


# REGION

2025 | EN

OUR  
STORIES  
BECOME YOUR  
MOMENTS



# HOHE SALVE



It is often said, “The world is small.” And well, in a way, that’s true. Of course, we’re not talking about the vast oceans, mysterious ice sheets, or the millions of people inhabiting the Earth. No, the “small” world we’re referring to lives in our hearts – especially in the moments we create from it, with all our experiences and stories. That’s exactly the kind of mini-world we create and nurture here every day, together with everyone who lives here or just happens to stop by. So, dive into our little world in the Region Hohe Salve, the gateway to the Kitzbühel Alps. Let yourself be swept away and inspired by our stories – for your own special future views and moments. YOUR moments.

The summit of the Hohe Salve at 1,829 meters offers a breathtaking view of numerous mountains – like here, for example, of the Wilder Kaiser in the background.

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*Our* stories become  
YOUR *moments*



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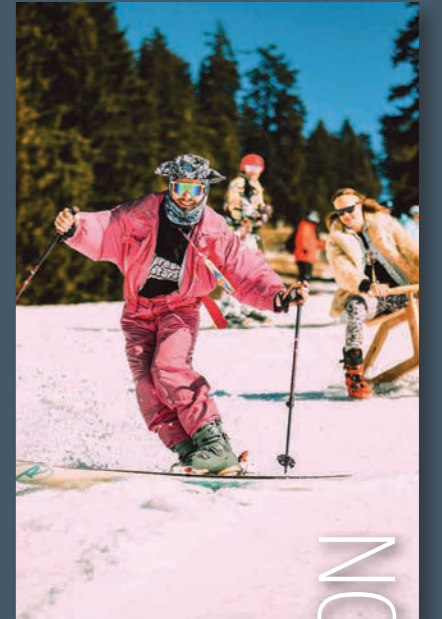


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# The 8 towns

## for YOUR moment!



### WÖRGL

Wörgl, the charming gateway to the Kitzbühel Alps. The town stands out with its central location and is perfectly connected to the public transportation network.



### KELCHSAU

The natural gem in the region is rich in untouched nature and picturesque farmhouses. Those seeking tranquility are in the right place here, both in summer and winter!



### HOPFGARTEN

The picturesque market town, with arguably the most beautiful village center in the Brixental, offers a wide range of leisure activities and is an ideal blend of modernity and traditional charm.



### KIRCHBICHL

Numerous events bring people of all ages together here. The interplay of nature, culture, and quality of life makes Kirchbichl a special place in the heart of Tyrol.



### ANGERBERG

From the sunny plateau, you have a perfect view of the entire region. The unique ice and stalactite cave and the excellent cross-country skiing center are what make the village stand out.



### MARIASTEIN

One of the smallest municipalities in the country is home to the pilgrimage church, which has attracted pilgrims to the town for many years. A climb of over 142 steps leads to the Chapel of Grace.



### ITTER

At the foot of the Kleine Salve, the village is nestled in the gentle rolling hills. Highlights include the Rose Trail, the knight-themed playground, and the outdoor swimming pool.





### ANGATH

The relaxed atmosphere helps you forget the stress of everyday life. Hiking and biking trails, as well as a top-notch ski area, are just a stone's throw away and easily accessible.

## Need more inspiration?

We'd love to take you on a journey of discovery through our region. On our social media channels, we not only inspire but also share practical information and valuable tips for both locals and visitors. Learn more about the most beautiful hikes, the perfect bike tours, and the events you shouldn't miss. Dive in and let yourself be thrilled by our diverse offerings!

region\_hohesalve 

youtube.com/kitzalpen 

Kitzbüheler Alpen – Region Hohe Salve 

Kitzbüheler Alpen 

Here you can find all the news



# Angerberg

A hidden gem

“

**I enjoy spending time in nature, and exactly that kind of unspoilt nature can be found in my hometown of Angerberg. It's practically right at my doorstep...**

Martina from Angerberg

**O**n an idyllic plateau above the town of Wörgl lies the charming holiday village of Angerberg, a true hidden gem in the Region Hohe Salve. What may seem unassuming at first glance reveals numerous fascinating treasures upon closer

inspection. Located at an altitude of 650 meters and covering nearly 20 square kilometers, Angerberg is home to around 1,900 residents. From the village, you can enjoy impressive views over the town of Wörgl all the way to the Hohe Salve.





### Culture for all ages

The small village of Angerberg is culturally rich. It is home to a total of ten chapels, including the magnificent Schulhauskapelle, built during the schoolhouse construction in 1928/1929 and dedicated to the “Holy Family” after an elaborate renovation. This chapel is a true eye-catcher with its artistic figures and an impressive crucifix on the side wall. It is a protected monument and an outstanding highlight for culture enthusiasts.

In the neighboring village of Mariastein, the imposing pilgrimage church majestically sits atop a rock. Visitors can reach the Chapel of Grace in the church tower via about 140 steps. The pilgrimage church is freely accessible daily.

The residents of Angerberg are particularly proud of the Bundesmusikkapelle Angerberg-Mariastein. Since its founding in 1926, the music band has maintained music, history, and tradition. Today, it consists of about 60 musicians, as well as support staff. Numerous rehearsals and performances bring together people of all ages. Knowledge, experiences, and modern thinking collide here, creating an exchange between generations. During the summer concerts, which take place annually from July to September in Angerberg and Mariastein, locals and visitors can experience this dedication to tradition and music live.

### A unique natural gem

The Hundsalmjoch is particularly impressive, home to the only ice and stalactite cave in the entire Tyrolean Unterland. The cave is known for its spectacular ice formations that remain even in summer. These natural ice sculptures, formed by the slow dripping of water, are in constant change and offer breathtaking views every year. The cave also features impressive stalactite formations, created over millennia by the continuous dripping of calciferous water. Stalagmites and stalactites form bizarre and beautiful structures that transport visitors to another world. Guided tours with experts provide fascinating insight into the geological secrets of the region. After the hike, the descent to zero degrees is a welcome cooling off, as the cave is only accessible on foot via a marked hiking trail. On the way there, you pass the Buchacker Alm, which rewards you with the best Tyrolean cuisine and warm hospitality after the strenuous ascent. One of the most beautiful summit crosses, along with a stunning view, lies just a few meters from the ice cave - the Hundsalmjoch.

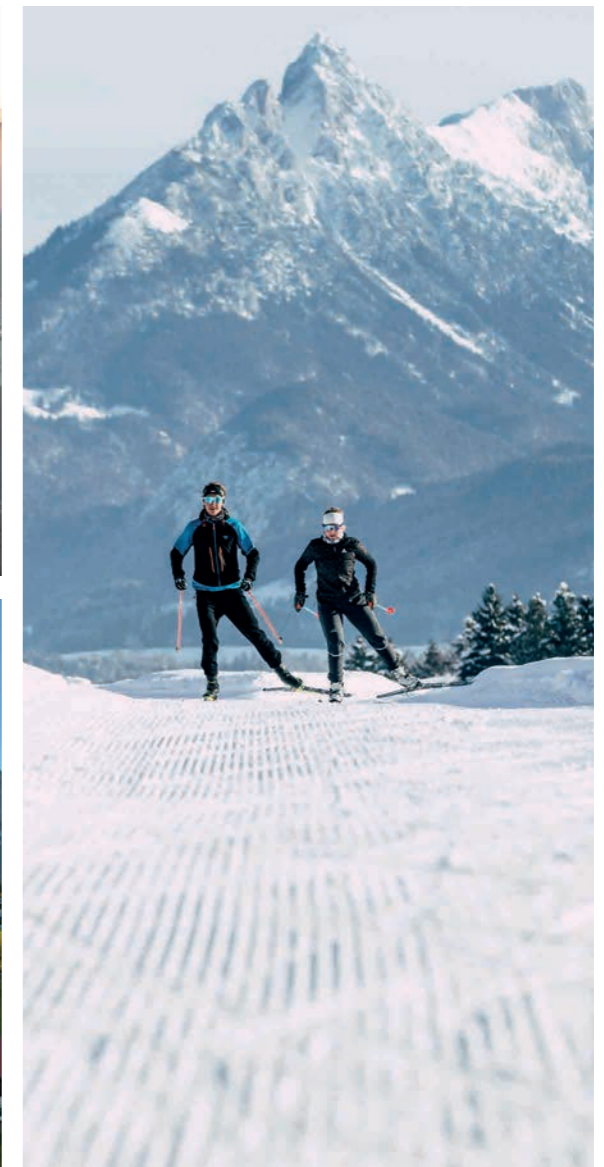
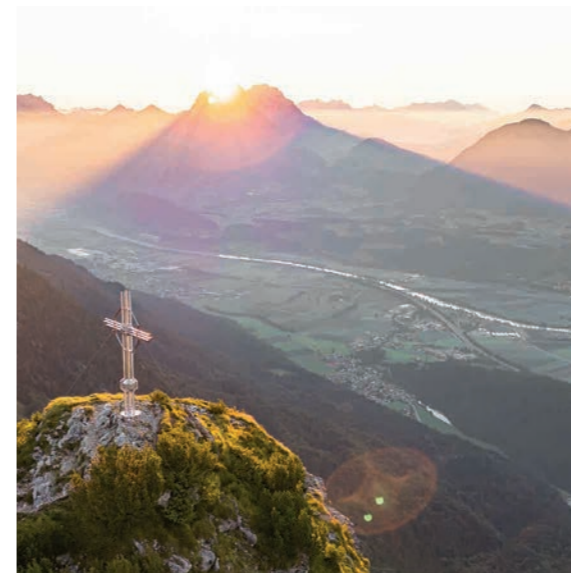


### For the sporty ambitious

Whether in summer or winter, the small but charming village offers suitable sports activities year-round. In spring and summer, Angerberg transforms into a hotspot for bike competitions like the eldoRAdo Bike Festival. Whether it's an extensive road bike tour, a challenging mountain bike route, or a leisurely scenic ride – Angerberg and its surroundings have something for everyone. A special highlight is hiking with alpacas, which can be tried out at Hinterheacha Hof.

In the winter months, the cross-country ski trails in Angerberg and Mariastein are a popular destination for those wanting to engage in activities away from the ski slopes. Together, the towns form a certified cross-country ski center, awarded the Tyrolean Trail Quality Seal. Well-groomed trails of various difficulty levels invite cross-country skiers, and the illuminated training trail in Angerberg provides ideal conditions for cross-country training day and night. In the Schneerosental, romantic snowshoe hikes are offered as part of the winter activity program – a perfect alternative to piste sports for unwinding in the quiet landscape.

The relaxed atmosphere of the village makes Angerberg a place that attracts both locals and visitors alike and offers a moment of respite. No wonder it is considered our “hidden gem”.



# Spring awakening



In the gentle transition from winter to spring, the Kitzbühel Alps shine in vibrant colors. Starting in May, this is celebrated with the colorful mountain summer opening – a highlight for all who appreciate the beauty of Alpine nature, a variety of outdoor activities, and numerous events.



The Kitzbühel Alps are renowned for their picturesque landscapes, lush green alpine meadows, and majestic peaks. The mountain summer opening takes advantage of this stunning backdrop to offer locals and visitors a diverse program. Hiking and mountain biking are the main focus, with guided tours led by experienced guides allowing participants to explore the region safely and informatively.

A special highlight is the thematic hikes that cater to specific interests. Whether it's herb hikes that focus on Alpine flora or historical excursions offering insight into the region's culture and history, there's something for every taste. Families can look forward to child-friendly activities tailored to the needs of the youngest visitors. Starting April 1<sup>st</sup>, the mountain bike

trails are also open for everyone, inviting riders to explore leisurely tours or challenging descents.

For those who prefer a more relaxed approach, there are numerous huts and alpine lodges offering special deals during the mountain summer opening. Here, visitors can enjoy regional specialties and take in the breathtaking views of the surrounding mountains. The mountain cable car will resume operation in May, ensuring spectacular views in a relaxed manner.

Numerous events, such as the eldo-RADo Bike Festival, the international Cordial Cup, and Dirndl and Lederhosen Day, provide the perfect start to the summer season!

All information



# Tyrolean traditions...

... necessary? Absolutely! Tyrolean traditions are deeply rooted in the minds of the locals and are appreciated and respected beyond the region's borders. But why is it so important for the area? What exactly does it entail, and why should it be preserved?



