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HOHE SALVE



REGION HOHE SALVE

Your View, YOUR Moment

Summit of the Hohe Salve
1.829 m

#REGIONHOHESALVE #KITZBÜHELALPEN
#HOHESALVE #(WHERE YOU ARE)

region_hohesalve



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Kitzbüheler Alpen -
Region Hohe Salve



Kitzbüchel Alps



Preface

Can you hear them, the gentle steps of a deer crossing the forest? It is quiet all around. A fresh feeling of night frost on your cheeks. It is early in the morning and the air is still cool and shrouded in light mist. Every breath is energizing. A special moment, completely carefree. Connected with nature. We want to bring this feeling closer to you, in the Region Hohe Salve. The gateway to the Kitzbühel Alps. From urban life to unspoiled nature. Be inspired by this magazine and dive into the stories of this unique place on Earth. This place connects people with their homeland by showing the culture as well as the wonderful nature. Take a deep breath, close your eyes, and find YOUR vision because this is YOUR moment.

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CONTENTS



WÖRGL

8 Wörgl

The gateway to the
Kitzbühel Alps

12 The Pfaringhof

Farm vacations

20 Herb Hike

Lous and the wild vegetables

Our Stories become Your *Moments*



HERB HIKE

24 Permalife
An idea bears fruit

30 Marketplace
Regional producers

36 Sustainable
Travel and trends



MARKETPLACE

42 Golden Autumn
Hiking & biking tours

46 Almabtrieb
Autumn tradition

48 Family Day
The children's paradise



EVENTS

52 Local Legends
Leo as a ski instructor

58 Gentle Winter Sports
A winter off the slopes

64 Events
Events

The Eight Towns in the *Region*



Hohe Salve, 1.829 m
Most beautiful panoramic
view in Austria



Itter
Paradise for sum-
mer and winter
sports



Hopfgarten
the most beauti-
ful old town in the
valley of Brixen



Kirchbichl
balanced living



Kelchsau
natural treasure



Wörgl
urban gateway to the
Kitzbühel Alps



Angath
directly at the Inn
Bike Path



Mariastein
historic pilgrimage church



Angerberg
the only accessible ice
and dripstone cave in
Western Austria





Wörgl

The Gateway to the Alps

Anyone who wants visit to the Alps in the Tyrol, can hardly do so without passing the picturesque small town in the Unterinntal valley. Whether you come by car, by train or by bike, an idyllic holiday in the lively small town and the surrounding nature paradise is guaranteed.

In addition to good national connections to the European long-distance transport network with direct express train connections to Verona, Zurich, Hamburg and Budapest, the centrally located Wörgl also offers a unique connection to the Alps, which surround the town. In no time, one can be on the most breathtaking hiking trails and ski slopes that the Tyrol has to offer.

The small town with its lovable residents, warm hospitality and fantastic locations offers the perfect starting point for exciting adventures in the mountains. An insider tip for everyone who wants to see the real Tyrol.

Historically speaking, Wörgl has always been a point of interest for restless travellers. As a traffic junction in western Austria, it has been a desirable place for people seeking happiness far from home for centuries. The train station became a destination for migrant workers. During the great wars, this also had its downsides and Wörgl was nearly destroyed during the Second World War.

Nonetheless, the people living in Wörgl were not discouraged and rebuilt their beloved hometown stone by stone. The fact that Wörgl does not have a real town centre is strange to some people. However, the city developed its own charm. In no other city can you admire century-old farms that are still family-run next to multi-storey buildings.

“

**Wörgl is not just the place, in
which your holidays
in the Alps start,
but it is a small town that
offers diverse and interesting
experiences for everybody!**



Wörgl offers even more for last-minute travellers. The entire city centre can be easily reached on foot in just a few minutes. The marvellous church Saint Laurentius, built in 1748 and expanded and embellished after several renovations and reconstructions, is located majestically in the city centre and can be seen from the main train station. Next to the church you can find the oldest monument in Wörgl, the “Crying Person of Wörgl”, who reminds us of battles long past.

Very close to it is the Kanzler-Biener-Street. Magnificent farms characterize the streetscape on both sides. The typical Tyrolean farms, which are still inhabited and managed, inspire with their colourful floral decorations, in summer.

Not far from there, is the municipality’s forest cemetery, which opened in 1892. It had been used as a film location for the Bergdoktor series. In the middle of the graveyard a small chapel watches over the deceased. Another venerable building, right behind the church, invites you to pause for a moment. In the Kirchenwirt restaurant, which was reopened in 2023, you can taste traditional Tyrolean food. The restaurant has an impressive distinctive interior. In addition to two modern parlours, a more than a hundred-year-old parlour from the old Astner Inn was removed, completely restored and integrated into the new premises. The building has a long history and had been used as a military school and a music school at some point. Today, in addition to the guest rooms of the Kirchenwirt, the building also houses the local history museum, and the town archives. In this museum, you can dive into the fascinating history of Wörgl and the owners are always ready to talk to curious visitors.

Above all, the small town of Wörgl is best known for its money experiment. In 1932, the world faced a deep economic crisis. Back then, the mayor Michael Unterguggenberger dared to carry out a paradoxical experiment: Inspired by the theories of Silvio Gesell, he introduced a so-called “Schwundgeld”, which was printed and sold in Wörgl. The money lost its value month after month, which is why it had to be spent quickly. With this free money experiment and the regular cash flow, the local economy could be boosted. The town of Wörgl was talked about worldwide, until the state put an end to the experiment after about two years.

The economic mindset was planted into people’s minds and until today, Wörgl is an important trading centre in Western Austria. In the neighbouring towns, Wörgl is mainly known for its shopping possibilities. Thousands of people rush to the small town every weekend to do their shopping or to get fresh products from the farmer’s market. It takes place nearly all year round every Saturday.



Apart from established chain stores, the small town also has many small family-owned businesses, whose lovingly decorated windows invite you in.

The redesigned Bahnhofstrasse, one of the longest shopping streets in the Tyrol, is currently being renovated and will shine in new glory. It also has an interesting low-traffic concept and many green spaces in the middle of the city. It is a great way to pass a rainy day on a shopping spree, and afterwards you can refresh yourself with delicious Tyrolean delicacies in the wonderful restaurants. The culinary offer is by no means limited to traditional Austrian food, but also offers many international, tempting delicacies due to the multicultural background of the town. Additionally, the various sunny terraces in and around the city make it possible to enjoy the sunset behind the high mountains with a cool drink.

Action lovers can also find something to do in Wörgl. Near the train station you can rent high performance E-Bikes or normal bikes. With these, you can explore the area or start your next adventure in the mountains. The recently opened mountain bike trail that starts in the Zauberwinkl in Wörgl leads nature enthusiasts over a well-developed route into the high valley of Wildschönau.

Hiking enthusiasts are well looked after at the Möslalm in Wörgl. You can take a wide gravel path outside the city centre of Wörgl and will find a wonderful spot for nature lovers. The Möslalmkogel with the rustic Möslalm Inn is the local mountain in Wörgl. When the weather is good, mountain fans can let their gaze wander far over the Unterinntal valley with its imposing mountain peaks all the way to the Bavarian foothills of the Alps.



The Pfarinhof

let's Your Heart Beat Faster



Gerhard and Johanna Osl talk about living and spending holidays on the Pfarinhof farm in Angerberg, owned by their family for twelve generations.

Text: Christina Feiersinger

Holidays on the farm: For many guests this means slowing down and recovering. A time-out in nature. Moments of happiness and pleasure. To reconsider true values, a contrast to our fast-paced lives and the strains of our work life. Time for ourselves, time for the family. Experiencing nature and going on little adventures. Special human and animal encounters. Escaping hazy summers like in the good old days. Lush meadows, cows happily grazing, forests, mountains, the sound of a stream. Freedom. The smell of hay and herbs. Light-heartedness. The taste of fresh milk and eggs directly from the farm. An active holiday of a different kind - authentic, honest, cosy, romantic. The family Osl wants to offer all of this to their guests on the "Pfaringhof" farm in Angerberg.

A Farm Straight Out of a Picture Book

The number of long-time regular guests proves these efforts right and clearly shows how much the time-honored farm is appreciated: „Some guests have been coming to us for 40 years - often several times a year and for two or three weeks. They belong to our family, so to speak,“ say Johanna and Gerhard Osl. Anyone who sees the Pfaringhof for the first time can easily understand this bond: Idyllically situated between green meadows, there is a picturesque wooden house, white windows, green window frames, light wood paneling from top to bottom, a towering belfry with weathercock, elaborate roof truss carvings and, in summer, a veritable blaze of flowers on the balcony - a sight straight out of a picture book. Next to it is the „Gästehaus Vroni“, the so-called „Zuhause“, where Gerhard's aunt used to live and which is named in her honor.

But it's not just this picture-postcard idyll that appeals to the regulars. „There's no noise, no freeway, no hustle and bustle here. Many enjoy simply being able to read a good book in peace and quiet,“ says Johanna. „The people who come to us appreciate this peace and quiet, the nature, the animals, the rural, the family atmosphere.“ At the same time, each guest decides how much contact with the host family is desired: „Some guests like to come to us in the kitchen in the morning, choose a newspaper and sit down with it. So whoever wants to can take part in our family life, we are very open. Ot-

hers, on the other hand, prefer to withdraw and keep to themselves. That's all ok - everyone as they wish. The main thing is that people have a nice vacation.“

Childhood Memories on the Farm

The guests of the Osl family are also given an insight into farm life, depending on their wishes, and sometimes they are even allowed to „lend a hand“. This starts with the breakfast egg: „If the guests want, they can get their own egg from the barn in the morning. Especially for children, this is a wonderful experience.“

The children are given a connection to the animals, to agriculture and to nature during their vacation at the Pfaringhof. As a dairy farm, the Pfaringhof is home to 34 dairy cows, 30 young animals and, in addition, 50 hens. If the children want to help out, they are involved in smaller jobs: „They can ride on the tractor, that's fun for them. And they also like petting the cats and the baby calves at our farm. In addition, many children like to be in the barn and help with watering the

calves, mucking out and fetching eggs,“ says Gerhard. For city kids in particular, the insight into farm work often gives them an important sense of reality. „So they know that the milk doesn't come out of the vending machine,“ says Gerhard with a smile. In general, Johanna and Gerhard plead - also among adults - for more connection to nature, more time for oneself and the family, less usage of cell phones, tablets and social media, which needs in general to be critically questioned: „We should all use more common sense again, take personal responsibility and look at what really counts.

