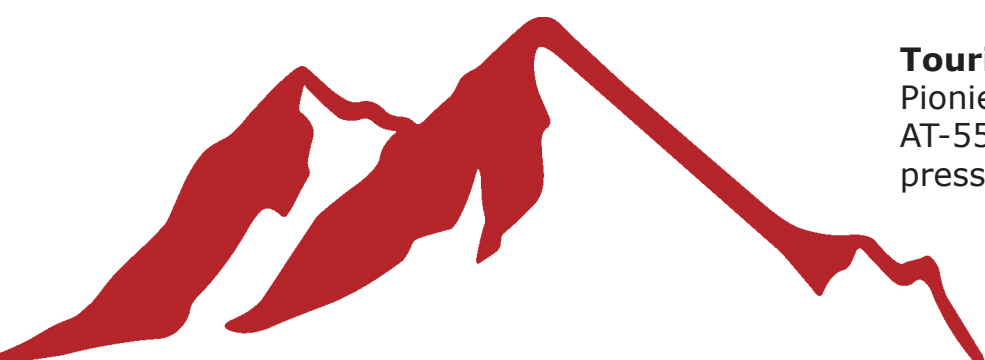




Press Kit Summer 2022



Tourismusverband Obertauern
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Obertauern in summer -At a glance

Location

Obertauern is located 90 km south of the city of Salzburg between 1,740 and 2,526 m above sea level in the middle of the Hohe Tauern mountains around the Radstädter Tauern Pass. About 8 km north of it, at 1,009 m above sea level, is the village of Untertauern. On the south side of the pass is Tweng at 1,233 meters above sea level in Salzburg's Lungau region, 8 km from Obertauern.

Accommodations:

Around 40 establishments are open in Obertauern, Untertauern and Tweng during the summer: 4*s, 4* and 3* hotels, guesthouses, youth hotels, vacation apartments, private rooms, apartments and self-catering huts.

Summer season: end of June to mid-September

Cable cars:

From 02 July to 18 September 2022, the Grünwaldkopf cable car operates from 09:00 - 17:00 and the Hochalmbahn from 09:00 to 16:00 daily. Mountain bikes, dogs and baby baby carriages are transported free of charge. At the top station of the Grünwaldkopfbahn there is a ball track in summer, embedded in nature. The wooden balls with a picture of the local mascot Bobby cost only 2,- Euro each and are available at the lift. The children may keep them as a souvenir.

Bus ticket:

Guests can travel comfortably by bus between Mauterndorf, Tweng, Obertauern, Untertauern, Radstadt and Altenmarkt. The bus tickets for 1,- Euro per trip (adults and children) are issued directly at the accommodations for each person (also children).

Activities:

More than 280 km of hiking trails lead to many peaks, rustic huts, alpine pastures and mountain lakes. Other options for outdoor activities include mountain biking, horseback riding or horseback camps, stand up paddling on Lake Krummschnabel and fishing. Seven golf courses are less than an hour's drive away.

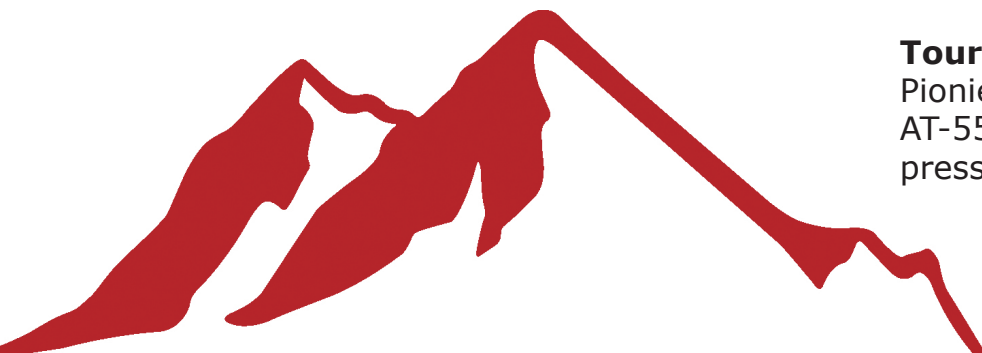
With 8 signposted trail running routes with a total of 133 kilometers for all **skill** levels, Obertauern proves to be a paradise for trail runners.

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Familienurlaub in Obertauern

Alpine pastures, animals, climbing rocks, streams and lakes - for children, the mountain landscape is full of adventure. Family-friendly accommodations, hiking trails suitable for baby carriages and pollen-free mountain air are further plus points for family vacations.

„Alles Alm“ - the hiking experience for the whole family at the Gnadental.

The flat circular trail, which is suitable for strollers, leads past ten themed stations that present true events, interesting facts and curiosities from alpine life and allow you to experience exciting facts from nature, wildlife and history with all your senses.