Tyrolean traditions are far more than just a collection of old customs and rituals – they are a living expression of identity and cultural heritage that deeply connects the people in the respective regions. In an era where modern influences and globalization are displacing many traditional values, these customs play a crucial role in fostering community.







**We love and live our traditions in Tyrol. Sometimes outsiders and guests give puzzled looks when they experience our Tyrolean customs. Well, it's understandable, especially when you see a Perchten group for the first time in winter. But we are very proud of our traditions, which have been passed down through generations. For me, tradition means one thing above all: community.**

Carina from Hopfgarten

#### Preservation of cultural identity

The traditions in Tyrol are an essential part of the region's cultural identity. Traditional festivals, music, dances, and craftsmanship reflect a long history and a rich culture passed down from generation to generation. These traditions create a strong sense of community and reinforce the awareness of one's heritage and history. In an increasingly interconnected world, local traditions provide an important anchor. Associations, music bands, and events require significant cohesion and simultaneously offer opportunities for exchange.

#### Economic importance

Traditions also have considerable economic significance. Tourists from all over the world visit Tyrol to experience its unique festivals and customs. This not only stimulates the local economy but also creates jobs and ensures the livelihood of many family businesses, especially in the gastronomy, hospitality, and handicraft sectors. Events like the Almbtrieb (cattle drive), numerous music festivals, and other cultural celebrations attract many visitors.

#### Preservation of craftsmanship

Many traditional crafts and arts practiced within Tyrolean customs might have disappeared without the preservation of these traditions. The making of traditional clothing, such as Dirndl and Lederhosen, wood carving, and the production of regional specialties such as cheese, schnapps, and bacon, among many other crafts, remain alive through these customs, ensuring that the knowledge and skills are passed on to future generations. These traditions form an indispensable part of the region's cultural and social fabric, creating a living heritage that honors the past and enriches the future.

#### Living traditions in the region

In this region, traditions truly come to life through a variety of vibrant events. Local clubs, music groups, and inns actively participate in or even organize their own festivities, making each occasion special and unique. In spring, during the Dirndl and Lederhosen Days in the region, visitors and

locals alike can enjoy a celebration of traditional dances, colorful costumes, whip-cracking ("Goasslschnoiza"), and the deep, resonant sounds of Alpine horn players. This is a time when the entire community comes together to celebrate its cultural roots in a lively and joyful atmosphere.

As summer arrives, the air is filled with the melodies of local brass bands. Weekly concerts, often held in picturesque outdoor settings, bring together young and old, creating a sense of unity that enhances the warm summer evenings. The music reflects the region's deep connection to its heritage and adds to the festive spirit that lingers throughout the season. The summer season culminates with the alpine cattle drive, a beloved event where the colorfully decorated cows return from the alpine pastures, parading through the villages as spectators gather to celebrate. Local clubs provide delicious food, drinks, and entertainment, ensuring that the entire community can join in the festivities. As the seasons change, so too do the traditions. During the Christmas season, local markets spring up, offering handmade crafts and traditional foods, all steeped in regional charm. A particularly fascinating aspect of this time is the 'Perchten' tradition. With roots dating back centuries, the Krampus runs around St. Nicholas' Day to captivate and astonish both locals and visitors. The drumming and the eerie yet mesmerizing sight of elaborately dressed Perchten, with their carved masks, fur, and ringing bells, make for a thrilling spectacle as they march through the snow-covered villages, a highlight of winter in Tyrol. Throughout the region, these and many other unique customs offer countless opportunities to experience the rich cultural heritage that defines this area. Whether through music, festivals, or local culinary specialties, the traditions of the region are woven into daily life and celebrated year-round. From the warm summer evenings filled with music to the magical winter nights during the Christmas season, tradition in Tyrol is not just a memory of the past but a living, breathing part of the present. Visitors and locals alike are invited to participate, allowing them to connect with the region's culture in meaningful and unforgettable ways.



**For me, tradition means preserving memories. The repetition of customs allows us all to feel the same and look forward to the same things – this connects us across many generations. For me, it's a sense of community.**

Clarissa from Itter



The namesake of an entire region – with its 1,829 meters above sea level, the Hohe Salve is a magnet for all those looking to recharge. Even during Celtic times, the nearly freestanding summit was considered a power spot and a sacred place. Today, it is a meeting point for sports enthusiasts, pleasure seekers, and families.

# Up high with the cable cars

Up to the summit, but without sweat on your forehead or burning calves, please. The Salvenbahn cable car in Hopfgarten and the Salvistabahn cable car in Itter make this possible! Comfortably, you cover meter by meter with the cable car, and with every minute, you get closer to the summit, while the view of the surrounding peaks becomes more and more impressive. Once at the top, panoramic hikes open up with breathtaking views of the mountain landscape. The Hohe Salve offers one of the best 360-degree panoramic views in the Alps – an experience that makes every step unforgettable. Hikers can choose from a variety of routes, ranging from easy panoramic trails to more challenging tours that start from the summit. This flexibility allows you to find the perfect route according to your fitness level and preferences. Another advantage is the significant time savings that the cable car offers. It drastically reduces the time needed to reach the summit, leaving more time to enjoy nature and explore the surroundings. This is especially beneficial for day trips or families with children. For families, the support of the cable car is ideal anyway: strenuous sections can be avoided without missing out on the full mountain experience. Elderly people also benefit from this comfort.

A visit to Austria's highest pilgrimage church at the summit or a rest in one of the rustic mountain huts offering regional specialties rounds off the day. Especially adventurous people have the opportunity to enjoy the unique experience of paragliding. The Hohe Salve is considered one of the best starting points for paragliders in the region. The wide slopes and excellent thermal conditions make this mountain an ideal place to take to the skies and experience the Alpine landscape from a bird's-eye view. Highly trained pilots are happy to guide the brave ones down into the valley. A tandem flight is also a perfect gift for an unforgettable adrenaline kick.

The cable car not only offers comfort but also safety: well-marked trails and secure starting points make hiking and even starting a paragliding adventure an easy pleasure. Directly below the Hohe Salve, at 1,565 meters above sea level, lies the Kleine Salve. From there, you can admire and marvel at the imposing Wilder Kaiser. Just a few meters from the mid-station, the KRAFTalm invites you to enjoy ancient dishes with



a modern twist and warm hospitality. Beneath the summit of the Kleine Salve, the crystal-clear reservoir lake with a relaxation plateau awaits you. It's perfect for unwinding after a hike. In the summer of 2024, a hiking trail was built from the mid-station of the Kleine Salve to the summit. Over wide forest roads, narrow paths, and past two caves, you reach the summit of the Kleine Salve. From there, the Salvistabahn cable car takes you back down to the valley in comfort. All information about the Hohe Salve can be found on the website or via the QR code.

All information about the Hohe Salve



# A life shaped by *art and business*

Doris Martinez



**As a gallerist, Peter Ainberger from Hopfgarten has made a name for himself in the region and far beyond.**

The pictures on the walls glow in vibrant colours and inspire with their simple, colourful depiction, reminiscent of the carefree creativity of a child. Some paintings show a lively, seemingly chaotic interplay of figures, while others present clear themes, such as a tree with a black trunk surrounded by an intense yellow. Peter Ainberger smiles contentedly. He is very fond of Adi Holzer's works, and last May, he presented the internationally successful Austrian artist's work for the second time in his 'Kunstraum' gallery in Hopfgarten. Peter says, he holds back. He wants to return to where he was as a child – with the mind of today. And he is 89 years old! These are precisely the aspects, and such contrasts, that catch Ainberger's attention when it comes to an artist. He is drawn to the extraordinary. But that alone is not enough. Peter speaks of a certain depth he expects from an artist, of versatility, and at the same time, a distinctive, personal style. He must have a good connection with the artist, feeling that bond. "Humanly and artistically, I can't connect with everyone."

## **Business in his blood**

Peter was still a bit tired, a bit 'dramhappert' (groggy), as he says, when he opened the door to his shop – and gallery behind it – after his afternoon nap. But since our conversation is about art, he quickly becomes wide awake again. Art has accompanied him since his youth: He was born in 1948 in Brixlegg and spent much time with his grandmother in Alpbachtal as a child. In the barren post-war years, he collected herbs with her and fetched butter, eggs, and a few other farm products from nearby farmers to sell them in Rattenberg with a small markup. "I probably got my business sense from her," Peter says with a smile. He completed a commercial apprenticeship in a small department store in Rattenberg and worked there for a few years. He liked the job, and it suited him. At that time, there was already a glass school in Kramsach. Peter and his friends would go there to 'check out the girls', and that's where he noticed his future wife, Margit. She was nice and pretty, from Hopfgarten; her father had a plumbing and glass business and a small shop. The two fell in love and later moved to Hopfgarten. But first, in his youth, something very decisive happened: In Rattenberg, he met the academic painter Erwin Knoll – a former Indo-China war veteran from Ötztal. Peter was

fascinated by the painter's personality, his free views, rebellious thoughts, and the surreal works the artist showed and explained to the young, inexperienced merchant. "He infected me with it, he lured me in. And I bit," Peter says, laughing. But since he was not only interested in art but also a businessman at heart, he had an idea: He packed some of Knoll's watercolors, which showed classic motifs like farmhouses and Tyrolean landscapes, on the back of his moped and took them to the local pensions and hotels. There, he displayed and sold the pictures. "That worked out pretty well!" A foundation was laid.

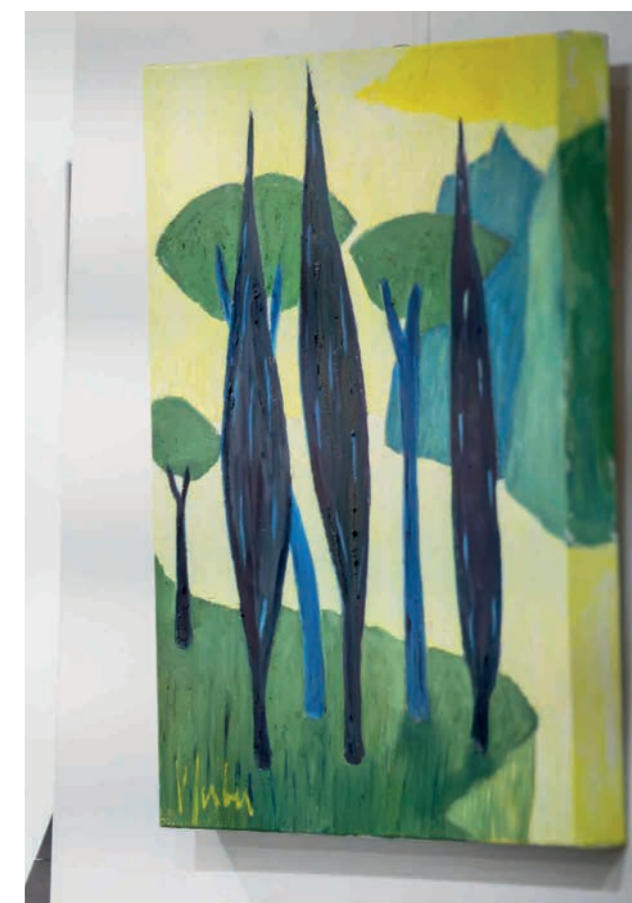
## **Gallerist and collector**

When Peter was 27, he and Margit got married and moved to Hopfgarten. While Margit worked in her father's business and eventually took it over, Peter opened a shop in Kufstein in 1995 and later his own Galerie Ainberger. As a gallerist, Peter says he has worked with almost all the great artists in Tyrol and many other internationally successful creators over the last thirty years. He always chose them based on his intuition, never letting himself be influenced in his selection. For him, good amateur artists are just as interesting as academic painters. Success is no benchmark. Peter was also able to exhibit works in the new town hall in Hopfgarten and later in Kulmerhaus and Manzlhaus. Five years ago, he set up the 'Kunstraum' gallery, and this year, the sculpture garden behind the house is set to be completed. He not only deals in art but also collects it. He owns countless originals. Together with Toni Pletzer, for instance, he bought the entire body of work by Anton Jakob Bucher, a native of Hopfgarten and an academic painter. Bucher's life's work is now exhibited in the 'Toni Toni' gallery in Hopfgarten. Peter also owns a collection of works by Alois Kon-

rad Schwärzler, as well as a collection of contemporary artists focusing on Tyrol and Austria. "My passion for collecting isn't about getting rich. It's about honoring the artists," he explains. "A bit crazy, a bit nuts" is how he describes himself when it comes to his art hoarding. And he admits that it's also a little bit about wanting to own these works.

