

# Press release



**SCHLADMING**  
**DACHSTEIN**  
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# Press Information Summer 2023 – Overview in Brief

## **Press Text 1 | Complete Mountain Biking Experiences for Rookies and Pros**

Bikepark Schladming has long been widely recognized as a top destination for bike fans in the Alpine region. With the addition of the new Haus-Aich Singletrack, the Schladming-Dachstein region has further expanded its package of mountain biking opportunities this year.

## **Press Text 2 | Mountain lifts & Sommercard promise unique summer experiences in the mountains**

Holders of the Schladming-Dachstein Sommercard can enjoy one free round-trip ride daily on a mountain lift in the region as just one of the included services. The range of experiences for families has been further expanded for summer 2023, including several new attractions.

## **Press Text 3 | Fifth Summer of "Alpine Cuisine by Richard Rauch", now with pop-up events**

In collaboration with cooks at huts in the area, Styria's four-toque chef Richard Rauch guarantees delectable culinary experiences at 14 carefully selected mountain huts. In this, the fifth summer of "Alpine Cuisine", the freshly tested and immediately successful concept of pop-up events will also play a major role.

## **Press Text 4 | Peace Chapel on the Stoderzinken: heedful care of the most beautiful place in Austria**

Peace Chapel is located at an elevation of 1,898 meters on the south face of the Stoderzinken. On October 26, 2022, it was crowned "The Most Beautiful Place in Austria" in the ORF TV show "9 Plätze - 9 Schätze" ("9 Places - 9 Treasures"). Concepts to manage visitor flow are intended to preserve the magic of this special place.

## **Press Text 5 | Experience Water in the "Valley of a Thousand Springs & Lakes"**

Water is visible and palpable in various forms in the Schladming-Dachstein region, from mysterious springs and tranquil mountain lakes, to rushing streams and thunderous waterfalls. Two water projects received special recognition in March 2023: the natural-catastrophe simulation model "Water Adventure Öblarn" was awarded the National Neptune Prize for Water in the category of Water Education, and Schladming was chosen as Styria's Water Community 2023 for the themed hiking path "Wild Waters".

## **Press Text 6 | The Home Region of "Die Bergretter"**

The 15<sup>th</sup> season of the beloved ZDF family TV series has been in production since February. Fans of this successful TV show can explore many shooting locations in the Schladming-Dachstein region, brush shoulders with their favorite stars during Bergretter Fan Day, and during the Bergretter Fan Hike.

## **Press Text 7 | The Sölk­täler: Pure nature with an exciting history**

Sölk Pass. Sölk Marble. Schloss Grosssölk. Add to that more than 40 peaks over 2,000 meters high, 23 mountain lakes, 10 waterfalls, and countless alpine pastures, and you can clearly see, there is so much for you to discover inside Sölk­täler Nature Park. An idyllic natural setting even appreciated by Archduke Johann of Austria (1782-1859) long ago.

## **Press Text 8 | Historical Landmarks in Central Ennstal:**

Schloss Trautenfels and the picturesque village of Pürgg are eye-catchers, landmarks, and quite unique when it comes to their history. This year, the Schloss features a new special exhibition entitled "Healing Art. The History of Medicine."



**Press Text 9 | A Commitment to Sustainability in Tourism**

Sustainable tourism is much more than a trend - it is essential to enabling a livable future for humans and nature alike. The sustainability efforts of the Schladming-Dachstein region are currently focused on three areas: mobility, energy, and food.

**Press Text 10 | Digital Services with Added Value**

In recent years, the Schladming-Dachstein region has established itself as a digital pioneer in tourism. Customer loyalty programs, the digital Sommercard, and new functionality incorporated into Amazon's voice assistant "Alexa" further cement its position.

**Press Text 11 | Musical Summer Highlight: Mid EUROPE**

Mid EUROPE, an important international festival of wind music, will take place for the 24<sup>th</sup> time in Schladming and Haus im Ennstal from July 11<sup>th</sup> to 15<sup>th</sup>, 2023. Musicians from at least 15 countries will make the entire Schladming-Dachstein region resonate with more than 20 indoor and 20 open-air events. Program highlights include the opening concert and "Kids in Concert", as well as the "Long Night of Music" and the "Schladming Tattoo" marching show.





## Complete Mountain Biking Experiences for Rookies and Pros

- ▲ Bikepark Schladming has long been widely recognized as a top destination for bike fans in the Alpine region. On the Reiteralalm, 17 kilometers of trails offer sporty biking enjoyment for the whole family. And with the addition of the new Haus-Aich Singletrack, the Schladming-Dachstein region has further expanded its package of mountain biking opportunities this year.**

### **Grand Opening on July 1st: the Haus-Aich Singletrack**

The new Haus-Aich Singletrack will open for business on July 1<sup>st</sup>, 2023, in the so-called "Lärchsachsen." The sunny setting allows the track to stay open until November 2<sup>nd</sup>, 2023. In addition to the location, the unique character of the new singletrack is also exceptional: narrow trails wind their way through trees for a total of five kilometers. They were built with maximum consideration for nature and the environment, using a mini-excavator and a whole bunch of manual labor. Three different circuits offer fun and a special biking experience for all age groups and skill levels. The easiest track requires no prior mountain biking experience whatsoever and can even be ridden by children on pushbikes. The new Haus-Aich Singletrack can be reached from neighboring towns via the Enns Cycle Path. For those traveling in by train, the train station in Haus, which is only 800 meters away, is the perfect spot to get on and off, and a small, paid parking lot is available at the trailhead for those coming by car. Bike rental and service center (including a large free parking lot) are available outside Sportshop Hauser Kaibling.

