges are readily available. And there is a total of 10 entry points throughout the ski area, which guarantee relaxed lift rides at any time of day.

Once you get to the top, a fitting season opening will take place from 25 - 28 November 2021. Obertauern is particularly pleased that Söhne Mannheims will be making a stop in Obertauern on their "TAKE ME BACK" tour. The German cult group is back on snow after more than 10 years. As you jam and sing along, you are getting in the mood for the extra-long natural snow season that lasts until the beginning of May.

In addition to the best-trying fun on the slopes, Austria's snowiest winter sports resort has the ultimate bucket list of activities in store! And those who can't wait for anything more than a warming cup of cocoa or a hunter's tea by the open fire after an adventurous day in the deep-snow winter wonderland, can look forward to a stay in one of the hotels that have been family-run for generations – here luxury meets cosiness and sophistication. This is also the attitude of the numerous restaurants, which have fully resumed their operations and, as usual, round off every snow day perfectly with tasty Kaiserschmarrn and steaming semolina dumpling soup.

This is also where children's dreams come true here. The family-friendly ski resort invites you to experience unique snow worlds for young and old. Bobby, the snow bunny and local mascot of Obertauern, accompanies children on their way through the ski resort. No matter whether it's first ski runs, fun sledding, or extensive snowball fights: This winter destination has everything to make children's hearts beat faster.

There are two new photo points which will be available right from the start of this season: On the Hundskogel, a 360° viewing platform has been built, equipped with a telescope, inviting you to explore hidden corners. For all those who want to go high up this winter, the highest panoramic swing in the Salzburg province will be inaugurated this season at the picturesque Schaidberg. But also, the famous Beatles statue and the #loveobertauern picture frame will once again offer unique photo backdrops for your winter holidays. So, it's high time to go back to Obertauern and enjoy this winter at the top!

Further information: Tourism Office Obertauern, phone: +43-(0)6456-7252, e-mail: presse@obertauern.com, website: www.obertauern.com

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

**Snow as far as the eye can see:
Scientific study identifies Obertauern
as Austria's snowiest ski resort**

Obertauern, the ski resort in Austria's Salzburg province, has been a success story in snow-white for decades. From the early start of its season in November until the days of sun-skiing in early May the resort's winter guests are traditionally spoiled with natural snow and perfectly prepared slopes. While other ski resorts can only ensure to provide enough snow by artificial means, one can always rely on Obertauern's natural certainty of snow. This fact was verified in 2016 with a scientific study by Günther Aigner, the renowned researcher in the field of ski tourism. According to this study, Obertauern is the Austrian ski resort with the most consistent snow depths.

Günther Aigner's study is based partially on snow depth measurements, which were taken over more than hundred years by Austria's Hydrographic Services. He used the measurements from the last 30 years of the seven Austrian provinces with active ski resorts and compared their snowiest locations with each other. Obertauern is the clear #1 in this ranking with its average maximum snow depth of 264 centimetres . The study also shows that there are no signs to indicate a trend towards a decrease in this regard, referring to the data of the last 100 years. Günther Aigner's complete study "The Annual Maximum Snow Depths of Obertauern in comparison to Austria's snowiest ski resorts" is available upon request.

The perfect location in the heart of a mountain range, which surrounds Obertauern's centre circularly with 100 kilometres of slopes, is the main reason for this resort's reputation as Austria's skiing hotspot. Skiing will take you to heights of up to 2,313 metres above sea level and provide breath-taking views along the way. "Ski In, Ski Out" applies to any point in Obertauern, as the slopes are just a few swings away from your doorstep. You do not have to cross the ocean for champagne-powder, as Obertauern's dust-dry ice crystals already provide perfect skiing conditions on natural snow for skiers and boarders of all stripes from mid-November onwards.

