
WELCOME TO

ZILLERTAL



YOUR POWER SPOT

Many places in Zillertal have a very special, almost magical energy to them, evoking a feeling of calm and lightness. Find balance for the body and soul surrounded by beautiful mountain scenery:
You only feel it here.

Zillertal

WILLKOMMEN.



Autohaus Innerbichler

6284 Ramsau im Zillertal · Talstraße 14
Tel.: 05282/2971 · info@innerbichler.bmw.at

www.innerbichler.at



WELCOME TO ZILLERTAL **YOU ONLY FEEL IT HERE**

Arrive. Relax. Enjoy: the attitude for life of people from Zillertal is a combination of the joy of living in and with nature, warm hospitality, traditions, music and culinary delights.

To show this extraordinary diversity, we once again cover a wide range of topics over all four seasons on the following pages and take you on a unique discovery tour.

From the world-famous white ski slopes of Zillertal in winter, colourful mountain pastures in spring and refreshing cooldowns in summer, to ancient traditions and alpine customs in autumn.

Whichever of the four regions you're currently travelling in, whether it's Fügen-Kaltenbach, Zell-Gerlos, Mayrhofen-Hippach or Tux-Finkenberg – you'll be welcomed everywhere with warm hospitality that is just like Zillertal's nature: authentic, unforgettable and so unique that you will want to come back time and time again. In Zillertal you are simply staying among friends.

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PHOTOS: Tom Klocker, Philip Geisler, Manfred Haun, Josef Unterlercher

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ELEGANT ONE-OFF IN HIBERNATION

EMBEDDED IN INFINITY

The Granatkapelle chapel is firmly rooted in the white winter wonderland, widens towards the top and opens to the horizon before it retreats again and unites everything that is beautiful in itself. Heaven and earth seem to flow seamlessly into each other here.

PHOTOS: Thomas Pfister

Even the view from the Granatkapelle chapel down into Stillupptal is magical. All around, white giants pose proudly and impressively, competing for attention in their winter outfits. The sun makes the millions of white crystals covering them dance. Down on the valley floor, Stillupp reservoir glitters just as white or presents itself in elegant emerald green, depending on the temperature. A spectacle in itself and a motif of silent beauty.

But let’s stick to the gems, because the Granatkapelle chapel does not owe its name to pure chance. One glance reveals everything: its architectural form resembles the polished Zillertal garnets – also known to many as the red carbuncles from the mythical and fairy-tale world of the Middle Ages. Embedded among the white mountains, the Granatkapelle chapel proudly towers on the sunny Penkenjoch plateau, showing us its contrasting side in earthy rust brown, especially now in winter. It is still in quiet hibernation. During the summer months, it opens its doors and invites all people, regardless of their religious beliefs, to pause and find peace.

The “Capella Granata” attracts us with its magnificent silhouette and graceful elegance in both summer and winter. It gives strength and on top of that rewards its visitors with fantastic panoramic views.











WINTERHIKINGPATH ON MOUNT PENKEN

Do you want to hear the snow crunching under your shoes? This beautiful winter hike is the perfect opportunity to experience just this and completely relax all at the same time! The tour starts at the Kombibahn Penken top station. It leads to the Penkenjoch, past the Granatkapelle chapel towering next to the reservoir pond, and back again. Enjoy spectacular views of the surrounding mountains during this leisurely hike.

Our tip: Before taking the Penkenbahn cable car back to the valley again, you can relax in a deckchair on the sun terrace at the top station and take a short journey through time with interesting insights into the history of skiing.



 3.4 km	 1.10 hrs	 there and back	 easy
 90 m	 90 m	 2095 m	 Kombibahn Penken cable car

Fügen-Kaltenbach. Situated right at the entrance to Zillertal, the first holiday region is the ultimate holiday region: first-class culinary delights, a wide range of activities for the whole family and sporting opportunities that will leave even passionate skiers breathless.

HOCHZILLERTAL-HOCHFÜGEN

Enjoyable break stops can be perfectly combined with sporty downhill turns. The stylish and cosy huts, together with the perfectly groomed slopes, provide an “all-round carefree package” for all leisure skiers. In the Hochzillertal-Kaltenbach ski resort, early risers can already get on the gondola at 7.30 a.m. and enjoy the morning downhill runs on pristine slopes. Other highlights include the snow-covered valley runs and VIP gondola. If you like cool tricks and high jumps, Betterpark Hochzillertal is the place to be. The snow park is suitable for all skill levels with its XL kicker and chill-out area. The high alpine winter via ferrata on the Wimbachkopf rewards climbers with a fantastic view.

Hochfügen has always been an insider tip among powder fans with its distinctive mountain formations. Special highlights include the Mindbender Canyon and speedline course. For ski tourers there are two marked climbing tracks and also tour Friday on the 8er-Alm. Thanks to the ideal altitude of the ski area, you can start earlier here. New: the RacePoint Hochfügen – professional race training from November.

Kilometres of pistes: 93

Lifts: 36

Bottom stations: Kaltenbach, Hochfügen

SPIELJOCH

The modern Spieljochbahn cable car takes you comfortably to the small but lovely ski area with its wide and manageable slopes. The race course, Funslope and Funpark guarantee lots of action. Beginners love the magic carpet and practice lift. You can enjoy a cosy time-out with traditional and international specialities on numerous sun terraces – and even with award-winning cuisine at the Mountain Loft. The perfect finale is the long, snow-covered run down to the valley.

Kilometres of pistes: 21

Lifts: 7

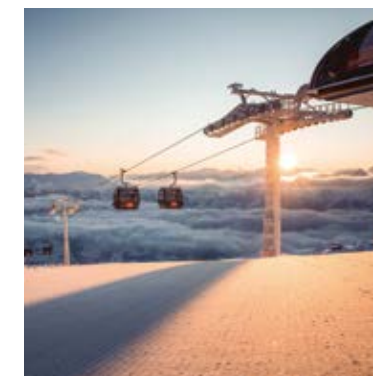
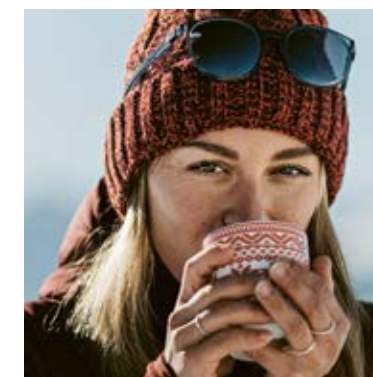
Bottom station: Fügen

Winter highlights

NEW! Heiße Kante:
the fast black piste in the
Spieljoch ski resort

Erlebnistherme Zillertal:
Reopening after extensive
renovations

Zwingerl Club:
Guest kindergarten in all three
ski areas for children from three
months to seven years old



PHOTOS: Tom Klocker, Jan Hanser

Zell-Gerlos. Fun on the slopes, rustic huts, perfect sunny slopes, dreamy side valleys. Zell-Gerlos stands for all this and much more with the Zillertal Arena, the largest connected skiing area in Zillertal. Fun and action are guaranteed for the whole family on and off the slopes.

ZILLERTAL ARENA

From Zell am Ziller, Gerlos, Königsleiten, Wald and Krimml/Hochkrimml, the Zillertal Arena stretches from Tyrol's Zillertal valley to the Pinzgau region in the Salzburg federal state. Advanced skiers will get their money's worth here, as will freestylers in the fun parks and the youngest ski fans on the children's slopes and practice lifts.

For experienced winter sports enthusiasts: The Zell am Ziller valley run is one of the slopes with the greatest difference in altitude in Austria and truly lives up to its name as the "Height Devouring Tour". From the highest point at 2,500 metres above sea level you can cover almost 2,000 metres of altitude and ten kilometres of pistes in one go. The yellow mascot has a few surprises in store on the Funty slope at the Rosenalmbahn cable car, while Snowpark Gerlos, Funpark Hochkrimml, Actionpark Kreuzwiese and Shred School guarantee plenty of action. Fancy a trophy? Whoever masters the Arena Challenge and completes at least six of the 14 Champions stations in the form of SkiMovie runs, SpeedCheck runs and photo points will be named Arena Champion and receive their personal "Champions Movie".

Kilometres of pistes: 140

Lifts: 46

Bottom stations: Zell, Gerlos, Königsleiten, Hochkrimml

GERLOSSTEIN

The cosy ski area above the Hainzenberg is ideal for families and connoisseurs. At the top station, winter fans can try out snowtubing on specially prepared tracks – and it's even free of charge. Almpromenade Gerlosstein invites you to a romantic winter hike. Another highlight is Zillertal's longest toboggan run with seven kilometres. Tobogganing fun starts at 1,650 metres and leads past several ski huts and inns. Tip: The toboggan run is even floodlit in the evening.

Kilometres of pistes: 10

Lifts: 6

Bottom station: Hainzenberg

Winter highlights

NEW! Convenient connection between Zell and Gerlos with the Teufeltal 8-person high-speed chairlift in Gerlos

NEW! Duxer X-Press 6-person chairlift in Hochkrimml

Good Morning Skiing: Creates unforgettable memories for early risers in March from 6.55 a.m.



PHOTOS: Tom Klockner, Thomas Pfister, Bernhard Huber

Mayrhofen-Hippach. A holiday region with countless features. Snow-sure slopes and magical winter hiking trails meet culinary diversity and customs in Mountopolis, the Mayrhofner Bergbahnen adventure world with the Mount Ahorn and Mount Penken duo.

MOUNT PENKEN

The steepest slope experience in Zillertal awaits you on Mount Penken in the form of the Harakiri slope. With a gradient of 78%, ambitious skiers really need to pluck up a lot of courage to venture down this slope. However, the adrenaline rush is worth it and you'll remember it forever! PenkenPark demands no less courage and skills from freestylers. The Pro Area, Advanced Area, Medium Area, MediumJib Area, KidsPark and the new FunCross also promise a great time on the mountain for all skill levels. Anyone who still needs a bit of practice, is in good hands at KinderLand Horberg. With the 150er Tux cable car connection you can even get from Mount Penken to the Finkenberg, Rastkogel and Eggalm ski areas – where skiers' pulses really get racing. The fantastic panorama and magnificent view are the icing on the cake.

Kilometres of pistes: 129

Lifts: 38

Bottom stations: Mayrhofen, Schwendau, Hochschwendberg, Finkenberg, Vorderlanersbach, Lanersbach

MOUNT AHORN

Families and leisure skiers will find their happiness here. In the early morning hours, before the sun even comes up, early risers can enjoy that magical first line in the snow with the EarlyBird on Mount Ahorn.

The downhill run down to the valley covers a whole 5.5 km and 1,400 metres in altitude on a black run. While the children improve their skiing skills together with Albert-Adler, you can rest in the White Lounge, and a ride on the Pisten-Bock provides a little adrenaline rush in between. One very special highlight for chilling out is the new Eagle's Stage Ahorn location right by the FalknerOase and in the middle of the Filzen reservoir pond. Here visitors can admire birds of prey in their winter aviaries.

Kilometres of pistes: 13

Lifts: 6

Bottom station: Mayrhofen

Winter highlights

Visorium: with escape rooms, adventure golf, laser tag and much more

AlbertAdler AdventureTrail: WinterHikingPath on Mount Ahorn including the FalkenSteig trail and GreifenBrücke suspension bridge

Ginzling Winter Magic: Floitenlift, snowtubing, guided ski touring and cross-country skiing



PHOTOS: Max Draeger, Thomas Pfister, Tom Klocker, Christoph Johann

SKI- & GLACIER WORLD 3000

WHERE AUSTRIA'S LONGEST SKI SEASON BECKONS

Tux-Finkenberg. Tuxertal valley ranges from 850 to 3,250 metres above sea level and is one of the most snow-sure areas in Austria. The Tux-Finkenberg holiday region therefore stands for a winter wonderland covered in deep snow, romantic mountains and, of course, warm hospitality.

HINTERTUX GLACIER

The glacier ski area is one of the most impressive and diverse winter sports destinations in the Alps. Thanks to its glacier location, snow is guaranteed here from October until early summer, making it a popular destination for skiers, snowboarders, freeriders and professional athletes from all over the world. From wide carving slopes to challenging downhill runs and steep slopes covered in deep snow, you'll find everything your heart desires here. Betterpark Hintertux is a paradise for snowboarders and freeskiers from October to December and from April to June. It attracts professionals and beginners alike with perfectly shaped kickers, rails and pipes. But families and amateur sports enthusiasts can also expect a wide range of activities: Funslope, Kidsslope and the beautifully designed Flohpark offer the youngest guests playful skiing fun on the slopes, while there is also plenty to discover off-piste: Nature's Ice Palace, Spannagel cave or the panorama terrace at 3,250 metres including spectacular views. On the Schwarze Pfanne downhill run at the latest, it becomes clear what it means to carve through breathtaking alpine scenery complete with unforgettable panorama.

Kilometres of pistes: 64
Lifts: 21
Bottom station: Hintertux

EGGALM BAHNEN CABLE CARS, RASTKOGEI BAHNEN AND FINKENBERGER ALMBAHNEN CABLE CARS

The ski areas combine with Mount Penken to create an impressive winter sports paradise. Modern ski lifts take you to fantastic slopes in all levels of difficulty. Pepi's Kinderland on the Penkenjoch is a magical place for families and young skiing beginners. Here children can take their first steps on skis and boards with lots of fun and enjoyment.

Kilometres of pistes: 129

Lifts: 38

Bottom stations: Finkenberg, Vorderlanersbach, Lanersbach, Mayrhofen, Schwendau, Hochschwendberg

Winter highlights

Nature's Ice Palace: guided tours including a boating tour

Spannagel cave: "Fiery cave" tour – three highlights in one day

Ice skating rink: in Tux-Lanersbach with four ice stock rinks



PHOTOS: Tom Klockner, Max Draeger, Kevin Ilse

ON YOUR SLOPES, GET SET, GO!

Explore all ski resorts in the valley with the Zillertal Superskipass,
your all-in-one ticket for unlimited fun on the slopes.
Enjoy pure freedom!



PHOTO: Tom Klocker



You can choose
how long it is valid for
from 2 to 21 days.



A ski pass for up to 1½ days
is only available for the
individual ski resorts.



Free use of all ski buses
and most public
transport.



All ski resorts in Zillertal
including Hintertux
Glacier (3,250 m).

ALL SLOPES WITH ONE CARD!

With the Zillertal Superskipass,
all 548 kilometres of perfectly
groomed pistes and 180 ski lifts
in Zillertal are open to you from
the beginning of December to the
end of April.

Four large ski resorts are just
waiting to be discovered by you:
Hochzillertal-Hochfügen-Spiel-
joch, Zillertal Arena, Mayrhofner
Bergbahnen Mountopolis, Ski &
Glacierworld Zillertal 3000.