There is a lot to experience at the Pfaringhof. The fact that the vacation at the farm is very popular with the youngest guests is shown by a nice incident, which Johanna tells: „Last year a family with a four-year-old girl was with us, who was completely fascinated by the little calves. She only wanted to be with the animals and didn't want to go on any excursions, go swimming, go up the mountain, do anything. At the end she told us that this was the best vacation she had ever had. Johanna smiles, knowing that four-year-olds generally don't have much to compare it with - but perhaps this vacation is one of those formative, happy, early childhood memories that the girl will often think back on.

**„Some guests have
been coming to us for
40 years. They are
almost part of the
family.“**



The Pfaringhof offers another highlight in winter: a private ski lift where children can practice skiing - free of charge. „For children, this is perfect for getting started. All of us have learnt skiing here, Gerhard says. “The whole family, my brothers and sisters and me, and later our two boys. “Most of the children from the region also learned to ski on the Pfaring lift. “The lift is a real meeting place for children.“

The Hereditary Farm - Living the Tradition

What is a hereditary farm? „A hereditary farm has to be in the same family for over 200 years,“ Gerhard explains. The awarding of this title stands for tradition and is an honour for the family concerned, which may henceforth bear it in the form of a plaque affixed to the wall of the house with the honorary designation „Erbhof“. The Pfaringhof was awarded the title of hereditary farm in 1992. Gerhard is already the twelfth generation to own and run the Pfaringhof. Johanna and Gerhard’s two sons also show interest in agricultural work and are diligently involved on the farm at the age of 21 and 14. „It’s quite something to think about how long the farm has been in the family. The farm was first mentioned in the year 1490. The farmhouse itself was built in 1776“. Taking over a heritage farm therefore goes hand in hand with corresponding responsibility - towards what the ancestors once built up many generations ago. Protecting and preserving this heritage and passing it on to future generations is a very honourable and at the same time dutiful task for heritage farm owners. It is therefore in the nature of things that a heritage farm is often deeply rooted in local customs. No wonder, then, that tradition is an important part at the Pfaringhof.

The Love for Music

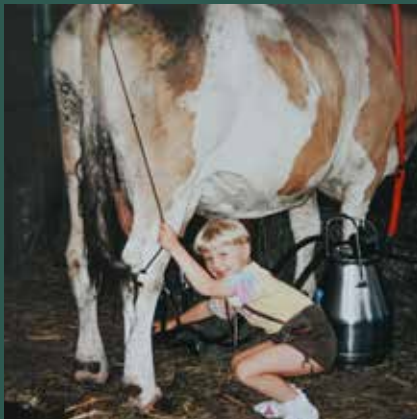
The Osl family loves to live these traditions through music and membership in various associations such as the Trachtenverein and various village music bands. The grandfather, Seppei, is a thoroughbred musician, a talented trumpeter. „He is with several village bands and also with several small ensembles. We probably don’t even know all the bands he plays in, he’s so busy,“ Johanna and Gerhard says with a smile. The three Osl sisters play the harp and performed regularly as the „Osl siblings“. Video footage from earlier times conveys an inkling of the enchanting intonation and melodious sound with which the three harps are played - by three angelic, blonde sisters in beautiful traditional costumes. Gerhard himself also plays the accordion and his brother the trumpet. “The Osl family is a very musical family in general”, Johanna tells us. “Not me, I married into the family. But there must be someone applauding.”

Tradition Next to Innovation

The fact that living tradition and progressiveness are not mutually exclusive, but - on the contrary - can complement each other wonderfully, is impressively demonstrated by the example of the Pfaringhof. The family Osl cares deeply about sustainability: They have been heating with a wood chip system for years and would like to invest in a photovoltaic system in the near future - „so that we can be completely self-sufficient at some point. In addition, the barn is to be modernised and extended with an outdoor run so that the animals can go outside. „Increasing animal welfare and moving step by step towards self-sufficiency are our big goals,“ Johanna and Gerhard explain.

Wonderful wildness

Another very valuable approach is that of the so-called biodiversity areas, which are important for the preservation of biodiversity: „This means not cutting the flowers for a longer time so that bees and other insects have food, and the flowers can then fade and sow their seeds for the next year. To make this possible, we don't cut two hectares of meadow for nine weeks.“ In times of rapidly dwindling biodiversity - of both plants and insects - projects like the Osl family's make an important contribution. Probably everyone can observe for themselves how the early summer meadows that were so colourful years ago, with daisies, meadow buttercups, bluebells, and various clover, are gradually being taken over by a few plants. So many meadows are just yellow, full of buttercups. With the diversity of flowers, some butterflies and other insects are visibly disappearing, and bees find less and less food. This alarming trend must be countered. By the way, all garden owners can do this themselves, freely according to the motto: colourful, wild, romantic flower meadow instead of a boring, monotonous English lawn.



The Charm of Rural Living

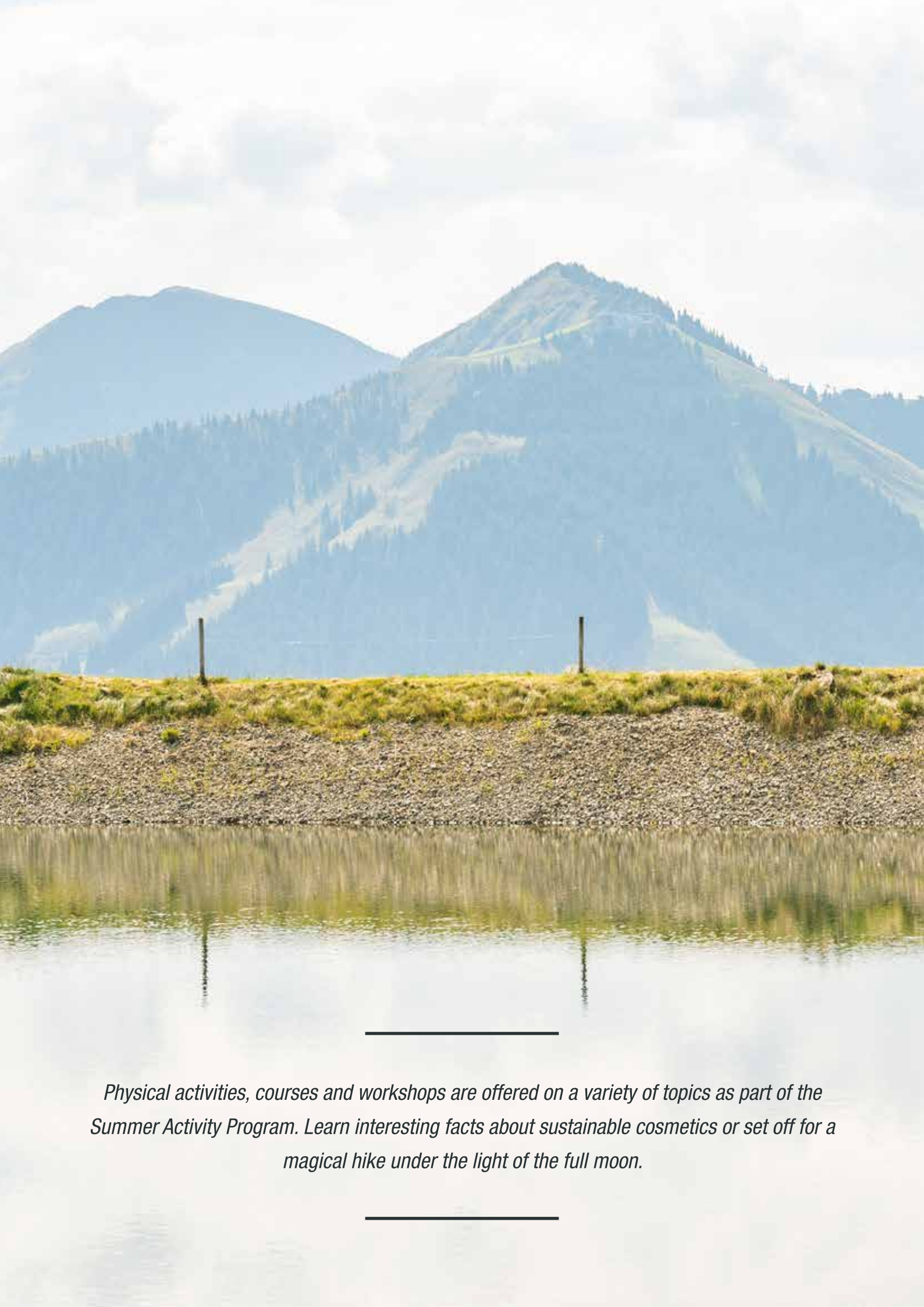
Picturesque landscapes and the smell of fresh hay quickly make you forget the stress and hecticness of everyday life. Farm holidays immerse you in the world of country life.