### **Perfect Quartet: 10-person gondola, Bikepark Schladming, Bike School Pekoll, and Bikeworld**

Last summer, a record number of bikers took advantage of our thoughtfully developed biking infrastructure. In addition to downhill trails for the "pros", since last year there is an easy variant that drops down to the valley as well. The completely new Stadium Flowline leads via waves and banked turns to the Planai finish area. On the Schladminger Planai, bikers can choose from 40 kilometers of trails with all levels of difficulty. For those who want to improve their biking skills - either in group or

individual lessons – who need a bike fitting or are interested in a bike camp, Bike School Pekoll is most definitely the place to go. Right there in the Planai finish area, the team of Bründl Sports Bikeworld is ready to help with any equipment-related questions, be they about service, sales, or rental.

### **Colorful Biking Opportunities on the Reiteralalm**

For Enduro bikers, the Reiteralalm has kicked it up yet another notch in the form of the challenging Jump Trail, which scores bonus points in the eyes of many for the natural methods used to construct it. Also new: a few additional Enduro routes and extension of the blue-rated trails. The Reiteralalm now greets you with nine trails totaling 17 kilometers in length.

### **Schladming-Dachstein “Alpine Cuisine” culinary tours**

For those who prefer a slightly more laid-back experience, the Alpine Cuisine Culinary Tours hit the spot perfectly. This year, 14 different mountain huts in the region will each offer a dish that was created in collaboration between the hut’s own cook and star chef Richard Rauch. Even more special: each dish contains a selected ingredient that can be found either on the alpine pastures close to the hut or is actually self-produced. The Alpine Cuisine Culinary Tours are an ideal way to round off any bike tour and recharge your “batteries” after a strenuous ride. Seven Alpine Cuisine Huts are located directly next to a mountain bike trail and guarantee a true culinary highlight during your bike tour.

### **Biking in the Schladming-Dachstein Region | Overview**

- Bikepark Schladming: 40 km of trail-riding fun
- Reiteralalm Trails: 6 singletracks, 2 Enduro trails, 1 Jump Trail (17 km in total) and 2 Junior Trails (specifically intended for children and beginners)
- Trailpark Haus-Aich: 5 km of singletracks
- 30 Bosch recharging stations along the mountain bike trails
- 27 tours of all difficulty levels
- E-Enduro Bikepark Riesneralm
- Enns Cycle Path
- 14 certified bike-friendly hotels





## Mountain lifts & Sommercard promise unique summer experiences in the mountains

- ▲  **Holders of the Schladming-Dachstein Sommercard can enjoy one free round-trip ride daily on a mountain lift in the region as just one of the included services. The range of experiences for families has been further expanded for summer 2023, including several new attractions: the "North Pole" play area in Hopsiland on the Planai, the "Goas Steigl" via ferrata on the Reiteralalm, a new cableway and fairytale path on the Rittisberg, and the "KEGELst ad'I" on the Riesneralm.**

### **Planai: Hopsiland - the highest playground in Styria**

The Planai in Schladming, with its state-of-the-art 10-person gondola, leaves nothing to be desired in the summer either - hiking, mountain biking, exploring Hopsiland with the kids, relaxing, or simply indulging your love for good food. High up on the Planai also happens to be the home of the beloved local mascot Hopsi: an area aptly known as "Hopsiland". Right next to the top station of the Planai gondola, a 1.5-kilometer-long, stroller-friendly walking loop begins and ends. The entire route is filled with variety, featuring swings, slides, climbing elements, a three-part marble run, and even a "Water World" with a pond and channels. In the heart of Hopsiland, you will find the Bike Area, where children can practice negotiating their first curves on a mountain bike – rental bikes are available on site. The newest play station is especially impressive: the 8-meter-tall "North Pole". Here, children can climb, slide, and play with an innovative marble run.

### **Hochwurzen: Bench Path and Mountain Go-Kart**

In the summer, mountain go-karts replace the popular snow toboggans on the Hochwurzen. A roughly 7-kilometer-long track runs from the summit to the valley station. The mountain go-kart ensures a safe yet action-packed ride down the gravel path thanks to wide tires and disc brakes. Families, in particular, enjoy taking a walk along the Bench Path. This loop is close to the summit, does not have



elevation differences of any significance, and features 25 unique benches where you can take a rest whenever you want. Each is dedicated to a different theme, including one for lovers, a family bench, and a sunset bench.

### **Hauser Kaibling: themed hiking trail, water zorbing, and many "sheepish" attractions**

The summer offerings on the Hauser Kaibling have been expanded successively over recent years. Now discover a themed hiking path that retraces the footsteps of the pioneers. Between the mountain stations of the Quattalpin and the 8-person gondola, it recounts the more than 100-year-old history of the Hauser Kaibling as a mountain for skiing and hiking. Walk on water without getting wet! Made possible thanks to "water zorbing". At the Kaiblingalm storage reservoir, you can personally experience this unique form of summer fun inside huge transparent plastic spheres. Even more attractions await in the area around the mountain station of the 8-person gondola: an e-trials park, a disc-golf course, and a petting zoo with sheep, lambs, ponies, goats, rabbits, and miniature pigs. Meanwhile, at the Sheep Zone by the reservoir, there are many more highlights in store, such as a Hoof Path, a Sheep Climb (via ferrata), and "Sheep Jumping"! Meanwhile, an interactive children's path runs from the Quattalpin mountain station to the Kaiblingalm, featuring various puzzle stations and tests of dexterity.