Further information: Tourism Office Obertauern, phone: +43-(0)6456-7252, e-mail: presse@obertauern.com, website: www.obertauern.com

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

Obertauern snows you the way
Snowy freeride experiences in every direction

Skiers and boarders of all kinds are on top of the world in Obertauern – and this is where they find freedom. No matter in which direction your skiing adventure takes you, expect to find pristine slopes, deep powder trails, and steep slopes with cliff drops. Obertauern, also known as Salzburg's snow bowl, is a paradise for freeriders who want to be the first to take swing, jump from cliff edges and land in the finest champagne-powder snow. The scientifically confirmed certainty of snow from November until May ensures that deep-snow enthusiasts can choose between a wide range of freeride trails – from mellow slopes for beginners to challenging steep trails with cliffs for experienced riders.

The best place for newcomers to experience deep snow is the area around Hundkogelbahn, while more experienced riders should take a closer look at Zehnerkar and Seekarspitze. There is even a spectacular deep-snow version of the legendary "Gamsleiten 2" slope: the Gamsleiten-Nord route that leads through a narrow and steep channel. Local guides will show you the best spots and tours, as well as important safety tips for tackling unprepared terrain. The signage at freeride checkpoints near the summit stations of Hochalmbahn and Kringsalmbahn also help riders to find the right tour. They provide all the relevant information regarding current avalanche danger, temperatures and snow depths, dangerous expositions on the slopes, and they include checkpoints for avalanche transceivers for the eastern, northern, and southern slope.

Local ski schools also provide freeride courses, which include tour planning, learning the correct way to advance in unsecured terrain, know-how about snow and avalanches, as well as using avalanche transceivers, shovels, and probes. Please contact the Tourism Office Obertauern for the upcoming dates of free SAAC avalanche camps.

Further information: Tourism Office Obertauern, phone: +43-(0)6456-7252, e-mail: presse@obertauern.com, website: www.obertauern.com

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

The first track is yours
The summit belongs to you at First.Track events in Obertauern

Crunching snow at every turn, as the sun rises slowly behind the majestic mountain scenery and transforms the pristine slopes into a sparkling wonderland. A perfect moment that more than makes up for rising early. The First.Track events are the highlights of every winter season and bring enthusiastic skiers and boarders to the slopes at 07:30am. Accompanied by locals, you ascend to snow-capped peaks from where you enjoy a unique panoramic view of Obertauern's snow bowl and are the first to inaugurate the freshly prepared slopes.

With First.Track, Obertauern and Almdudler make the dreams of winter sports enthusiasts come true every year: carving your own track into the pristine slopes before anyone else and savour the feeling of unlimited freedom. Experienced ski instructors give you helpful recommendations, while locals like to provide their specific insider tips. As the slopes become more crowded, you will be on your way to an exclusive Alpine Almdudler-Brunch, which can also be booked by those of your friends who do not want to get up as early as you. Participants can look forward to rustic lodge flair as well as delicious delicacies from the Salzburg region – a perfect opportunity to share your most beautiful moments of this morning with the hashtag *#loveobertauern*.

It all starts on November 25th, 2021 with the Opening.Track, followed by X-Mas.Track on December 16th, 2021. The new year starts with Powder.Track on January 21th, 2022, as well as the Valentine.Track for romantically inclined early risers on February 14th, 2022. Going up the mountain at Legends.Track takes place on February 24th, 2022, whereas you will enjoy the gentle touch of early spring on March 17th, 2022 with Spring.Track. The season finale for early starters is scheduled for April 14th, 2022 with Family.Track for the whole family.

Go to www.obertauern-tickets.com for more detailed information and exclusive tickets for these First.Track events – for EUR 99.– without a ski pass and EUR 147.– incl. a ski pass. However, you have to be quick because these tickets are strictly limited and quickly sold out. This package also includes an Ortovox backpack, which is filled with goodies from Obertauern.