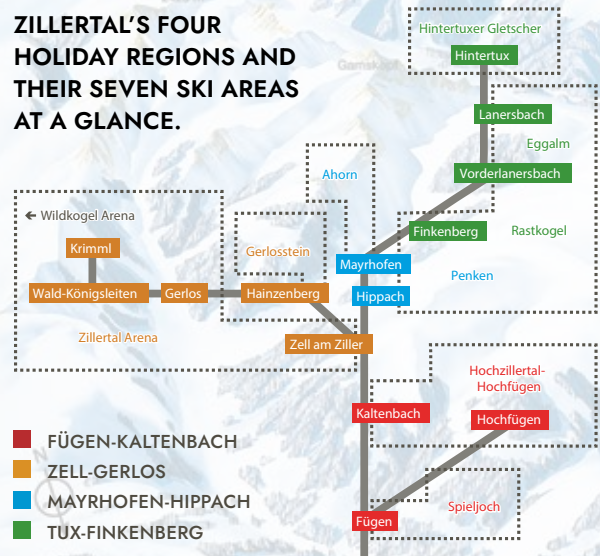
All information, the cable car
operating hours and the public
transport terms and conditions
can be found here:

**[www.zillertal.at/
superskipass/en](http://www.zillertal.at/superskipass/en)**





**ZILLERTAL'S FOUR
HOLIDAY REGIONS AND
THEIR SEVEN SKI AREAS
AT A GLANCE.**



TAKE A LOOK INTO THE VALLEY
Here you can find the
webcams and the
interactive winter
panorama with all
open lifts.



YOUR WINTER IN ZILLERTAL

ON AND OFF THE SLOPES

ILLUSTRATION: Lucie Ehrenberger



548 kilometres of perfectly groomed pistes and 180 state-of-the-art lifts get skiers and snowboarders' pulses racing. Thanks to the altitude of the Zillertal ski resorts, reaching up to 3,250 meters above sea level, and the top piste and snow conditions that go hand in hand with this, skiing is possible here until well into April. Whether it's on wide panoramic pistes, magnificent family slopes or long, sporty downhill runs – all winter sports enthusiasts will find ideal conditions in Zillertal. All this guarantees a wonderful day of skiing – and with the Hintertux Glacier the longest ski season in Austria.

But there is also plenty of winter fun to be had off the slopes.

Whether it's in the sunshine or under the stars: 15 toboggan runs with a total length of 48 kilometres, 28 of which are floodlit at night, provide plenty of variety. Pure thrills are to be had with snowtubing. Or you can even whizz down the slope on a PistenBock.

Snow crystals glisten in the air and deep snow crunches under your shoes. Whether it's winter hiking on groomed theme trails or snowshoe hikes to remote locations, you can explore picturesque paths and enjoy the tranquillity and beauty of nature.

TOBOGGANING



HIKING



ICE SKATING

Experience nature and enjoy captivating silence. Be it skating or classic cross-country skiing, beginner or advanced, on the valley floor or on the high-altitude trail: 113 kilometres of cross-country ski trails set the stage for a spectacular experience in Zillertal.

CROSS COUNTRY SKIING



SKI TOURING

A sleigh ride through untouched expanses will amaze children and adults alike. Because regardless of whether you're pulled through the magical snowy, fairy-tale scenery on your own, with your loved one or even the whole family, these are memories you will treasure forever.



CARRIAGE RIDES

Playful or sporty, romantically for two or cheerfully with the children: you can skate your laps or show off elegant pirouettes on a total of ten ice rinks. Looking for another challenge on the ice rink? Then a sociable round of ice stock sport is the right thing for you.



THESE SLOPES ARE RIFE WITH **STORIES**

The curious, sometimes funny names of the slopes and lifts are bound to not escape the attention of vigilant skiers. They make us smile and sometimes wonder.

TEXT: Barbara Schneeberger

PHOTO: Tom Klocker

A total of 548 kilometres of pistes in the Zillertal ski resorts get winter sports fans' pulses racing. The slopes are divided into the difficulty levels blue (easy), red (moderately difficult) and black (difficult). Most of the slopes are named and numbered very pragmatically. Anyone who has ever listened attentively to their neighbours on the chairlift or in the cable car is familiar with these kinds of or similar conversations: "First we'll do the red number seven, later we'll meet at the intersection of the blue number five and the black number eight."

But every now and then it's worth listening more carefully, because there are some interesting and amusing stories behind several unusual slope names. Sometimes the names stem from the Zillertal dialect and old field names. Other names are more of an indication of the upcoming test of courage or technical challenge. On the following pages we set out on a quest to find what is hiding behind those names!

"From the treasure trove: field names, stories and dialect."

**AT THE WILDE KRIMML
AND IN TEUFELTAL**

We are in the middle of the Zillertal Arena. The ski area's size and variety are really a marvel to behold. "Isn't this beautiful?", the man opposite seems to be able to read my mind. We're sitting in the new "Wilde Krimml" 10-person gondola, which is taking us from Zell am Ziller to Gerlos in comfort. He accepts the nod of my head and bright eyes as agreement and continues: "The mountain pastures up here are among the oldest in Tyrol. Innerertens – that's what they're called and they got their name from the Celts a long time ago." I'm curious to learn more as I have someone sitting next to me who is bound to know why this gondola lift is called Wilde Krimml. "That's easy to answer. Down there is Krummbachtal valley, which literally translates to "crooked stream valley".

Krimml means pretty much the same as Krumm, crooked, and because the stream is so wild and crooked as it winds its way out of the valley, it ended up with the name: Wilde Krimml," explains the friendly man. By the way, his name is David Kammerlander and he has been working for the Zillertal Arena for more than 30 years.

As we continue to chat, he tells another exciting fact: "The Wilde Krimml continues into Teufeltal, meaning "devil's valley", with its inaccessible, rugged and winding gorge. Only the devil can live in such a place – or so the locals say. In any case, at the end of the valley is the new Teufeltalbahn, an 8-person chairlift with weather covers and heated seats, completing the modern link from Zell to Gerlos in first-class style.



Above: The "Obi trau di" slope is framed by a fantastic mountain panorama.

Left: Carving in the footsteps of the Olympic champion and triple world champion Stephan Eberharter.



With the new "Wilde Krimml" 10-person gondola a modern link has been created between Zell and Gerlos.

PHOTOS: Tom Klockner, Malin, Max Draeger

IN THE NAME OF THE WINNER

The Hochzillertal-Kaltenbach ski resort is widely known for its sophisticated, culinary options. But there is a second celebrity in the region, to whom an entire slope has been dedicated – the snow-covered run down to the valley in Kaltenbach. You probably already know who we're talking about: a very talented skier whose willpower led to extraordinary success. We're talking about none other than the Olympic champion, triple world champion, double overall World Cup winner and gold medallist of 29 World Cup races – Stephan Eberharter.

The famous alpine skier grew up in Stumm and became a big name in the Hochzillertal ski resort. Even though he hasn't skied in a World Cup race for a long time, he can still be spotted, with a bit of luck, carving down the eight-kilometre-long Stephan Eberharter Gold slope.

TAKE THE PLUNGE

Admittedly, you need a bit of courage as well as skill if you want to whizz down the black slopes. And so the slope name "Obittraudi" encouragingly stands for the sporty, challenging run number four in the Hochfügen ski resort. Now you might be wondering what "Obi-

traudi" actually means? Well, it stands for that renowned first impression when you're standing at the start of a black slope. When you quickly realise that you have to dare and take the plunge. In the Zillertal dialect, you would say "obi trauen". "Obi trau di" means something like "take the plunge". You will be rewarded with the fantastic view of the snowy Zillertal Alps in any case.



HAXENBRECHER

For many people, skiing is synonymous with joy and unwinding. This is especially true when freeriding fun can really be enjoyed to the full in perfect ease. A real insider tip is ski route 13a on the Hintertux Glacier, which goes up to 3,250 metres. A fact that more or less provides guarantee of snow. Whether it's in November or April – freeriders enjoy half a year of powder snow, firn and snow crust. In warmer temperatures, the snow can sometimes turn slushy. When that happens, those practicing winter sports out there must be

careful, as you can break your legs in difficult snow. Hence the appropriate name for ski route 13a: Haxenbrecher, or leg breaker for English speakers.

OF CATS, LAMBS AND RABBITS

Before your image of the slopes and their names becomes too spectacular, let's come back down to earth, because most names are inspired by their location, i.e. the alpine pastures and field names. Nevertheless, these names also sometimes sound funny. And so chroniclers, foresters and farmers tell tales about the ori-

gin of the names Katzenmoos, Lämmerbichl and Hasenmulde in the Eggalm, Rastkogel and Finkenberg ski areas. "Subject to interpretation, though," they say, because only their fore-fore-forebearers know the real reasons for the names: "The area where the Katzenmoos (cats' moss) lift runs is very mossy. Because of the moisture, many mice are easy prey for the cats there. The Lämmerbichl (lambs' hill) are where the farmers' sheep go during the summer months. The high concentration of wild hares sighted gave the Hasenmulde (hares' hollow) its name."



BLACK ACTION ON MOUNT PENKEN

A proper adrenaline rush is also guaranteed in the Mayrhofen ski resort, where a number of black slopes demand expert skiing skills. First and foremost and hard for anyone to miss – the legendary Harakiri run. With a 78 per cent gradient, it is the steepest slope experience in Austria and is considered the ultimate test of courage, which should of course go hand in hand with the necessary talent. Because otherwise you might shoot downhill faster than intended.

It is therefore recommended to warm up on the two other black slopes in the ski resort, or use them to assess your ability, as they are slightly less steep than the Harakiri slope, but are still not to be underestimated. As for the Harakiri run, so here does the name say it all.

The BlackAttack, also known as black run number 16, by the Möslbahn cable car is pretty fast. As a special highlight, you can analyse your own turns by video along the SkiMovie run and measure your time from start to finish. You can challenge yourself to attack and beat your personal record again and again. Devil's Run, ski slope number 12, runs under the Schneekar lift and is demanding on the hamstrings and concentration. The steep slope is like a ride with the devil. Anyone who manages this, is ready for the Harakiri.

PHOTOS: Tom Klocker



Zillertal's high, snow-covered mountain ranges are a natural snow guarantee and incomparably beautiful panoramic views.



Calf and thigh muscles are taken to their limits on the black slopes in the Mayrhofen ski resort, where ski enthusiasts can conquer the legendary Harakiri descent with a 78% gradient, the BlackAttack and Devil's Run.



MASCOTS ON A SKI SAFARI!

The fun slopes for children and ski beginners are named after the Zillertal ski resorts' mascots: Knappi, FUNty, AlbertAdler and Luis, the glacier flea. They are united by the irrepressible fun of skiing.

In the Spieljoch family ski area we meet Knappi along the Funslope and in the Funpark. Always with a smile on his face, he motivates children and ski beginners, gives them tips and also likes to play in the snow. FUNty the yellow elephant accompanies you throughout the Zillertal Arena ski area, but especially along the FUNty slope from the Rosenalmbahn cable car top station to the middle station in Zell. With a bit of luck, you'll also see FUNty live at numerous events.

Mount Ahorn ski resort is considered a true family paradise with its mascot AlbertAdler. You will encounter the friendly companion in many versions along the AlbertAdler Tour, at the FunRide Ahorn or in the AlbertAdler PlayWorld. Luis the glacier flea lives on Hintertux Glacier. He loves teaching children to ski on the Kidslope and Funslope. Even learning the safety rules is fun with him.

When the ski season starts, the valley becomes a snow-covered venue for sporting, cultural and culinary events that will enchant all your senses.

KRAMPUS RUNS

This traditional custom takes place every year in December. Masked Krampus figures, accompanied by St. Nicholas, parade through the streets to ward off evil and welcome winter. An unforgettable experience!

SKI FOOD FESTIVAL

The Hochzillertal-Kaltenbach ski region and Spieljoch ski resort in Fügen invite you to a culinary opening in mid-December. During the two-day event, winter sports enthusiasts get to taste special delicacies from different corners of the world. And culinary delights await you in between at the lift stations.

ADVENT MARKETS

Advent is a time full of contemplative anticipation. The idyllic villages shine in Christmas splendour, while lovingly decorated stalls with festive music, regional handicraft products and delicious treats await at the Advent markets in Fügen, Zell, Mayrhofen and Tux.

MAURACHER & MOHR

Stories about Silent Night by Hakon Hirzenberger in the Festhalle in Fügen. A piece of local heritage from Fügen, a piece of Zillertal history, but above all a piece of Christmas, with musical accompaniment on several dates in December.

SKIERS ON FIRE

From late December to mid-March, the team at Michi's Ski School in the Zillertal Arena in Gerlos offers a true show highlight. The ski & snowboard instructors show off their skills with a torchlight run, ski and flag formations, jumps and much more.

MOONLIGHT SKIING & DINNER

In the Zillertal Arena you can experience the special magic of a sundowner with a cosy dinner on the mountain on the full moon nights from January to April. The highlight of the evening is skiing down the mystical glittering slopes in the moonlight.

GINZLING WINTER MAGIC

Ginzling mountaineering village transforms into a romantic winter fairy tale in the cold season with numerous offers and guided tours: cross-country skiing, tobogganing, ski touring, snowtubing and winter hiking.

PRE-NEW YEAR'S TORCHLIGHT RUN

The torchlight procession and arrival at the festival grounds are accompanied musically by the brass band of the Bundesmusik-kapelle Finkenberg. The pre-New Year's Eve party takes place afterwards. The grand finale of the torchlight procession is a great fireworks display.



You can find all the dates and many other events here:

EVENTS
IN WINTER

INDULGENT MOMENTS

ON THE SLOPES

Sensuous highs are guaranteed in Zillertal. Regionality, creativity and quality are the ingredients for unforgettable taste experiences and indulgent moments.



CHARMING CHALETs

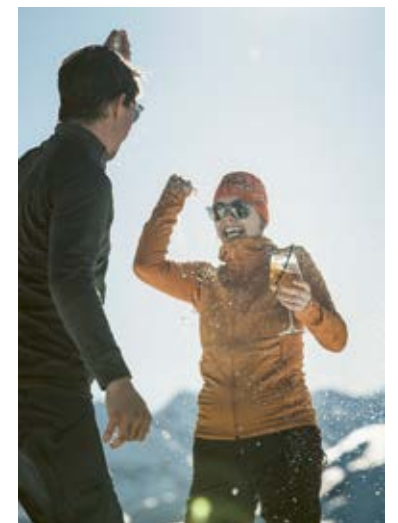
There are over 80 gourmet huts and chalets in the Zillertal ski resorts. Not only Tyrolean hospitality proudly is kept alive here, regional delicacies and products are also held in high esteem in Zillertal – in the form of traditional dishes à la grandma or given a modern twist.

AWARD-WINNING

Zillertal has notched up 29 Gault Millau toques and numerous other culinary awards. Traditional dishes can be found on the menu as well as new creations from modern cuisine. One of the award-winning restaurants is located right on the slopes: the Mountain Loft in the Spieljoch ski area.

HIGHLIGHTS

Brunch in the breakfast gondola and then straight onto the slopes? This is very much a possibility on the Hintertux Glacier! Whether classic or Bavarian, the table is decoratively set, the seats are heated and the mountain backdrop is simply heavenly. Good to know: The gondola runs as long as is necessary for an enjoyable breakfast.