## **Art as a reflection of society**

Peter Ainberger has visited the world's most significant museums, art collections, and fairs and exchanged ideas with internationally successful gallerists. What does art mean to him? "I never pick a painting based on the color of my couch," he clarifies. "It's not the color that makes a picture, but the message it conveys to the viewer." For him, art is an essential reflection of society and its time. After our conversation, Peter took me on an 'art walk' through Hopfgarten. He opened the 'Toni Toni' gallery for me, we visited the Marian chapel in the parish church with its colorful, room-high wall paintings by Soja Litwinowa from Minsk. Then, we went up to the modern mortuary hall. The wall paintings inside were created in 2001 by Adi Holzer with the collaboration of Philipp Weisskopf. As in the gallery, the simplicity of the representation immediately stands out here – the artist's effort to take on the perspective of a child. Is he trying to reveal the essence of things? Or, with his childlike brushstrokes, is he trying to touch the child within us? These are questions best discussed with Peter Ainberger. You can view the works and exhibitions in the 'Kunstraum Hopfgarten' or the 'Toni Toni' gallery, which Peter is happy to open for you outside regular hours. Just give him a call: +43 676 3724194.





# A Tyrolean's second skin

Doris Martinez

**At Stapf in Wörgl, wool is still made – a very special material that inspires people all over the world.**

It must have happened centuries ago. In a lonely, secluded cabin high up in the Tyrolean mountains. An icy cold wind whistled through the cracks in the walls as a young woman poured the steaming hot water, which she had previously heated in the large kettle over the hearth, into the wooden tub. Wash day! She placed her coarse, scratchy knitted jacket in the water, pressed the knitwork to the bottom of the tub with a long wooden stick, and moved it back and forth in the hot water over and over again. When she finally fished the garment out of the water, it looked very different: the wool fibers had fused together in the hot water due to the pressing and kneading motion, the jacket had become firmer, denser, and had shrunk – felted wool was invented. It might have happened like this. Or maybe not. The fact remains that felted wool originated in Tyrol and has been at home here ever since, protecting people for centuries from the harsh mountain climate, icy winds, cold, and moisture. And yet, only a few companies in the region still know how to produce it. One such place is Stapf in Wörgl.

#### **From Berchtesgaden to Wörgl**

A metallic clattering and rattling, swiftly spinning yarn spools, a knitted tube that grows longer and longer, and oversized washing machines that wait with open mouths, or rather doors, to be “fed” – this is how I experience the production rooms as I’m guided through them by chief designer Michaela Huber. Last year, 13 employees produced knitwear and felted fabrics for 50,000 garments, which were shipped worldwide. Impressive. The Stapf company was founded in 1958 by Richard Stapf, as the company owner, Kathrin Proft, tells me during our earlier conversation in the cozy meeting room. Since then, the company has had two other owners before she and her husband brought it back to life in 2016 after a bankruptcy. The couple is based in Berchtesgaden in Bavaria and travels to Wörgl several times a week. Much of the work is managed by phone and email – but above all, they rely on an incredibly dedicated and highly qualified team, on which she and her husband can depend one hundred percent.

How did they come to take over the company in the first place? Quite simply: Kathrin had been a Stapf customer for years through her fashion and traditional clothing stores, which she had inherited from her parents, sourcing the beautiful goods from Tyrol – mainly felted wool and knitted jackets in traditional styles. She says that she had always admired and loved felted wool in particular. And so did her customers. Felted wool is truly a special fabric: made from pure virgin wool, it keeps you warm and can even withstand a heavy downpour. Felted wool doesn’t wrinkle, is durable, and nearly indestructible. When Stapf went bankrupt, they were asked if Kathrin and her husband Sebastian might be interested in taking over. They were. Because for some time, they had been toying with the idea of not just selling fashion but also producing it themselves. With Stapf, the perfect opportunity arose, and in the meantime, they’ve even taken on another company.

“  
For me, this  
craft is an  
art.”



Kathrin and her husband Sebastian have been running the company with great passion since 2016.

#### From traditional to fashionable and sporty

Kathrin is 44 years old. After studying business administration, she worked as a business consultant. In 2013, she joined the family business ‘Dollinger’ which operates twelve traditional clothing and fashion stores in the Upper Bavarian region. Her husband Sebastian, originally also a business consultant in the field of investment banking, is also on board – the two met and fell in love during their studies. They have three daughters: Karla, Helena, and Alexandra.

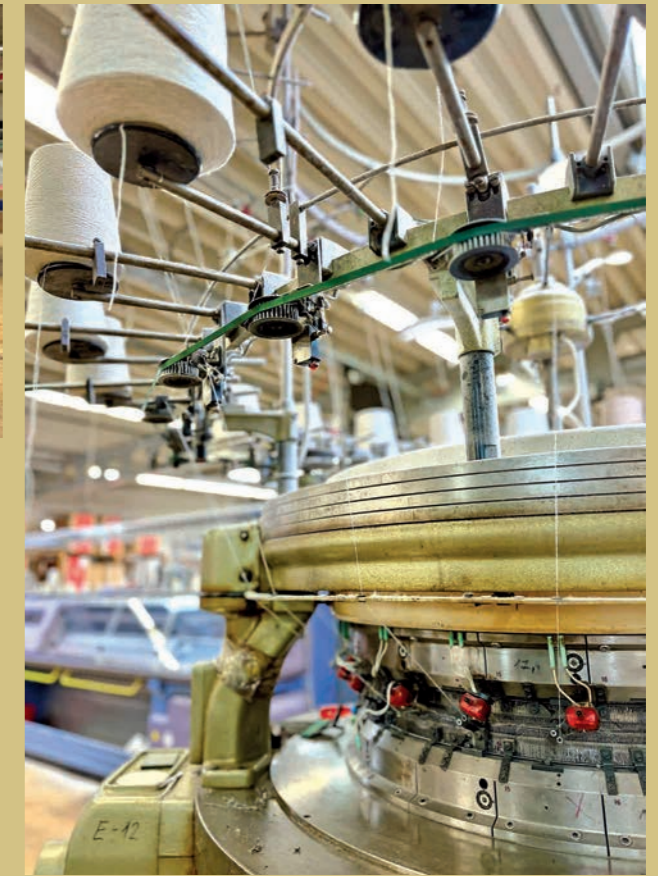
When COVID-19 hit, the traditional clothing industry slipped into crisis. Without events, no tent festivals, and no ‘Oktoberfest’, people didn’t need dirndl dresses, traditional skirts, or jackets. What now? Kathrin and Sebastian, who now also take on design tasks, shifted Stapf from classic traditional clothing to a more fashionable, sporty collection with a ‘Tyrolean accent’. The new line sold very well from the start. “Our fashion captured the spirit of the times,” Kathrin explains. People rediscovered the sustainable, authentic, and natural product for themselves. That’s still the case today, and the trend continues. Felt is more than a matter of taste. “No matter where in the world – people discover felt pieces in a store or at a trade show, touch them, and fall in love. They run their hands over one model after another,” she says with a smile. High quality and traditional manufacturing in the region create an important counterbalance to interchangeable, fast fashion.

#### Almost the last of a kind

Stapf is one of the very few companies in Tyrol that still produces knit and felt fabrics in-house. “We’re the last of the Mohicans,” Kathrin jokes. But she quickly turns serious. Preserving a craft that no one else practices anymore isn’t easy. There are

no new machines and not always replacement parts for the old ones – for the ‘old-timers’, as Kathrin affectionately calls them. Production is done the same way it was decades ago: the wool yarn is processed on flat and circular knitting machines, and then the knitwear goes into large washing machines, the felting machines. Through the mechanical action of the machine – kneading, pressing, and compressing in warm water – the wool fibers interlock, and the knit fabric becomes denser. The result is felt. “For me, this craft is an art,” Kathrin says. At Stapf, many different qualities are produced – thick and thin, light and heavier fabrics. Kathrin’s favorite model in the collection is the ‘Nicoletta’ sweater, which she considers a work of art. The boss nods, smiling. “It’s knitted with organic cotton on the inside and pure lambswool on the outside and then felted. The quality is just a dream!” I agree when she places a sweater on the table in front of me. It’s soft yet firm and feels fantastic on the skin. Plus, I find it timelessly beautiful and a real eye-catcher. No wonder even the Japanese are crazy about Stapf’s felt jackets and sweaters. After Germany, Austria, and South Tyrol, Japan is one of the most important markets.

The base material, sheep and lamb wool, mainly comes from New Zealand. The design process starts with dyeing the yarn in collaboration with the Jordan company in Breitenbach, which also handles the spinning. Many yarns come from Austrian companies, some from Italy. The knit and felt fabrics are sent along with the patterns to specialized companies in Eastern Europe, where the models for women, men, and children are cut, sewn, and then sent back to Wörgl. Every single piece undergoes quality control here before making its way to customer stores in many different countries – or into the in-house store.



#### Cultural carrier – Walk

The best part of in-house production for Kathrin is the craftsmanship, which, for her, has an almost sensual aspect. “I’m fascinated that everything here is so ‘live’, so tangible and immersive, so full of action,” she says with shining eyes. Her goal is to definitely keep production at this location because “there’s culture tied to it! The team is here, the know-how is here. “This simply belongs to the region!”

When I later take a quick look into the store, I see the felt jackets and sweaters with new eyes. Fashion today is interchangeable and made all over the world, even Alpine traditional clothing is copied in many places. But felt garments, we Tyroleans have those. They are a true, authentic piece of home. They are like our second skin.

Every Friday, you can experience the production up close. In the Experience Store in Wörgl, there is not only a tour through the knitting and felting facilities, but you’re also treated to a delicious traditional snack. Who knows? You might even find a new favorite piece from the current collection.



Scan here for the tour

# Diversity

## in summer

The Region Hohe Salve is a true insider tip for those looking to experience an active and varied summer vacation in the Alps. With a wealth of outdoor activities and stunning natural landscapes, the region provides an ideal backdrop for sports enthusiasts, nature lovers, and families alike.

The Region Hohe Salve boasts an extensive network of hiking and biking trails suitable for all fitness levels. The expertise of the trained guides adds to the experience in the mountains or valleys, making it a real highlight. Whether it's culinary, herbal, or full-day hikes, there is a suitable offering for both young and old. Additionally, guided tours of the pilgrimage church of Mariastein provide interesting insights into the history and culture of these ancient buildings. For relaxation, yoga sessions at the summit of the Kleinen Salve or meditation in nature are inviting options. A workshop on green cosmetics teaches how to harness the healing powers of nature, perfect for those who want to create their own products.

On hot summer days, the local lakes and outdoor pools offer a refreshing escape. Salvenaland in Hopfgarten is a popular destination for families, featuring swimming facilities as well as an adjacent amusement park with numerous attractions. The knights' realm playground on Rosenweg in Itter combines play and fun with history. Various attractions, such as a large wooden castle, a suspension bridge, swings, and quiz boards, delight both young and older visitors.

In summer, there is so much to experience in the region! You can find all activities of the summer activity program and registration information here:



# MARKETPLACE

## What makes Tyrolean cuisine so special?

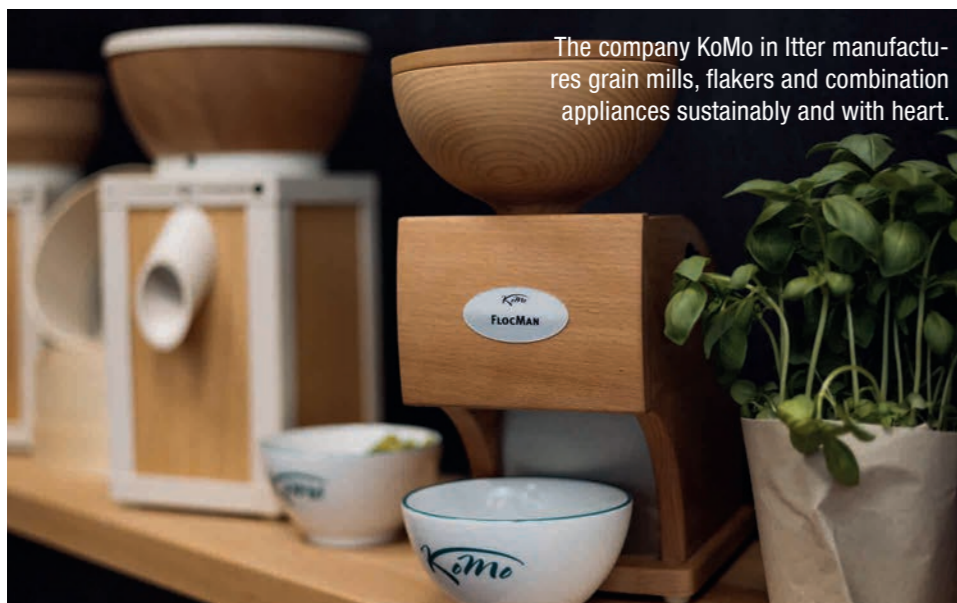
Tyrolean cuisine is characterized by its rustic and traditional recipes, but what truly sets it apart are the fresh, regional ingredients. In the Region Hohe Salve, ingredients come straight from the surroundings: eggs and milk from the neighboring farm, meat from the local butcher, and fruits and vegetables from the weekly market. This freshness gives the dishes their distinctive flavor.