### **Reiteralp: Big adventure world for kids and a new via ferrata**

The area around the mountain station of the Preunegg Jet transforms in summer into a big adventure world for the kids, featuring exciting attractions such as the Reiteralp XL-Jump (the largest inflatable cushion in the region), a stroller-friendly "Baby Buggy Path", a play gondola, summer snowcat, a large playground, and a family-themed hiking path known as "Silent Waters". The largest bike playground in Austria is also located in this area. At the Reiteralp Junior Trails, our youngest mountain bikers can hurtle down two tracks with varying levels of difficulty, located right next to the Reiteralp hut. The classic highlight on the Reiteralp is, of course, a hike to Mirror Lake, with the Dachstein massif beautifully reflected upon its surface on calm days. Along this same hiking path, you will also find the entrance to a new via ferrata known as the "Goas Steigl", which is designed for beginners. It complements the diverse "Franzi" via ferrata and is suitable for beginners as well as children, difficulty-rated A and B, and one section C.

### **Rittisberg: new gondola, new Fairytale Path, and a wealth of experiences**

The Rittisberg, in Ramsau am Dachstein, is one of the most exciting mountains in Styria. Since late fall 2022, it has been accessible in just three minutes via a new combo lift, which combines 10-person gondolas with 6-person chairlifts. The wide range of summer highlights on the Rittisberg includes the

Flyline, a forest high ropes course, an archery range, laser biathlon, swimming lake, barefoot trail, and the all-weather Rittisberg Coaster (summer alpine slide). Right next to the mountain station of the gondola, a scenic mountain playground offers fun and games for the whole family. The wooden letters of the "I LOVE RITTISBERG" sign are three meters high, integrating swings, climbing nets, and climbing structures. Alongside the Rittisberg lift, a new Fairytale Path has been created, featuring interactive and acoustic stations.

### **Riesneralm: a world of adventure from valley to mountain**

In summer, the Riesneralm family ski mountain in Donnersbachwald transforms into a world of adventure. Not far from the Riesnerbahn valley station, the E-Enduro Bike Park lets you ride over rough and smooth terrain using green energy. In the area of the mid-station, if you enjoy games, you may wish to visit the new "KEGELst d'I" skittles alley, guaranteeing entertainment for young and old in a nostalgically inspired setting. Occasionally, the "KEGELst d'I" also serves as an event location for open-air events. Also located near the mid-station: the "mountainCINEMA," a wild-bee farm, and an educational path all about herbs. On the way up to the summit, the "KRISPINI Children's Treasure Hunt" poses lots of intriguing puzzles. Around the mountain station, you can continue your adventurous day on the Riesneralm with attractions like the "tierHOLZpark", "Summit Barefoot Path", "JAGasteig", "Avalanche[GALLERY]", "HochSEEsitz" with raft, "Wooden-Trout Fishing", and "Climbing Rocks" in various forms. And as a crowning finale, how about taking a refreshing jump into the "Summit Pool of Yesteryear".

### **Planneralm: Pure Nature and Archery Paradise**

In contrast to the previously mentioned adventure mountains, no cable car operates on the Planneralm during the summer. However, this is far from a shortcoming of the highest mountain village in Styria – quite the opposite. Access is via a 12-kilometer-long mountain road, toll-free! The so-called Planner Basin is the starting point for many rewarding hikes, with the ridge hike high above the Planneralm particularly worthy of note. It is a tour certain to appeal to "peak baggers" as well as nature lovers. Robin Hood Land is considered a paradise for archers. A roughly 3.5-kilometer-long course leads through a largely untouched alpine landscape.







## Fifth Summer of "Alpine Cuisine by Richard Rauch", now for the first time with pop-up events

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### **Culinary Flagship Project**

Mathias Schattleitner, Managing Director of the Schladming-Dachstein Region, underscores the philosophy behind the collaboration with Richard Rauch: "We are consistently pursuing the goal of developing Schladming-Dachstein into one of the leading culinary destinations in Austria. 'Alpine Cuisine by Richard Rauch', which is now entering its fifth summer, is our flagship project. It combines regionalism with creativity while remaining authentic and affordable." During the spring, new and innovative Alpine dishes are cooked up and perfected together in workshops. The ingredients are primarily regional, and some of them even home-produced.

### **Positively Surprising Pop-Up Events**

On March 15<sup>th</sup>, the "Alpine Cuisine Pop-up Hut" opened its doors for the first time. At the base station of the Hochwurzen gondola and on the main square in Schladming, Richard Rauch invited passersby to taste two Alpine Cuisine dishes. The idea of enjoying something really good "on the go" excited numerous visitors immediately. That said, Mathias Schattleitner is quite convinced: "Pop-up events will help us further increase the project's visibility. We will extend this format into the coming summer, and you can be sure we will surprise locals and guests with all kinds of tasty treats."