INDULGENT MOMENTS

Special treats for the palate can also be experienced at the many culinary events taking place year after year in the ski resorts on certain dates. The popular Ski Food Festival in Hochzillertal-Kaltenbach or Moonlight Skiing & Dinner in the Zillertal Arena are particularly well known.

CHILLOUT

You're sitting in a deck chair on the slope with a drink in your hand accompanied by chilled lounge music, the sun is shining in your face as your gaze sweeps over the fantastic scenery of one mountain peak after another. Tempted by the WhiteLounge Schneebar on Ahorn Plateau? The bar is made of ice and snow and is rebuilt every year as soon as the temperatures permit.

APRÈS SKI

After an eventful day of skiing, everyone likes to meet up in cosy bars and huts to end the day and enjoy good company. With music, dancing and hot drinks such as mulled wine, Jagertee and Bombardino, the partying continues until late at night, while the snow outside glistens romantically.

PHOTOS: Jan Hanser, Jukka Pehkonen, Hintertuxer Gletscher, Max Draeger

INNOVATION FROM ZILLERTAL:

GLASSES REINVENTED

The international eyewear and sunglasses industry is increasingly dominated by large corporations. The fact that gloryfy unbreakable, an independent family-owned company based in and producing in Zillertal, can hold its own in this environment – and even set new standards – is more than just extraordinary.

The family-owned company from Zillertal, gloryfy unbreakable, is playing a key role in shaping the future of eyewear. It all started in 2004 with a spontaneous idea. This was followed by seven years of research and development. What gloryfy founder Christoph Egger, born and still deeply rooted in Mayrhofen, and his team then launched on the market in 2011 and subsequently introduced to the rest of the world, can simply be described as groundbreaking.

The globally unique, patented unbreakable glasses – made from patented NBFX cast resin – are characterised by sustainable production, technical innovation and functional, contemporary design. In the meantime, the company has developed from a classic start-up into a high-tech eyewear manufacturer and is located with all departments under one roof and over 50 employees on an area of 4,000 square metres in Schlitters, right at the entrance to Zillertal.



PHOTOS: Daniel Hug, Sebastian Madlehner, Gregor Aigner



PRODUCED IN ZILLERTAL AUSTRIA

ZILLERTAL PRINT ON THE INSIDE

UNBREAKABLE FRAMES AND LENSES

LIMITED ZILLERTAL EDITION SUNGLASSES

SUNGLASSES AND A DAY SKI PASS

New: the Zillertal special edition limited to 1,000 pieces worldwide! In addition to the gloryfy Gi39 Drive Zillertal edition sunglasses, the elegant collector's box also contains a voucher for a day ski pass throughout the whole of Zillertal. It can be redeemed in all ski resorts in the valley within two years.

gloryfy.com/zillertal

The current collection includes over 200 models. From performance sports glasses to fashionable sunglasses and sophisticated prescription glasses, there is something to suit every taste and face shape for a perfect fit. All glasses have special technical added value: unbreakable frames and lenses (available with or without prescription), highest optical quality lenses and self-adjustable temples (Inclinox technology). “Our products offer more comfort and protection for sports, everyday life and travel than any other glasses,” says Max Egger, eldest son of the company founder and now co-CEO of gloryfy.

NO EMPTY PROMISES, NO GREENWASHING

While the best-known global brands in the industry belong to a handful of corporations, which usually outsource production to external partners overseas, the gloryfy unbreakable team remains true to its own principles and continues to produce in the heart of the impressive Tyrolean mountains. “We are not just a mundane eyewear brand, we are an innovative eyewear manufacturer. From the design on paper to the finished product, all work steps take place in our own production facility here in Zillertal,” says Christoph Egger, founder and managing director of gloryfy.

Just over a decade after the company was founded, the technical unique selling points and the emotional start-up story have already won over thousands of retailers and millions of satisfied consumers.

The technical wonders are available from over 4,000 well-assorted premium opticians and sports retailers in Germany, Austria, Switzerland, Netherland and beyond.



Family business: gloryfy CEO and founder Christoph Egger with his son and co-CEO Max Egger



ON TOUR WITH VÄLLEY RÄLLEY

LET'S SHRED!



Eyes light up, faces are beaming:
The Zillertal VÄlley Rälley is not just the springboard
for young talent from all over Europe to get into
professional sport, but also the most stunning and
emotional snowboarding contest in the Alps.

TEXT: Pia Schröter, Nicole Ortner PHOTOS: Phillip Geisler

His heart is racing. His hands in the thick gloves are shaking. One last deep breath, then Rico picks up speed with his board and heads for the kicker, an imposing ski jump made of snow. Seconds full of tension: Will the trick be a success? Will he manage the landing? And how will the Ästhetiker boardriding jury rate the jump? Then the utter cry of joy. And everyone agrees: This is something you only experience at the legendary Völley Rälley!

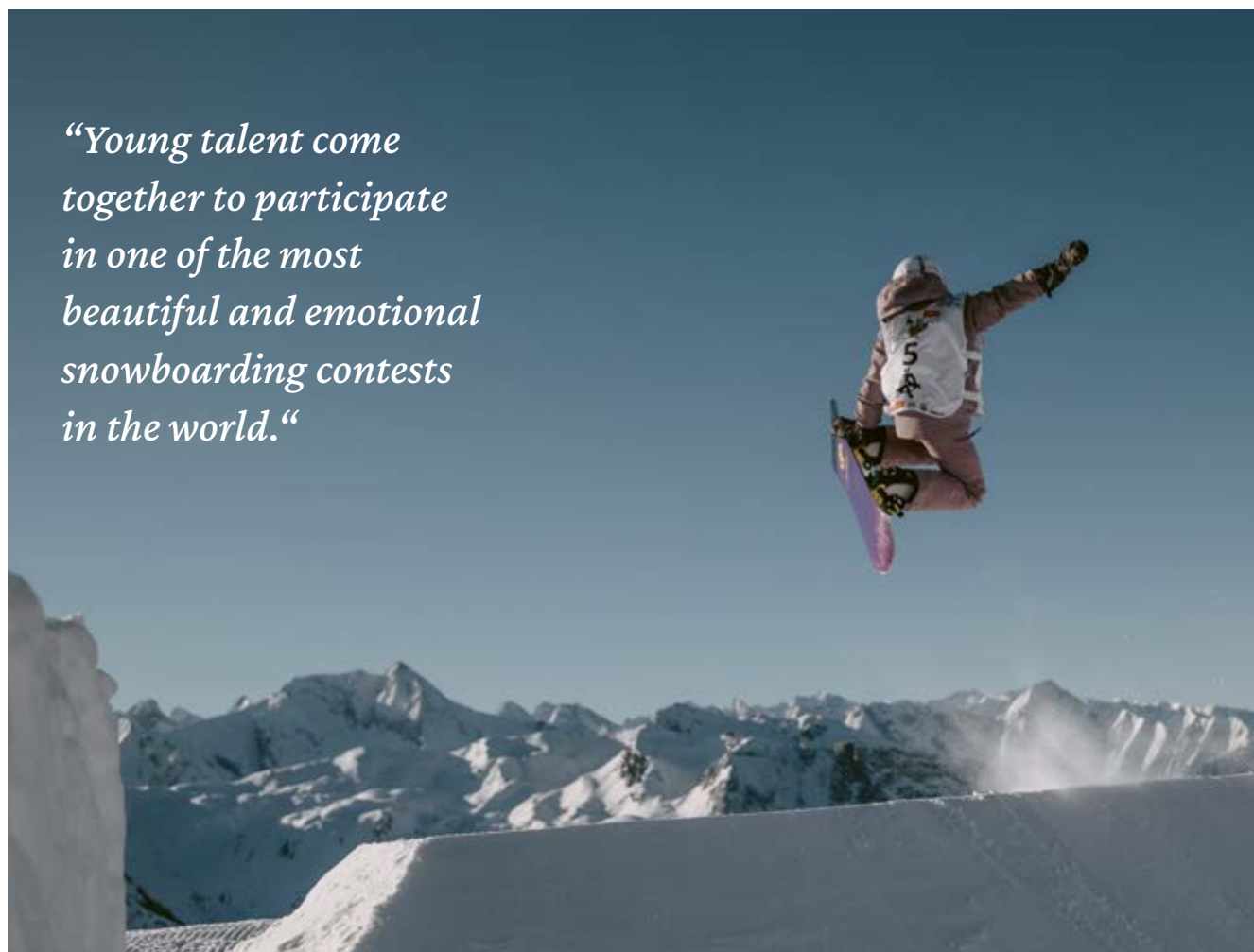
YOUNG TALENT IN A COMPETITIVE FRENZY

Under the leadership of the “Die Ästhetiker” snowboard club, Zillertal transforms into an impressive show stage for young snowboarding talent on four weekends between December and April. At each contest, a total of 100 participants from all over Europe compete in “slopestyle” and take the opportunity to work on new tricks under the guidance of real professionals. It’s not surprising that many of today’s World Cup or Youth Olympic champions won their first gold medal at the Völley Rälley.

“Over the last 12 years, the tour has developed into one of the most important European snowboarding events for young talent. The youngest participants are aged 5, the oldest about 25 years old,” explains Rudi Kröll from Die Ästhetiker.

The Zillertal snow parks are known for their versatility and offer snowboarders of all ages and skill levels countless possibilities to work on new tricks.

“Young talent come together to participate in one of the most beautiful and emotional snowboarding contests in the world.”



FUN IS ALWAYS THE TOP PRIORITY

A major incentive to participate in the Völley Rälley is undoubtedly the connection to the “World Snowboard Point List” and the “World Rookie Ranking”. At each tour stop, the young snowboarders earn points to qualify for international competitions and can even secure a ticket to the Olympics.

But just as important as the sporting challenge are the passion and pure joy of snowboarding that can be felt every day at the Völley Rälley. You stand together at the edge of the piste, cheering, clapping and experiencing every run as a shared highlight. Organisers, participants, families and coaches form a warm, family-like community in which friendships are made across all national borders.

UNIQUE: FOUR STOPS IN FOUR REGIONS

Each of the four tour weekends takes place in a different part of Zillertal. The snow parks in the ski resorts are turned into the perfect stage for this. The Saturdays are all about coaching: Die Ästhetiker live for passing on their skills to the next generation and are also happy to help newcomers with the first freestyle attempts. Sunday is then contest day. The tension is in the air. After all, everyone has only two runs to present their best tricks in perfect order and execution.



The performance is assessed by the judges, who award points according to certain criteria. All this full-on action happens in eight categories and four different age groups for 100 participants in total.



The young participants from all over Europe compete in the best snow parks in the valley. For many of them, the tour is their entry into the professional competitive arena including national competitions, World Cups and the Olympics.



At the age of five, Ben is the youngest participant. Full of concentration, he learns quite a few tricks by watching his older role models.

The judges come from the ranks of the Die Ästhetiker snowboard club – one of the first boardriding crews in the world to emerge in the early 1990s. They all have a career as professional snowboarders behind them and hold high-calibre qualifications as coaches and judges.

While the children and teenagers reach deep into their box of tricks, the judges discuss the performances, sympathising when someone doesn't "stomp" a trick. Each snowboarder's final score is then recorded. At the end of each day of the contest, the winners are selected and celebrated in four age groups:

Under 12s – Super Groms Boys & Girls
 13-15 years old – Groms Boys & Girls
 16-17 years old – Rookie Boys & Girls
 From 18 years old – Open Class Women & Men

1ST TOUR STOP: BETTERPARK HOCHZILLERTAL

The snow park in the Hochzillertal-Kaltenbach ski region is 320 m long in total and offers various areas for all skill levels. You can choose from beginner line, medium line, pro line and jib line. The highlight is the XL kicker, which invites you to "shoot", offering the audience in the chill-out area a great show.

2ND TOUR STOP: ACTION-PARK KREUZWIESE

A snow park with a focus on families awaits you in the Zillertal Arena. The moderate jumps and simple obstacles are arranged harmoniously in a beginner and medium line. Good to know: every Tuesday the Ästhetiker Shred School offers freestyle coaching for beginners and advanced boarders free of charge.

3RD TOUR STOP: PENKENPARK MAYRHOFEN

The Ästhetiker crew's home park is considered one of the five best snow parks in Europe and impresses with an advanced and pro line in addition to its beginner, easy and medium line. There are also numerous obstacles in all levels of difficulty and a lot of professional boardriders who train here all winter.

4TH TOUR STOP: BETTERPARK HINTERTUX

On Hintertux Glacier at 3,200 m above sea level, is Austria's highest freestyle spot with the best guarantee of snow. The snow park is one of the best in the Alpine region and is THE place to be, especially in autumn and spring. A jib line, various jump lines and a massive pro jump provide adrenaline and plenty of variety.

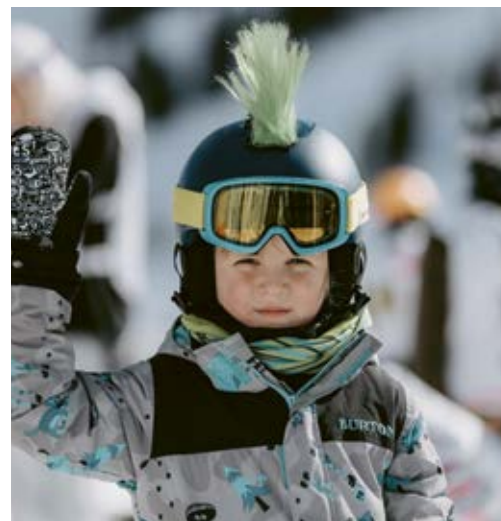


“What makes the Völley Rälley special from the start is the togetherness and mutual respect.”

After four adrenaline-packed weekends, the undisputed highlight of Völley Rälley is finally on the agenda at the last tour stop: the grand award ceremony. The brand new overall tour winners are crowned “Kings” and “Queens” to thunderous applause. The young athletes accept their trophies with pride, run into the open arms of their parents and coaches, and one or two tears also run down their sun-kissed cheeks.

What remains is the memory of a beautiful snowboarding winter in Zillertal. And the certainty that next year, everyone will definitely be back on the starting line when the Völley Rälley brings the magic of snowboarding in its purest form to life.

Info: Tour stops, all dates and registration options can be found here:



After the grand finale of the award ceremony starts the anticipation for the next season.

Zillertal offers an extraordinary stage for music and sports enthusiasts while you can still find the best conditions for sunny skiing in the ski resorts and the flowers are already blooming in the valley.

ALPICON

Top acts at the Alpicon House Music Festival enchant the unique locations in the Hochzillertal-Kaltenbach ski resort with the finest beats for two days in March. The mix of mountain and valley ensures the very finest festival feeling.

SNOWBOMBING

The winter festival in Mayrhofen combines music and winter sports and attracts thousands of visitors looking to enjoy to first-class DJs and live bands for a week at the beginning of April. Skiing and snowboarding during the day and concerts and parties in an impressive mountain scenery in the evening.

COLOGNE WEEK

Hintertux brings the joie de vivre from Rheinland to the Tyrolean Alps. During Easter, visitors celebrate après-ski parties with music and specialities from Cologne. Live concerts and sociable evenings in mountain huts combine winter sports with culture from the Rheinland.