Experience the magic of farm life yourself. As soon as the sun rises, everybody on the farm comes to life. Instead of the noise of the city, here you are woken up by the rooster, the bells of the cows and the smell of fresh bread. For breakfast there are many home-made delicacies, jam, honey, butter, cheese, and sausage, mostly directly from the farm, to bring energy for the day. Farm holidays mean being close to the life of the (alpine) farmers and if you like, you can help with the everyday tasks. The brand „Urlaub am Bauernhof“, holidays on the farm, stands for tested quality and hospitable farms where you can experience everyday life yourself. Former farms that are no longer actively farming but still have a connection to agriculture, may also be counted among them. In the Region Hohe Salve, there are almost 20 farms that are part of this concept and promise a holiday of a special kind. The rooms are often cosy and rustic, but at the same time comfortable and well equipped. Many farms offer holiday apartments or rooms with traditional charm that offer guests an authentic Tyrolean ambience. This type of holiday is especially suitable for children and families. Whether feeding animals, collecting eggs, or harvesting vegetables, it never gets boring here and screen time is guaranteed to be kept to a minimum. Direct contact with farm animals is not only entertaining, but also helps to understand the importance of agriculture and treating animals respectfully. Suitable not only for families with children, it is also a great option for couples or single travellers. The landscape around the farm is also usually an ideal starting point for beautiful hiking and biking tours. Gentle peaks are perfect for a relaxed hike, while some mighty mountains are ideal for a day hike. Of course, biking is great too! Countless bike paths take you on extensive tours and the trails in the villages around the Hohe Salve Region promise pure action. In winter, one of the most modern ski areas, the Ski World Wilder Kaiser - Brixental, can be reached from the villages of Hopfgarten and Itter. Easy descents, practice and challenging slopes make skiing fun, no matter your level of experience. You can also have fun in summer, where on the very same mountains, 7 adventure parks for kids and adults are waiting.

Experience the Hohe Salve Region in its most authentic form, far from any hustle and bustle.







Physical activities, courses and workshops are offered on a variety of topics as part of the Summer Activity Program. Learn interesting facts about sustainable cosmetics or set off for a magical hike under the light of the full moon.

Active

in Summer



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our Summer Activity
Program right now



Lous

and the Wild Vegetables



Looking for gout weed, wild thyme and more, Lous Slob roams through the mountains.

If you like, you can join her.

„Look, grout elder is growing here, my favourite“, Lous Slob says and points towards an inconspicuous plant on the meadow or rather fallow, which borders her own vegetable patch. She picks a young plant, whose bright green, elongated leaves look like a cut with a saw. „It is fascinating, how flavoursome grout elder tastes. If you eat it raw, it tastes a little of parsley on the tongue. You can also blanch it, then it tastes like spinach, says Lous. Grout elder grows like weeds almost the entire summer and it does not need much. During the world wars, it was an important vitamin source for many people. Nowadays people try to get rid of it in their gardens. However, it would be better to eat it, thinks Lous. When she is speaking, you recognize that she is from the Netherlands

– Standard German with Dutch influences and a touch of the dialect from the Brixental valley. The now 67-year-old came to Austria as a young woman to work a summer job in a mountain cabin of the Austrian Alpine Association in the Stubai valley at 3000 metres altitude. She fell in love with the owner of the cabin, and one summer turned into 15. Later, she and her family moved to Hopfgarten in the Brixental valley, where they still live today. As a certified mountain hiking guide, she took courses in herbology and forest education and passed the hunting exam. The Dutch woman has turned into a real mountain and nature expert over the past 20 years. For many years, she has done mountain and herbal hikes with her guests and in winter she offers snowshoe hikes.

An Enchanted Place

Whenever Lous goes on a herbal hike with a group from Hopfgarten to Hohe Salve, the tour ends in her small “oasis” close to her home. It is an enchanted place above the sawmill, surrounded by old cedar, cherry, hazel, and maple trees. Here, Lous built a „free kitchen” many years ago, an open cabin with a kitchen, a table, some chairs, and a tripod with a cauldron over the fireplace. White and pink water lilies float in a small biotope. One could think that this is a remote place, enchanted and inhabited by fairies and elves – and the “herb witch” Lous.

Usually, she shows some herbs and shares information about them with the participants at the beginning of the hike, to get an idea about the previous knowledge of her guests. After this initial talk, the group sets off to look for plants – “You can’t see what you don’t know!” Lous’ most beautiful moments are when people, who participate in the hike only to have one more thing to check off their holiday package lists, start getting interested in herbs, when Lous can transfer her enthusiasm for plants and flowers to others. Often this works out very well. One time, a man – a manager – laughed: “I didn’t think that I would talk about willowherb for hours today.” Nature fills people with enthusiasm. Lous knows how to convey her fascination, her secrets, and wonderlands.





Herbs Keep You Fit

Lous tries not to explain too many types of herbs and wild vegetables at once, not to overwhelm her guests. She prefers to explain only a few different types, but in more detail.

Apart from grout elder, also yarrow, stinging nettle and ribwort are Lous' favourite plants. They contain many active substances which are good for us. The stinging nettle for example is a medical and beneficial plant which has been used for a very long time. "If people knew what the stinging nettle can do, they would appreciate it much more", says Lous. She herself collects the seeds of the plant and mixes them for example into her cereal – an effective "anti-aging" remedy. Her favourite way to use the leaves of the stinging nettle is to cook a delicious soup. Lous appreciates the healing properties of many herbs, but she likes using them for cooking even more. Wild vegetables such as grout elder, stinging nettle, great plantain, brownell, wild thyme, ground ivy, daisies, and many, many more have been enriching her cooking for years. It's obviously good for her - Lous is in great shape and climbing the mountain every day, alone or with company.

Text: Doris Martinz

“

Red clover has an anti-inflammatory and cellprotective effect.

Red Clover Syrup

Ingredients (for app. 1 litre)

4 - 5 hands full of red clover flowers
1 litre water
500 g sugar
1 untreated lemon

Preparation

Collect the flowers, wash them, and separate them from the green stems. Bring water to the boil and let the flowers and the juice of one lemon simmer for 10 minutes. Set aside and then cover and leave to infuse for about 20 minutes. Strain the liquid and squeeze out the flower remains well. Now boil the juice with the sugar in a pot until it has completely dissolved. Pour the finished syrup into clean bottles and store in a cool place.



Permaculture

An Idea is Bearing Fruit

Text: Christina Feiersinger

„Sitting amongst his tomato plants, I discover AndreasBramböck tanned and shirtless, grinning boyishly!“ He holds the colourful, freshly harvested fruits of his labour like a treasure into the camera. Slogans like “Where are the tomato lovers?” are written under his cool posts on social media. He calls himself an “administrator of 1000 m² vegetable culture”. But there is so much more to it. In another picture, he is lying on the ground among the plants, dressed only in swimming shorts, posing casually. Touching his strong, healthy soil, which Andi cultivates with great dedication and which, in return, allows the most wonderful fruits and vegetables to flourish. It is constant giving and taking, in harmony with nature. A structure of natural cycles and holistic interrelationships. „At some point, it should be a self-sustaining cycle that works as self-sufficiently as possible. From its own compost, which is brought back in, the next plants grow, bear fruit and so on - it should be a closed cycle,“ Andi explains. All according to the so called permaculture, the agricultural concept - or rather call it a philosophy - to which Andi has been fully committed since 2019. At his parents’ three-hectare farm in Angerberg, his comprehensive permaculture concept is already bearing fruit - in many ways. On the one hand, Andi’s various freshly harvested vegetables, the freshly laid eggs, and the bread directly from the self-built wood-fired oven in his farm shop are very popular. These products create added value for the people from the region and also for those who spend their holidays here. On the other hand, the vast amount of innovative ideas Andi has realised on his home farm, constantly tinkering with them, are meeting with more and more support and approval. 40 members of the non-profit association „PermaLife“ already support Andi’s decidedly idealistic project. He is particularly pleased when his work is seen as a role-model: „If it inspires people to do the same, it could ultimately help everyone.

What is Permaculture Actually?

Andi explains the principles of permaculture as follows: „It is about building up natural cycles based on the model of ecosystems that are as untouched as possible. For example, forests where no one interferes. In agricultural terms, the idea is that you do something for the region in which you live - according to the possibilities which are available to you. Therefore, permaculture is about a change of attitude and consciousness: Since you are well provided for, you can look beyond your own needs to other people around you and see what you can do for them. Sharing vegetables, for example“. Furthermore, the available area is divided into zones, starting from zone 0, the starting point, the farmhouse. Zone 1 is the zone that needs the most intensive care, the herb and vegetable garden for example. A little less attention is needed for zone 2, which does not require to be taken care of every day, such as the greenhouses. Zone 3 needs occasional care, which applies to fruit and nut trees and livestock farming. Bees and chickens, for example, will be “placed” in zone 3. The latter with their container, from which they run freely. The chickens are fed with kitchen waste, which in turn establishes



27-year-old Andreas Bramböck from Angerberg about his unconventional approaches and big ideas that go far beyond gardening.



© Magdalena Laiminger



Now he's gone properly mad.

a cycle. Zone 4 is the area with minimal care, like forests and timber industry. Andi explains zone 5 as follows: "The further away the zones are, the wilder the area is, and nesting sites can be established. Humans barely interfere in these zones."