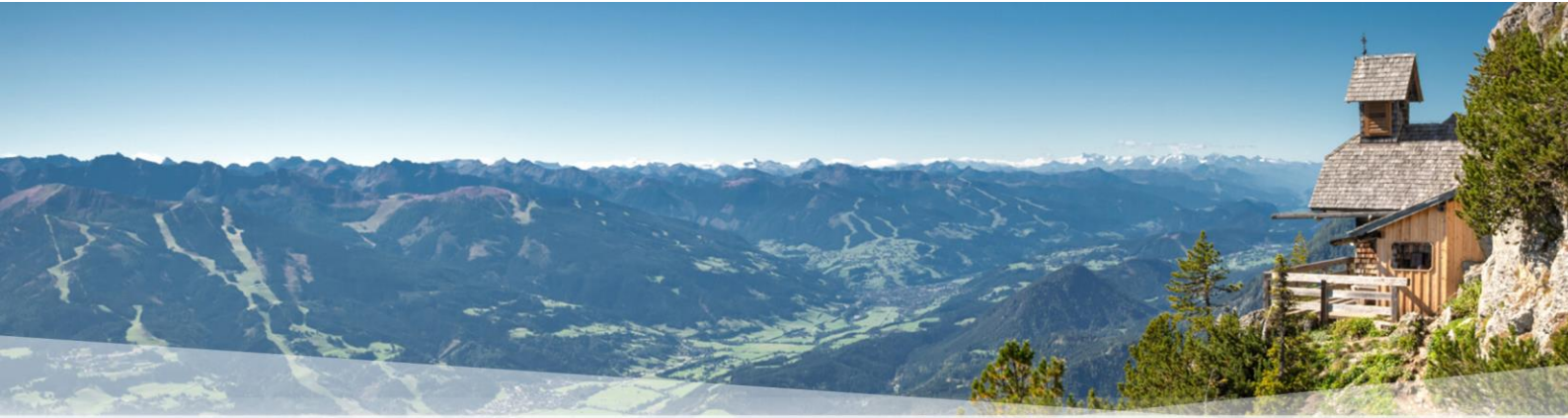
### **The Schladming-Dachstein Genusspartner**

When you hear talk of "Genusspartner" in the Schladming-Dachstein region, what we are referring to are currently 16 farmers who market direct, three small food manufacturers (bakers and butchers),



along with 34 dining establishments and accommodation providers. They are all united by their passion for regional food, which they either produce, refine, or process: meat, cheese, yogurt, potatoes, honey, spirits, *Ennstaler Steirerkas*, and much more. Mathias Schattleitner emphasizes: "Our Schladming-Dachstein Genusspartner show how all stakeholders in the value chain can work together to the benefit of our guests as well as their own businesses. This is precisely how regional cooperation should work!" All Schladming-Dachstein Genusspartner adhere to clearly defined quality criteria and are regularly visited by external inspectors.





## Peace Chapel on the Stoderzinken: heedful care of the most beautiful place in Austria

- ▲ **Peace Chapel is located at an elevation of 1,898 meters on the south face of the Stoderzinken. On October 26, 2022, it was crowned "The Most Beautiful Place in Austria" in the ORF TV show "9 Plätze - 9 Schätze" ("9 Places - 9 Treasures"). Concepts to manage visitor flow are intended to preserve the magic of this special place.**

### **From secret tip to the most beautiful place in Austria**

Peace Chapel on the Stoderzinken has long been a secret tip when it comes to excursion destinations in the Schladming-Dachstein region. On the Austrian National Holiday in 2022, it was voted Austria's most beautiful location during the popular ORF TV show "9 Plätze - 9 Schätze". To Mathias Schattleitner, Managing Director of the Schladming-Dachstein Tourist Office, this award also represents a mandate: "Of course it is wonderful that the choice for the most beautiful place in Austria has fallen on the Peace Chapel, and we all couldn't be happier. Though we are also keenly aware that we have to handle this jewel on Stoderzinken with care so that it continues to be what our locals and holiday guests most value about it: an amazingly scenic spot, a place of extraordinary power, and at the same time an oasis for inner contemplation and reflection."

### **Carefully managed visitors flows and a "Stoder Ranger"**

That said, particular attention will be paid to managing visitor flows in the summer of 2023. The villages of Aich and Gröbming, mountain rescue, landowners, toll road operators, and the Schladming-Dachstein Tourist Office are working together on sustainable solutions. Details will be presented in April before the start of the season. An important role will most definitely be played by the so-called "Stoder Ranger." This position was newly created and combines tasks associated with parking and waste management as well as communication with the general public.



### **A symbol of peace and tolerance since 1902**

Peace Chapel, also known as the Stoder Chapel, was built in 1902 by Emil Ritter von Horstig d'Aubigny. He came from a noble Styrian family, was a mining entrepreneur, and pioneered the development of the Stoderzinken. The chapel was originally built with the aim of bringing people together, regardless of who they are, where they come from, or what they believe. It is a symbol of mutual tolerance and respect between denominations. Today, Peace Chapel, now under monument protection, is owned by the Gröbming chapter of the mountain rescue, a group firmly dedicated to its preservation and maintenance.