LEDERHOSEN WEDELTAKE

All traditional costume fans can look forward to an authentic programme and many highlights on the slopes and at the huts in the Zillertal Arena at the end of the ski season. It's time for the legendary Lederhosen Wedeltage!

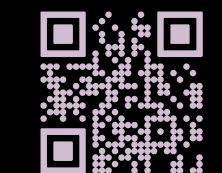
ROPE RACE

Sticking together is the name of the game when three skiers, connected by a rope, ski together through the giant slalom rope race course. Let's enjoy the last day of the Hochfügen ski season together with authentic music and the traditional farewell to winter.

SPRING ON THE GLACIER

From April to May, everything on the Hintertux Glacier revolves around spring. The winter here is extended with guided snowshoe hikes and tour descents, early bird skiing with glacier breakfast, a piste basher test area at 3,250 m, as well as technical tours and other events.

You can find all the dates and many other events here:



EVENTS IN SPRING

GAUDERFEST

One of the oldest spring festivals in Tyrol takes place in Zell am Ziller on the 1st weekend in May. It is known for traditional costume parades, folklore and the famous Gauderbock beer. The four-day festival attracts visitors with folk music, dances and culinary specialities. The highlight is the colourful parade.

BLECHLAWINE

The music event is an annual highlight for brass band lovers and attracts numerous ensembles and visitors who enjoy traditional and modern brass band music. The festival is known for its warm hospitality and the high-quality music that enjoyed by the music lovers from near and far.

FRESH START IN MÄRZENGRUND

REBORN FROM SILENCE

High up on the mountains the cold wind is still blowing. But oxlip flowers and wood anemone are already lifting their delicate heads towards the sky and announcing the awakening of spring.

Countless songs and poems give homage to spring, which stands for the pure power of life. Flora and fauna find new vigour, and we humans are also occasionally led by our endorphins. The true story of young Simon Wildauer tells us how much one of the most isolated side valleys in Zillertal can contribute to new beginnings. At the end of the 1960s, the son of a wealthy large-scale farmer escaped the pressure and expectations he felt, opting to live in the Märzengrund side valley instead. He was drawn well above the tree line and found what he had been missing in the valley for over 40 years: freedom.

The story of the hermit inspired an impressive theatre piece by Felix Mitterer, which was made into a film in 2020. Whether it's on the silver screen or in reality, the characters of Simon and the Märzengrund are similar: not very approachable and mysterious. But to the eyes a picturesque play of natural forces in any case. And a prime example of the energy that can be released when you listen to your heart and remain true to yourself. If you visit the Märzengrund, you will probably also feel its magic and the power of this special side valley.









Important: In spring, snow can sometimes still be found at higher altitudes. Before you set off on your hike, inform yourself about the conditions and adapt your tour if necessary.



HIKE TO THE MÄRZENGRUND SIDE VALLEY

Gasthof Almluft is the starting point for this hike, which is a perfect mixture of traditional alpine scenery and impressive mountains. The hiking trail leads to the Hochstadlalm, through the forest and across alpine meadows to the Forsthaus Gmünd foresters' lodge and on to the Gmünder Alm. You hike leisurely along the rushing Märzengbach stream to the mysterious Gmünder valley basin. Tranquillity, the sound of streams and the vast view of the surrounding mountain peaks dominate here. The return journey will take you along the same route.
Our tip: Gasthof Almluft inn invites you to take a break and is also a popular excursion destination for families.



 9.8 km	 3.00 hrs	 there and back	 moderately difficult
 370 m	 370 m	 1,410 m	 no

PERFECT TURNS ON THE GREEN



OUTSTANDING

The 18-hole championship course is considered demanding and absolutely worth a round of golf. Gentle hills, orchards, ponds, carpet-like fairways, tricky bunkers and ingenious greens alternate on 65 hectares of land. It's no wonder then that the club belongs to the exclusive "Leading Golf Courses of Austria" circle.

SPORTY

The location at 550 metres above sea level and the climatic conditions allow for a playing season from March to November. The driving range is open all year round and even invites you to practise in winter. The club also includes a practice facility with a short-game area, three short holes, chipping and putting area and PGA golf school.

PLAYFUL

This is the first time you're holding a golf club? You've played countless rounds and want to improve your handicap? Beginners and advanced golfers learn in a stress-free, relaxed atmosphere, from the green card course to individual lessons as well as training for children and young golfers.

PHOTOS: Jukka Peltkonen, Phillip Geisler, Christoph Johann, Bernhard Huber

Nestled in Zillertal's magnificent mountain scenery, many people consider Golf Club Zillertal-Uderns to be one of the most beautiful golf courses in the Alps. Rightly so, because the par-71 course is both sporty and visually unique.



HIGH-CARAT

Fancy a diamond? This requires skill or a bit of luck. Anyone who scores par 3 with two bunkers (white: 144 metres, yellow: 114 metres, blue: 103 metres, red: 93 metres) on the 14th hole, a hole-in-one in a tournament or competition with a Pro, receives a one carat stone as a gift.

ANIMAL-FRIENDLY

Approximately one in four golfers has a dog. So it's a good thing dogs are welcome guests here at the golf club. Animal lovers will also be delighted by the colourful koi fish, who obviously feel totally at home in the swimming pond at the clubhouse. And at hole 2 you might be greeted by a local water turtle, if you're lucky.

GOURMAGIC

Even the pros eat better here than they play. First-class golf and culinary delights: Sportresidenz Zillertal houses the "Die Genusswerkstatt" restaurant at the golf course, where guests are received with award-winning culinary art at its finest. After the game, you can meet in the club bar – known as the "19th hole".

MAXIMUM CUTENESS!

BABY ANIMALS AT THE SHOW FARM



With a baaa-baaa here,
and a moo-moo there, here an oink,
there an oink, everywhere an oink-oink.
Spring is finally here – with the
greatest euphoria for new life
and inquisitive offspring.

TEXT: Barbara Schneeberger PHOTOS: Philipp Geisler

For days, the anticipation has been barely containable: “Mum, Mum – have they finally been born?” We find out through social media that there are soon going to be some baby goats at Erlebnissenerei Zillertal. Since then, the children can hardly wait to visit the young, furry little kids. When the happy message of the new arrivals reaches us by ringtone, the afternoon activity is set in stone: we’re taking the most direct route to Mayrhofen – to the show farm.

ON ANIMAL TRAILS

With the tickets in our hands, we approach the goat shed at what feels like breakneck speed. But hang on, what now?! The children suddenly stop. Oh, how sweet – I see! Fortunately, they are still finely tuned to sensing the extraordinary. It’s not just the goats who’ve had offspring – but the pigs too. In the realm of the Pietrain pigs Fredy, Pixi, Frieda and Rudi, little piglets are on a foraging expedition in search of worms, beetles and roots. Time and again they tumble around, play with each other and then crawl back under Mum’s belly. As we stand and watch them, we almost forget why we’re here when a loud “baaa” reminds us. “The goats are already calling us,” the children agree and walk past the farmhouse, natural pond and chicken coop, over to the goat shed.

And then they stand still. In silence as if they were in the presence of the Pope, Emperor or another dazzlingly important person, and watch the little kids play. They jump and eat, cuddle and sniff – just as if they’d already been on this Earth a long time. But this sweet moment ends abruptly: Two goats jump up and look at us curiously, as if they just want to ask: “Food or petting?” We laugh out loud and discover that the children can climb over ladders into the shed. What a joy. Now all the kids are united – mine and the nanny goat’s.

SO MUCH TO DISCOVER

After extensive stroking and feeding, we say goodbye to the funny four-legged friends and do the same as the goats: we go on a journey of discovery and learn many interesting facts. Did you know, for example, that goldfish come from the carp family, pigs like to play ball, a bee has more hair than a goat, cows are pretty smart and an old cherry tree can carry up to a million blossoms at a time? We have great fun strolling through the show farm, from the pasture milk shed, over the pigsty to the fish pond and the organic chickens, on to the bee pavilion with a show bee hive, the herb beds and the adventure area with hay stall, climbing wall, tractor course, pasture milk slide and photo point.



It blossoms in stunning splendour. And baaas in tireless playfulness. It goes up and down, back and forth. Whether it’s humans or animals – we love the awakening of nature. Spring is here.



Fortunately, we can refresh ourselves here with fresh spring water from the fountain – wonderful! And then, like a stroke of good fortune, we rediscover our favourites: 20 cheeky young goats in the goat kindergarten. We enter their area through a special entrance and spend another half an hour feeding and petting them.

AMAZEMENT AND INDULGENCE

“Now it’s our turn. We’re hungry.” I certainly would have been surprised if this sentence hadn’t come up. And so we follow our nose and enter the “Senne-reiküche” – the restaurant at Erlebnissennerie Zillertal. “Today, there’s cheesecakes, apple strudel or chocolate brownies,” I read from the daily menu and it doesn’t take long for the children’s milk-bearded faces to look totally satisfied. As naturally they wanted to drink a glass of milk with their sweet treats.

When you watch them play, you’d think they’ve known each other forever. We adults can still learn a great deal from the free emotions in play when young animals and children meet.

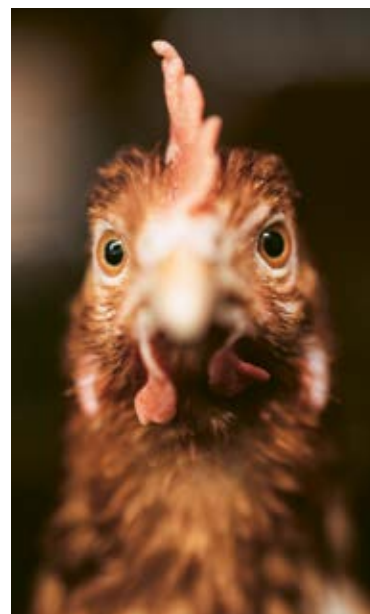




In this moment of silence I hear the question: “Why does alpine milk taste better than regular milk?” – “We’ll find that out next,” I say, and hey presto we’re standing at the entrance to the show dairy. Listening to our audio guides, reading beautifully designed display boards and watching videos, we learn that cow, sheep and goat milk from over 400 pasture milk farms in Zillertal is processed here, in the show dairy.

“Marvelling, petting, tasting and discovering – a day like this is unforgettable.”

When the milk collected from the pasture dairy cows in one year is added up, it comes to 24 million litres of milk. It is used, for example, to make Tyrolean grey, alpine and mountain cheese, Bergtilsiter cheese, yoghurt and butter. Of course, we also learn why the alpine milk tastes so good. On the mountain pasture, the animals only eat and drink the best: a thousand different alpine herbs and clear mountain water.



Wonderful – the fresh spring water at a constant temperature in exceptional purity.

Apricot, strawberry, coffee, wild blueberry, ... with such a large selection of yoghurt varieties, choosing your favourite is not easy.

Since the unique cheese tasting machines were introduced, nine different cheeses can now be tasted.



The pure mountain air contributes to this as well, and so it doesn't surprise us that the pasture milk is a real superfood. It has about twice as much valuable omega-3 fatty acids than conventional milk.

The following stations are particularly popular: at the cheese tasting machines, we try nine cheeses and yoghurt in many flavours, such as strawberry, vanilla, coffee or wild cranberry.

After taking in a lot of information and watching the staff at work in the production halls, we finish off our visit in the farm shop and stock up on award-winning cheese, delicious butter, various yoghurts and fresh milk.

Tip:

The “Zillertal Family Summer” brochure presents numerous excursion tips for educational showcase businesses, where craftsmanship and tradition can be experienced up close. Download it now!





ALL OF A FLUTTER

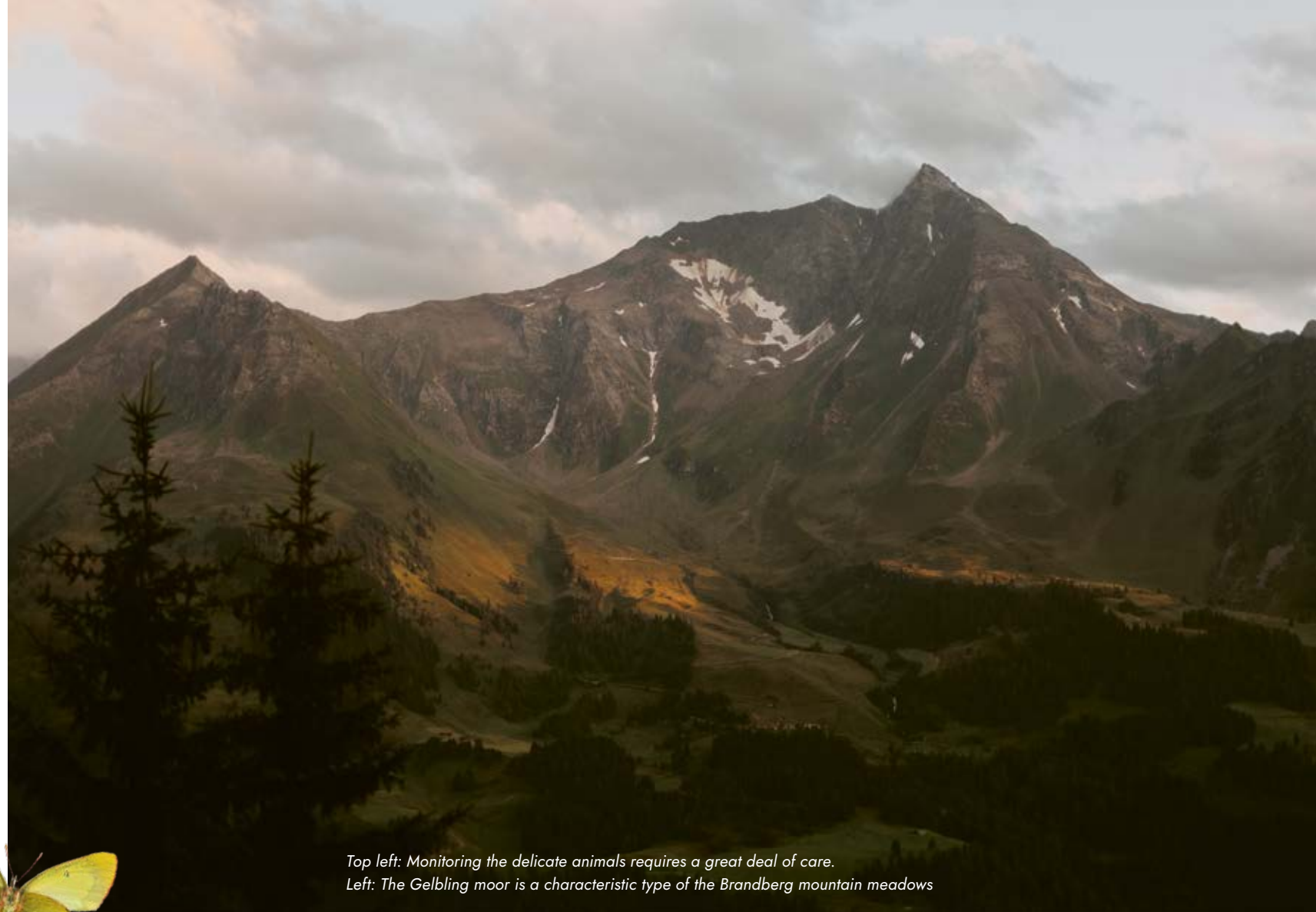
Kurt Lechner and Alois Ortner set off on the hunt at dusk.
But instead of being armed with binoculars and rifles,
they are both equipped with UV lamps and nets.
Because what they are hunting for is, in fact, butterflies.