A Mechatronics Engineer Who Turns into Gardener

What might be surprising about Andi being so passionate about gardening is that he wasn't always like this and actually was trained for a completely different profession. "No, I didn't really care about gardens", he laughs lightly. Instead, he first tried to build a career in various industries, completed an apprenticeship as a mechatronics engineer, and after a few years he became self-employed and founded an advertising agency. He had become aware that he wanted to work more independently, but at the same time he quickly realised that the excess of computer work was not right for him either. Then the Covid Pandemic came. "Suddenly I had a lot of time - also to think. Then I realised there are so many possibilities to do something." So, he created his first vegetable beds together with his father, first on only 50 m². "Now he's gone properly mad", people said. However, Andi was already pursuing an important goal for himself at that time. "I am vegetarian and for a long time I was not happy with the food in supermarkets. Then I thought: When I cannot buy food the way I want it, then I will grow it myself. At the start it was all just for fun, but soon it became more" The motivation, to grow vegetables for his family and himself, turned soon into the idea to also supply other people with it. "And then some more and more. The idea changed and turned into a creative process." In the next year he took care of a patch of land, nobody at home needed anyway, and redesigned it. Then the area doubled and so on. „Then we laid out 40 by 20 metre beds, with which you can feed about 50 families.“ He also did not want to believe the agricultural principle that with a three-hectare farm you can't make a living, and wanted to show that things can be done differently. „You have to be creative in order to use even the smallest area. This is possible even in small private gardens, because with permaculture you can do a lot even on limited space. If we can motivate a few people to try something like that themselves, it could help everyone, and it might make life a bit better - especially in times of scarcity and problems with supply chains.“

Snail Police

Andi began to „dig“ more and more into the permaculture topic, devoured specialist literature, researched, listened to lectures, dealt with market gardens as well as symbioses and gradually built up his vast knowledge. By the way, his knowledge is so comprehensive that he is now able to give lectures and training courses. In the spirit of scientific inquiry, he tried everything out to see what worked well and what didn't. „Nature is the best teacher. If you do the right thing, you will receive the right results. There is constant feedback - and you must adapt to what nature shows you.“ Andi explains it to us with the example of the "snail police". "Everybody with a garden is annoyed sooner or later by snails. Snails, in this regard, serve as a kind of natural police, responsible for sorting out those plants that nature did not intend. When I don't plant them at the right moment and the snails devour them, then I should not be angry at the snails because it's my own fault." According to Andi, what helps a lot on their own farm, is the single-variety seeds that the family reproduces themselves so that they are site-adapted: „The information about where the plant grew the previous year, what the conditions were like there, is already stored in the seed. This way the plants have less of a plant shock that would make them sickly and therefore more likely to be eaten.“ In this context, Andi tells us about a lettuce from his own seeds that the slugs do not touch. "I could hardly believe my eyes when I saw them seeking shade under the lettuce leaves, but not a single leaf was nibbled." Even the snail police sometimes need a shady place to rest.



Andi, the Idealist

Andi always is supported in his project by his family and close friends. „The core team consists of my parents, my sister, brother-in-law and two friends. They all help me free of charge - without them it wouldn't be possible.“ And he himself? Can he make a living from his permaculture? “Physically yes, I can make a living, survive with the earnings from the farm and the water spring”, Andi is grinning meaningfully. „Even the whole family can physically live on permaculture 80 per cent of the time.“ He works hard in his gardens, day in and day out, without currently skimming any profit. “Now we are still creating a structure. It will take a little more because we build it like you did with a house back in the day: We invest only when we have money available. Everything without making debts, because they

mean dependency. I want to see everything grow and bloom, that is why I don't take anything for myself." Andi doesn't do anything for the financial profit, but because it gives him the greatest joy, because he himself is 100 per cent convinced of his ideas and their value for people, and because he enjoys his freedom. A true idealist. That is why he does not focus exclusively on the vegetables that are most productive and most popular with the people, but on variety. „I sometimes just grow plants because I think they are cool and because the bees enjoy it. In permaculture, it should be as colourful as possible - not picking the five most profitable vegetables, but you want as much diversity as possible that is ecologically valuable. It's not about the maximized financial benefit. For me, the ideal situation is when we do not maximize the productions but have the freedom to experiment.“

There is no weeds, just herbs

In the wilder garden areas of his outer zones, Andi is always fascinated to observe the diversity found and how quickly nature reclaims its spaces. „It is interesting how different the areas look. The vegetable garden is more like a market garden, while the other gardens are gradually becoming wilder and wilder - like my herb corner. Some would say full of weeds. But if you know what to look for, you will find absolute diversity here. Or to put it with a quote I heard once: ‚If people would eat the weeds they pulled out of the garden, they might actually be healthy.‘“ In general, Andi wants to add even more diversity to his already various valuable fruits and vegetables, especially through wild plants. „There is still a long way to go because the spectrum of nutrients in vegetables is often very similar. They are mostly just varieties of plants cultivated in different ways. If you want to expand the spectrum, you should definitely add wild herbs. According to Andi, the problem is that on the one hand, people's taste has become accustomed to cultivated plants and are hardly used to bitter substances. „The Latin name of ‚beech‘ goes

back to ‚edible tree‘ because the beeches' leaves as well as the bark are edible. People just don't like it because it's bitter and we only want the tasty, cultivated vegetables where everything undesirable has been bred away“. On the other hand, there is often a lack of knowledge: „If you ask people for wild plants, most of them are able to only name five. And if you take away daisies and nettles, it's already thin. Yet wild plants could be so valuable, also for the health sector. They could help against many ailments. What it takes is a change of consciousness.“

Gardening as a Therapy

Even though everything is a lot of work and effort, Andi still raves with shining eyes about how much nature increases your own well-being and what wonderful moments he regularly experiences there. „I think if more people would be enthusiastic about it, there would be a lot of potential for it to heal the mental and psychological sphere. Nature helps to put some things into perspective, to disconnect for a while. If you want to calm down, just go into nature. Doctor Forest is very wise and helps you for sure.“ Andi also sees the garden as compensation against the fast-paced everyday life with all its stresses and strains. „For me, it is important not to talk about „stress“ all the time. We can work and do a lot without having stress. Many of our problems we create ourselves.“ Andi's attitude and views, which seem far ahead of his age, are in many ways also spiritually influenced. „When we have a look at the spiritual teachings from around the world, they are rooted in nature and there are certainly reasons for it.“ For Andi, gardening is also something that brings everything together and he enjoys it so much because he doesn't do it just for himself. „When someone is enthusiastic because they get amazing vegetables, I can feel that joy too – and especially I am happy when people say they want to do that too. These are the various amazing moments I experience.“ And when he needs a little time-out from all the work? Is there any time left for anything else? „I adapt to the seasons, in winter I have time for myself, when nature is asleep. However, I always take the time to do some sports. The vegetables will also grow without me.“

A Lucky Man

In permaculture, a great deal of attention is paid to healthy soil as the basis for fruitful, sustainable planting. Fungi are very important for this because plants need them as symbiotic partners. „A good soil has an incredible fungi-network in it,“ Andi tells us with palpable enthusiasm. The term „fungi“ does not, of course, refer to the „mushroom“ visible to us on the surface, as many believe, but to the widely ramified network under the earth. „The fungi-network is so important for gardens and nature in general, yet unfortunately it is often overlooked. When you start to build a house, you should not start without a foundation, otherwise it becomes „wobbly“. Andi refers to fungi as „nature's biochemists“ They create nutrients for the plants and receive sugar in exchange. They work on rotten trees and dead animals, turning the material into hummus and returning it to the soil. „Everything happens in wonderful symbiosis, a perfect circle.“ Beaming with joy,





The mechatronic-engineer who became a gardener.



Andi talks about this topic which is so close to his heart, and he would like to expand and research it more in the future. Therefore, he works with the “Mushroom Research Centre” in Innsbruck, among others, which is a leader in Europe and has a large fungal spore bank. Andi explains that fungi used to be wrongly assigned to plants. „But they have more to do with us humans than with a plant. They breathe in oxygen and breathe out CO₂.“ Those who value fungi in the soil - for example spreading them via fungal spores in the watering can or by directly dipping the plant roots - are rewarded with a completely different starting situation for the plants through an improved symbiosis effect, according to Andi. „In the forest, the most beautiful tree is the one investing the most in its mushroom network,“ says Andi. „In nature, the focus is on what we have in common, on symbiotic coexistence. There is no fighting.

Plans for the Future

In addition to the mushroom theme that Andi wants to further integrate into his permaculture, he naturally has many other innovative ideas and plans that he continues to pursue with a spirit of exploration. For example, he would like to further explore the use of fermented plant charcoal as an ecological fertilizer – following the example of the so-called Terra Preta soil from the rainforest, which can remain fertile for over 1,000 years. „When we bake our bread, we are left with charcoal from our own wood, which we reduce, ferment and add to the micro-organisms. One gramme, or a fingernail full, offers 300 m² of space for micro-organisms if you add up all the ducts and channels that are visible only under the microscope.“ Andi also plans to experiment with other tropical plant varieties in the future, in addition to the sugar melons, watermelons, earth cherries and figs he already grows. Old and rare varieties as well as specialities should also find their place in Andi's permaculture. „And otherwise just see what joy brings along.“ One thing is certain: The busy idealist from Angerberg certainly never gets bored.

P.S. If you would like to know more, feel free to contact Andi. He offers training, guided tours on his farm, and when there is a lot of interest, even an “open garden” day. In the farm shop, there are always many tasty things to treat yourself with. Embach 124, 6320 Angerberg.