Bobby's world of experience

For the smallest holidaymakers, Obertauern offers a very special world of experience since 2019. Together with Bobby, the mascot of the region, the youngsters can discover the mountain world of Obertauern and let off steam in various sporting adventures. Different stations around the Grünwald and Krumschnabel lakes hold diverse and fun tasks for the little ones - including an exciting stilt course, an adventurous raft ride across the Krumschnabel lake or an exploration of the underground Mankeibauten. Bobby's Erlebniswelt is open from the beginning of July to mid-September.

Summer program

Once again this year there is a weekly summer program for our summer guests from June 26 to September 18, which brings young and old closer to nature. The activities include various guided hikes, including herb and water hikes, mountain yoga, the workshop „Survival in the Wilderness“ or insights into life on the mountain pasture. Other offerings outside the summer program include excursions to the alpine ropes course, a descent on the Mountain Skyver, herbal cooking courses, horseback riding courses in Tweng or fishing in the Untertauern Wildlife Park.

To each his own summit - scenic highlights and attractions

Idyllic mountain lakes and the imposing Johannes waterfall are popular destinations for excursions, and anglers will find their stomping grounds in the Taurach and Grünwaldsee lakes. On the Grünwaldsee, pedal boats and rowing boats are available free of charge, and children can cross the Krumschnabelsee with a raft and stand-up paddlers on their boards. Offers in the game and leisure park in Untertauern: Game enclosure, petting zoo, various ball playgrounds, pond area for fishing, swimming lake.



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Discover Salzburg with the SalzburgerLand Card

Around 180 attractions in the city and province of Salzburg are accessible with this advantage card: mountain railroads, castles, palaces, museums, lakes and baths, nature experiences, panoramic roads, wildlife and adventure parks, sports offers and much more.

- Available as 6- and 12-day ticket for 82,- and 98,- Euro respectively for adults
- Children from 4 to 15,9 years: 41,- resp. 48,- Euro
- Family bonus: From the 3rd child in a family between the 4th birthday and the completed 16th year, the SalzburgerLand Card is free.

Approach by car:

Approach from the north: via the Salzburg-Villach Tauern freeway to the turnoff for Graz, from there on the B99 federal road to Radstadt, then follow the signs to Obertauern (20 kilometers).

Coming from the south: from Villach via the A10 Tauern freeway to the St. Michael toll booth Exit 104, continue on the B99 in the direction of Mauterndorf-Obertauern.

Arrival by train:

The nearest train station is Radstadt (20 km), from there take the direct bus to Obertauern.

By plane:

Nearest airports are Salzburg (90 km) and Klagenfurt (140 km), from there there are cheap shuttle connections to Obertauern. Cheap flights from several German cities to Salzburg and Klagenfurt. Munich airport is 220 km away.



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High above everyday life - From summit to summit

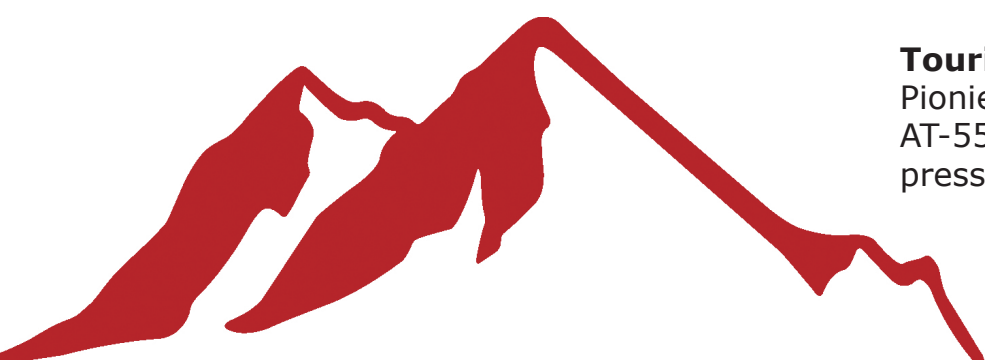
The peak of happiness is probably something different for everyone: It can be yoga exercises on lush green, blooming alpine meadows in the face of majestic mountains. Or burning calves after 123 kilometers and 4,500 meters of altitude on the Stoneman Taurista mountain bike circuit. The first mountain tour with the youngest child in the stroller who whoops with excitement when he sees grazing cows. On the shore of a crystal-clear mountain lake, gazing at the reflections of the passing summer clouds and feeling the stress of everyday life fall away. Many, very personal moments of happiness await guests in Obertauern.