## Experience Water in the "Valley of a Thousand Springs & Lakes"

**Water is visible and palpable in various forms in the Schladming-Dachstein region, from mysterious springs and tranquil mountain lakes, to rushing streams and thunderous waterfalls. Two water projects received special recognition in March 2023: the natural-catastrophe simulation model "Water Adventure Öblarn" was awarded the National Neptune Prize for Water in the category of Water Education, and Schladming was chosen as Styria's Water Community 2023 for the themed hiking path "Wild Waters".**

### **1,000 Springs, 300 Mountain Lakes, 100 Waterfalls**

With over 1,000 springs, 300 mountain lakes, and 100 waterfalls, Schladming-Dachstein is one of the most water-rich regions in the Alps, earning it the nickname "Valley of a Thousand Springs and Lakes." Alpine waterscapes, pristine biotopes, high moors, natural "iceboxes", canyons of pure marble, and healing springs guarantee unique water experiences.

### **Hiking alongside Water in Various Forms**

Whether a bubbling spring, a trickling stream, a roaring torrent through the gorge, a thunderous waterfall, the tranquil mirror of a mountain lake, or an icy glacier: water presents itself in an astonishing variety of forms during hikes in the Schladming-Dachstein holiday region. The "Wild Waters" themed path from Schladming to Rohrmooser Untertal is a prime example of this. It was internationally awarded as a "National Geographic Hiking Trail" and leads hikers along an alpine trail, also past the Riesach Waterfalls, the highest falls in Styria, cascading over 140 meters down into the valley. Especially after the snow melts in spring, the waterfalls provide an impressive natural spectacle. "Wild Waters" was awarded yet another honor this spring: Schladming is now the "Water Community of Styria 2023".



### **“Water Experience Öblarn”: an award-winning approach to water education**

In the Walchental area of Öblarn, a special facility opened its doors just last year, and would immediately win this year’s National Neptune Prize for Water Education: featuring a natural-disaster simulation model known as “Wassererlebnis Öblarn”. This detailed model recreates the catchment area that encompasses Walchenbach river, the town of Öblarn, and the course of the River Enns. It enables the simulation of natural hazards such as floods, inundations, obstructions, or landslides, whilst also showing the impacts of protective structures. Valuable knowledge and awareness are playfully conveyed here. Working materials are available for schools and kindergartens (designed for three different age groups) intended both as preparation and follow-up. Model tours of “Wassererlebnis Öblarn” will be conducted from May onwards (Monday to Friday; groups of 15-25 people) with preference given to schools, kindergartens, and delegations. In addition, further tours will be offered during the main summer holidays that are specifically aimed at guests and are available by appointment only. Reservations are essential, and individual visits and tours are not possible. Registration and more info: [www.wassererlebnis-oeblarn.at](http://www.wassererlebnis-oeblarn.at).

### **Insider Tips: Wörschachklamm and Heiligenbrunn Hiking Path**

Wild, romantic Wörschachklamm gorge, with its marvelous waterfalls, is one of the most beautiful in Austria. In 2021, the walkways and water conduits were renovated, and new wooden platforms were built by the municipality of Wörschach in the spring of 2023. Visitors can walk through the gorge along an easy path with footbridges and stairs, then continue on to the Spechtensee or return to the ruins of Wolkenstein Castle. The spring water of Heiligenbrunn near Irdning is believed to have special healing properties, especially for eye ailments. The water flows from the chest of a statue of Christ standing opposite a 200-year-old chapel and is reached via an easy hiking loop.





## The Home Region of “Die Bergretter”

- ▲ The 15<sup>th</sup> season of the beloved ZDF family TV series has been in production since February. Fans of this successful television show can explore many shooting locations in the Schladming-Dachstein region, brush shoulders with their favorite stars during Bergretter Fan Day, and during the Bergretter Fan Hike.

### Based in Ramsau, active throughout the region

Action, love, heroism, and an abundance of pure emotion, set against the impressive alpine backdrop between the Dachstein and Tauern mountains – what "Die Bergretter" has been using to captivate their television audience since 2009. Ramsau am Dachstein is essentially their home base. "Emilie's Farm", "Mountain Rescue HQ", "Andreas's parents' house", and several other locales are situated right at the foot of the Dachstein. They are skillfully staged by the directors and the entire production team of ndF ("neue deutsche Filmgesellschaft"), as are numerous other shooting locations in the region. For example, the Stoderzinken with Peace Chapel, the Salza Waterfall, and "Wild Waters" in Untertal are all popular backdrops for the show. The helicopter pad is located in Niederöblarn, and scenes from the main hotel featured in the series are filmed at Schlosshotel Pichlarn.

### Now for the second time: Bergretter Fan Day

Following its successful premiere in 2022 with around 1500 fans in attendance, the Bergretter Fan Day will take place this year for the second time, on June 9<sup>th</sup>. Ramsau Mountain Rescue, together with Air Rescue, will present a spectacular rope-rescue demonstration. And in addition to all that helicopter action, the highlight of the day will be an appearance by actors from the series, along with a show program in the festival tent.

### And for the eleventh time: The Original Bergretter Fan Hike

In 2023, the Original Bergretter Fan Hike will take place for the eleventh time from September 8<sup>th</sup> to 10<sup>th</sup>. Due to capacity constraints, spaces for this event are limited and have been sold out for some

time. Fans of the show can look forward to a varied program that includes exploring new filming locations together, getting first-hand insider information about the new season, and an entertaining evening event with cast members.