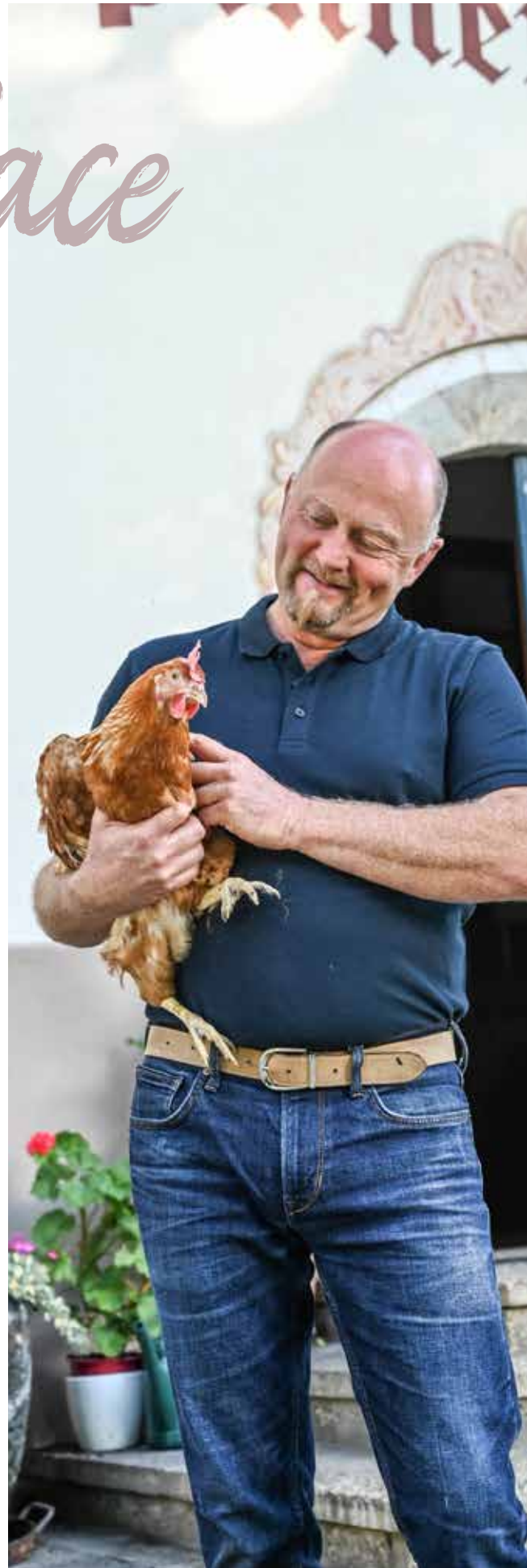
Market Place

Hohe Salve

What is so special about the Tyrolean cuisine, apart from its age-old and traditional recipes?

All the ingredients for the dishes can be obtained in the immediate vicinity. Eggs and milk from the farmer next door, meat from the local butcher, fruits and vegetables, always fresh from the weekly market. The fresh ingredients give them that special taste. In the Hohe Salve region, local producers create top-quality products with a lot of tradition, customs, and passion. Good quality and humane animal husbandry are a matter of course. Through the „Marktplatz Hohe Salve“, visitors are introduced to all farm shops, farmers' markets, and gourmet shops in the region, providing a good overview of the offerings. Haven't we convinced you enough yet? Then here are more reasons to shop locally!

**Market Place
Hohe Salve - here
nature's
freshness meets
the producer's
cordiality.**





Fresh and of Highest Quality

The farmers' markets and farm shops are known for their fresh products. Fruit and vegetables are often harvested on the day of sale, which ensures that they keep their nutrients and flavour as fresh as possible. Farmers emphasize the quality of their products and often use traditional growing and breeding methods, resulting in healthy and tasty products.

Sustainable

By buying regional products you support local agriculture and help strengthen the regional economy. The short transport distances of the products also mean a lower environmental impact compared to imported food.

Variety and seasonality

At the markets and in the farm shops you will find an impressive selection of products that change according to the season. Besides fresh fruits and vegetables, there are also fresh dairy products, meat, bread, eggs, honey, and many other regional specialities. The variety of products reflects the rich agricultural tradition of the Tyrol and always offers new taste experiences. Fresh teas, herbal salts or even ointments and beauty products are mixed in-house and also change according to what nature offers.

Contact with the Producers

Directly on site, you have the unique opportunity to get in touch with the farmers and producers. You can ask questions, get information about cultivation methods and even exchange recipe ideas. This creates a personal connection and a greater understanding of the origin of the food. Who knows, you might even get some samples ...

Here you can find
all the farm shops
in the region



mmmm...

Bad if you are on a diet, but sooo good for the soul.
A few classics of the Tyrolean cuisine.



Tyrolean farmers' bread

Ingredients

500 g bread flour
500 g rye flour
25 g sour dough (available in supermarkets)
2 packages of fresh or dry yeast
25 g bread spice (ready mix of caraway seeds, aniseed, fennel, and coriander available in the supermarket)
25 g salt
750 ml lukewarm water

Preparation

Put the two flours in a large bowl and mix with the bread spice and salt. Add the yeast and sour dough and mix thoroughly. Then add the lukewarm water to the bowl and work all the ingredients into a dough using a dough hook or your hands. Knead the dough until it no longer sticks to the bowl. Divide the mixture into 2 halves and form 2 loaves. Sprinkle with a little flour and leave to rest for about 1 hour, covered with a tea towel. After an hour, the dough should have about doubled in volume. Now preheat the oven to 200°C. Knead the 2 doughs well once more and form 2 loaves. Place on a baking tray lined with baking paper and carve slightly with a knife. There are no limits to creativity here - floral patterns or other works of art can be tried here. Let the dough rest a second time for about 20 minutes. The bread needs approx. 1 hour in the preheated oven. To test, tap the underside, it should sound hollow, then the bread is fully baked. Now allow the bread to cool down before cutting and enjoying.



Spinach dumplings

Ingredients | 4 portions

250 g dumpling bread
125ml milk
2 eggs
250 g spinach
80 g butter
1 onion
1 garlic clove
if necessary breadcrumbs
melted butter and Parmesan cheese for decoration
salt, nutmeg

Preparation

Place the dumpling bread in a large bowl and pour warm milk over it. Mix eggs and them to the mixture, then let it rest. Add the spinach and knead everything well. Fry the finely chopped onion and garlic and add to the mixture. Season with salt and a little nutmeg, knead and leave to rest. If you like, add some spicy mountain cheese.

The dough should be easy to shape if it is too liquid you can add some breadcrumbs. Form dumplings with moistened hands and cook over steam for about 25 minutes. Alternatively, they can also be cooked in a water bath.

Serve with browned butter and Parmesan cheese.



Apricot dumplings

Ingredients | 12 dumplings

500 g curd cheese
4 tsp. rape seed oil
4 tsp. wheat grits
4 tsp. breadcrumbs
2 eggs
A pinch of salt
some wheat flour
12 apricots and 12 pieces of
sugar cubes breadcrumbs and
butter

Preparation

For the dough, mix the curd cheese, rape seed oil, wheat grits, eggs and a pinch of salt. Add the flour until the dough comes off the spoon. Leave the dough to rest for about 10 minutes. Form the dough into a roll and divide into 12 pieces. Place an apricot in the centre of each and shape into a ball. Bring a pot of water to the boil, add a pinch of salt and cook the dumplings in the hot (no longer boiling) water for about 20 minutes. Melt the butter and add the breadcrumbs. Roll the cooked dumplings in the breadcrumbs and serve. You can sprinkle the dumplings with icing sugar according to your liking.

Granny's advice: Replace the apricot stone with a piece of sugar cube.

Long-distance
hike through
the Kitzbühel Alps



KAT WALK



© Alexander Amer

Soft



Tourism

Holidays without bad conscience

The aim of soft tourism is to minimize the negative effects of travelling as much as possible. This does not mean that we should not travel anymore, we should just be thoughtful about how we travel.

Prominent peaks, clear mountain lakes, traditional dishes that make your mouth water – all of this and so much more characterizes the Tyrol. It is all the more important that the culture, nature, and quality of life are preserved for future generations.

HOW TO TRAVEL MORE SUSTAINABLE

Drink Tap Water

Did you know that we can enjoy excellent water quality directly from the tap in Tyrol? You don't have to buy plastic bottles, but simply enjoy the best alpine drinking water directly from the tap. It is best to pack a water bottle and fill it up at your accommodation before hiking or excursions.

Recycle Waste

Holidays enable you to relax and take a break. Nevertheless, we should pay attention to produce as little waste as possible and recycle the one we can't avoid.

Authentic, Regional and Good

Regionality and seasonality have always characterised the region. Get your souvenirs in a small farm shop or directly from the farmers' market. There you can find many small delicacies and hand made products as well. #marktplatzhohe-salve

Travel by Train

Wörgl is perfectly connected to the railway system with the main station and is the ideal gateway to the Kitzbühel Alps. From the station plenty of connections by bus or train are available in direction to the Brixental valley until the Pillerseetal valley. Highlight: The Salvenbahn is only 350 m away from the Hopfgarten Berglift station and is ideally accessible on foot. Ski depot and ski rental are stationed directly at the valley station in winter.

Use Local Transportation

All guests of the Region Hohe Salve are provided with the Hohe Salve Guest Card at their accommodation. This serves as a ticket for local transport, so bus and train can be used free of charge. In winter, our ski buses are also included and the way from the accommodation to the slopes can be covered comfortably and stress-free. The tourism association and the municipalities are constantly striving to expand and improve public transport for guests and locals.

Here you can find the most important information about travelling sustainably to the Region Hohe Salve, including direct connections. Further, you can find more details on how to use the Hohe Salve Guest Card on site:

www.hohe-salve.com/card





Trends

One does not have to follow every trend. However, these ones you should give a try!

Bike & Hike

One does not have to follow every trend. However, these ones you should give a try.

The path to the mountain top is sometimes very long. An (e-) bike can be an optimal support on suitable forest paths. Also longer tours can be covered in one day. The bike can then be parked at a few places and, as the last metres to the summit are mostly steep and stony, you continue on the path by foot. The way back by bike is all the faster for it and also more fun.

Hike & Fly

Adrenalin lovers get their money's worth at the „Hike & fly“. With modern equipment, which usually fits into a daypack, you can hike the route to the starting point. The parachute is the way down. For beginners, there are several flying schools in the region.

Beautiful views and sporty climbs are of course the highlight!

YOUR BEAUTIFUL *Autumn*





The Golden Season in the Kitzbühel Alps

When the sun slowly sinks behind the majestic peaks, it bathes the valley in all shades of reds, oranges, and golds. No surprise, for some, autumn is the most beautiful season.