Further information: Tourism Office Obertauern, phone: +43-(0)6456-7252, e-mail: presse@obertauern.com, website: www.obertauern.com

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

**Follow Bobby through the snow capital:
Obertauern's mascot accompanies kids along their journey
through Austria's snowiest outdoor playground**

They race down snow-covered slopes like it is the most natural thing, take their swings and jump over self-made ski-jumps. There is definitely some truth to the rumour that Austrian kids can ski earlier than they can walk. This goes at least for kids in places like Obertauern where they grow up with white slopes right outside their front door and learn to handle skis, boards, and sledges naturally. It is therefore no wonder that Obertauern has a heart for children and provides snow fun for all ages and tastes. In addition to that, the entire ski resort is ideally suited for family vacations due to its great infrastructure and location. You won't need your car throughout your entire vacation. It only takes a few swings to get from any hotel to the lifts, you do not have to walk or take a bus. "Ski in, Ski out" applies to any point in Obertauern and always ensures relaxed skiing experiences, as 26 lift systems and 10 entry points minimise queues and crowds at lift stations. Family vacations do not get any more stressless than in Obertauern.

Your entire family benefits from Bobby's Snow Adventure

Bobby's Snow Adventure is a particularly attractive offer for families. During selected time periods, during winter holidays as well as before and after them, you benefit from a wide range of service at a reasonable package price. There is a package for kids between 3 and 5 years old, which includes a 5-day ski course or a 5-half-day snowboard course for six days for € 232.-, including ski pass and rental equipment. This package also includes one-week accommodation in the parent's room as well as airport transfers from/to Salzburg.

Kids between 6 and 15 years old can also take a 5-day ski course or a 5-half-day snowboard course, get a ski pass, rental equipment, as well as a 15 percent discount for airport transfers from/to Salzburg at € 315.-. Instead of being accommodated in their parent's rooms, hotels participating in the Bobby program provide affordable alternatives. Kids with either package may participate in the children's program for free. Lunch supervision can be booked individually. All ski schools have their own training grounds that are appropriate for children. At the end of these ski or snowboard courses, the kids may show what they learned in a race. Bobby's Snow Adventure packages can be booked up to seven days before your arrival. Ski and snowboard courses start on Sundays or Mondays. For further information about hotels that participate in the Bobby program please go to www.obertauern.com.

Dates:

- Date I: December 11th – December 18th, 2021
- Date II: January 8th – January 15th, 2022
- Date III: January 15th – January 22nd, 2022
- Date IV: January 22nd – January 29th, 2022
- Date V: April 16th – April 23rd, 2022

Snow fun at the newly opened Bobby Land

The adventure park **Bobby Land** was opened in 2019, where kids find a world that is made just for them. **Bobby's Monsterpark** features funny characters and there a quite a few riddles to solve, whereas older will certainly enjoy the wave track and the obstacle course. The igloo for kids is a big hit among younger guests, and a lounge area invites all to warm up and relax. Young skiers practice their swings at **Bobby's Slalom**, and **Bobby's Spooky Cave** is a dark tunnel at Schaidbergbahn, where our youngest guest can ski through – if they dare.

Follow Bobby throughout the ski resort

Fantastic slopes for a virtually endless skiing experience await all around Obertauern – even for young beginners. Two Tauern Rounds were adapted to the skill and fitness levels of kids any young people. They are ideal tracks for a quick introduction to winter sports. The Bobby Round is intended for younger kids, whereas the "My Track" round is meant for advanced children. The kids can experience both Rounds on their own. There is an additional challenge to find Bobby's Photo Point. A hot tip: it is right where the Beatles learned to ski.

NEW: Bobby TV

BobbyTV offers playful infotainment with animated films for little ski bunnies. The 7 episodes on topics such as the rules of the slopes, proper warming-up and how snow forms are broadcast on the local Panorama Channel.

Always something new to explore

There is a wide range of alternatives to skiing and snowboarding that are also available for younger guests: they can give snowbikes a try, go cross-country skiing on trails for beginners, or go on sledge rides with their families that include an uphill trip with a Skidoo. Taking a ride with the sledge taxi is a big hit among kids, which they will certainly tell their friends at home about. Selected hotels also provide CYBEX strollers with snow equipment to families with smaller kids for free. Obertauern's winter hiking trails are ideal testing grounds for these strollers. If you feel like taking a break you simply visit one of Obertauern's many lodges.