With a lot of tradition, custom, and passion, local producers in the region create top-quality products. Quality and humane animal husbandry are a given. The marketplace showcases all the farm shops, farmers' markets, and gourmet stores in the region, providing a comprehensive overview of the local offerings.

Still not convinced? Here are more reasons why buying regional products is worthwhile!

**Hohe Salve marketplace – where the freshness of nature meets the warmth of the producers.**

The company KoMo in Itter manufactures grain mills, flakers and combination appliances sustainably and with heart.



Andreas practices permaculture at Angerberg and grows fresh fruits and vegetables.



**The Hohe Salve marketplace is one of the centerpieces of our region.**

### Freshness and quality

The farmers' markets and farm shops are known for their fresh products. Fruits and vegetables are often harvested just before sale, ensuring they retain their nutrients and flavor. Farmers place great importance on the quality of their produce and often use traditional cultivation and rearing methods, which lead to healthy and flavorful products.

### Sustainability

By purchasing regional products, you support local agriculture and contribute to strengthening the regional economy. The short transport distances of these products also result in lower environmental impact compared to imported foods.

### Variety and seasonality

At the markets and farm shops, you will find an impressive selection of products that change with the seasons. In addition to fresh fruits and vegetables, there are also fresh dairy products, meat, bread, eggs, honey, and many other regional specialties. The variety of products reflects Tyrol's rich agricultural tradition and offers new taste experiences. Fresh teas, herbal salts, and even ointments and beauty products are mixed on-site and also vary according to availability.

### Contact with the producers

On-site, you have the unique opportunity to connect directly with farmers and producers. You can ask questions, receive information about cultivation methods, and even exchange recipe ideas. This creates a personal connection and a deeper understanding of the origin of the food. Who knows, you might even get some samples ...

Here you can find all farm shops in the region



# Tyrolean Superfood

**S**uperfood refers to foods that are particularly beneficial for health due to their high content of nutrients, vitamins, minerals, antioxidants, and other health-promoting substances.

They are promoted on social media and are said to offer health benefits, including boosting the immune system, aiding digestion, and reducing inflammation. They are also claimed to work wonders for your appearance, contributing to more beauty and fewer wrinkles. Sounds great, right? Typical examples of superfoods are berries, nuts, seeds, kale, chia seeds, and exotic fruits like acai berries and goji berries. Regional foods are often overshadowed by this, but they are just as healthy and come from local sources.

## These are some superheroes of the Tyrolean cuisine

### Mountain and meadow herbs

Admittedly, you need to know your way around or simply join a guided herb walk. However, in the Tyrolean mountains and meadows, you can find treasures like wild garlic, wild chives, juniper, lady's mantle, wood sorrel, nettle, narrowleaf and broadleaf plantain, elder, dandelion, red clover, meadowsweet, wild roses, and many more. These herbs not only enhance any dish but are also packed with vitamins, minerals, and antioxidants. For those interested, herb walks are offered as part of the summer activity program.

### Honey

Harvested from local blossoms, Tyrolean honey contains numerous vitamins and enzymes with antibacterial and anti-inflammatory properties. Additionally, honey can soothe coughs and is even used to treat burns up to the second degree.

### Sauerkraut

Fermented foods support gut health and are rich in vitamins and minerals. Sauerkraut is often served with dishes fried in fat, such as 'Kiachl' or 'Blattl' as it aids digestion.

### Milk and cheese products

Products made from the milk of cows grazing on lush mountain pastures are rich in proteins, healthy fats, and nutrients. Dairy products are a key source of protein, that provides energy, and the calcium they contain strengthens bones and teeth.

### Blueberries

These berries are full of vitamin C, making them perfect for our immune system, and they taste great, too!





# “Holla” with Tyrolean spring water

## Ingredients | approx. 2 litres elderflower syrup

2 l water  
2 kg sugar  
400 ml lemon juice  
3 organic lemons  
40 elderflowers or more

## Preparation

Clean the elderflowers from any coarse dirt. Slice the lemon into rounds. Place the flowers, sugar, lemon juice, lemon slices, and water in a large container. Stir until there is no more sugar sediment at the bottom. Place the container in a cool, dark place and cover it with a cloth. Stir once or twice daily. The syrup is ready when no more sugar settles at the bottom. For the flowers to release enough flavor, the syrup should steep for at least three days. Once ready, strain the syrup through a coarse sieve and then pass it through a fine cloth before bottling it in smaller bottles. Before filling, thoroughly clean and sterilize the bottles to prevent mold. Enjoy with tap or sparkling water, and garnish with lemon slices and mint to taste.

## Thirst doesn't stand a chance in Tyrol!

Turn on the tap and enjoy the best tap water – a luxury we can enjoy everywhere in Tyrol, but one that shouldn't be taken for granted. The water mostly comes from springs in the Tyrolean Alps, where it is purified and enriched with valuable minerals. On average, you should drink at least 1.5 liters of water per day. On hot days, or during long hikes or bike tours, even more. In between, you can jazz up the neutral-tasting water with homemade syrup (elderflower syrup).

# Grey cheese the regional superfood

## Ingredients | 2 portions

350 g grey cheese  
1 onion  
Vinegar, oil  
Pepper and salt

## Preparation

Slice the grey cheese into approximately 2 cm thick pieces and arrange them in a fan shape on a plate. Cut the onion into thin rings and spread them over the cheese. Mix a little water with vinegar, oil, and salt, and pour it over the cheese slices. Sprinkle generously with pepper and serve with hearty black bread.

## The secret superstar among cheese varieties: grey cheese.

Outside of Tyrol, it is relatively unknown, which is a shame because it has a lot to offer! This specialty is made from low-fat cow's milk and contains only about one percent fat. Its high protein content meets daily needs perfectly, and it is also lactose-free – ideal for cheese lovers and connoisseurs who want to watch their figure.

# Tyrolean Porridge aka “Bircher Miasl”

## Ingredients | 4 portions

200 g soft rolled oats  
500 ml milk  
1 lemon  
2 apples  
4 tbsp Nuts of your choice (hazelnuts, walnuts, etc.)  
Bee honey for desired sweetness  
Berries or other seasonal fruit as a topping

## Preparation

Place the oats in a bowl, cover them with milk, and let them soak in the refrigerator for at least one to two hours, preferably overnight. Stir in the grated apples, a bit of lemon juice and some of the chopped nuts. Garnish with the rest of the nuts, berries, and a little honey (if needed). Perfect as a breakfast and great for on-the-go!

## Provides energy for the day.

Apples, berries, and lemons boost your vitamin intake, while oats provide necessary fiber and the nuts contain important fats. The natural sugars from the apples mean that no additional sugar is really needed. However, if you prefer it sweeter, you can top the muesli with honey from your local area – it has anti-inflammatory and antibacterial properties.

“  
Good food  
is good  
mood.”





# KAT WALK & BIKE

## Multi-day hike through the Kitzbühel Alps

The Kitzbühel Alps offer two outstanding ways to experience the natural beauty of the region: the KAT Walk and the KAT Bike. Both adventures promise unforgettable experiences that will captivate the hearts of nature lovers and sports enthusiasts alike.

The KAT Walk is a long-distance hiking trail that spans 113 kilometers and is divided into six stages, traversing the Kitzbühel Alps. This hiking route is ideal for nature enthusiasts and leisurely hikers who appreciate a well-marked path and comfortable accommodations. Each stage of the KAT Walk offers impressive views of the Alpine landscape, passes through picturesque villages, and meanders by lush Alpine meadows. The hike begins in the village of Hopfgarten in the Brixental and ends in the charming town of St. Ulrich am Pillersee. Along the way, hikers can enjoy regional specialties and the warm Tyrolean hospitality, making this trek both a culinary and cultural experience. Hikers can relish the tranquility of nature while also challenging themselves physically. The best part of the KAT Walk? Luggage is transported between accommodations by electric vehicle, so you only need to carry a small daypack.

In addition to the scenic beauty, the stages of the KAT Walk also feature cultural highlights. Historical chapels, traditional Alpine huts, and charming Tyrolean villages invite small discoveries along the way. Encounters with locals and learning about their traditions make the hike a truly special experience. Depending on motivation, the KAT Walk can be shortened with the help of mountain lifts or public transport, or extended with additional summits.

For cycling enthusiasts, the KAT Bike offers an equally fascinating opportunity to explore the Kitzbühel Alps. This mountain biking route covers approximately 160 kilometers and is divided into three to four stages from Mariastein to Fieberbrunn. The KAT Bike is ideal for ambitious mountain bikers seeking a varied route. The trail combines challenging ascents with exhilarating descents and passes through dense forests, past crystal-clear mountain lakes, and over panoramic ridges. The stages are well-marked and offer numerous refreshment stops in traditional huts and inns where cyclists can enjoy regional delicacies.

Another highlight of the KAT Bike is the option to customize the tour. Whether with an e-bike, mountain bike, or trekking bike, the route can be adjusted based on fitness level and personal preference. The landscapes traversed on the KAT Bike are diverse, ranging from gentle hills to rugged mountain slopes and idyllic valleys, with each stage presenting new scenic highlights. Both the KAT Walk and KAT Bike offer options for breakfast or half-board, providing additional flexibility and comfort. Luggage transfers and selected accommodations ensure a carefree, active vacation.

The KAT Walk and KAT Bike are perfect ways to discover the beauty of the Kitzbühel Alps. Both options offer a harmonious combination of physical activity, nature experience, and culinary delight. Accommodations are booked in advance, so you can simply set off on your hike or bike ride.

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Get to know the real and authentic Kitzbühel Alps along the way.



All Information



# Mindful break

we know how!



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The goal of gentle tourism is to minimize the negative impacts of travel as much as possible. This doesn't mean we shouldn't travel anymore, but rather that we should be mindful of how we travel.

Distinctive peaks, clear mountain lakes, traditional dishes that make your mouth water – these are just some of the many things that make Tyrol stand out. It's crucial to ensure that the culture, nature, and quality of life are preserved for future generations.

## TIPS FOR A CONSCIOUS DAILY LIFE

### **Drink tap water**

Did you know that Tyrol offers excellent tap water quality? You don't need to buy bottled water; you can use the best drinking water straight from the tap. It's a good idea to bring a reusable water bottle and fill it up before heading out on hikes or excursions. Bottles are also available in the information offices in the region.

### **Separate waste**

Vacation is about relaxing and unwinding, but it's still important to minimize waste and separate it as much as possible.

### **Authentic, regional, and good**

Regionality and seasonality have always been central to the region. Buy your souvenirs at a small farm shop or directly at the farmers' market. Here, you'll find many local delicacies and homemade goods. [www.hohe-salve.com/marketplace](http://www.hohe-salve.com/marketplace)

### **Travel by train**

Wörgl is optimally connected to the rail network via the main train station and is considered the ideal gateway to the Kitzbühel Alps. From there, numerous train and bus connections are available in the direction of Brixental and Pillerseetal. Therefore, the Region Hohe Salve is excellent for arriving by train. A special highlight: The Salvenbahn is located just 350 meters from the Hopfgarten Berglift station and is easily accessible on foot. In winter, ski depots and ski rentals are set up directly at the valley station.

### **Use public transport locally**

All guests in the Region Hohe Salve receive a guest card at their accommodation. This serves as a ticket for local transportation, allowing you to use buses and trains for free. In winter, our ski buses are also included, making the trip from your accommodation to the slopes convenient and stress-free. The tourism association and local communities are continually working to expand and improve public transportation for both guests and locals.