THE MOST BEAUTIFUL HIKES & BIKE TOURS IN AUTUMN



The cooler temperatures and clear air invite you to hike, bike and enjoy. Along the idyllic paths you can hear the crunching of the leaves under your feet and the gentle rustling of the trees has a decelerating effect. Switching off from a hectic everyday life has rarely been as easy as on an autumnal day in nature. So whether relaxing walks, sporty summit hikes or extensive bike tours, the stable weather is perfect for outdoor activities.

Climbing up to the Lookout Mountain Hohe Salve, 1,829 m

The summit of Hohe Salve stands proudly at 1,829 meters and is a popular destination for both athletic hikers and leisurely walkers due to its various hiking trails. With or without the support of the cable car, the view from the top is worth the pain! Waiting for us on top is the Salven giant and the highest pilgrimage church in Austria, as well as the mountain top restaurant, in which you can treat yourself to traditional dishes and experience the Tyrolean hospitality. Here you can make excellent use of the mountain breakfast vouchers.

On the way to the top, we pass two lakes, the perfect spot for a short break. If you are brave enough, you can dip your feet into the water, which is meltwater and therefore really refreshing.

Passing Lakes on the Way to the Schafsiedel 2,447 m

Starting from the Bamberger cabin and crossing little brooks, the path to one of the highest mountain tops in the Region Hohe Salve passes the three Wildalmsee lakes. The many wild springs next to the path make this hike so special. Enjoy the silence far away from all the hustle and bustle. Usually, you don't see masses of people up here. Everything is about detaching, enjoying and to feeling the nature. Especially in autumn, the sometimes steeper sections of this hike are pleasant to handle in cooler temperatures.

Biking to the Pilgrimage Village Mariastein 20 km

The tour is a wonderful opportunity to explore the idyllic little village of Mariastein with its impressive pilgrimage church. From Wörgl you can easily reach Mariastein after a short climb and the inns next to the road are perfect for a rest. In the year 1360, the Pilgrimage church was built on top of a 14m high rock. You can visit the church during the opening hours. Take a moment to light a candle in those ancient walls and enjoy a moment of silence. Then bike back to the urban city of Wörgl. If you don't want to explore the church on your own you can also join a guided tour in our weekly activity program.

Ölbank Tour 31 km

The Ölbank tour passes through amazing alpine and grazing landscapes, high up to the little village of Kelchsau. On the whole tour you are not alone: The proud peaks of the Kitzbühel Alps watch you from under their cloak of golden meadows and leaves. From the highest point, the Lodronalm cabin, a short walk (1 hour) to the Lodron (1,925m) is a beautiful opportunity to catch a wonderful view across the Kitzbüheler alps.

To the map:



M

ultiday tour
through the
Kitzbühel Alps



KAT BIKE



© Stefan Ringler



Homecoming Celebrations

With Long Tradition

It will be colorful, loud and animalistic!

Let us take you on a journey through the history and meaning of the Almbtrieb. We would like to tell you why this custom plays such a special role in our culture.



Here is the entire supporting program

The colorful tradition in autumn. For many, one of the most beautiful customs.

Livelihood: The cultivation of Alpine Pastures in the Tyrol.

In spring, farmers bring their cattle to the pastures high up on the mountains, to let them graze there over the summer. The animals enjoy the fresh grass, herbs, and the clear mountain water, roaming freely on the vast meadows. The fields and grazing areas in the valleys can and are cut to produce hay which is used in winter to feed the cows and other animals.

During the summer, the farmers also spend a lot of time on the alpine pastures, taking care of their cattle and the alpine cabins. It is not unusual that a member of the farmers family stays in the mountains all summer and the rest of the family takes care of everything at home. The days on the mountains are hard work. But it is also a pleasure to be connected with nature and experience the beauty of the landscape.

Back to the Valley

On the day of the cattle drive, in the early morning hours, cows are adorned with colorful, homemade decorations or masks as well as with bells. The flower arrangements, decorated with bright ribbons, are called „Almboschen“. They are draped on the head of the cattle, the bells with the comforting deep sound hang on their necks. The colourful „Boschen“ are more than just a festive decoration. As a symbol for the happy and successful time on the pastures, they represent a time free of misfortune and full of the blessings of nature.

The Almbtrieb is not only an event for the rural community, but for everyone in the region. The preparations start long ahead, and all villages and their associations give their best for the success of this community event.

You can learn how the „Almboschen“ are tied for the cows at the Lechnerhof in Wörgl. Here you can experience the tradition live and help the farmers with the traditional „Boschenbinden“. These „Boschen“ are then the finished decoration for the cows at the cattle drive.

Joy, culinary delights and traditional music mixed with dancing.

The Almbtriebsfest is not only a visual spectacle, but also a celebration for all connoisseurs of Tyrolean cuisine. Usually there are specialties, such as Zillertaler Krapfen and juicy Grillhendl. After the animals have arrived safely in the valley, the actual festival begins. Locals and guests gather to celebrate the return of the animals and express their appreciation for the hard work of the farmers. Of course, the beer and „G'spritzten“ (=white wine spritzer) are accompanied by one or the other home-distilled „Schnapserl“. I think there is no Almbtriebsfest without traditional music and dancing! The sounds of the accordion and the skilful steps of the dancing guests fill the festival with joy! By the way, the music is usually accompanied by the dances Discofox, „an Boarischen“ or Polka.

Where to Celebrate the Almbtrieb in the Region Hohe Salve?

There are several places in our region where you can go to an Almbtrieb festival. At the end of September the big Almbtrieb with festival takes place in Hopfgarten. The tourism association of the Region Hohe Salve organizes this every year and it is one of the best known and largest in the area. At the same time there is usually a small Almbtrieb in Itter, as well as the traditional Almbtrieb with craft market in Kelchsau. Usually two weeks before, the „Hoamfahrerfestl“ is held in Angerberg. Likewise, there is a small but fine Almbtrieb with festival - organized by the Angerberg-Mariastein rural youth.

All information is available at:
www.hohe-salve.com/almbtrieb



FAMILY DAY

Hohe & Kleine Salve



Unforgettable experiences
for the whole family are
guaranteed.



Sunday morning, we put on our jackets and feel the excitement. We are ready for the family day at the Hohe and Kleine Salve. Many might think there is already snow in the Alps, but that is not true. On the contrary, the autumn in the Kitzbühel Alps enchants us with mountains covered in a blanket of golden forests and fields. What to do on such a beautiful day? Visit the biggest mountain family event you can imagine. Two impressive mountains turn into a paradise for children and their parents. Watch magic shows, hike with alpacas, laugh at one of the shows at the “Kasperle Theatre”, be creative or attend the children’s circus and visit the charming Elsa, singing her well-known songs. Dreams come true. But enough of our words. We wanted to know how one of the visitors experienced this day. Nora (7) told us!

It is 10 a.m. and the gates of the cable car are open, the one with the mountain station at the mountain top on 1,829 m. Young ladies give me a stamp pass. I am not alone. All my friends sit with me in the cable car, we are all very excited. Why? Elsa is waiting for us on the top! She is singing live for us. I have heard Olaf is there, too! It is not the first time I am on the Hohe Salve. I can remember climbing at “Salvi’s Kraxxl Platzl” and visiting the pilgrimage church. Oh, I am so excited. Dad and mom have my little brother Jakob (2) with them, and we’re all already excited. My uncle Alex told me also about the other attractions. Of course, I want to visit them too. Especially the alpacas and Kasperl, I really want to see them. And I have to get all the stamps for my pass the best I can.

We arrive on the top and immediately jump on the Salven giant. And guess what I see? The handicraft station with many sparkling things. Now we draw and paint with all the colours. Mum will have a hard time rubbing off all the glitter off me tonight. I carry my selfmade masterpiece with me

the whole day. Now I have to hurry, I want to be in the first row for the Elsa concert. Many other kids my age are also waiting excitedly. Now it starts! A dream comes true. Elsa & Olaf live. Here! And I can watch them! I can’t believe it! Of course, I know all the songs and sing along immediately. After the first concert, we go 300 metres straight down to the Rigialm, where the exotic furry fuzzies, called alpacas and llamas, are waiting for me, “grinning” but hopefully not spitting. After a short introduction, we’re off. I am allowed to take the cute and very cuddly animals on a walk. Such good alpacas they are! My dog at home can take a leaf out of that book. The stamp passport for the different stations is slowly filling up, but there are still a lot missing.

Let’s go to the KRAFTalm. It’s said that Kasperl is visiting, and I could also go for a taste of Tyrolean cuisine right now, because my belly growls. After a short walk through the woods below the Kleine Salve, my parents and I find a spot and enjoy a delicious meal. The show starts soon and for me the first row is a MUST! Mum and Dad sit down with coffee and cake while I follow the adventures of one of my heroes. But not for too long! With the order to pick me up ON TIME after the show, my parents continue the programme with me, and we take the huge Salvistabahn gondola up to the Kleine Salve. The walk is not exhausting at all, and dad doesn’t have a hard time with Jakob in the stroller either. I think he is very relaxed.

Once back at the top, a mountain of candy floss, giant soap bubbles, a diy fireball, painting boards and a circus to join in, await me – „Oh I don’t know where to start“. Where are we here? Is it a dream? Am I still sleeping? Let’s join the party! We do handicrafts, paint, and make giant soap bubbles, not going to miss those! Amazing, how many things



there are to discover. Now the sun is shining and, as we are used to in October, it is getting warm. Okay, now we face a challenge: My friend wants to go to the magic show at the middle station in Hopfgarten, but I want to go to the children's face painting at the valley station in Itter. The solution: We both go our own way, and we just tell each other everything at school as usual!

By the time I reach the valley station, colourful faces are already smiling at me. Lions, clouds, rainbows, cats and tigers - I want that too! What do you think I'll choose? It is getting even better. At the end of my day, I get a prize and a medal for collecting so many stamps. Now it is a perfect day.