TEXT: Daniel Schwarz, Nicole Ortner PHOTOS: Phillip Geisler



The gravel crunches under the tyres as the car stops at the end of the steep path. Today there's a new moon, the night will get so dark that you can hardly see your hand in front of your eyes. Ideal conditions to attract as many different butterflies, silkworm moths and hawk moths as possible. Biologist Kurt Lechner loads the equipment from the boot and sets up the light trap with well-practiced ease: six-foot white canvas screens are stretched into a kind of sail, a special light bulb hangs directly in front of this construction and is the only light source far and wide – an irresistible attraction for all kinds of nocturnal butterflies. And there are more of them here, high up in the Zillertal Alps, than you might think.

"It is said that the flapping of a butterfly's wings can cause a tornado at the other end of the world," the biologist smirks. "But butterflies have a much more concrete significance for our research: They are an ideal indicator of how intact nature is in a given area." We learn that every species of butterfly is dependent on very specific plants, flowers, fungi or even animals in its habitat. So lots of butterflies are a natural indicator of an intact ecosystem and the properly functioning interplay of all living things in our mountains.



Top left: Monitoring the delicate animals requires a great deal of care.
Left: The Gelbling moor is a characteristic type of the Brandberg mountain meadows



Biologists Kurt Lechner and Alois Ortner have been researching the world of insects in the Zillertal Alps for years.

Below: The marsh fritillary is extremely rare and protected throughout Europe.





The sawfly kitten spends the day perfectly camouflaged on the bark of a tree.

COLOURFUL BLOOMING PARADISE
Kurt Lechner and Alois Ortner's "hunting ground" is located above Brandberg, in the middle of the Nature Park Zillertal Alps. It covers an area of 422 square kilometres, which is about 40% of the entire Zillertal, and extends over all altitude levels of the Alps – a true Garden of Eden for rare animal and plant species.

Mountain meadows still exist up here: remote, often extremely steep meadows, which have been mowed once a year at most and only with a scythe for hundreds of years.



These mountain meadows, which are important for hay, bloom with teeming life. Thousands of colourful flowers and fragrant herbs create the conditions for real biodiversity hotspots and are home to an incredible variety of very special animal and plant species – including very rare butterflies.

As the night progresses, more and more butterflies are attracted to the light. "A great tiger moth!", exclaims Alois Ortner with delight. With its orange and red hind wings and a wingspan of up to 6.5 cm, it boasts a particularly striking and spectacular appearance. The colours of

this moth are there as a warning for predators, as if to say: "Don't eat me, I'm poisonous!" During the day, the moth sits motionless on trees and is perfectly camouflaged. The colourful undersides of the wings are not visible, but when a predator approaches – for example, a tit – the great tiger moth shows the bird its red hind wings in a flash and the tit flies away in terror.

Biologists Kurt Lechner and Alois Ortner know the butterflies and moths of the Alps better than almost anyone else. They both discovered their passion for the fluttering insects during their schooldays, and this passion strengthened into a true calling



Only butterflies that are active during the day usually have strikingly colourful wings. The experts also make use of reference books to help distinguish the numerous species of moths.

during their university studies. For three years, the researchers recorded all the butterfly species found on Alpine mountain meadows and were able to identify 69 different butterflies and Zygaenidae moths on an area smaller than a football pitch, which is 40% of all species known in Tyrol. Since the start of 2024, it's been the moths' turn.

FASCINATING RELATIONSHIPS

The complex and at the same time fascinating interplay and relationships between different species is shown by the example of the large blue butterfly. The large blue female lays her eggs between the flowers of wild thyme, no other plant would do. A small caterpillar emerges from the egg, drops to the ground and waits for its taxi – an ant.

"Over a third of the butterflies found here are protected or endangered."



The large blue is a prime example of the remarkable relationship between different species.

The caterpillar mimics the pheromones of the ant, so it takes what it thinks is an ant back to its nest, where the caterpillar can be cared for and fed by the ants. Still chemically disguised, the caterpillar finally pupates in the anthill. The tricky part for the large blue starts when it hatches from its cocoon and its pheromone camouflage is exposed. The freshly hatched butterfly must flee before the ants can expose it as an intruder and attack.

This interplay between special species forms our finely balanced ecosystem. Changes in these systems can therefore be interpreted as environmental indicators. When a species' stock increases or decreases, this indicates a shift in balance.

BASIS OF LIFE

“Life on Earth as we know it would not be possible at all without insects,” explains Willi Seifert, head of the Nature Park. “Of the approximately 1.8 million different species on our planet, around half are insects.” Many of the services provided free of charge by nature – such as pollination or soil formation, access to water and food, air purification or protection against erosion – would be unthinkable without insects.

By caring for the mountain meadows, Zillertal's farmers are making a valuable contribution not just to local nature, but also to society as a whole. The mountain meadows are – and remain – a source of life.



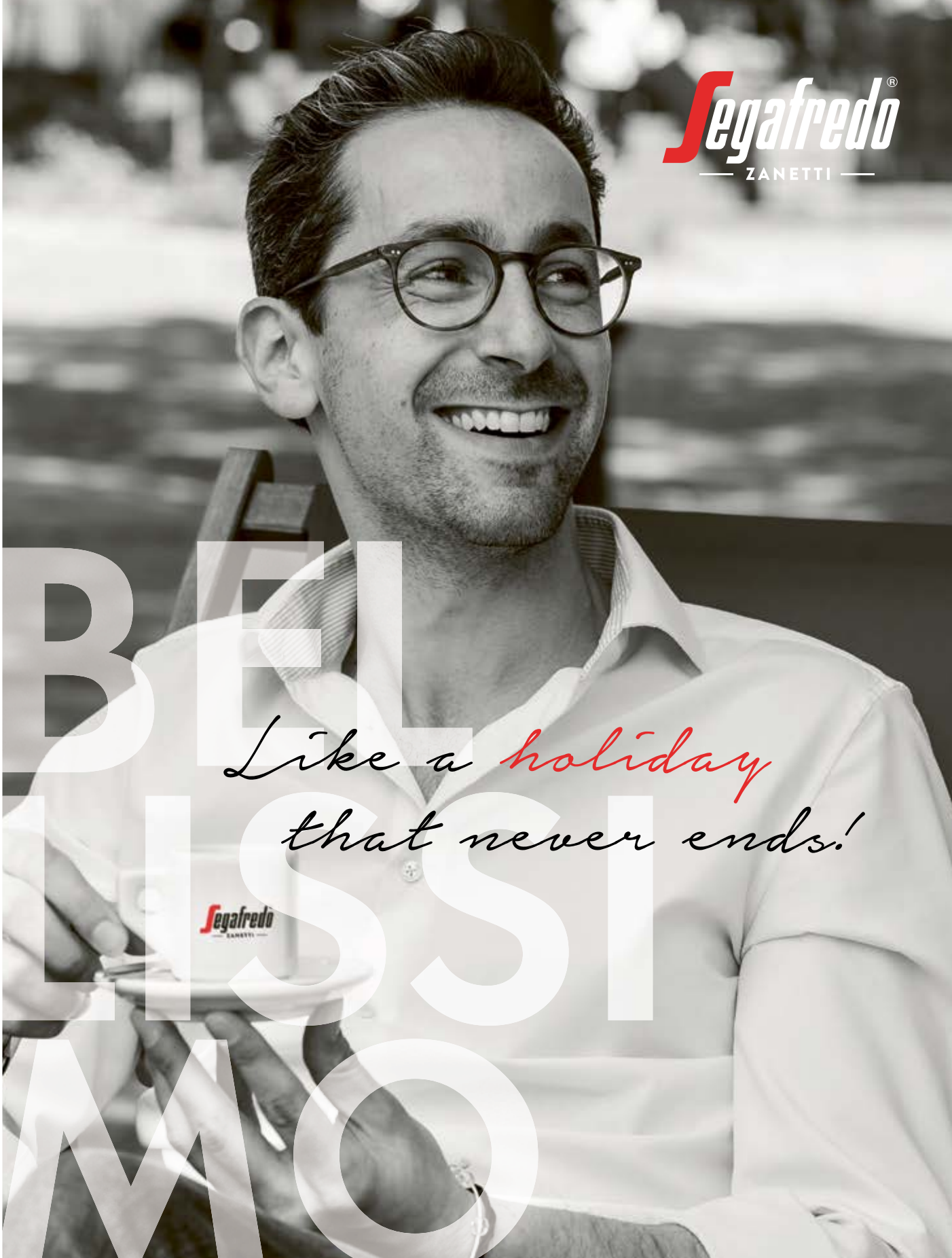
Like many other butterflies, the brimstone moth also finds an ideal habitat on the alpine mountain meadows.

You can get close to the most beautiful butterflies here:

The Bergmähderweg trail in Brandberg leads through sunny, colourful mountain meadows where butterflies feel really at home in this magnificent sea of flowers.

The Nature Park Zillertal Alps offers more than 200 guided hikes on around 30 different topics, including butterflies and other insects, from May to October.

In the Nature Park House in Ginzling mountaineering village, visitors can learn about the flora and fauna of the alpine habitats at different altitude levels.



First holiday region. At the entrance to Zillertal, where the valley is widest and the sun shines longest, lies the Fügen-Kaltenbach holiday region. In summer, the region, with its green alpine meadows and gentle mountains, is the ideal point of entry to fun in the mountains.

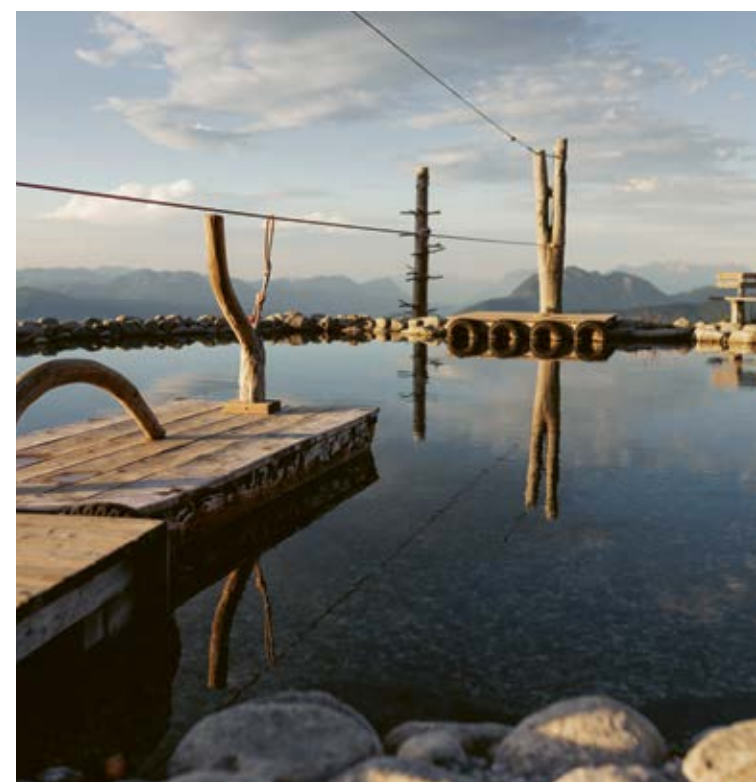
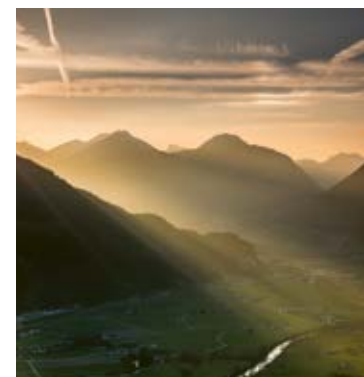
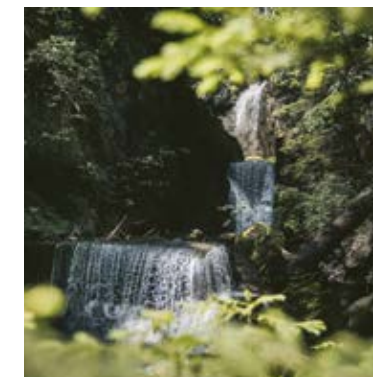
The authentically and organically developed villages in the Fügen-Kaltenbach holiday region attract visitors with wonderful offers and picturesque scenery, as well as being perfect starting points for hiking and biking tours. Lovers of culinary adventures also get their fill thanks to exceptional mountain huts, excellent restaurants and the showcase dairy Heumilch Sennerei. The golf course in Uderns is a picturesque place that delights golfers with idyllic scenery and challenging holes. The Erlebnistherme spa in Fügen presents itself as a modern wellness paradise after renovation: water slides, saunas and relaxation areas make the whole family happy. As do the outdoor pool in Fügen, Schlitterer See bathing lake, Stumm swimming pool, Bochra fishing lake and Aufenfeld adventure park with indoor pool and swimming lake in Aschau. The Kraftreich is also located here – the adventure resort for climbing, yoga, fitness and much more. Kaltenbach is also home to a high ropes course, pump track and the Kaboom activity centre with Tyrol's largest air park waiting for adrenalin-seekers. Anyone with an excellent aim should visit the Bogenpark in Hochfügen – it is one of the highest situated archery parks. This is also the starting point of the Vier-Almen-Marsch, an idyllic hike that leads to rustic mountain huts and into

the beautiful Finsinggrund area. The SteudlTenn Theatre Festival and the Stummer Schrei festival attract culture lovers with their events. And the Museum in der Widumspiste and the FeuerWerk Holzerlebniswelt wood shop are also worth a visit. The beautifully designed Putzi sucht die Wundernuss, Hubertus Wildtierpfad, Naturerlebnisweg, Vogellehrpfad, Schleierwasserfall and the Rätselweg zum Goglhof adventure and theme trails provide fun and entertainment while hiking. And the Spieljoch Adventure Mountain for families lives up to its name, with numerous activities getting not only children's hearts beating faster.



SPIELJOCHBAHN CABLE CAR

- The restaurant Mountain Loft with Gault Millau toque
- Picnic up the mountain
- Crystal village and children's adventure world with tubing track and water park
- Monster rollers and mountain carts
- Petting zoo
- Via ferrata for children
- Summit barefoot hiking trail
- "Das verlassene Bergwerk" interactive hiking adventure
- Öxlal exhibition mine
- Paragliding
- for daredevils: Flying Fox, high ropes course and Nepal Bridge



PHOTOS: Tom Klockner, Christoph Johann, Thomas Pfister, Jukka Pehkonen

Zillertal Arena. From the picturesque village of Zell am Ziller through traditional mountain villages up to idyllic Gerlos – in the heart of Zillertal, the holiday region winds its way from the valley to the mountaineering terrain. A highlight for families and all active mountain lovers.

