



Press Kit

Summer 2019



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 operates daily between 09.00 and 16.00 from 29 June to 15 September 2019. 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 100 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-drawn carriage rides, standup paddling on the Krummschnabelsee lake, and fishing. Seven golf courses lie less than an hour's drive away.

Events:

- 30 June 2019: Prangtag in Obertauern – "Prangtag" is a traditional religious festival with processions accompanied by brass bands, shooting club members and local fire brigades.
- 11 August 2019: Mountain mass at the Krummschnabelsee lake
- 18 August 2019: Alpine festival at the Gnadental
- 15 to 18 August 2019: Orange Mountain Adventure Bike Meeting



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. 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 Gnadental.

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.

Summer programme

We have organised a weekly recurring summer programme again this year, for the young and not so young, from 17 June to 22 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, tours through the Noriker horse breeding stables, a survival workshop, and insights into alpine farm life. Other points on the agenda are outings to the Almseilgarten ropes course and a group descent on Mountain Skyvers, introductory horse-riding sessions as well as herbal cooking courses for a contribution to costs. Other attractions outside the summer programme are KTM Freeride electric motocross bike excursions, horse-drawn carriage rides and horse-riding lessons in Tweng, and fishing in the wildlife park in Untertauern.

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 Grünwaldsee lake. Paddleboats and rowboats are available free-of-charge at the Grünwaldsee lake, and children can cross the Krummschnabelsee 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 190 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 €76.00 or €90.00 for adults
- Children aged 4 to under 16 years: €38.00 and €45.00
- 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:

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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 100 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.

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 Mondays there is an exploration tour suitable for families all around the Tauern Pass; the evening proposes a tour through the Noriker horse breeding stables in Tweng.

On Tuesdays guests can choose between an action-packed Mountain Skyver tour for ten-year-olds and above and an easy hiking tour along the river to the Johannes Waterfall. On Wednesdays the destination of a sporty guided hiking tour across the Seekarscharte is the Oberhütte lodge. On Thursdays the "Tauern witch" leads a herb exploration hike and shows which edible wild plants and medicinal herbs grow in the mountains. And in the afternoon she shows you all the wonderful things you can conjure out them in a herbal cooking class.

"Living on alpine pastures" is the focus of Friday's programme. A guided hike takes you to the Twenger Alm where the herdsman and dairyman shows the hikers just how much work goes into preparing the ingredients of a savoury cold meat platter. In the evening yoga enthusiasts can meet for the mountain yoga session in Obertauern's calming nature. Saturday is the day of the legend hike inviting you to hear, see, feel and retell old legends and fables from the region. On Saturday and Sunday afternoons families can explore the Almseilgarten and try out their skills under professional supervision on the child-friendly ropes course. On Sundays, in the "Survival in the wilderness" workshop, which children adore, participants learn how to recognise alpine dangers, keep their bearings and build an emergency shelter.



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-drawn carriage ride.

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123 kilometres, an altitude gain of 4,505 metres and summit serenity in Obertauern

MTB Challenge: The Stoneman Taurista in Salzburger Land

Where fun on the slopes and après-ski rule 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 4,505 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 there is the "Bronze Stone". Depending on how fit you are and what your sporting ambitions are, you can finish the route in one go or in several stages.

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 Obertauern mountains. 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.

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/>.

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Alpine adventure for families in Obertauern

Every one of us still carries one or two unfulfilled childhood dreams in our hearts, but our own children give us a second chance to make up for missed childhood experiences. 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 fulfil a couple of dreams and make wonderful memories for their children. The region around the Radstädter Tauern Pass is just the right place for exciting mountain adventures and natural experiences with the whole family, even in the summer.

The best adventure playground

Everything you love about the mountains is here: Over 100 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, the 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-drawn carriage ride.

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

If you turn off the B99 main road onto Gnadenalmstrasse, 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 think hiking is so 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 booking portal www.obertauern.com or the individual hotel websites:

- 4* Superior Hotel Steiner, Member of the Family Austria Hotels (Obertauern)
- 4* Superior Alpine Life Resort Lürzerhof including Berggasthof Gnadenalm (Untertauern)
- 4* Hotel Alpina (Obertauern)
- 4* Hotel Tauernglöckl (Obertauern)
- 4* Hotel Postgut (Tweng)
- 4* Hotel und Appartements Auerhahn (Obertauern)
- 4* Apparthotel Sonne (Obertauern)
- 3* Hotel Taverne (Obertauern)
- 3* Hotel Marchlhof – Farm Holidays (Untertauern)

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