At this point my story comes to an end. All I remember is that Mum carried me to the car and I fell right into bed. Was it a dream? No, my friend told me about the magic show at school, as agreed, where everyone laughed heartily. I'll have to check it out next year. I was told that there will be a bus that will take me from Itter back to Hopfgarten so that I can get the stamp pass completely full. So: The plan is set! Family day 2024. Not without me!



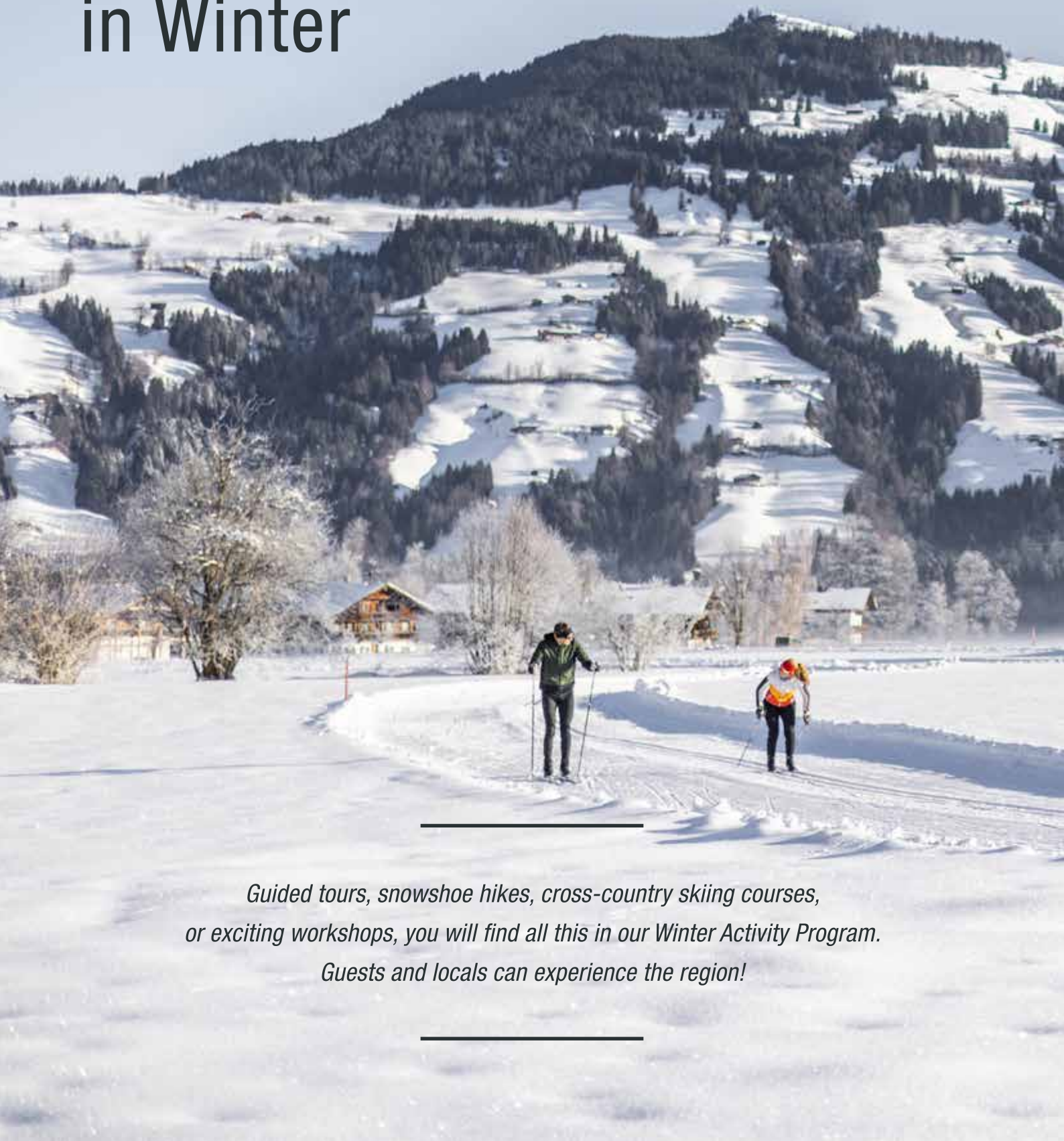
"HuHu"

Here you can find all information about the family day



Active

in Winter



*Guided tours, snowshoe hikes, cross-country skiing courses,
or exciting workshops, you will find all this in our Winter Activity Program.*

Guests and locals can experience the region!



Register for our
Winter Activity Program
right away!





Happiness on Skis

Former ski instructor Leo Manzl from Hopfgarten talks about his happy experiences on the slopes and why retirement certainly doesn't mean standing still for him.

Text: Christina Feiersinger

„I'd rather meet in the afternoon - I usually go skiing in the morning," Leo Manzl says when making the appointment for the interview. "And when you're there, just take a look up, because I might be up on a fruit tree, pruning it.". These two statements alone sum up perfectly what is important to Leo and what he does all year round: Skiing in winter and farming the rest of the year. Although the 73-year-old has already retired, the word connected with it like „rest“ or „standstill“ do not apply to this active, young-at-heart man from Hopfgarten. Above all, the retired ski instructor pursues skiing with a great passion that has always remained unbroken, which sometimes leads to record-breaking numbers: Leo was able to record an impressive 109 skiing days last winter. „I go skiing every day, no matter what the weather is like," Leo beams from a tanned face that suggests more sunny days than gloomy ones. "If you ask me if I can remember a day in the last season when it was terrible for skiing, I say: No, it was always beautiful! Each day in its own way. Even when it is snowing heavily at 8 a.m. - this is amazing!"

Leo's Favourite Skiing Area

Although Leo has seen many ski resorts in his life, from Australia to France to the Arlberg, he loves the local one the most: his home mountain, the Hohe Salve, with connections to Brixen, Itter, Scheffau, Söll. "We have the most beautiful view", says Leo and points in the direction the Salvenberg mountain, visible from the farmhouse. "Look, over there, where the ski slope goes down, there I can ski right across in the winter" Ski in and ski out, as

they call it in the descriptions of hotels so picturesquely. Leo appreciates this little luxury, skiing almost to his own doorstep. But he especially loves the long downhill runs of SkiWelt Wilder Kaiser - Brixental. „We have such beautiful downhill slopes everywhere - not as many long drag trails as in other places. I really enjoy skiing from top to bottom in one run, without stopping once. From whom could one expect such an admirable stamina at 73 years of age, if not from a retired ski instructor? „You don't need that much power to ride if you have the right technique and, of course, the right equipment," he says, shrugging his shoulders.

A True Fountain of Youth

Skiing is Leo's fountain of youth. He has probably already spent a considerable part of his life on skis, and they mean the world to him. When skiing, he doesn't need to think, every movement is internalised down to the smallest detail, completely in the flesh, every turn is perfect, everything happens intuitively, automatically, fluently, playfully easy. What could he, who has taught countless people to ski, still learn even in his supreme discipline? Leo grins mischievously: „Don't believe that there isn't anything new to learn for me. In the past, I had little time to do much skiing myself. Now, I can enjoy it to the full and have learned a lot, especially regarding balance. We can and must always work on ourselves and therefore I ski much more reflectively now.“



About Freedom and Getting in Contact

What Leo loves most about skiing is the freedom that this sport allows the mind: “When you ski, you have no time to ponder. You have the sport, the activity, the beautiful landscape and automatically your mind becomes free. During my time as a skiing instructor, I saw many businesspeople who were mentally exhausted. After half a day on the slopes their mind was free again.” Furthermore, Leo appreciates that people start talking to each other when skiing. “When skiing people get in contact”, he says and talks about his friendships and of days when you coincidentally run into acquaintances at the valley station in the morning, with whom you tackle a first descent together and then spend the entire day skiing together. “These experiences are just amazing time and time again.”

Leo's adventures

Leo can also tell of many great experiences and adventures. As he spent 18 winters as a skiing instructor in Zürs, which would be already enough to make many memories. “Look, how much snow there was! We had to look for our cars. Unbelievable!” Further, it opened the doors for him for more adventures: When working as a skiing instructor, Leo became friends with the members of the royal family, who invited him to Jordan. There he got the opportunity to fly by helicopter to the Dead Sea, visit castles, desert palaces, riding stables and vintage car col-

lections, and even ride on horseback to the legendary desert city of Petra. Other friendships, for example like with a German family, who Leo met in Zürs, last a lifetime. „I have a great bond with some of my former guests. I have done everything for them, and they have done everything for me. That's how it used to be. In addition, through contacts in Zürs, Leo got a job as a ski instructor in a country that you would hardly guess: Australia. Leo spent a whole eight seasons skiing Mount Kosciuszko, the highest mountain on the Australian mainland at 2,228 metres. „Yes, that was quite an eventful time in my life. I was lucky, I must admit, that I could experience all that. Also, my parents gave me those chances to experience all that, which wasn't so usual, with a farm at home. When I considered going to Australia, my father said: 'If you have the chance, then go.' I am still thankful for that today.”

Nostalgic Throw-Back: Practice Makes Perfect

The foundation for Leo's passion for skiing was also laid by his parents when he first came into contact with the beloved boards at a young age. The father, himself the eldest of 17 children, moved to Salvenberg with Leo's mother after the wedding, „because my mother didn't want to marry into the family with the 17 children, most of them were still at home,“ says Leo. Leo and his sister were born at home. For the youngest sister the mother walked to the valley to deliver her. “it was a different time then” The father picked her and the newborn up, together with the two older children, riding the horse-drawn sleigh. Leo can still remember the ringing of the bell wreath the horse was wearing. He grew up with his two sisters on his parents' farm „Zum Haasen“. Incidentally, Leo's parents' farm almost fell victim to the „Three Devils“ in the 1930s. The „Three Devils“, the notorious arsonists of the Brixen Valley, would have set fire to the farm had they not been chased away by the faithful farm dog. Two neighbouring families were less lucky, and their farms burnt down.