Here you'll find the key information for sustainable travel and direct connections to the Region Hohe Salve. You'll also find all the details for using the guest card on-site: [www.hohe-salve.com/guestcard](http://www.hohe-salve.com/guestcard)

More tips



# Addicted

## to alpacas

Doris Martinez

Verena and Christina Strillinger keep alpacas and llamas on the Angerberg. The animals help to heal children's souls.



“

They mirror us. For example, if we are impatient and hectic, they are too.

When a group of people walks quietly through the forest alongside several alpacas and llamas, you can hear the gentle hums of the animals. Some hum louder, others softer; some sounds are higher, others deeper. Each has its own unique tone. The humming fills the forest, penetrating every leaf and fiber, every cell, and fills the hearts of those accompanying them with magic. “Absolutely calming and magical,” describes Verena with a dreamy look.

I don't find it quite as magical during my visit to the Hinterheacha farm in Angerberg, where Jasmin gently nudges me and steps on my feet. Christina explains that the llama is just very affectionate and sociable. At first, I feel a bit uneasy with Jasmin. I know that llamas and alpacas are not typically pets and don't naturally enjoy being touched. I must look rather odd because the sisters laugh. “It'll be fine,” says Verena. On her parents' respectively grandparents' farm, she and Christina currently keep two llamas and a dozen alpacas.

### Joint decision

The presence of these animals on the Hinterheacha farm is connected to Verena's dream profession: Since childhood, she knew she wanted to work with people. She completed her studies in Social Work at MCI, received training in trauma pedagogy, and worked in child and youth welfare. For the past three years, she has been an ambulatory family counselor – currently part-time. The delightful reason for this sits at the table, eager to try the apple strudel: Verena's nine-month-old daughter, Emilia. “The next llama boss,” says Grandpa Sepp with a wink.

Working with her young clients sparked Verena's desire to include animals in therapy. Therefore the 36-year-old completed training in animal-assisted work and therapy support and convinced her family that alpacas and llamas would fit the Angerberg farm much better than the cows and calves that were previously there. Verena laughs. At least that's how it more or less happened, she says. Everyone helped with the renovation. “I'm very grateful for that!” she says. She currently lives on the farm with her daughter and partner Hannes, but a new house for the small family is soon to be built next door.

### What people learn from alpacas

Since 2021, Verena has been offering educational, psychological, and socially integrative programs for children, teenagers, and adults with the help of animals. Her clients have cognitive, social, emotional, or motor impairments or focuses that need to be supported. The experiences and successes Verena achieves daily confirm that it was the right decision to bring the animals to the farm. They change people. They change their worlds. That's why alpacas are also called ‘the dolphins of the pasture’.





“They mirror us,” explains Verena. This means: If we are impatient and hectic, they are too. If we are empathetic and patient, they respond accordingly. Therefore, interacting with alpacas and llamas is enriching not just for people with special needs. We all can learn something about ourselves from working with these animals. Even healthy and happy children develop a good sense of their counterparts, learn respectful interaction with other living beings, and gain self-confidence. Additionally, it’s simply enjoyable to get to know the animals and walk with them. That’s why vacationers and families come from far and wide to the Hinterheacha farm, both in summer and winter.

Jasmin is one of the visitors’ favorites. After a while, I dare to stroke her neck. She starts humming. In D minor, I would say. The ice is broken.

#### **Intensive training**

Unlike horses, for example, New World camelids rarely exchange touches among themselves and therefore are not fond of being handled by people at first. To work with them, they need to be trained. Verena and her 32-year-old sister Christina take on this task together. Christina lives with her family at the ‘Stöplhof’ in Bruckhäusl, where the young animals are raised – and Christina also leads the alpaca walks on the Angerberg.

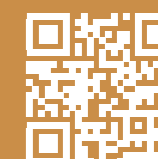
By the way, alpacas and llamas sometimes spit at each other, for example, out of feed jealousy – but usually not at people. They originally come from the Andes, but the alpaca herd at the Hinterheacha farm comes from a breeder in South Tyrol. The wool, which was sheared the day before my visit, is processed in specialized facilities into duvets, cushions, or shoe inserts. A small shop is currently being set up above the stable.

How large will the herd get, and will more alpacas and llamas be added? Christina and Verena exchange a glance. “Oh yes, we’re definitely getting addicted,” Verena admits with a smile. Christina laughs in agreement. The sisters plan to add a few more animals – in various colors and breeds. “A colorful mix is beautiful!”

Sometimes, they still find time to take a walk with one alpaca each. Romantic paths lead from the farm through the forest and surrounding fields, with wonderful views of the green dome of the Hohe Salve, into the beautiful Wildschönau Valley and the Inn Valley. During these outings, little is usually said. The sisters enjoy the calm that the animals exude. And their humming that fills the forest and the heart.



The hikes with the fluffy companions can be booked directly via the summer or winter activity program



# The 'quiet' lifesavers

"I'll be fine..." but when something does happen, the mountain rescuers act quickly, safely, and completely on a volunteer basis. It's time to give these 'quiet' lifesavers the recognition they deserve.

The Kitzbühel Alps – a magnet for outdoor enthusiasts. Hiking, mountain biking, skiing, tobogganing, and paragliding not only offer athletic balance but also carry many dangers. Accidents, weather changes, and exhaustion can quickly lead to life-threatening situations. This is where the mountain rescue comes into play, a volunteer organization that has been saving people from alpine emergencies for many years.

#### **A long tradition of assistance**

The roots of alpine rescue work in Tyrol date back over 100 years. Until 1950, the mountain rescue Tyrol was part of the German and Austrian Alpine Clubs. Today, it operates as an independent and volunteer association with over 4,600 members in Tyrol. To ensure quick and efficient assistance, Tyrol is divided into 91 local units. In the Region Hohe Salve, the local units Wörgl-Niedererau and Hopfgarten are active. Funding comes from sponsors and supportive members.

#### **Essential for alpine sports**

Whether it's searching for missing hikers, rescuing injured skiers, or saving avalanche victims – each mission is unique and equally challenging for both the victims and the rescue teams. Rescue operations are particularly demanding at night, under extreme weather conditions, or in difficult terrain. Despite these challenges, the teams operate with impressive precision and dedication. "Mountain rescue leads a shadowy existence; we usually deploy when everyone else is watching TV or sleeping", says Martin Flörl, head of the Wörgl-Niedererau unit. Their work often goes unnoticed, without flashing lights, sirens, or onlookers, but it is invaluable.



\*All images were taken during a training exercise of the Wörgl/Niedererau mountain rescue team.

“

We usually respond when everyone else is watching TV or sleeping.

**Voluntary engagement as the core**

The core of the mountain rescue Tyrol is the voluntary commitment of its members. Rescuers invest their free time and often risk their own safety to help others. Many of them are also passionate mountain sports enthusiasts and know the risks from personal experience. Their motivation? A love for the mountains, a desire to contribute to safety in the alpine world, and the sense of community within the association.

**Working hand in hand with the Tourism association**

Another task of the mountain rescue is the maintenance and inspection of some hiking and biking trails. This is done in close cooperation with the local tourism association. Before the summer

season, trails must be cleared of fallen trees and other damage. Minor repairs are carried out by volunteers, while larger trail renovations are handled by the tourism association's field staff. Benches and trail signs are also inspected annually for damage and replaced if necessary. The tourism association relies on the vigilance of hikers who report damage. "Our members maintain the trail from Frommtal to Pallspitze and back to Langen Grund in Kelchsau as part of a trail sponsorship. This form of good cooperation between several associations, including mountain rescue and the tourism association, is noticeable to hikers and climbers with well-maintained and marked trails and is intended to be a unique feature for the region," says Reinhard Embacher, head of the Hopfgarten unit.



**Quick help via app**

The 'Emergency Tyrol' app significantly eases the search for mountain rescue and reduces the waiting time for the injured as much as possible. By downloading the app, the control center can locate the signal and pinpoint the location of the injured to within a few meters. Especially in winter, when the risk of hypothermia is high, this app can save lives. In closing, Martin has just one piece of advice for everyone heading into the Alps: "You should never go up the mountain alone."

Mountain Rescue is an indispensable part of the alpine safety structure. Their tireless efforts save countless lives each year and contribute significantly to making the mountains safer for everyone. They are a shining example of volunteer commitment and professionalism – and deserve the highest respect and recognition.