Two mountain railroads, the Grünwaldkopfbahn and the Hochalmbahn, operate daily in good weather and make the ascent easier for hikers. Baby carriages, dogs and mountain bikes are transported free of charge. More than 280 km of hiking trails lead to peaks with fantastic views, to rustic alpine pastures, quiet mountain lakes and to breathtaking natural spectacles such as the Johannes waterfall. Since Obertauern itself is already at 1740 meters, you can save a meter or two of altitude on the way to unforgettable panoramas.

Families with small children can also explore the high mountain landscape on hiking trails suitable for baby carriages. Popular hiking destinations are the many cozy alpine huts, where hikers can fortify themselves with hearty Bretteljause and other regional delicacies. Three of the 31 stages of the Salzburg Almenweg, which connects 120 alpine pastures in Salzburg's Pongau region over a distance of 350 kilometers, also lead through the mountain world of Obertauern.

Horseback riding, fishing, swimming, horse-drawn carriage rides, excursions and cultural trips - in and around the Obertauern region, thanks to its central location in the province of Salzburg, there is something for everyone to experience and discover. With the SalzburgerLand Card especially favorable, because this is valid for 180 attractions in the city and province of Salzburg, such as mountain railroads, sights, sports offers and much more.

A popular destination for families is the game and leisure park in Untertauern with game enclosure and petting zoo. A ride on the slow train gives an overview of the various playgrounds, the adventure land for children, the fish pond and the bathing lake. Horse lovers are welcome in Tweng if they want to ride or experience a horse camp.



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Every run an adventure - trail running in Obertauern

Trail running in Obertauern combines sporting challenges with spectacular nature experiences

Fascination Trailrunning: Away from asphalted paths, the varied trend sport inspires to new heights, where the experience of nature comes first. The challenging off-road run not only trains the entire body, but also frees the mind, reduces stress and helps with relaxation. 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: Past wild waterfalls and impressive gorges, over flowering alpine meadows and rugged mountain slopes to imposing summit crosses and emerald green mountain lakes, spectacular views are offered. 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.

Healthy and fit 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 your ability to react. Due to its location between 1,740 and 2,526 meters above sea level, it also sustainably increases well-being. As the Austrian Moderate Altitude Study (AMAS) altitude study I and II proves, this is the case at an altitude between 1,500 and 2,500 meters. The clear, pollen-free mountain air at lofty altitudes therefore make 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.



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Mountain adventure for families in Obertauern

Probably everyone carries around a few unfulfilled childhood dreams in their heart, but with your own children you get a second chance to make up for missed childhood experiences. If you feel an unquenched longing for mountains, alpine meadows, grazing cows and rushing mountain streams, you should go to Obertauern in Salzburger Land and take the children with you - to fulfill a few wishes and to give the children wonderful memories. For exciting mountain adventures and nature experiences with the whole family, the region around the Radstädter Tauern Pass is also just the right place in summer.

The most beautiful adventure playground

Everything you love about the mountains can be found here: more than 280 km of hiking trails, including several routes suitable for strollers, mountain bike routes, rustic alpine huts, majestic peaks, the clear mirrors of the mountain lakes and the sound of the mountain streams. And that little bit extra that makes a family vacation in the mountains a special experience. In fact, in summer a varied program of outdoor activities is put on for guests, with offers for families with children as well as for adult guests. Where else does a city child meet animals except on a screen? At the wildlife and leisure park in Untertauern, the wild animal enclosures with mouflons, red deer and fallow deer and the petting zoo are the attractions for children. Ponies, goats, ducks and geese, rabbits, guinea pigs and even llamas live there. Other attractions include a slow train, various playgrounds, the adventure land for children, a fishing pond and the swimming lake. Horse girls and all other friends of the noble steeds are welcome in Tweng if they want to ride or experience a horse camp.

Alles Alm - A hiking experience for the whole family

Halfway between Obertauern and Untertauern, when you turn off the B99 main road onto the Gnadenalmstraße, a completely different world opens up. One that seems as if it has fallen out of time, without road noise and hustle and bustle. An idyllic, gently rising plateau at an altitude of over 1,250 m, nestled in the imposing panorama of the Radstädter Tauern, welcomes visitors with tranquility and intact nature.

„Alles Alm“ is the name of the family circular trail created in harmony with nature and dedicated to alpine life once and today. The flat trail, which is suitable for baby carriages, leads past ten themed stations that vividly present interesting facts about alpine life and allow visitors to experience exciting facts about nature, wildlife and history with all their senses. Play stations, rest areas with slides and swings, encounters with animals and entertaining information alternate. Depending on the time spent at the individual stations, it takes about 1.5 hours to complete the trail with children.

For example, there is a large water playground, a cow-spot memory, a puzzle game for the whole family, a giant slide and a viewing platform. „Actually, I find hiking really boring, but the „Alles Alm“ trail was really fun! What I liked best was the cow-spot jumping mile and the marmot burrow,“ says a young visitor enthusiastically.