At the age of five, Leo finally learned to ski on the neighbouring field - „on a 1.5-metre wooden ski without edges. You can't imagine how they stuck to the soft snow.” On foot, the children went „herringbone“ up the slope, then descended the short way and stopped on the „Rembrugg“, the bridge to the agricultural outbuilding - there were no edges to brake on. A little later we went to the T-bar lift in Hopfgarten, where the wooden bars still had to be hooked in. „I got 20 shillings from my father, but a five-ride ticket cost 25, so I had to beg my mum for five shillings so that I could go one more time. Oh, how I loved to ski!” When he was 10 years old, he got his first skis with edges, when he was 12, the first with a base. Leo can still remember all the names and prices of his ski models. When he was 14, he spent all his savings he got for Christmas to buy his dream model: a Kneissl Redstart 2,5-meter ski for 3,550 shillings. “I was not able to make one single turn with these long skis”, Leo laughs today.

The beginning as a Ski Instructor

After school in Rotholz, the ski school director asked him if he wanted to become a ski instructor. „So I just started with the ski instructors, even though I had no clue about it in the beginning. There was a mini instruction how do the snowplow and turns, that was it.” His extensive knowledge, his professionalism and his attitudes towards skiing and teaching were only acquired over the course of many years. Today, Leo knows that you don’t need to tell children about technology, but that you can rely on their ability to imitate and their feeling if you simply ride the appropriate slopes with them. Leo also does not believe that training the position, as is often practised, is helpful: „If I let the ski slide cleanly at the bottom, the right position at the top will follow by itself. At that time, he didn’t know anything about all that and relied on his intuition. It was important to the ski school director that his ski instructors had some knowledge of English to be able to work with the English-speaking guests. “I didn’t know a lot more. I could tell the people with a word what I do in summer, when I couldn’t ski: farmer.”

What does a Ski Instructor do in Summer

What has undoubtedly changed since then is Leo’s English skills, as he soon took the train to England to complete a language course - also a cornerstone for the exchange with international guests and for his time in Australia. What has remained the same - even now, in retirement - is Leo’s field of activity away from the ski slopes. Although his meadows have been leased and the cows sold long ago, Leo is always hard at work as a „farmer“ on the farm, in the forest or on the mountain pasture. He prunes his fruit trees, mows meadow edges, removes hazelnut and scabrous (blackberry) bushes that overgrow the forest floor, goes woodworking. Hardly a year went by without Leo having some kind of building site: At that time, a free stall for the cows, a new manure pit, the roof of the farm, the dry-stone wall, the path rebuilt, the pasture prepared, a wood chip plant ... Leo is always busy and hard-working, there is no standstill for him. He has always balanced his busy summer with skiing in the winter. In the meantime, however, another field of activity has been added that fills him with joy and will also keep him busy in the summer: His beloved job as a grandpa.



“

**Oh, how I
loved to ski!**



SkiWelt
WILDER KAISER BRIXENTAL

The *SkiWelt* Wilder Kaiser - Brixental

Winter Sport Delight of the Highest Standard

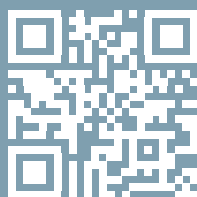
Skiing in one of the largest, most modern and best ski resorts in the world

83 modern cable cars, over 270 kilometres of perfectly groomed slopes and 80 restaurants with wholesome and traditional dishes. It's no coincidence that the SkiWelt Wilder Kaiser - Brixental is one of the best ski resorts in the world!

Soft slopes or demanding runs, from beginner to pro, everybody finds something to their liking. The villages of Itter and Hopfgarten offer an ideal access to the SkiWelt Wilder Kaiser - Brixental and can be reached easily by bus or train. Don't forget your guest card, with which you can use the bus and train free of charge and enjoy many discounts. Ski schools and rentals can also be found right at the valley stations. Whether on one or two boards, winter sports fans will definitely get their money's worth here!

Not only quality, but also sustainability matters

For more than 20 years, the whole skiing area has been run with 100% Tyrolean Waterpower. Clean drinking water is stored in snowing lakes and then used to create snow. In order to ensure a sustainable production, the used water is brought back naturally in spring when the snow melts - a natural circle. In summer and winter alike, the SkiWelt Wilder Kaiser - Brixental offers a vast repertoire of experiences for the young and the young-at-heart. What are you waiting for? Let's hop in the gondola and climb to the mountain tops!







A Winter off the Slopes



„Because skiing is the best ...“

But what do you do if you don't enjoy the sport
on two boards as much as others?

Fresh air, sparkling slopes and going downhill with a racing heart. Sure, for many skiing is freedom and it should stay like that. However, off the slopes, there is much to discover. Nomen est omen, at the so-called “soft winter sport” we slow down our pace and have time for more awareness.



Sporty ascent followed by a rapid descent with the toboggan

Once you arrive at the starting point, it quickly becomes clear that the climb has paid off. Wörgl and Hopfgarten provide an adrenaline rush off the slope with their certified natural toboggan run. Treat yourself to a little break and some refreshments in one of the mountain cabins after the challenging climb before the slide down into the valley begins. During the rapid descent, one thing is guaranteed, and that's loads of fun!

Romantically Through the Snowy Landscape. A Sleigh Ride for the Heart

Wrapped up warmly with a hot cup of tea in hand, cold winter days are especially enjoyable. As the bells gently chime, the beautiful mountain landscape unfolds before you, and the snow-covered forests invite you to daydream. It becomes even more romantic as you pass through the historic town center of the small town of Hopfgarten. Of course, you can enjoy the horse-drawn sleigh ride not only with your significant other but also with friends and family. You can easily book the sleigh rides through the winter activity program.

Here you can find everything for winter





Trudging through untouched nature with snowshoes

How about a hike through deep snow, for example? With regular shoes, you'd sink in, so you strap on special snowshoes over your weatherproof hiking boots, grab poles with large snow baskets, and the tour can begin. With this type of winter hike, you can also enjoy pristine nature away from cleared paths, as you can easily move through deep snow. Trained local hiking guides are happy to accompany you on your first attempts. Another bonus: the long and consistent exercise in the fresh air not only brings happiness but also revs up fat burning considerably.



Untouched nature as far as the eye can see.
Enjoy the silence, the clear air and the view of the majestic peaks.
Like here - on the western ascent to Schafsiedel with a view into Frommtal.





EVENTS

January

New Year's Market & Hahnenkamm Race

On the first day of the year, the Hopfgarten market is transformed into an atmospheric town center with plenty of live music, delicacies, and hot beverages. Things get exciting, at the Hahnenkamm Race. You can conveniently get there with your guest card.

March

Sun Skiing & SuperSkiWeeks

Skiing in spring means: enjoying sunny hours, ski huts, live music and apres ski. All this is available in the SkiWelt Wilder Kaiser - Brixental at special rates especially for the end of the season.

May

eldoRAdo & Cordial Cup

Every year the eldoRAdo - Bike Festival transforms the village of Angerberg into a meeting place for sports enthusiasts. The Int. Cordial Cup is one of the biggest junior soccer tournaments in Europe. Here, exciting games await the athletes and fans throughout the Kitzbühel Alps.



June

Dirndl and Lederhosen Day & Int. Triathlon

A traditional event over two peaks. On the highest catwalk in the Tyrol, at 1,829 m, the most beautiful dirndls and lederhosen are presented here. Sporting competition, is also offered at the Int. Triathlon in Kirchbichl.

Jun - Sept

Concerts and Festivals in summer

Relaxing evenings with live music, culinary delicacies and cool drinks are offered in the summer months by the concerts of brass bands and town and village festivals in the region.

August

Brixental Mountain Lights

Thousands of burning torches form impressive works of art and illuminate the mountain slopes of the Brixental valley. In addition, the summer activity program can be optimally exploited in the warmer months.



September

Traditional Cattle Drive

Throughout the cattle drives, a traditional program takes place the entire week. For all shopping enthusiasts, the Wörgl Feel-Good Days offer numerous discounts in a relaxed atmosphere with live music and culinary highlights. The red carpet awaits!

October

Family Day Hohe and Kleine Salve

Action, fun and entertainment for young and old! Play stations, animal experiences and a live concert enchant not only the children. Other events round off the golden autumn throughout the region.

December

Christmas & New Year

Christmas markets, Perchtenläufe and many more events get you in the mood for the reflective season. The smell of roasted almonds and punch fill the cold season.

Your Moment, *Our* closing words

At the end, there's usually something sweet. In the magazine, it might be a bit challenging, but imagine you're sitting in one of our places, with that very 'dessert' in front of you. While you've been reading our stories, you've been inspired enough for your future moments. For example, you've climbed a mountain in Kelchsau and you're simply content. It feels good, doesn't it? And no matter what YOUR view looks like, in the background, WE are the ones who accompany you every day as you explore, drive through, or live in the Hohe Salve region. We are a small, warm-hearted team that doesn't operate directly in the foreground but, together with our members, silently shapes YOUR moments in the region positively. Regardless of whether it's for the guest trying cross-country skiing or gliding down a slope. For the local who visits a nice festival with their family or goes biking. In a way, we are always there, working in collaboration with the businesses and other enthusiastic individuals of the eight towns on behalf of our brand, Region Hohe Salve. Their values of sustainability, common good, and unity take precedence. For all who live here, reside, or visit us.

**With YOUR views and YOUR moments.
With best wishes and see you next year!**



ARRIVE,
FEEL GOOD &
ENJOY



**Still looking for the
perfect accommodation?
You will find it here!**