**Once every week: on the trail of “Die Bergretter”**

Every Friday between early June and mid-September, a pleasant, guided hike is offered to the original filming locations of the TV hit series in Ramsau am Dachstein. The starting point is "Bergretter HQ" in the village of Ramsau. From there, a 30-minute hike leads to the Pernerhof, which fans know as "Emilie's Farm" and which they can tour both inside and out.







## The Sölktäler: Pure nature with an exciting history

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### **A 288 km<sup>2</sup> Nature Park**

For more than 50 years, especially beautiful natural and cultural landscapes in Austria have been awarded the label "Nature Park" - a total of 48 in eight federal provinces, seven of which are right here in Styria. One of them is Sölktäler Nature Park with its diverse flora and fauna. Picturesque mountain villages, gentle alpine pastures, wild mountain streams, and impressive peaks characterize the essence of this 288 km<sup>2</sup> nature park. The name "Sölk" originally meant "flowing water", which is due to the region's abundant water resources. Rushing streams, impressive waterfalls, and picturesque lakes, such as the largest alpine tarn in the Niedere Tauern, the Schwarzensee, shape the landscape of the Sölktäler.

### **Sölk Pass & Sölk Marble**

Today, the road over the 1,790-meter-high Sölk Pass is a popular route for cyclists. This trade route played an important role as far back as the Bronze Age. Remnants of the old path are still visible, and an early sacrificial site has been identified. Every year in July, a historical Sölk Pass Hike takes place on this ancient trail. An Ice Age-themed path at the foot of Sölk Pass showcases many landscape formations sculpted during the Ice Age and offers insights into Earth history spanning millions of years. Another witness to the distant past is Sölk Marble, highly valued on international markets due to its superior quality. A visit to the local marble factory provides a glimpse into the processing of this fascinating stone.

### **Ennstaler Steirerkas & Grosssölk Castle**



Ennstaler Steirerkas is the culinary symbol of the region. It has been certified by the EU and given the highest protection-of-origin designation (PDO). This crumbly, low-fat cheese with a strong, spicy aroma and characteristic taste ranging from sour and robust to sharp, is made from raw or pasteurized skimmed cow's milk. In both Sölk valleys, it is part of the typical snack and is enjoyed on buttered farmhouse bread or wrapped in a rye pastry. In honor of this special cheese, the annual Kasfest takes place at Schloss Grosssölk – this year on September 23. Speaking of Schloss Grosssölk, the 14<sup>th</sup>-cent. historic building is worth a visit in its own right for several reasons. It houses a permanent exhibition within six medieval rooms on the nature and history of the nature park. Additionally, there are two other exhibitions to explore: "Climate Winners! Climate Losers? How are our animals and plants coping with climate change?" and the permanent exhibition "The Gold of the Alps," dedicated to Ennstaler Steirerkas cheese. In the Jesuit Garden in the castle courtyard, more than 200 different plants flourish, including flowers, medicinal and seasoning herbs, and old, almost forgotten vegetable varieties.





## Historical Landmarks in Central Ennstal: Schloss Trautenfels and Pürgg

- ▲ **Schloss Trautenfels and the picturesque village of Pürgg are eye-catchers, landmarks, and quite unique when it comes to their history. This year, the Schloss features a new special exhibition entitled "Healing Art. The History of Medicine."**

### **Schloss Trautenfels - the "Joanneum in miniature"**

Baroque Schloss Trautenfels was built on a rocky spur at the foot of the Grimming. Due to the complexity of its collections, themes, and special exhibitions, many refer to the museum as the "Joanneum in miniature". A permanent exhibition presents about 1,000 exhibits on the natural and cultural history of the Liezen district. In addition, visitors can admire the antler collection of Count Lamberg, the magnificent Marble Hall, and ornate ceremonial rooms, as well as enjoy a 360-degree panoramic view from a watchtower.

### **Special exhibition "Healing Art. The History of Medicine."**

The art of healing is rooted in healthcare and the treatment of illnesses and injuries. The current exhibition project aims to provide an overview of ancient medicine, folk medicine, monastic medicine, epidemics throughout history, modern medical technology, and, above all, the future of medical care. Simultaneously, it shows the dependence of the healing art, medical care and modern hospital medicine on political, economic, social and technological developments. This interdisciplinary endeavor examines medical care at the regional level, in Styria, and in the Liezen district in particular, from the year 1700 to the 21<sup>st</sup> century. This special exhibition at Schloss Trautenfels runs through October 31, 2022.

### **Pürgg – the "Styrian Nativity Scene"**

Located not far from Schloss Trautenfels is the picturesque little village of Pürgg. The Styrian writer and poet Peter Rosegger once found the most fitting description for this special place - he called it the



"Styrian Nativity Scene". Surrounded by natural landscapes at the foot of the towering Grimming, narrow lanes, venerable buildings, and two churches shape the village's appearance. Both are historically very interesting. The Catholic parish church of St. George is said to have been consecrated as early as 1130. Saint John's Chapel, located on a hill above the town center, is famous for its Romanesque frescoes from the twelfth century. Experts consider them to be among the most beautiful wall paintings in Europe.