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Family-friendly product test campaign with Stroller manufacturer Cybex

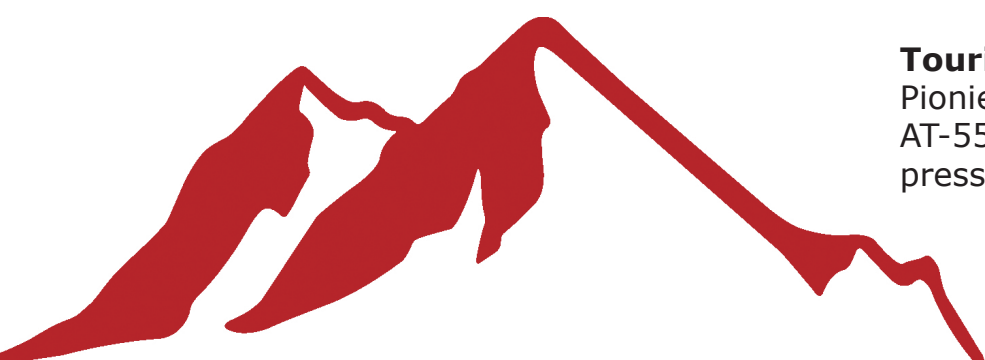
Before setting off on the long-awaited summer vacation with the family comes the big packing: What absolutely has to come along, what can be dispensed with? The favorite cuddly toy must not be forgotten under any circumstances, but will the buggy even fit in the trunk? The question is superfluous if Obertauern is the destination of the trip, because here there are several hotels where you can simply rent a buggy to hike with the kids carefree.

In cooperation with the stroller manufacturer Cybex, Obertauern makes it easier for families to start their mountain vacation. Selected accommodation establishments in the communities of Obertauern, Untertauern and Tweng are participating in the test campaign from July to September 2022. Families with children up to the age of five can test products from the current Cybex collection. These include the all-terrain strollers with the Priam and Balios models, which can be equipped with both a baby seat and a buggy attachment, the Eezy Twist buggy, and the Yema and Maira baby carriers for children up to 15 kg.

Stroller-suitable test routes can also be found at the very top of the mountain. Parents and children can take the Grünwaldkopfbahn up to around 2,000 meters above sea level and explore the 3-lake hiking trail there, for example. The hike starts at the mountain station and leads down to the Grünwaldsee. Via the Hochalm it continues to the Krummschnabelsee and finally downhill to the Hundsfeldsee. On the way, alpine huts invite you to stop for a bite to eat.

Further information about the participating enterprises gives it directly with the respective partner hotels:

- 4*Superior Alpine Life Resort Lürzerhof including mountain inn Gnadenalm (Untertauern) - 4*Superior Hotel Panorama (Obertauern) - 4* Hotel Alpina (Obertauern) - 4* Hotel Tauernglöckl (Obertauern) - 4* Hotel and Apartments Auerhahn (Obertauern) - 4* Apparthotel Sonne (Obertauern) - 4* Landhotel and Gasthof Postgut (Tweng) - 3* Hotel Taverne (Obertauern) - 3* Hotel Marchlhof - Urlaub am Bauernhof (Untertauern)



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Mountain lake swimming in Obertauern

Refreshing nature experiences in airy heights

Swimming in cold waters strengthens the immune system, invigorates the body and mind, and also revitalizes the metabolism. At the same time, the jump into the 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 the health well-being many times over. This is also the case in the emerald green mountain lakes of Obertauern, which have a water temperature between 17 and 23 degrees. When immersed, the 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, the vessels dilate and blood flow increases. This contraction and widening provides a good workout for the 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: one strengthens one's own health. This is also reported by Hansjörg Ransmayr, mountain hiking guide, water rescuer and author of the book „Wildswimming-Alps“, who 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 the glorious mountain lakes at heavenly heights.

However, caution is advised when cold bathing: Before taking the plunge, a health check is recommended. Especially people with pre-existing conditions should be careful. Because not only courage and good nerves are needed when you want to start cold bathing, a healthy circulation is also important.

Full moon swimming on the 12th of August

The full moon swimming in Obertauern represents the highlight in the Salzburg event sky. In the Grünwaldsee, the magical power of the full moon and the „cleansing“ effect of the fresh water can be experienced on August 12, 2022. An illuminated full moon will be placed in the middle of the natural mountain lake to serve as a waypoint for the brave swimmers. Those who brave the initial cold will swim around the „moon“ under the supervision of cold-water professionals before warming up again in one of the pleasantly heated hot tubes. The full moon swim is not only about the experience but also about the proven health benefits of the cold water experience. Of course also the joy on these evenings will not come too briefly. On the terrace of the Hochalm live music and culinary delicacies will heat up the participants.



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