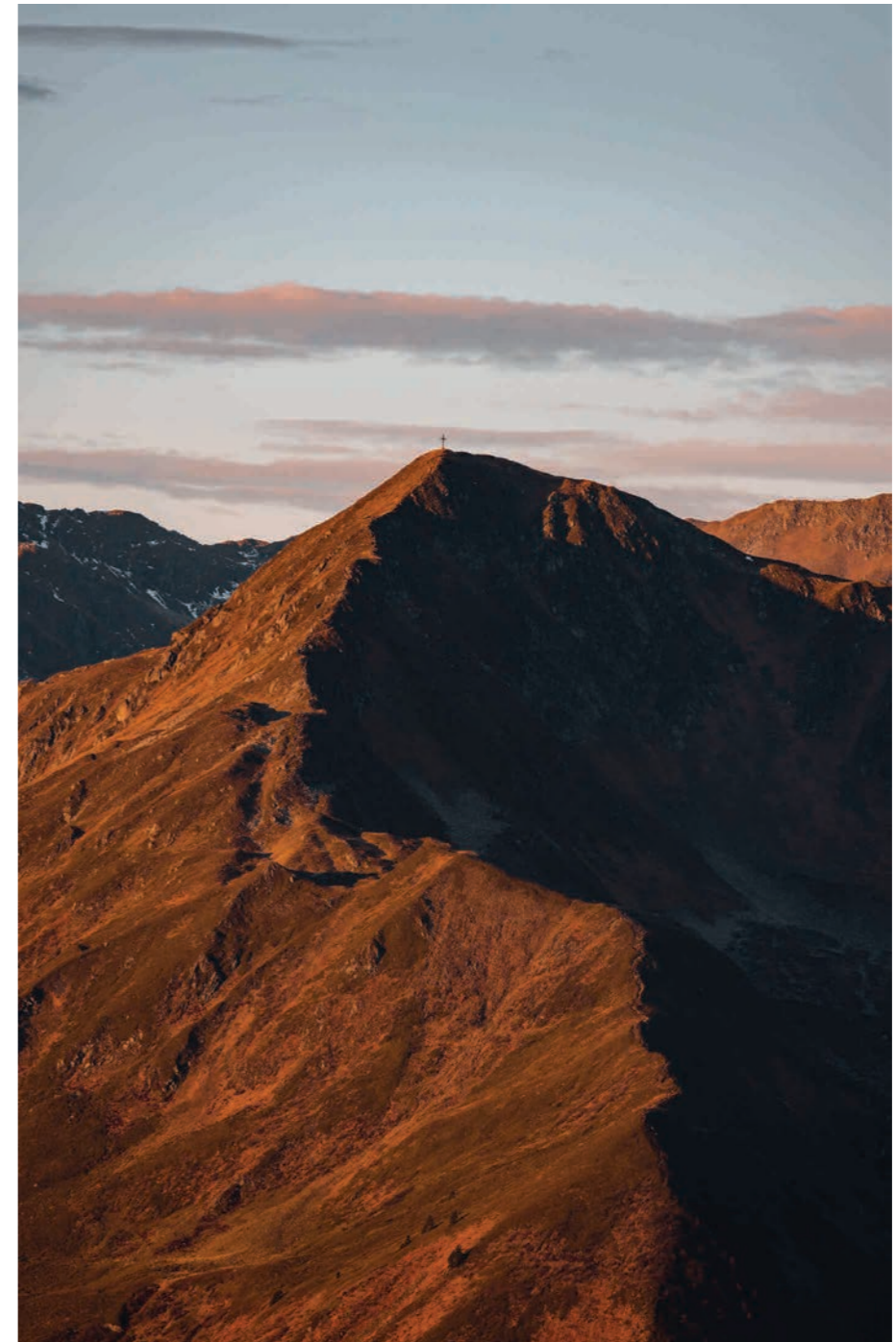
To the 'Emergency Tyrol' app





Oh  
WHAT A  
BEAUTIFUL  
AUTUMN

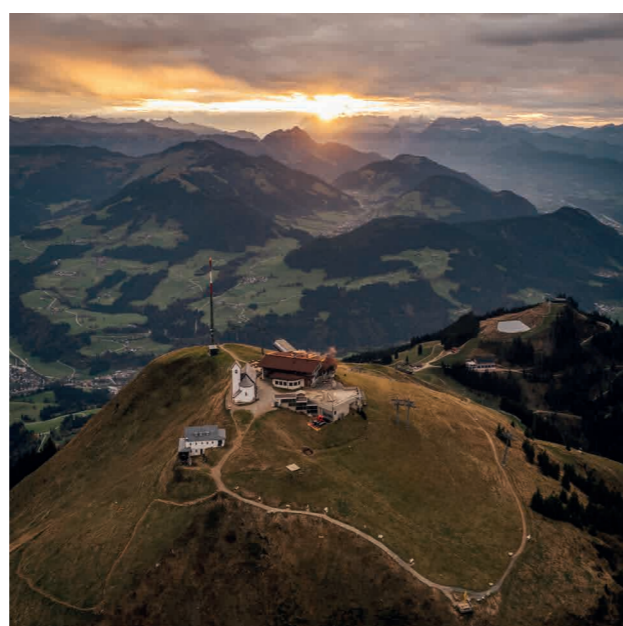
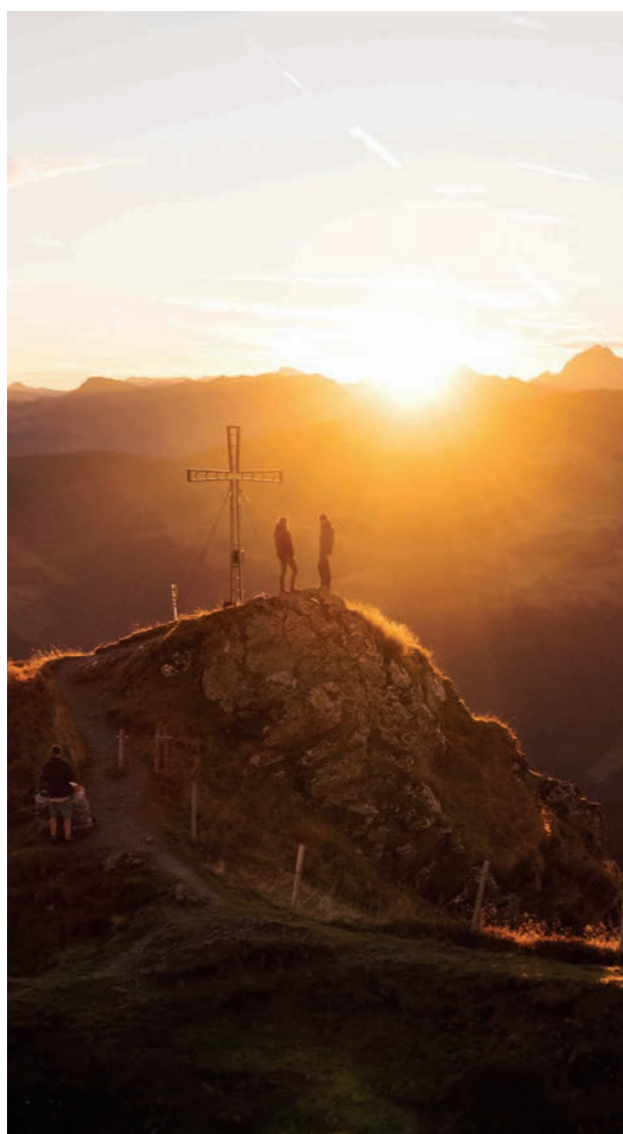
Golden autumn moments in the  
Region Hohe Salve



**The golden season in the Kitzbühel Alps**  
As the sun gradually sets behind the imposing peaks, it envelops the valley in a play of red, orange, and gold hues. It's no wonder that autumn is considered by many to be the most beautiful time of the year.



# SUNRISE VS. SUNSET



Whether it's the first or last rays of the day, the golden atmosphere always has a unique magic, bathing the sky in a play of colors that one can never get enough of. It's a special idyll that should be savored, especially in autumn, due to the clear air and seemingly endless views. Pleasantly mild temperatures also make long hikes or bike tours easier, and with the peak travel season over, you encounter only a few like-minded individuals. Breathtaking views and a vibrant display of nature's colors are included.

## Feldalhorn all in red, pink und orange 1.923 m

Early in the morning, you set off while the world is still shrouded in darkness. The climb is challenging, but the reward is unparalleled: once you reach the top, a breathtaking panorama unfolds, with the first rays of sunlight casting a golden glow over the peaks. The cool morning air and the silence of nature create a magical atmosphere. With a hot drink in hand, you enjoy the spectacular show of the awakening day – the perfect start!

## Rise and shine on the Buchacker 1.495 m

"Morning hours have gold in their mouth" – the early morning on the mountain is especially beautiful, with stunning views and a delicious breakfast. After the hike to Buchacker, you've earned both! The wide forest path is ideal for starting in the dark and helps avoid the hot temperatures. It's best to pack a breakfast or, if you have enough time, later enjoy a meal at the Buchacker Alm.

## Pölvenradrunde – perfect after a stressful day 30 km

The autumn breeze drapes over the skin like a silk scarf, and the beautiful landscape helps gradually forget the stress and hustle of the day. The Pölven bike route takes you leisurely through various villages, and with its gentle inclines, the tour is ideal for a sporty end to the day. There are also several places to stop for breaks along the route – making it perfect for a bike ride after work!

## After-work tour to the Möslalm 1.109 m

One of the most popular after-work hikes for people from Wörgl is the ascent to Möslalm. Here, hikers find everything their hearts desire after a long day at work: a sporting challenge, top-notch cuisine, and breathtaking views of the Inn Valley. The Wörgl local mountain attracts hikers and bikers year-round. For the special summit experience, strong calves are required, as the ascent to the peak is only possible on foot via a narrow hiking trail from the mountain inn – but the effort is definitely worth it!

Here you can find all information on our map



# DIGITAL DETOX

## under the stars

Tobias Muster

**O**ne of the highlights of the year is the 'hut nights under the stars' at the Rosswildalm in Kelchsau, which is hosted by star guide Tobias Muster in mid-August and in fall.

With a creak, the heavy wooden door of the Rosswildalm, lined with reindeer hide on the inside, opens. At first glance, it becomes clear that this place breathes history. How many summer storms and winter blizzards has this hut withstood? A bent step through the low door frame into the cozy parlor of the Rosswildalm brings a sense of arrival and unwinding: the homely wood stove, the snug corner bench covered with reindeer hides, and the small windows that offer views of the mountain stream in front of the hut and the expansive alpine meadows.

The small group of six, led by Tobias Muster, took two and a half hours to hike from the starting point at Gasthof Wegscheid in the Kurzen Grund in Kelchsau to the Rosswildalm.



The Rosswildalm in the Kurzen Grund in the Kelchsau is probably one of the most rustic alpine huts in the Region Hohe Salve – hardly any mobile phone reception or artificial lights that disturb the starry sky, perfect for a 'digital detox' in the mountains.

“

## You can switch off your mobile phones now. There's no more reception from here.

The alpine hut at just under 1,800 meters is only accessible on foot, and luggage must be transported with muscle power, but it's worth it! Among the hut's supplies is something unusual: a large telescope from star guide Tobias. While unpacking, Tobias chuckles and says, "Actually, you can turn off your phones now. There's no reception here." The small group is set for three days and nights of hut time at the Rosswildalm. Among them are the initially stressed IT entrepreneur Michael with his girlfriend Janine, who have gifted themselves a romantic hut experience under the stars; long-time friends Gerda and Michaela, who undertake a special vacation experience together every year; young photographer Sabrina, who is passionate about photographing the Milky Way; and Natalie, a mother of two, who is taking a long weekend break from her family.

They all eagerly await the annual celestial spectacle: the peak of the Perseid meteor shower on August 12<sup>th</sup>. "Up to 100 shooting stars per hour can be seen on this night," says the well-informed Sabrina, "but only from a truly dark place. That's why I'm here at the Rosswildalm," star guide Tobias adds. Even on the nights before and after August 12<sup>th</sup>, there are significantly more shooting stars. So even with bad weather conditions on that day, there is still a good chance the night before and after to see the spectacle.

Since 2021, Tobias has been offering stargazing tours in his home region of Hohe Salve and other regions in Tyrol under the name [sternenguide.tirol](http://sternenguide.tirol). The hut nights under the stars at Rosswildalm have been available since 2023. "I've always wanted to combine the special experience of my stargazing tours with staying in a rustic mountain hut in a truly dark place," he says. The experience of a dark starry sky is no longer as common: 99% of Europe's population lives in light-polluted areas, and 60% of people in Europe can no longer see the Milky Way from their homes. That's why places like the Rosswildalm in the Region Hohe Salve are so special.

Martin Schoisengeier, the hut keeper of Rosswildalm, has found a perfect partner in Tobias. "When Tobias told me about the idea of the hut starry nights, I was immediately excited. I've experienced the overwhelming starry nights at Rosswildalm myself many times." Martin has lovingly restored and upgraded the Rosswildalm. It now has solar power and lighting, a shower with hot water, and a toilet. Cooking is done with gas or traditionally on the wood stove. Guests are accommodated in two triple rooms on the first floor of the hut. The hut is available for booking year-round and offers a vast ski and snowshoe tour area in winter. It is also often requested for meditation seminars or photography workshops. In addition, Martin, who is also the fishing leaseholder of the beautifully situated Wildalm lakes above the Rosswildalm, offers fly fishing courses. Back to the group, which has just settled in at the Rosswildalm. Sabrina and Natalie, still motivated after reaching the hut, take a small detour to Markkirchl, a chapel at a pass leading to the Salzburg region, near where the Salzach River springs. Gerda and Michaela help Tobias prepare dinner, which traditionally

includes Tiroler Kasspatzln. The group then takes turns cooking, washing up, and managing hut life. Michael and Janine decide to relax and enjoy the evening sun on the loungers in front of the Rosswildalm. Behind the stone enclosure of the hut, the cows graze contentedly. Since the journey was long for many and the weather report for the first evening isn't very promising, after a few digestif schnapps, everyone finds their way to bed. The next morning, the group is woken by the crackling fire that Tobias has already stoked in the wood stove. The parlor quickly warms up. There's scrambled eggs for breakfast and porridge for the vegan Sabrina. The group has agreed on a hike to Schafsiedel, one of the most beautiful peaks around the Rosswildalm, still about 700 vertical meters and three and a half hours total hiking time from the hut. The ascent passes by three beautiful Wildalm lakes and streams. Tobias urges some haste as summer thunderstorms are forecasted for the afternoon.

After a coffee and cake break at the Bamberger Hut and a final check of the weather report for the night, the group hurries back to the Rosswildalm, just as cumulus clouds are forming over the Kitzbüheler Alps. Just in time: Shortly after the group locks the heavy wooden door of the hut behind them, the first rain showers hit the outside walls, and lightning flashes across the mountains surrounding the Rosswildalm. The group is relieved that they made it into the dry hut before the thunderstorm starts. Sabrina asks frustrated, "Does this mean we won't see any shooting stars tonight?" Tobias admits, "I can't promise, but the weather report says it should clear up around 2 a.m. My suggestion is: wait... and eat Kaiserschmarrn." This settles the group for the moment, and Michael and Janine step in to help Tobias. When the steaming pancake-like dish arrives on the table, served with lingonberries and applesauce, and the storm rattles the windows of the Rosswildalm, everyone is quite glad to be indoors. Getting up in the middle of the night is not easy for everyone, but with warm jackets on, everyone manages to get outside.

Tobias has set up the large telescope and explains the constellations in the sky with his laser pointer. There are frequent "Aah" and "Ooh" sounds from the audience. They all can hardly believe their eyes. Indeed, the sky over the Rosswildalm has completely cleared after the storm. The Milky Way is clearly visible in the southwest. "How many stars did Tobias say you can

see with the naked eye from dark places in the Alps?" "Up to 6,000?" Michael tries to remember. At that moment, a fireball, a particularly large shooting star that the Perseids are famous for, streaks across the starry sky. "Woooooow!" a murmur goes through the group, and for a moment, everyone is overwhelmed by what to wish for at this moment. Janine steps out of the group, pulls Michael close, and gives him a kiss. It is almost 5 a.m. when, after many star stories from Tobias, exciting telescope observations, and numerous shooting stars, everyone finally heads to bed. On the third morning, breakfast is served late, and everyone decides individually how they want to spend their last day at the hut. Sabrina and Natalie choose to tackle Kröndlhorn with Tobias. Gerda and Michaela decide to hike to Markkirchl today. Michael and Janine explore the natural pools in the stream near the Rosswildalm that Tobias has described to them. The third night at the Rosswildalm is clear again, so Sabrina works on her Milky Way photos late into the night while the others are already asleep in the hut. Saying goodbye and descending from the Rosswildalm on the morning of the fourth day is difficult. At the parking lot at the starting point at Gasthof Wegscheid, there are hugs and much gratitude for having participated in these hut nights under the stars.