## A Commitment to Sustainability in Tourism

- Sustainable tourism is much more than a trend - it is essential to enabling a livable future for humans and nature alike. The sustainability efforts of the Schladming-Dachstein region are currently focused on three areas: mobility, energy, and food.**

### **Sustainable Mobility**

The Schladming-Dachstein region now supports e-mobility through 44 EV recharging stations and over 125 charging points. With a strong upward trend. Destinations can be easily reached using one of the twelve bus lines included in the Schladming-Dachstein Sommercard as well as many hiking shuttles. The online descriptions of mountaineering and hiking tours at [www.schladming-dachstein.at](http://www.schladming-dachstein.at) include useful information on sustainable travel options. Guests are able to take advantage of the Schladming-Dachstein Sommercard whenever they stay as little as one night at any of more than 1,000 partner establishments.

### **Sustainable Food**

When we talk of the "Genusspartner" in the Schladming-Dachstein region, we are currently referring to 16 farmers who market direct, three small food manufacturers (bakeries and butchers), and 34 dining establishments and accommodation providers. They all share a passion for regional food that they either produce, refine, or process: meat, cheese, yogurt, potatoes, honey, fine spirits, Ennstaler Steirerkas, and much more. Mathias Schattleitner, Managing Director of the Schladming-Dachstein Tourist Office, explains: "Our Schladming-Dachstein Genusspartner project shows how all stakeholders in the value chain can work together, creating added value for our guests as well as their own businesses. That's what regional collaboration is all about! Moreover, the concerted efforts of our Schladming-Dachstein Genusspartner reduce CO<sub>2</sub> emissions due to short transportation distances, thus further contributing to climate protection." All Schladming-Dachstein Genusspartner comply with clearly defined quality criteria and are regularly visited by external inspectors.



## **Sustainable Energy**

The Riesneralm Lifts have become a flagship within their industry thanks to their own hydroelectric power plant. While a large part of the electricity produced is used for snowmaking in winter, a considerable amount of energy can be fed into the public grid in summer after supplying the infrastructure needs on the Riesneralm. The project was awarded the "Sustainable Certified Energy Management" award. Since summer 2022, a new photovoltaic system has been "harvesting" solar power on the roof of "Planet Planai," the valley station of the Planai cableway and administration building of the Planai-Hochwurzen-Bahnen. With a 160 kilowatt-peak, this system generates about a quarter of the energy consumed by the building annually. The Planai-Hochwurzen lifts also operate additional photovoltaic systems at the top stations of the Planai gondola and the Lärchkogelbahn. The remodeling concept of the Dachstein Glacier Lift mountain station (starting on September 6, 2023) foresees photovoltaic cladding that should ensure up to 80 percent energy self-sufficiency.

## **The "Ramsau Bioniers" and 15 Eco-Certified Businesses**

The "Ramsau Bioniers" consist of organic farmers, as well as merchants and restaurateurs. Their top priority is to offer guests a relaxing and active vacation in harmony with nature. Agricultural businesses meet the highest ecological standards established by Bio-Ernte Austria and are constantly monitored by independent entities, from the field all the way to the finished organic food. At all rental properties operated by "Ramsau Bioniers," the breakfast buffet consists of 100% organic food items. The Austrian Eco Label is an independent seal of quality focused on environmental impact and food quality. 15 accommodation providers in the Schladming-Dachstein region have earned this certification.

For more information about sustainability, please visit: [www.schladming-dachstein.at/nachhaltigkeit](http://www.schladming-dachstein.at/nachhaltigkeit)





## Digital Services with Added Value

**▲ In recent years, the Schladming-Dachstein region has established itself as a digital pioneer in tourism. Customer loyalty programs, the digital Sommercard, and new on-location experiences are just a few examples of the region's digital projects.**

### **Customer Club, Bonus World, and On-Location Experiences**

The Schladming-Dachstein Customer Club now boasts over 28,000 members. Our Bonus World, which was launched at the end of 2021, is closely linked to the Customer Club. Customer Club members and guests can earn points through various activities in the region and redeem them for rewards later, some of which are available exclusively in Bonus World. A number of these rewards are also exclusive "not-available-for-purchase experiences" offered in limited quantities.

### **Digital Vacation Planner**

Individualized vacation planning with watchlist functionality. Customer Club members can easily save activities, attractions, restaurants, and events to multiple watchlists and share them with others.

### **Digital Schladming-Dachstein Sommercard**

Since July 2020, the extremely successful Sommercard has been offered in digital form within the Schladming-Dachstein app for smartphones. So far, more than 54,000 people have already taken advantage of this service. In addition to up-to-date information on weather, webcams and upcoming events, the app also harnesses state-of-the-art technological features to provide location-based information on nearby attractions and enable exploration of the region incorporating meaningful on-site experiences. It also includes a digital guest folder for the accommodations where you are staying.

### **On-site experiences with the Schladming-Dachstein app**

On-site experiences such as the Check-in Challenges allow Customer Club members to check in via their phone and the Schladming-Dachstein app at locations they visit in the region, simultaneously earning Bonus World points. Thanks to a variety of virtual experiences, app users can pick up



interesting insider knowledge about specific places in the region, also with the option to save a souvenir picture in their personal timeline. The timeline can then be shared with friends as a special vacation memory.