Imposing mountain scenery, peace and seclusion, idyllic hiking tours, action-packed bike tours and downhill trails. In short, you can find everything here in summer! The Zillertal Arena motto is therefore also fitting: Have fun in the sun! Zillertal beer is brewed in Tyrol's oldest private brewery in Zell. The BrauKunst-Haus was also used to create a multimedia exhibition. The regional museum, the Maria Rast pilgrimage church and the Zillertal gold mine are also worth seeing! Leisure park Zell offers fun for absolutely everyone: gold diggers' playground for the little ones, adventure mini golf and bouldering for the active holidaymakers, fun court, slacklines, beach volleyball and outdoor pool for sports enthusiasts and those seeking relaxation. The same applies to Abenteuerland Gerlos: forest playground, tree houses and trampolines bring joy to children. Sports enthusiasts will enjoy the archery course, the MTB practice trail and the pump track. The Locandy interactive audio dramas offer exciting entertainment and tricky puzzles along the Erlebnisreichweg Gerlos. The Durlassboden reservoir offers a wide range of leisure activities: surfing, swimming, pedalo, fishing and barbecue facilities. The Talbach via ferrata, the impressive Gerlossteinwand via ferrata, the breathtaking Riederklamm climbing garden or the spectacular high ropes

course all provide an amazing adrenaline rush.



ROSENALMBAHN CABLE CAR, ZELL

- Arena Coaster
- Fichtenschloss castle & lake Fichtensee
- Wooden marble run
- Wiesenalm single trail
- Schmankerlweg theme trail
- Fun-Arena playground



GERLOSSTEINBAHN CABLE CAR, HAINZENBERG

- New: Hüpfstättl adventure park
- Almparadies with Almpromenade, Almtribüne, Almflieger, petting zoo
- Alpine playground
- Gerlossteinwand via ferrata



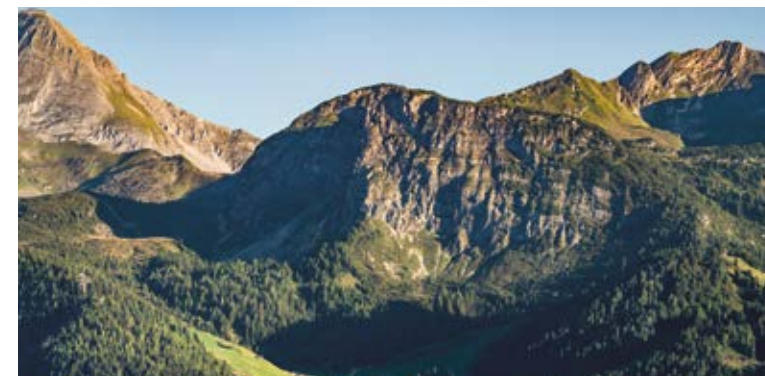
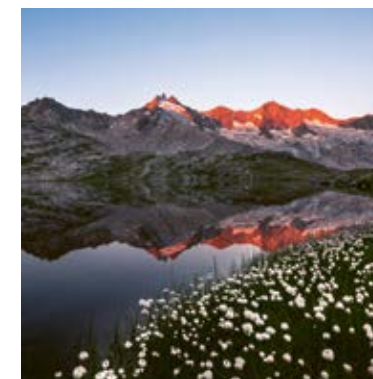
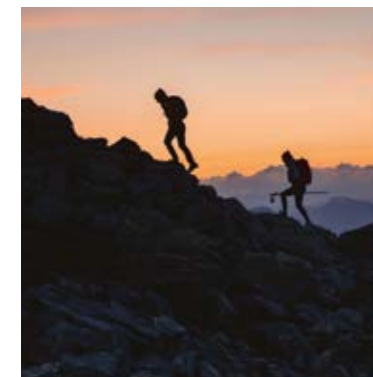
ISSKOGELEBAHN CABLE CAR, GERLOS

- New: Locandy audio dramas
- New: Wooden marble tower
- New: Yoga platform
- Isskogel single trails
- Latschenland play paradise & lake Latschensee
- Wooden marble run
- Adventure climbing route



DORFBAHN KÖNIGSLEITEN CABLE CAR

- Jodelwanderweg trail
- GipfelLiner over the reservoir
- Nature playground and wooden marble run
- Kröndlwurm legendary world



PHOTOS: Thomas Pfister, Tom Klockner, Christoph Johann

Mountopolis. The Mayrhofen-Hippach region is considered the birthplace of alpine tourism in Zillertal. From relaxing walks to adventures for the whole family to challenging climbing tours – thanks to the Mount Penken and Mount Ahorn duo, everyone will find what they are looking for here.

Numerous boutiques, restaurants, bars and cafés are waiting to be discovered in Mayrhofen, the secret capital of Zillertal. Popular cultural and excursion destinations such as the Strasserhäusl, Erlebnissennerei Zillertal and the new photo point at Melchboden round off the comprehensive offer. Ginzling mountaineering village with surrounding Nature Park Zillertal Alps especially gets hikers' hearts beating faster. The Nature Park House with the exciting "Hidden Treasures" exhibition is also located here. The idyllic side valleys have a special charm: Stilluptal invites hikers and cyclists alike to explore its secrets. The Stilluptal waterfall trail leads past picturesque alpine pastures and crosses a number of romantic torrents. Another side valley – the Zillergrund – stretches from Mayrhofen over a good 20 kilometres to the Austrian-Italian border. Schlegeis reservoir – one of the largest reservoirs in Austria – is located in Zemmgrund. Its unique dam wall also offers unforgettable adventures: Schlegeis 131 with via ferrata, Flying Fox, abseiling station and giant swing. Climbers should also visit the Ewige Jagdgründe climbing area and the Nasenwand and Zimmereben via ferratas. Summerworld Hippach guarantees fun in the water for the whole family with adventure, sports and children's pools as well as beach volleyball

and trampoline facilities. On hot summer days, the water and nature playground Brindlang and Auenland Sidan offer fun, games and a chance to cool off naturally.



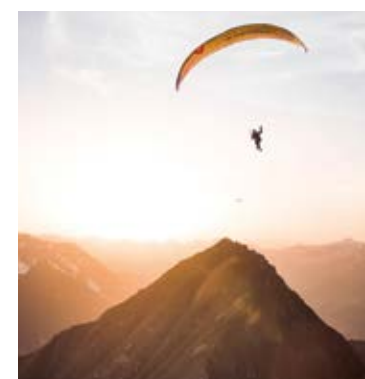
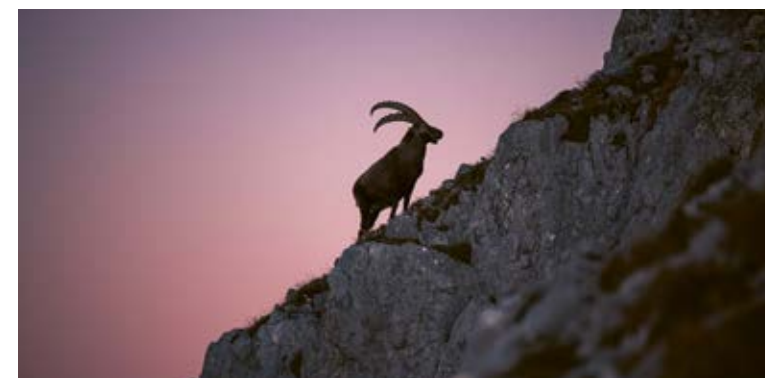
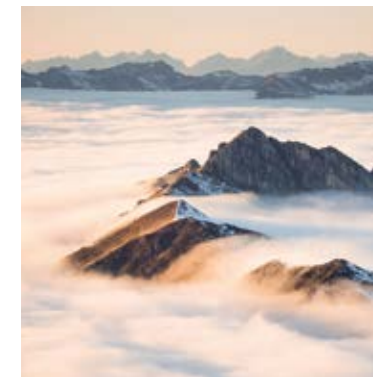
PENKENBAHN CABLE CAR

- FunSportStation Penken with e-trial course, motor skills course, MountainScooter hire, MountainPlayground and the LärchwaldBachl Stream
- Stroller-friendly panoramic loop hiking trail
- BergWaldWeg
- Via ferratas at the Knorren
- Paragliding launch sites
- MusikInsel on Mount Penken



AHORNBAHN CABLE CAR

- New: New location of Eagle's Stage Ahorn on the FalknerOase at Filzen reservoir
- New: AlbertAdler AdventureTrail including GreifenBrücke suspension bridge and the FalkenSteig Trail
- AlbertAdler PlayWorld by Ravensburger
- SunRise and SunSet Gondola
- Lake AhornSee & AhornBachl Stream
- LeisureTrail Ahorn with four ViewingPlattformen
- HikingPath Filzenkogel and Alpine FarmingTrail



PHOTOS: Thomas Pfister, Bernhard Huber, Tom Klockner

Tuxertal. The people of the Tux-Finkenberg holiday region have many reasons to be proud of the magnificent high valley. As here you will find fascinating glacier worlds as well as green slopes and forests – a true nature paradise for families and alpine sports enthusiasts.

Typical summer and winter activities merge in a spectacular way on Hintertux Glacier: hiking, mountaineering, biking or fun in the snow. Thundering waterfalls, adorable marmots and wonderful views of the many three-thousand-metre peaks on the main Alpine ridge round off the feeling of elation. Everyone is sure to find breathtaking natural scenery, alpine adventures and top culinary delights with a stunning view here. The Tux-Worlds adventure and theme trails offer fascinating insights into nature. “Gletscherwelt” showcases the majestic beauty of the eternal ice, “Wasserwelt” presents the power of the wet element and the “Planzenwelt” and “Tierwelt” show the rich biodiversity. “Naturwelt”, on the other hand, lets you explore the alpine environment, and “Schluchtweg” impresses with geological formations. And explicitly made for little adventurers: the Gletscherflohsafari, a playful way to learn all there is to know about the glacier world and its inhabitants. The Playarena in Tux-Vorderlanersbach offers a wide range of leisure activities for families and the adventure pool in Finkenberg entices with lots of water fun and relaxation in picturesque mountain surroundings. The Mehlerhaus in Madseit presents traditional ways of life and the Tux mill in Juns takes you back in time.

The Teufelsbrücke (Devil’s Bridge) in Finkenberg is an impressive witness to the high art of timber construction dating from 1876. The view into the deep Tuxbachklamm gorge and the Glocke conservation area never cease to fascinate. All these places make Tyrol’s diverse history and natural wonders accessible to the whole family.



HINTERTUX GLACIER

- *Deluxe picnic*
- *Flohpark Sommerberg*
- *Luis’ Kugelsafari marble run in the middle of the Gletscherflohsafari*
- *Spannagel cave*
- *Nature’s Ice Palace*
- *Panorama terrace at 3,250 m*
- *Luis’ Gletscherflohpark with snowtubing track*
- *Glacier tours*



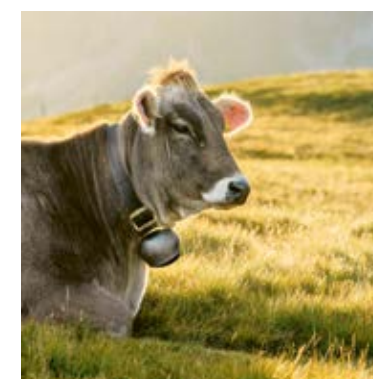
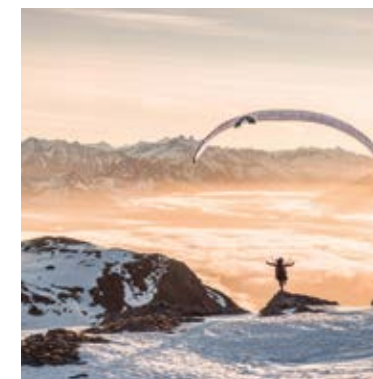
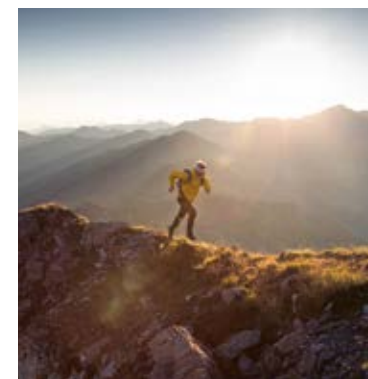
EGGALM BAHNEN CABLE CARS, TUX-LANERSBACH

- *Almspielerei adventure playground Eggalm*
- *Eggalm hiking rally*
- *Panorama tour: Gröblspitze-Ramsjoch-Torseen*



FINKENBERGER ALMBAHNEN

- *Pepi’s playground with Pepi’s low ropes course and swing playground*
- *Moorlehrpfad theme trail*
- *Penkenjoch reservoir pond with Granatkapelle chapel*



PHOTOS: Thomas Pfister, Tom Klocker

THE CARD FOR HOLIDAY BLISS

The Zillertal Activcard is your all-in-one ticket for the ultimate outdoor experience. For a summer that you'll never forget.



PHOTO: Andre Schönherr



One trip up and down every day with one of ten cable cars of your choice including unforgettable mountain adventures



Free admission to all six swimming pools (one visit per day)



Free use of most public transport in the region (except steam train)



At least 10% discount at numerous partner establishments in Zillertal

ALL INCLUSIVE WITH ONE CARD!

The Zillertal Activcard is the ideal holiday companion for all those who want to enjoy and experience the summer in Zillertal with all their senses. From mid-May to the end of October, it opens the doors to an impressive world of

mountains, makes it possible to discover countless special highlights and exceptional mountain adventures and guarantees almost unlimited mobility with cable cars and public transport. Families can not only look forward to outdoor adventures, but also to great discounts.









All information, the summer cable car operating hours and the public transport terms and conditions can be found here:

www.zillertal.at/activcard/en





KEY

-  Summer cable cars
-  Cable cars with bike transport
-  Pushchair-friendly trails
-  Outdoor swimming pools
-  Zillertal railway stations
-  Tourist information
-  Cable cars are not covered by the Activcard
-  Nature Park Zillertal Alps

YOUR SUMMER IN ZILLERTAL:

UP THE MOUNTAIN AND IN THE VALLEY

ILLUSTRATION: Lucie Ehrenberger

HIKING

How nice that the walk from the valley floor to the high mountains does not have to be exhausting. 10 modern summer cable cars provide comfortable access to the starting points for incomparable hikes and the most beautiful mountain adventures.

From easy hikes on the wide, sunny valley floor or through wild, romantic side valleys to challenging tours up to the highest peaks, Zillertal offers more than 1,400 kilometres of well-signposted hiking trails. Everyone is guaranteed to find their favourite route here. Particularly ambitious mountain lovers will find their happiness on one of our fascinating long-distance hiking trails with possibilities of overnight stays at mountain huts.