The hut nights under the stars [sternenguide.tirol](http://sternenguide.tirol) at Rosswildalm in the Region Hohe Salve take place twice a year: around the Perseid meteor shower in August and in the fall. Dates for 2025 can be found at [www.sternenguide.tirol](http://www.sternenguide.tirol). Bookings for the Rosswildalm can be made year-round at [www.rosswildalm.at](http://www.rosswildalm.at). Stargazing tours take place in summer and winter as part of the activity program and offer unique experiences.

Scan here for the star nights on the Rosswildalm



# Rich in water

Doris Martinez

Hanspeter and Manuel from Hopfgarten report on the climate-resilient forest, a smallest room with a view, and a high-altitude pond as a retreat.

Under the thunderous roar, the water crashes down into the valley, leaping over dark rocks and sharp stones. The spray shoots high into the air. White foam appears as if the water is boiling and churning, but it's ice-cold. One feels small and humble when hiking up along the Ache River in the short valley of Kelchsau in early spring during the snowmelt. Experiencing the primal force of the water so directly and intimately – the roar of the water in your ears, the cold spray on your face – is an unforgettable sensory experience. Further down in the valley, where the river widens, the Ache calms down and merrily babbles over stones and pebbles through the lush green alpine meadows. Its water shines turquoise in the sun, so clear and pure that you might be tempted to cup your hands to drink from it. Of course, Hanspeter Erharter, building technician for the municipality of Hopfgarten and responsible for the local water supply, advises against that.

#### The connection between building and forestry

Manuel Pichler, head of the Forestry Department in Hopfgarten, joins us. He, too, deals with water, albeit from a different perspective: Together with his eight-member team, he manages the municipality's forest and plays a crucial role in ensuring that Hopfgarten has the highest quality drinking water from the tap. The natural forest serves both as a water reservoir and a natural filter system. Sustainable management is crucial, especially near springs and water reservoirs. Here, the interests of Hanspeter and Manuel intersect.

Every year, around 5,000 plants are planted during reforestation efforts, nurtured and cared for by the forestry team. Manuel and his team are also tasked with making the forest climate resilient. This includes gradually replacing spruce monocultures with mixed forests through appropriate reforestation. Mixed forests are more robust and better able to withstand dry periods, strong winds, heavy rains, and the dreaded bark beetle. What does this have to do with water? "When the forest is doing well, the water is doing well," says Manuel.

“

When the forest  
is doing well, the  
water is doing well.



### A hidden treasure beneath the green

Around 20 springs feed the municipality's water networks. They were discovered and captured by earlier generations, most of them located in forested areas at higher elevations. The alpine meadows of the Kitzbühel Alps are also important water reservoirs. Blooming meadows not only delight the eye and make hiking a pleasure but also conceal a true treasure beneath the green: the purest, best drinking water. It flows everywhere in the region: in private homes and hotels, in businesses, and from public wells. Smaller drinking water sources are collected in source rooms before feeding into the main reservoir and from there through the water pipes to households. Hikers will encounter water supply facilities and designated sensitive spring protection areas in the region. In these areas, not even bushes or hedges should grow, as their roots could disturb the soil and affect the water quality. This mainly affects springs that emerge close to the surface. Good, large springs can deliver up to 13 liters of the best drinking water per second. Therefore, Hopfgarten residents and their guests need not worry about availability: there will be plenty of high-quality drinking water in the coming years and decades. Nevertheless, water is a treasure that must be guarded and cared for – by experts like Hanspeter and Manuel.

### The water sommelier

"I like it when the water is a bit cloudy or a bit flocculent when poured because it means it's quite hard," says Hanspeter as he refills his glass. "Hanspeter is our water sommelier," Manuel teases with a grin. Hanspeter confirms his preferences for water. The water in Kelchsau is softer, while that in Hopfgarten, coming from the Hohe Salve, is harder due to its higher calcium content. "I prefer it," he says. "But we have very good water throughout the entire municipality; everyone in the region knows that," he

emphasizes. While Manuel is not a sommelier like Hanspeter, he is a true nature enthusiast. His favorite spot is in Windau: a hunting hut in the Lodron area, accessible only via a secret path. The view is particularly appealing: "When you sit on the outhouse and look out through the little heart-shaped window, you see the entire Brixental, extending to the Kitzbüheler Horn." It seems like there's no hurry to take care of business there...

Hanspeter also has a favorite spot by the water: a fire pond on the Salvenberg, which he and some colleagues created themselves and which proved very useful during a fire nearby in spring 2024. Normally, it's a place of absolute tranquility. The pond has fish, and Hanspeter enjoys fishing and spending cozy hours with family and friends at this spot, located about 1,000 meters above sea level. "It's actually quite close, yet far away from everyday life. And you have a lovely view down to the market". Not only one or two fire ponds have been constructed on the mountains in recent decades, but storage lakes have also been built. They provide the necessary water for snow production in winter and are fed by nearby streams and surface water. In summer, they have become popular destinations for hikers, bikers, and families. They shine like gemstones in the sun, and their cold water refreshes and invigorates – just like the water in numerous natural lakes, such as the three Wildalm lakes above the Neue Bamberger Hütte in the Kurzen Grund of Kelchsau. A thorough Kneipp bath for tired feet is a must here. On a hot summer day, the stormy and tumultuous period of the water is over. But it still roars mightily, and the air in the narrow valley is wonderfully cool. Perhaps it is on such days that we are most acutely aware of the value of water, its elemental power, and its indispensability for all living things. And what fills us is a grateful wonder.



The tap water in Tyrol is among the best in Europe. It is not only exceptional in taste but also rich in valuable minerals. In the spirit of sustainability, we particularly want to familiarize our guests with the unique quality of this drinking water and encourage them to buy fewer plastic bottles. Instead, locals and visitors alike should enjoy the water directly from the tap. The region promotes this option with stickers (as shown here on the left), displays, and reusable drinking bottles.

## Facts

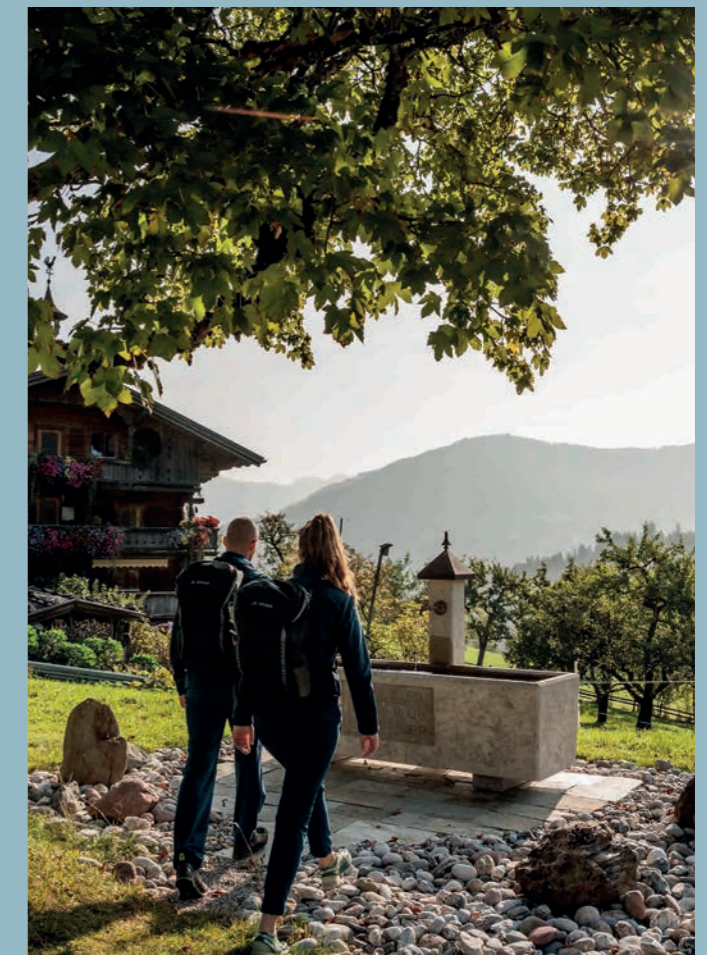
for the drinking water supply in Hopfgarten

The municipality operates four water supply systems in the areas of Kelchsau, Grafenweg, Hopfgarten, and Brummasiedlung.

Eight storage tanks with a total capacity of nearly 2 million liters ensure the supply through a pipeline network of over 80 kilometers.

The average water consumption per person is 120 liters per day. During peak times, especially in winter, water consumption can reach up to 1.3 million liters per day.

The municipal construction office of Hopfgarten employs a total of twelve staff members, including two watermasters responsible for the water supply.





# *A winter* off the slopes

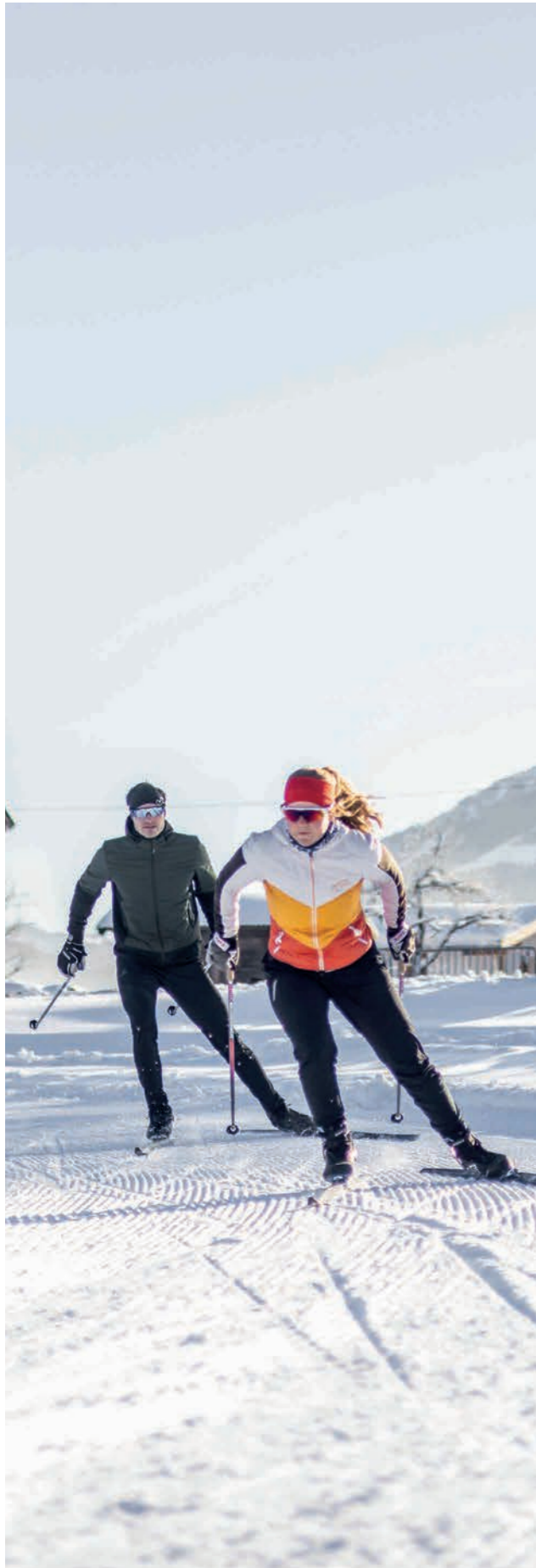
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Because there is plenty to experience even without the two boards.



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Fresh air, sparkling slopes, runs that quicken the pulse – skiing represents pure freedom for many, and that's how it should stay. But there's also much to discover off the slopes. „Gentle winter sports,“ as the name suggests, move at a slower, more mindful pace.