Further information: Tourism Office Obertauern, phone: +43-(0)6456-7252, e-mail: presse@obertauern.com, website: www.obertauern.com

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

When down-to-earth qualities meet sophistication
The rustic flair of lodges and specialties from the Salzburg region
turn your visit into a culinary expedition

Lifts are not the only way to reach highest peaks of Austria's snowiest winter sports destination. Obertauern also likes to take its guest to new culinary heights. Cosy lodges in snow-capped mountain sceneries with crackling open fireplaces as well as rustic and modern restaurants and hotels serve the flavours of the Salzburg region on their plates. Whether you are looking for something hearty or sweet – regional products are always combined masterfully and inventively to recharge your batteries in the most delicious way.

Obertauern offers far more than a wide range of winter sports. Beyond the snowy mountains and slopes, maybe with a view of Zehnerkarispitz or Hundskogel, guests explore the region in a very different way with culinary delights. From traditional cheese dumplings ('Kasnockn') in a pan, to hearty bouillons with strips of pancake ('Fritattensuppe'), and sweet yeast dumplings ('Germknödel'): Obertauern's cuisine is down-to-earth yet always with a twist. It's just as sophisticated as it is varied, and it always remains authentic. The region's numerous restaurants introduce you to their individual culinary worlds while offering a place to warm yourself up and enjoy yourself. Total of more than 50 lodges and restaurants are located in Obertauern, and they all guarantee wonderful Austrian delights in a cosy atmosphere – during as well as after skiing. There is always a place where a freshly tapped beer or a home-made schnapps is waiting for you.

All restaurants are very much aware of the current situation. For the benefit of all guests and staff, these restaurants apply all necessary hygiene and safety measures, which never affect their hospitality or quality of your food. On the contrary, all Alpine lodges and restaurants are fully open throughout the entire winter season – from November until May – and ensure that you can always enjoy a great drink and a delicious meal after a day of skiing. However, all restaurants recommend booking your table in advance to avoid waiting times. The statutory minimum distance of one metre to people outside your own group must be maintained at any time in all restaurants and will be checked regularly by the respective staff.

Further information: Tourism Office Obertauern, phone: +43-(0)6456-7252, e-mail: presse@obertauern.com, website: www.obertauern.com

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

Snow Summit Obertauern:

The networking event for experts of the winter sports and snow tourism industry

In the province of Salzburg, in the midst of Hohe Tauern, lies Austria's snowiest winter sports resort. In the scenery of Obertauern, which has been particularly blessed by Mother Holle, winter fun in all its facets finds a lush home and one can rightly say: Obertauern is snow. To pay tribute to this destiny, the international SNOW SUMMIT will be held for the first time in the picturesque winter setting of Obertauern in January 2022.

The SNOW SUMMIT OBERTAUERN celebrates the fascination for the resource snow and wants to carry it into the future with an appreciative attitude. At the annual summit, from January 10th – 12th, 2022, representatives from the media as well as from winter and sports industries will meet to exchange ideas in a multi-thematic marketplace.

The event and its smart infotainment elements offer a platform for important players and organisations around this multi-layered and strong industry. The event's focus will be on the issues surrounding the fascination, development, and changes of sports and tourism in the snow. Participants can look forward to a mix of presentations on new trends and highlights of the winter season, in-depth expert insights on the "snow of tomorrow" and the unique opportunity to establish innovative and sustainable networks across Europe.

If you want to be part of this exciting journey of discovery on snow from January 10th - 12th, 2022, apply at: snowsummit@obertauern.com or www.snowsummit.obertauern.com

Network digitally with other participants with the hashtags: #snowsummit #celebratingwinter #loveobertauern

Further information: Tourism Office Obertauern, phone: +43-(0)6456-7252, e-mail: presse@obertauern.com, website: www.obertauern.com

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