## Musical Summer Highlight: Mid EUROPE

**Mid EUROPE, an important international festival of wind music, will take place for the 24<sup>th</sup> time in Schladming and Haus im Ennstal from July 11<sup>th</sup> to 15<sup>th</sup>, 2023. Musicians from at least 15 countries will make the entire Schladming-Dachstein region resonate with more than 20 indoor and 20 open-air events. Program highlights include the opening concert and "Kids in Concert", as well as the "Long Night of Music" and the "Schladming Tattoo" marching show.**

### **Sounds that unite people from around the globe**

Mid EUROPE is a wind-music festival that combines stylistic diversity, top-notch quality and the pure joy of music. It brings together a variety of music styles such as classical wind music, symphonic wind music, the traditional sounds of Bohemia, swing, and even rock and popular "grooves". This year, musicians from at least 15 countries are expected to attend the festival in Schladming and Haus im Ennstal. They will exchange their thoughts and experiences with their peers, further their musical education through master classes and workshops, and showcase their skills to a broad audience in over 40 concerts.

### **Auspicious opening concert & "Kids in Concert"**

The first major musical highlight at Mid EUROPE is traditionally the opening concert. On July 11, 2023, the Bavarian Police Orchestra - consisting of 45 professional musicians - will guarantee an array of goosebump musical emotions for the audience at congress Schladming. Birgit Ramsi will join the orchestra. Since 2004, she has been solo flutist for the orchestra of the Vienna Volksoper and has since established herself as one of the most versatile personalities in Austria's music scene. "Kids in Concert" on July 12, 2023, will answer questions like: Who knows the emergency number to call an ambulance? How do you apply a bandage? What is an oboe? The event at congress Schladming playfully combines first aid and music - presented by the Austrian Red Cross and two music educators, Katharina Eckerstorfer and Philip Haas, together with the World Youth Wind Orchestra.



### **Audience favorites: "Long Night of Music" & "Schladming Tattoo"**

Five stages, great catering, captivating open-air concerts, fashion shows, and shopping late into the night - this has been the recipe for success for the "Long Night of Music" for many years now. This year it will take place on July 13. And on the evening of the following day, the "Schladming Tattoo" will be held inside Planai Stadium. In this case, the word "tattoo" has absolutely nothing to do with skin tattoos. It's actually a term used internationally in the world of military music and essentially means "lights-out". Visitors can look forward to an absolute treat for the eyes and ears, with an impressive medley from the modern musical repertoire in combination with spectacular marching formations.





## Top Events Summer 2023

Date	Event & Location
<b>June 2023</b>	
09 June 2023 from 10 a.m.	<b>2<sup>nd</sup> Bergretter Fan Day 2023</b> Ramsau am Dachstein
10 June 2023 from 2 p.m.	<b>34<sup>th</sup> Spring Festival of Horses</b> Ramsau am Dachstein
11 June 2023 from 11 a.m.	
22 June 2023 to 25 June 2023	<b>Alpentour Trophy</b>
<b>July 2023</b>	
01 July 2023 from 4 p.m.	<b>Tauern Circle 2023</b>
08 July 2023 to 09 July 2023	<b>Summit Gathering &amp; Ramsauer Almtag</b> with ORF Radio Steiermark
11 July 2023 to 15 July 2023	<b>Mid EUROPE – International Wind Music Festival 2023</b> Schladming and Haus im Ennstal
19 July 2023 to 22 July 2023	<b>Ennstal Classic 2023</b> Gröbming and the Schladming-Dachstein region
30 July 2023	<b>14 Styrian Lamb Festival,</b> Haus im Ennstal / Hauser Kaibling
<b>August 2023</b>	
11 August 2023 from 4 p.m.	<b>Harley Davidson Experience Tour &amp; Harley Davidson Charity</b> <b>Tour</b>
12 August 2023 from 11 a.m.	
13 August 2023 from 11 a.m.	<b>Bergfest Riesneralm</b> Hochsitz   Riesneralm





## Schladming-Dachstein Facts & Figures

<b>Lodging Establishments</b>	ca. 2,000	<b>Guest Beds</b>	ca. 31,000
	<b>Overnights</b>		
Winter Half-Year 2021/22	1,741,352		
Summer Half-Year 2022	1,826,053		
<b>Hiking Paths:</b>	ca. 1,000 km of marked hiking paths		
<b>Long-Distance Hiking Paths:</b>	Dachstein Rundwanderweg, Schladminger Tauern Höhenweg, Panoramaweg 100, "From Glacier to Wine"		
<b>Bodies of Water:</b>	300 mountain lakes, 1,000 springs, 100 waterfalls		
<b>Huts:</b>	ca. 90 mountain huts and alpine grazing areas		
<b>Sommercard:</b>	Your key to numerous exciting free experiences and bonus discounts! <a href="http://www.sommercard.info">www.sommercard.info</a>		
<b>Biking:</b>	65 km of bike trails, 2 bike parks and 1 trails park, 27 tours		
<b>Highlights:</b>	10 summer lifts, Dachstein Glacier with Sky Walk lookout platform, Ice Palace, suspension footbridge, "Stairway to Nothingness". Zipline on the Stoderzinken (the longest in Europe), summer Alpine Slide on the Rittisberg		
<b>Nature Park:</b>	Sölk­täler Nature Park		
<b>Climbing Tours:</b>	33 fixed-cable ("via ferrata") climbs in the Schladming-Dachstein region		
<b>Golf Courses:</b>	1 <sup>st</sup> eco-friendly golf course in Austria, "Bio Golfplatz" at the Kobaldhof; Schladming-Dachstein golf region with 4 courses: Schladming-Dachstein Golf & Country Club, Schloss Pichlarn Golf & Country Club, Radstadt Golf Club, Golf & Landclub Ennstal – Weissenbach		