## In winter, away from the slopes, the calm of nature reveals itself, clear and untouched.

### **A sporting ascent followed by a thrilling toboggan descent awaits adventurers**

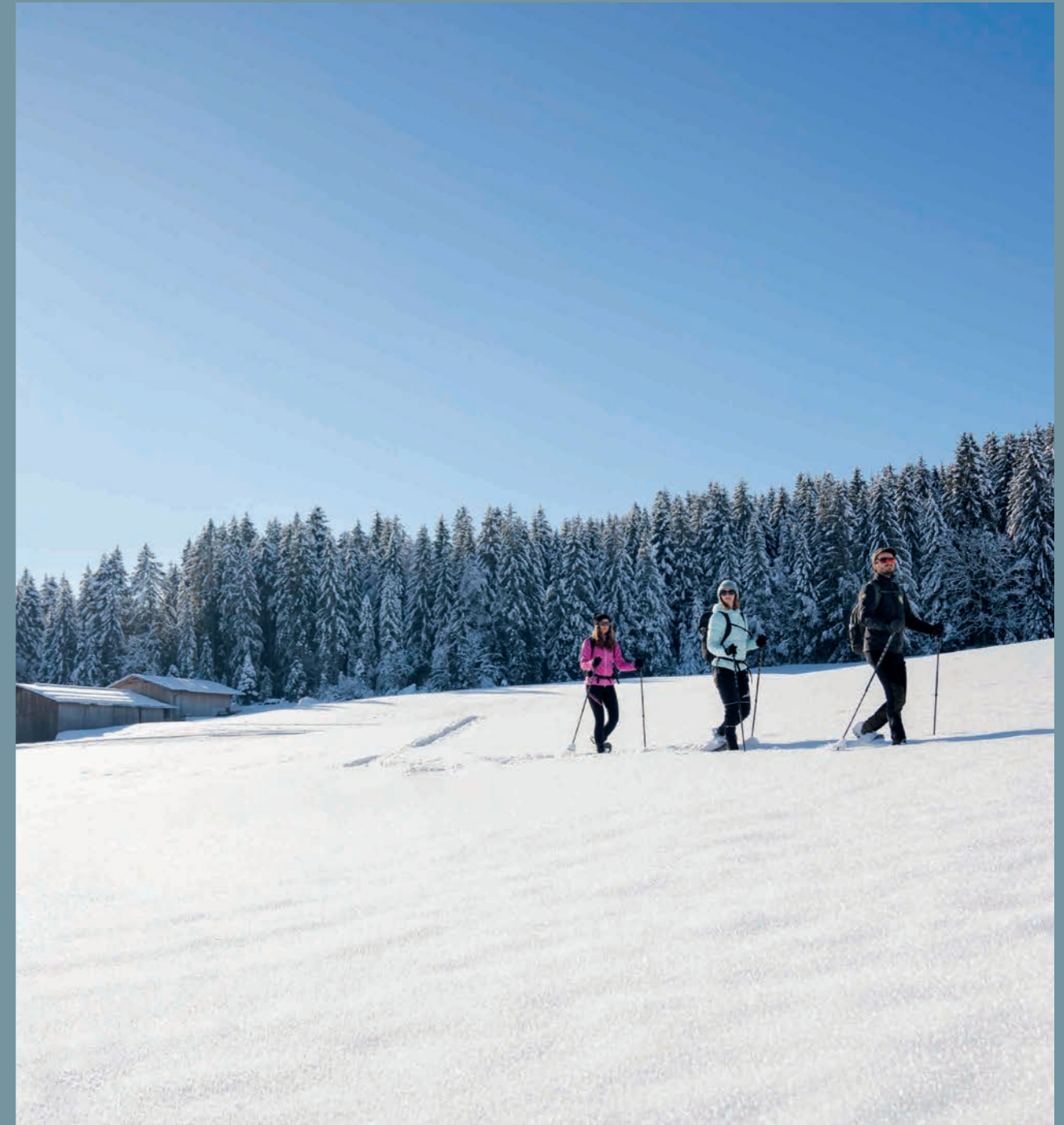
Reaching the starting point makes it clear that the effort was worth it. Wörgl and Hopfgarten offer an adrenaline kick with their excellent natural toboggan runs, even off the slopes, providing a unique experience for both seasoned riders and beginners. After the strenuous climb, a short break in one of the cozy mountain huts is well-deserved, where you can enjoy traditional alpine dishes before descending with the toboggan. One thing is guaranteed on the exhilarating descent: plenty of fun and unforgettable memories!

**Tip:** From January 31<sup>st</sup> to February 2<sup>nd</sup>, 2025, the European Luge Championships will take place at Haag Alm in Hopfgarten. It's an exciting event that attracts top athletes and luge fans from all over Europe.

### **Gliding elegantly over the cross-country ski trail is a serene yet invigorating way to experience the beauty of winter**

Cross-country skiing offers a wonderful way to enjoy winter in all its glory while also promoting health and well-being. It not only strengthens endurance but also improves muscle tone and coordination across more than 60 kilometers of meticulously groomed trails that wind through the picturesque landscape of the region. For those seeking an extra challenge, the Angerberg-Mariastein training center has also been awarded the Tyrolean Cross-Country Ski Trail Quality Seal and offers

All activities in the winter



### **Trekking through pristine nature with snowshoes**

How about a hike through deep snow? 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. This type of winter hike allows you to enjoy the untouched nature away from cleared paths, as you can easily move through the deep snow. Experienced guides from the region are happy to accompany you on your first attempts. Another benefit: The extended and steady exertion in the fresh air not only makes you happy but also significantly boosts fat burning.

# SkiWelt

## Wilder Kaiser - Brixental

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

With 81 modern lifts, over 275 well-groomed kilometers of slopes, and 80 huts serving honest, traditional dishes, it's no wonder that SkiWelt Wilder Kaiser - Brixental is ranked among the top ski resorts worldwide! Whether you're looking for gentle slopes or challenging runs, there's something for beginners and experienced skiers alike. The towns of Itter and Hopfgarten offer an ideal entry point into the SkiWelt and are easily accessible by bus or train. Don't forget your guest card, which allows you to use public transportation for free and provides discounts at selected businesses. Ski schools and equipment rentals are also conveniently located at the valley stations. Whether on one or two boards, winter sports enthusiasts will definitely find what they're looking for here!

### **Attention to quality and sustainability**

For over 20 years, the entire ski area has been powered by 100% green electricity from Tyrolean hydroelectric power. The artificially produced snow is made from pure drinking water from the snowmaking lakes. To ensure sustainable production, the extracted water naturally returns to the cycle through snowmelt and rainwater in the spring. In summer and winter, SkiWelt Wilder Kaiser - Brixental undoubtedly offers a diverse range of experiences for all ages.

### **Great savings during SuperSkiWeeks or FamilySkiWeeks**

During the pre-season and post-season, the SuperSkiWeeks offer discounted prices on lift passes with accommodation bookings. Additionally, participating ski rentals provide attractive discounts. A ski holiday for families is particularly appealing in the off-season, where adults enjoy reduced rates and children up to 15 years old receive their lift pass for

All information







# SKI BEGINNER?

No problem!

**The Region Hohe Salve in the Kitzbühel Alps is a paradise for beginner skiers and families. With gentle slopes and excellent infrastructure in Hopfgarten, Itter and Angerberg, it provides ideal conditions for first turns on the snow.**

Whether you're taking your first turns on skis or returning to the slopes after a long break, the practice slopes in the Region Hohe Salve offer optimal conditions for a gentle start into skiing. Day tickets can be conveniently purchased at the base stations of the Hopfgarten and Itter cable cars, where experienced instructors at the ski schools are ready to support beginners and provide technical tips.

In Angerberg, things are a bit quieter. The Pfaring lift in Angerberg is open depending on snow conditions and also offers the option to use sleds, bobs, or sliding mats. The gentle slopes are particularly suitable for beginners and children. A free restroom facility and the renovated lift house complete the offering. The practice area is made available free of charge each year to make it easier to get started in the ski season.

The Region Hohe Salve impresses with its excellent infrastructure and professional ski school support. First-class equipment for beginners can be rented from the many ski rental shops, even directly at the base stations in Hopfgarten and Itter. This makes starting winter sports a pleasant and safe experience.

Here you can find all practice slopes



# Feeling nostalgic?



Imagine getting out of bed, slipping into your parents' or grandparents' old ski suit, catching a whiff of nostalgic, slightly musty smell, and casting a critical glance at your mustache in the mirror.

"You look awesome," you think to yourself as you leave the house early in the morning. At first, the neighbors give you a doubtful look, which quickly turns into admiration. Confidently, you grab the skis from the cellar and head out. At SkiWelt Hopfgarten and Itter, you'll encounter a sight that raises one side of your mustache: perms barely fitting under colorful headbands, ski suits in every spectral hue, wooden skis and other contraptions that defy easy categorization, and a contagious happiness evident on everyone's faces...

The retro ski day in the Region Hohe Salve is more than just an event – it's a celebration of nostalgia. It brings back memories of our parents' and grandparents' ski days.

The highlights of the day undoubtedly include the extravagant and highly creative outfits of the skiers, judged during the fun ski race. It's not about the fastest time here, but about having fun! The average time and the best outfit will be awarded prizes during the award ceremony at SkiWelt Hopfgarten and Itter, with special discounted day tickets available.

And what would a retro ski day be without appropriate refreshments and entertainment? Look forward to classic delicacies in the participating huts – authentically and traditionally served, of course. At the bars, enjoy comforting drinks to warm you up inside and lift the spirits in the cold temperatures.

So, pack your vintage gear, bring your best moves, and get ready for a day full of fun and memories. The retro ski day in the Region Hohe Salve awaits you – an unforgettable experience that transports you back to the golden age of skiing. Let the good times roll!

Let yourself be swept away by the charm of days gone by at the next retro ski day





# EVENT HIGHLIGHTS



## **New Year's market, Hahnenkamm race**

On the first day of the year, the market square in Hopfgarten transforms into a lively town center filled with live music, delicious food and warm drinks. For a thrilling experience, you can easily get to the famous Hahnenkamm race in Kitzbühel by train using your guest card.

## **Retro Ski Day**

Outfits with retro charm, best-priced day tickets and nostalgic après-ski parties – on this day, retro dreams come true in the SkiWelt Hopfgarten and Itter! You can also show off your skills at the ski race – not the fastest one wins here, but the team with the best outfit and the most fun.

## **eldoRAdo & Cordial Cup**

The exciting eldoRAdo - Bike Festival transforms the small village of Angerberg into a gathering place for all sports enthusiasts every year. The Int. Cordial Cup is one of the largest youth football tournaments in Europe. Exciting matches await athletes and fans across the entire Kitzbühel Alps.

## **Dirndl und Lederhosen Days**

On the Hohe Salve, the finest Dirndls and Lederhosen are showcased, while around the summit, brass bands, whip crackers, and delicious local delicacies in the mountain huts captivate visitors. Tradition is alive throughout the region this weekend – at the Brezensuppenfest, guests are introduced to the recipe for this traditional dish.

## **International triathlon**

The triathlon in Kirchbichl is one of the oldest in all of Austria and offers both professionals and amateur athletes the perfect discipline. It's an exciting race for participants as well as for spectators along the course.

## **Concerts on summer evenings**

Enjoy relaxed evenings with live music, culinary delights, and refreshing drinks. During the summer months, the concerts by brass bands throughout the region offer a wonderful opportunity to end the day on a high note.



### Events in summer

The long summer evenings invite you to celebrate. That's exactly what happens in the towns of the region, at village and city festivals, the Market Festival in Hopfgarten, and many more. Here, young and old come together to enjoy the warm summer days.



### Brixental mountain lights

Thousands of burning torches create impressive artworks and illuminate the mountain slopes of the Brixental. Additionally, the summer activity program can be fully enjoyed during the warm months.



### Alpine cattle drive

At the end of summer, things get colorful once again! The alpine cattle drives in the region promise tradition, culinary delights, and vibrant festivals. Around these customs, a fitting supporting program with various workshops is offered.



### Fun and games at the family day

Action, fun, and entertainment for all ages! Play stations, animal experiences, and a concert enchant not only the children but also adults, seeking memorable moments. Additional events, including cultural showcases and family-friendly activities, round off the golden autumn throughout the region, ensuring there's something for everyone.



### Advent and Christmas

Christmas markets, Perchten runs, and festive events set the mood for the contemplative season. The scent of roasted almonds and punch fills the air, mingling with the crisp winter breeze, creating a cozy and magical atmosphere that warms the heart and brings the community together.



### New Year's Eve

Around the New Year's Eve, numerous festive celebrations take place, such as the New Year's Eve events and the Mountain New Year's Eve. It's the perfect start to the new year – ideally with your loved ones!

ARRIVE,  
FEEL GOOD &  
ENJOY



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