BIKING

Whether they're mountain bikers, e-bikers, racing cyclists or families, the impressive natural scenery and vast network of routes and paths in Zillertal get cyclists' pulses racing. Over 1,300 km of cycling and biking routes invite you to experience Zillertal's unmistakable mountain panorama on your bike. One extremely popular option is the Zillertaler Höhenstraße and Zillertalradweg cycle path.

SWIMMING

And then freshen up in one of the many pools and lakes in the valley and up the mountain. Our tip: A daily visit to one of the six outdoor swimming pools in Fügen, Stumm, Zell, Hippach, Mayrhofen and Finkenberg is included in the Zillertal Activcard.

TRAIL-RUNNING

Challenging and fascinating at the same time: 68 marked trails and Nordic walking routes covering 400 km in total in spectacular natural scenery. Our tip: Attend the trail running events in Hochfügen and Mayrhofen.

PARA-GLIDING

There are countless ways to get down the mountain fast, with lots of fun and a true zest for life. Magnificent nature and plenty of adrenaline both in the water, in the air or on the ground. Our tip: Our highly trained and experienced guides will take you on an unforgettable adventure.

RAFTING

CLIMBING

Exciting climbing opportunities at all levels of difficulty: In addition to eight climbing and bouldering areas, 15 via ferratas, three high-ropes courses and an outdoor climbing tower promise an adrenaline rush. The climbing and bouldering halls are ideal for training regardless of the weather.

CANYONING

FULFILLING THAT SENSE OF YEARNING ON THE ISSKOGE

THE MOMENT WHEN FREEDOM AND HAPPINESS EMBRACE

High above the valley, accompanied by the fresh breeze of the sweet summer wind, our thoughts become clear, freeing our minds. And we are grateful for this, because our hike to the summit enriches us with unique experiences.

The journey is the goal. Definitely, we fully agree with this old adage. As along the paths to the summit cross we discover the great variety of flora and fauna in Zillertal's mountains. Magnificent alpine roses, clear mountain lakes, impressive birds and all kinds of animals crawling underfoot can be spotted on the way to the Isskogel. But if we're really honest, the summit and entering our name in the summit book are in fact our favourite goal.

The motivation for this are the emotions that flood our minds and hearts when we're standing at the summit cross. Quite logically in fact, as the reward after the major exertion over the many metres of elevation is absolutely stunning: we can't get enough of the beauty of the panorama. Our gaze wanders into infinity, way beyond the surrounding peaks. And everything that seemed so big down there is suddenly very small. We draw strength from that moment on the mountain.









Zillertal's mountains offer us an almost inexhaustible range of hiking and biking routes. So all we have to do is set off, make the most of the day and conquer mountains such as the 2,263-metre-high Isskogel. The wooden summit cross invites us to pause on the small plateau and enjoy the magnificent panoramic view from the little bench. **Our tip:** You can also reach the summit of the Isskogel by mountain bike.



KING'S TOUR TO THE ISSKOGE

This challenging mountain bike tour starts in Gerlos. Taking the forest road you reach the Gerlostalalm through shady forest sections and then continue on to the Innerertensalm, biking in scenic winding bends up to the Isskogel summit cross. The strenuous ascent is rewarded with a fantastic view of the Zillertal Alps. The varied descent leads down to the Latschenalm and the Isskogelbahn cable car top station. **Tip:** The Isskogelbahn cable car is a great option for those who don't have quite as much stamina! You can cover the elevation gain in comfort and still enjoy the unforgettable view from the summit.



 26.5 km	 4.00 hrs	 circular tour	 difficult
 1,018 m	 1,018 m	 2,270 m	 optional Isskogelbahn cable car

A woman with blonde hair, wearing a blue patterned swimsuit, is swimming in a natural rock pool. She is looking up towards a waterfall cascading over large, grey, craggy rocks. The water in the pool is dark and still, reflecting the surrounding environment.

COOL SUMMERS

IMMERSE YOURSELF IN THE DIVERSITY OF ZILLERTAL

PHOTO: Phillip Geisler

Hiking in the summer mountain scenery is fascinating and fulfilling at the same time, but there are also experiences beyond this. Be inspired and let us show you the mysterious places of power in Zillertal.

Long before breakfast we are wide awake and also a little bit excited. Swimming in rockpools is on the agenda today. Together in a small group of like-minded people we follow Pia on a narrow path through dense forest. She is our guide and is taking us to one of her favourite secret spots: to fantastic natural pools in the middle of an imposing rock gorge. These “Gumpen” are natural pools formed by the crystal clear streams in their river beds, which also invite you to swim in summer.

THE PEACE AND POWER OF WATER

The partly moss-covered and stony path between rocks and trees is hardly recognisable to us. But Pia knows exactly where to go, and while she steers us purposefully to the site, she tells us about her work as a hiking guide: “Being healthy and happy is the best thing you can strive for. That’s why I’ve made it my mission to help people find inner peace.” She likes to share her knowledge and passion on guided tours through Zillertal’s nature and mountains – just as she is doing with us today. Water, Pia tells us, often plays a significant role in the choice of her destinations. The cool water, in crystal clear mountain lakes or flowing waters, provides instant relaxation in seconds and a real fresh boost.



PHOTOS: Thomas Pfister

When the warm summer sun conquers the sky and the fresh mountain air fills our lungs, a feeling of peace and lightness awakens in us.



“The element of water stands for purity and clarity. It symbolises permanently flowing life.”

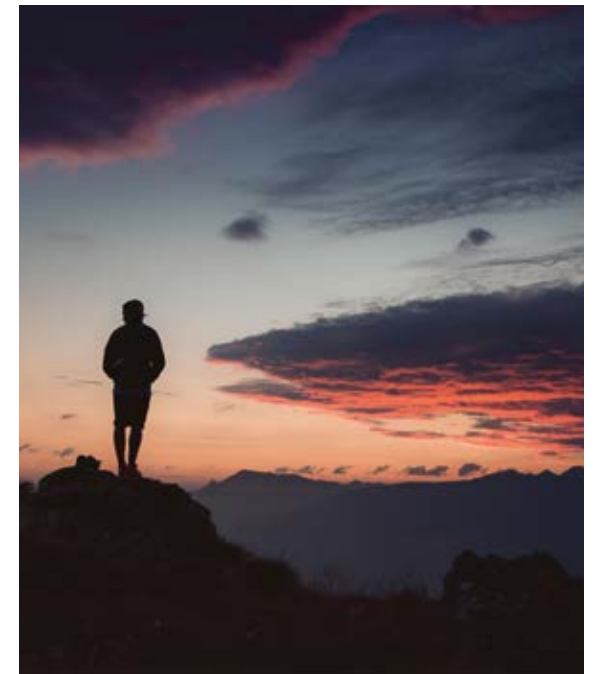
Inhale, exhale, listen to the spring water rippling. Immerse yourself and experience the whole diversity of the valley – from the rugged Alpine peaks to the small flowers on the side of the trail. Filled with euphoria, Pia tells us what else she has in her programme: “I know some very special spots that are ideal for yoga and Pilates up the mountain: at the top of a mountain, on the shore of a mountain lake or on scenic sunny plateaus. For my meditation walks I like to find paths to or along the numerous impressive waterfalls. The power of water simply radiates a special peace and calm.”

WATER AS A STAGE FOR EXPERIENCES

The element of water, we learn, stands for purity and clarity with its powerful yin energy. It symbolises permanently flowing life. But it can also be associated with adrenaline. It is hard to imagine that calm Pia is also a real action professional. As part of an experienced and well-trained team, she accompanies water sports activities such as canyoning, rafting, tubing and riverbug as well as other adventurous experiences. Zillertal offers spectacular locations for this with the Ziller river, numerous tributaries and remote side valleys.



Experience holistic mindfulness and find balance for the body and soul surrounded by fascinating mountain scenery.



The Zillertal mountain landscape radiates a deep calm with its special power spots and invites you to experience the energy of nature in a unique way. Creating moments that you will remember your whole life.

THE FASCINATION OF ETERNAL ICE

“One thing, however, that always amazes my guests is the experience of ‘snow and ice in summer’,” Pia smiles. After all, there are around 75 glaciers in Zillertal, whose peaks are often covered with snow all year round. One special place to experience this first-hand is Hintertux Glacier. “It’s an incredible feeling when you get on the gondola in summer temperatures and suddenly find yourself in a winter landscape at the top station at 3,250 m.” The right preparation and equipment are important here: warm clothing and good footwear. But ice cannot only be found on the glacier all year round. “There are even mountain lakes in higher eleva-

tions, which are not even clear of ice in summer in some years,” Pia reports.

MAGICAL MOMENTS

BETWEEN DAY AND NIGHT

When Pia talks about the sunrise tour she has planned for the next day, we listen fascinated: “You will remember a sunrise on the mountain your whole life. After climbing up in the dark, the horizon begins to glow in soft pink and orange. The night slowly gives way to the dim light of dawn, and you can already see the contours of the surrounding peaks. The world is waking up and the cool air feels invigorating. When the sun finally pushes over the ridges, the landscape is bathed in a golden light.

The summits of the Zillertal Alps shine in warm colours. It is a moment of incredible beauty and peace.”

The experience during a sunset walk is similar and yet very different. Of course, Pia also has this in her repertoire. But it’s not just the change between day and night that’s magical, the changing seasons are too. Of course, not all activities can be enjoyed at any time of the year, so it is important to inform yourself well about the weather and temperatures. The safest and most relaxed way is to be accompanied by an experienced guide, so you can fully concentrate on the experience and you will even get to the most tucked away secret spots.

AT THE DESTINATION OF DREAMS

We have now arrived at the crystal clear rockpool and take time for a brief introduction to the Wim-Hof method for breathing meditation. This is based on three pillars: breathing technique, cold therapy and meditation. Under Pia’s guidance, we perform this special breathing technique, which is about optimising the oxygen supply and improving body awareness. It is intended to promote health, strengthen the immune system and increase energy levels.

After having meditated together, we sense a pleasant tingling and a feeling of energy and alertness, but at the same time deep relaxation and inner peace.

PHOTOS: Thomas Pfister, Tom Klockner



A mystical atmosphere unfolds in silent moments when nature reveals its mysterious side.



Now it's time to get into the rock-pool's ice-cold water. Despite the low water temperature, we manage to overcome our inhibition and embrace the cold. Very mindfully. The feeling is indescribable. Afterwards, Pia has a small warm-up and a hot cup of tea prepared.

Filled with feelings of happiness, we head back to our hotel to indulge in breakfast rested and refreshed. But in my mind, we're already on tomorrow's sunrise tour with Pia. Because we definitely don't want to miss that.

Tip: Discover Zillertal and book your next experience right now. Find your guide and countless adventures:



When the sun's rays warm the valley floor and the clear fresh air blows around the mountain tops, you will find cultural and sporting events in unique scenery in the valley.

STEUDLTENN

The Theater Festival in Uderns offers a varied programme of theatre, music and cabaret over the summer. In an idyllic environment and informal atmosphere, it unites culture and nature, promotes regional talent, as well as established and emerging artists.

STUMMER SCHREI

A colourful mix of theatre, readings, music, cabaret and cinema has been presented at this cultural festival under the motto "meet up and chat" for over 20 years. Stumm offers the perfect stage for this throughout the summer.

MUSIKINSEL

The MusikInsel in Mount Penken reservoir promises to be a treat for the eyes and ears. With events and live music acts, surrounded by one of the most beautiful panoramas of the Zillertal mountains. Traditional sounds and cool beats invite you to groove along.

SUMMER CINEMA

Enjoy a wonderful open-air cinema evening and the summer night with culinary delights and everything that an evening at the cinema requires. In July and August, the pavilion in Zell am Ziller or Gerlos turns into a big screen again.

CHILDREN'S FESTIVAL AT FICHTENSCHLOSS CASTLE

Jugglers, magicians, clowns & friends transform Fichtenschloss castle at the Rosenalmbahn cable car into a magical place of fantasy. With balloon modellers, children's face painting, music and much more. Every Wednesday from mid-July to mid-August.

SCHÜRZENJÄGER OPEN AIR

Schürzenjäger fans celebrate the emotional extravaganza and great Steirische Harmonika spectacle at the "Family Festival" just as they always have. The Schürzenjäger will get the crowd rocking after they reach the festival grounds on roaring Harley Davidsons in the motorbike cavalcade.

EVENTS IN SUMMER

HIGHTRAILS FESTIVAL

Amateur and professional trail runners compete on the attractive Gilfert circuit and varied alpine run in Hochfügen in August. The after-race party starts after the business trail run.

STEINBOCK WALK & ULTRAKS

The challenging hiking and trail running events are not only sporting highlights, but also a community experience that brings together athletes of all ages and fitness levels from near and far in Mayrhofen and Ginzling in August.

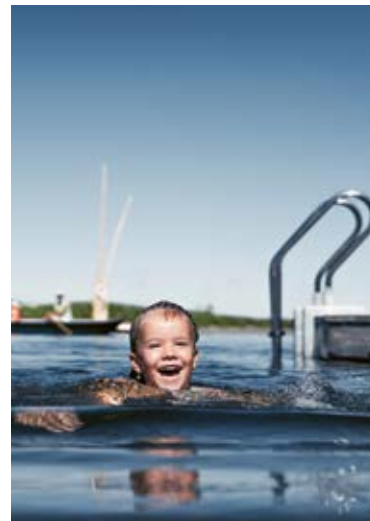
You can find all the dates and many other events here:



SUMMER WITH A FRESH BOOST

INCLUDING REFRESHING COOLDOWNS

Whether hiking on mystical paths to waterfalls and mountain streams or splashing about in picturesque swimming ponds with sports attractions: refreshment and summer fun await in Zillertal at all levels.



ADVENTUROUS

Get out of the heat – and up onto the mountain! 10 summer cable cars take you to lofty heights in comfort, where refreshing adventures await the whole family. Look forward to fun raft rides and water games, e.g. at the adventure pond on the Spieljoch, Lake AhornSee & AhornBachl Stream, Lake Latschensee and Latschenland play paradise and at the Almspielerei Eggalm adventure playground.

REFRESHING

It's not just the six outdoor swimming pools in Zillertal that offer a refreshing cooldown. The swimming lake in Schlitters on the valley floor or lake Fichtensee up the mountain by the Rosenalmbahn cable car top station also invite you to dive in. The Erlebnistherme spa in Fügen and the Mayrhofen adventure pool have been reopened following extension and reconstruction work.

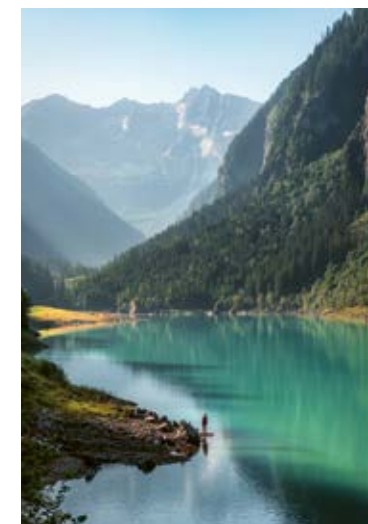
INDULGENT

When you stop at one of the over 150 huts, you can not only enjoy the wonderful sun, fantastic mountain panorama and regional delicacies. Ice-chilled classics are recommended for refreshment: Almdudler lemonade, homemade fresh buttermilk or how about the beer brewed in the valley from the Zillertal brewery?



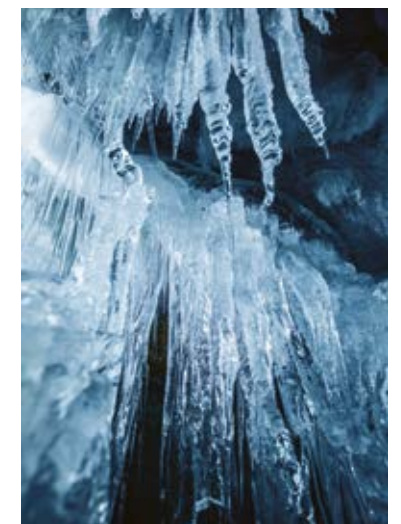
IMPRESSIVE

The Zillertal reservoirs are both natural gems and masterpieces of technology – and are very popular as excursion destinations. At Schlegeis you will find lots of action on offer, Stillup and Zillergrund are popular with bikers and hikers alike and in the Durlaßboden you can even swim or unpack your SUP board.



ICY

Fun in the snow in summer? Hintertux Glacier makes it possible with guided tours in Nature's Ice Palace, exciting trekking tours in Spannagel cave, a snow playground in Gletscherflohpark with snow-tubing track and carousel, guided glacier hikes as well as the panorama terrace at 3,250 m altitude.



PHOTOS: Christoph Johann, Thomas Pfister, Tom Klockner



INDULGENCE IN ABUNDANCE AT THE **FARMERS' MARKET**

Everyone knows, at the latest once the market stalls have been set up and stocked with regional, delicious, practical and pretty products: today we'll see each other at the Zillertal farmers' market.

TEXT: Barbara Schneeberger PHOTOS: Manfred Haun



Approximately 2,800 bee colonies recorded in Zillertal provide fine honey. The beekeepers take care of the busy bees' well-being and offer us their carefully collected honey in many varieties.

"I'll take them!" Lieselotte is very happy about her new Doggln – the traditional Zillertal felt shoes.



The early worm lured us out of bed at dawn. Or to put it better – little Lieselotte. She's been looking forward to the Zillertal farmers' market for days. The shopping basket is ready to grab quickly and if we didn't know the way to the marketplace, our senses would get us there. Our eyes, ears and nose are working overtime. There is so much to see, hear and smell that they're struggling to decide where to take us. This mixture of music, voices, fragrances and good spirits – so wonderful. The industrious market traders stand proudly behind their stalls and present their products from local agriculture and in-house production.

REGIONAL PRODUCTS

First of all, we decide to get a lay of the land – the range of regional products is so vast. And so we immediately check out the wide variety of freshly harvested fruits, herbs and vegetables. We learn how carefully they have been grown and harvested in lively conversations and even exchange recipes. "For apple strudel it's best to use Braeburn, Boskop or Elstar apples," the lady behind the stall tells us, putting a kilogramme of Boskop apples into the paper bag. "We picked these fresh this morning," she says, handing them over and wishing us good luck with our baking.

Regional and seasonal: we find vegetables, fruits, herbs, microgreens, and even fertilisers and seeds in abundance at the market stalls.

We can't get enough of the wide range of specialities and unique items. Fortunately, the market traders advise us with their expertise.

At other market stalls, we can see in just how many different ways the harvested delicacies can be refined and processed: jams, juices, jellies, chutneys, pasta, herbal salts, schnapps and liqueurs represent the wealth of ideas from market traders. The love put into this work can be clearly seen from the hand-labelled jars and bottles.

How much time and expertise has been put into each individual product can only be guessed at, because the producers rarely clock in and out. "After all, it's the result that counts," we learn – and the result is delicious. And so we sample our way through the regional delicacies: freshly baked bread, home-made butter, alpine cheese, bacon, sausages, smoked fish and much more. "If you enjoyed it, you can visit us at our farm shop," smiles the farmer, handing us her business card. A great idea, because the freshly baked bread will soon be polished off.

In addition to the many delicacies, the market also offers a lovely selection of handicrafts. Sewing work,



tastefully crafted decorations, jewellery and many other unique creative pieces can be found at the stalls. Here, too, we can immediately see how proud the sellers are, because the artists themselves are usually standing at the market stall, touting their works. New commissioned works are continuously created during the market day, because unique pieces express a special form of appreciation –

towards the artist and the recipient. The relaxed atmosphere unites gourmets and lovers of authentic, regional products.

TREAT ALL YOUR SENSES

At the benches and tables we sit down and listen to the young musicians, who add harmonious sounds to the beautiful feeling of togetherness. In typical spirited Zillertal style, they play their repertoire and



“The culinary offer at the market is complemented with freshly cooked traditional dishes.”

encourage others to sing along – just like their great role models. A nice man also comes up and asks if we'd like some food and drink. "Today we have 'Kiachl'," we learn and order the Zillertal delicacy – first with sauerkraut and later again with cranberry jam, because that's Lieselotte's favourite. A shopping spree like this certainly makes you hungry. And so we let it end indulgently – in a great mood and with regional delicacies.

AUTUMN IS A TIME TO INDULGE

Feasts and enjoyment are particularly celebrated during the golden season in Zillertal. There are many

reasons for this. First and foremost, the gratitude for a beautiful summer farming period, the associated cattle drive and the joy of a rich harvest, which is processed, distilled and cooked in a variety of ways.

The fruits of the harvest are enjoyed with family and dear friends with stories being told around the table and one or two musicians taking out their instruments. And thus with singing and celebrating to their heart's content.



Fresh milk, farmhouse bread from the wood-burning oven, soft brioche, forest honey, cranberry jam, pine jelly, bacon, potatoes, onions and chives – the basket is filled to the brim and offers the best ingredients for delicious Zillertal dishes.



Pop by!

Farmers’ and gourmet market in Schlosspark in Fügen
From March to November, every other Friday in the month from 9.00 a.m. to 1.00 p.m.

Zillertal farmers’ market in Zell am Ziller
Every Wednesday from mid-June to the end of September from 3.00 to 6.00 p.m.

Zillertal farmers’ market in Gerlos
Every Thursday from mid-June to the end of September from 3.00 to 6.00 p.m.

Zillertal farmers’ market in Mayrhofen
Every Friday from the end of May to mid-September 9.00 a.m. to 1.00 p.m.

Many other markets are held as part of the cattle drives as well as during the Zillertal Farmers’ and Musical Autumn.



Here you can find all the current dates:
www.zillertal.at/events



Cooked from the basket

After a shopping tour through the Zillertal farmers’ market or the farmers’ and gourmet market, the shopping basket is full to the brim with delicacies from the region. Any number of dishes and creations can now be cooked at home using these ingredients. To ensure they’re a success, you can find recipes for classic Zillertal dishes on the following pages.

FRUITY SWEET AND SAVOURY AT THE SAME TIME:

STUFFED POTATO FRITTERS



Makes approx. 30



Takes approx. 60 minutes
+ resting time



Easy

RECIPES and PHOTOS: Silke Haun

INGREDIENTS

Dough:

- 600 g floury potatoes (cooked the day before)
- 150 g medium fine flour
- 1 egg, 1 egg yolk
- ½ tsp salt, a pinch of nutmeg

Filling:

- Cranberries in a jar

For frying:

- 1 egg white
- Smooth flour
- Concentrated butter

PREPARATION

Peel and finely grate the potatoes or use a potato ricer. Add the eggs, flour and spices and mix into a smooth dough using your hands. Cover the mixture for 60 minutes and leave to rest at room temperature.

Roll out the dough on a floured work surface into about 3 mm thin and 5 cm wide sheets.

Place a teaspoon of cranberries on the sheet of dough at regular intervals, brush around it with egg white, place another sheet on top and press gently. Cut out 4 x 4 cm fritters using a knife or pastry wheel. Place the dough pieces on a floured surface.

Heat the concentrated butter in a large, deep pan until it smokes slightly. Fry the potato fritters in portions (turn as soon as they start to bubble)

Serve with fresh, lukewarm sauerkraut and bacon – you can find the recipe on our website!



ZILLERTAL KRAPFEN

WITH A TASTY CHEESE FILLING



Makes approx. 50



Takes approx. 90 minutes



Not very
easy

INGREDIENTS

Dough:

- 250 g plain wheat flour
- 250 g rye flour
- 1 tsp salt
- Approx. 200 ml “milky water” (half water, half milk)

Filling:

- 1 kg potatoes
- 100 g Tyrolean grey cheese
- 125 g curd cheese
- 1 bunch chives
- 1 tsp salt

For frying:

- Smooth flour
- Concentrated butter

PREPARATION

Mix the flour with the salt, gradually add the liquid and knead into a smooth dough. Leave it to rest covered.

In the meantime, boil the potatoes until soft, peel and mash them or use a potato ricer.

Chop the chives into thin rings. Crumble the cheese and mix it thoroughly with the salt, chives, curd cheese and potatoes.

Form the dough into a 5 cm thick roll for the Krapfen. Cut about 2 cm wide strips from the roll, form a ball, press it flat and roll it out into a thin round sheet on a floured worktop using a rolling pin. Cover with a kitchen towel until ready to continue.

Fill each of the sheets with one tbsp of the potato mixture, fold over and press together firmly (if the dough is dry and/or does not stick together, wet the sheets on the inside with a little (!) water).

Heat the concentrated butter in a large, deep pan (until it smokes slightly) and fry the Krapfen in small portions for a short time (turn once the underside is brown).

Serve the Krapfen with sour cream.

TIP: Rolling out the sheets is the toughest manual work. Instead, roll out thin sheets using a pasta machine and cut out circles with a diameter of about 12 cm on a well-floured work surface.

FOR EVERY SPECIAL OCCASION:

BREAD PUDDING IN A GLASS



4 servings



Takes approx. 60 minutes



Easy

INGREDIENTS

- Yeast pastries (may also be old and dry)
- 3 eggs
- 300 ml single cream
- 1 tbsp honey
- Juice of ½ lemon
- 1 tbsp sugar

Filling:

- 3 sour apples
- Juice of ½ lemon
- 1 tbsp sugar
- 1 tbsp cinnamon

For assembly:

- Four 200 ml glasses
- Some butter
- Icing sugar

PREPARATION

Cut the pastries into about 5 mm thin slices.

Separate the eggs. Mix the egg yolks thoroughly with the single cream and honey.

Peel the apples, remove the core, dice the apples into small cubes and mix with the lemon juice, sugar and cinnamon.

Whisk the egg white with the lemon juice and sugar until stiff.

Coat the glasses with a bit of butter. Fill the glasses with alternating layers of pastry slices and apples, finish with a yeast pastry layer one finger width under the rim of the glass.

Carefully pour the cream into the glasses until the contents are covered.

Place the whipped egg white on top of the glasses and bake the Scheiterhaufen at 180 °C for 15-18 minutes with the fan on.



“Tip: I like to add raisins marinated in rum to the apple mixture for a distinctive flavour.”

Fancy more?

You can find many more recipe ideas and step-by-step instructions on how to make typical Zillertal delicacies at: www.zillertal.at/recipes





TRACKS ON THE LOSCHBODENALM

SHAPED BY NATURE

By changing perspectives, we can see the incredible power of nature. Small creatures become great adventurers, prominent rocks a little gem. The mystical atmosphere of autumn lets our imagination run wild.

PHOTOS: Tom Klockner

The hoarfrost has not yet dried, the temporary footprints leave a line of dashes along the Loschbodenalm and the imposing peaks of the Tux main ridge hide behind the veil of autumn fog. But with every ray of sunshine that passes through the white pillows, it gets lighter. And in the next moment, the golden season lives up to its name. Autumn is often described as a period of change. The shorter days prepare us for winter, reducing some daily activities.

But it is in fact now that it's particularly worth taking a closer look – watching nature retreat and come to rest. And so it will not escape attentive hikers that the ants are retreating into deeper nest layers and closing their entrances. Marmots are looking for the last fresh shoots before rolling into their dens to hibernate. There's also lots happening along the roughly one kilometre long dry stone wall, which runs “Am Flach” along the border to the Elsalm. A large number of insects, spiders, even mountain newts, are preparing themselves carefully for hibernation in order to start again with fresh energy in spring. From time to time we also like to retreat. By contemplating and grounding ourselves, we draw strength in the autumnal mountains.









Important: The autumn season sometimes comes with surprises and there may already be snow at higher altitudes. Before you set off, inform yourself about the conditions and adapt your tour if necessary.



AT THE FOOT OF THE TUX MAIN RIDGE

Whether it's trekking, trail running or biking & hiking: the landscape around the Loschbodenalm not only promises variety, it also offers wonderful stops for refreshments. The hike starts at the entrance of Juns and leads along a forest path slightly uphill towards Grieralm. Passing the Grierer Lacke you reach the Höllensteinhütte with some steeper passages over the Tappeneck. From there, the old hiking trail through the forest leads back to the valley. **Tip:** For those with more stamina, a detour to the Tettensjoch is certainly worth the additional 6.6 km and 560 metres in altitude. You need about 1 hr 45 minutes walking time for the climb up.



 9.5km	 3.30 hrs	 circular hike	 moderately difficult
 560m	 560m	 1,790m	 no

HEAD TO THE COLOURFUL

ALPINE AUTUMN

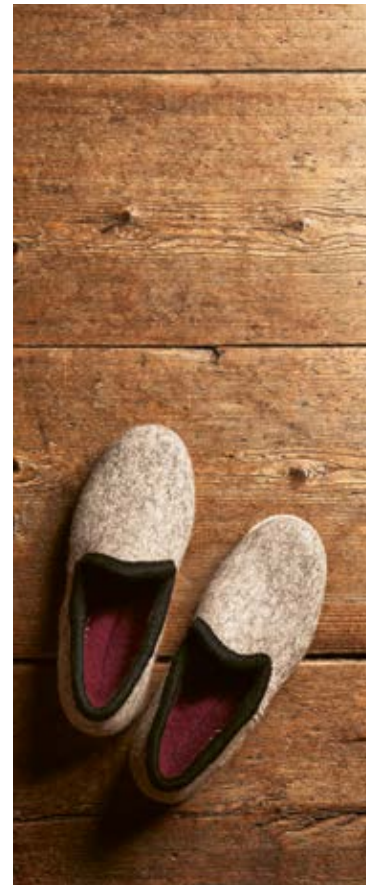
Lively festivals, magnificent colourful forests and a deep blue sky are just as much a part of the Zillertal Alpine Autumn as the first frost and the already white summits of the numerous three-thousand-metre peaks announcing the coming winter.



CELEBRATIONS

When the days get shorter and the nights get longer at the end of the alpine summer, the time for the cattle drives has come. With sociable celebrations, traditional music and dance events as well as culinary festivals, we give thanks for a rich harvest and the happy return of the herds from the high alpine pastures.

PHOTOS: Josef Unterlercher, Andre Schönherr, Tom Klockner, Visorium Mayrhofen



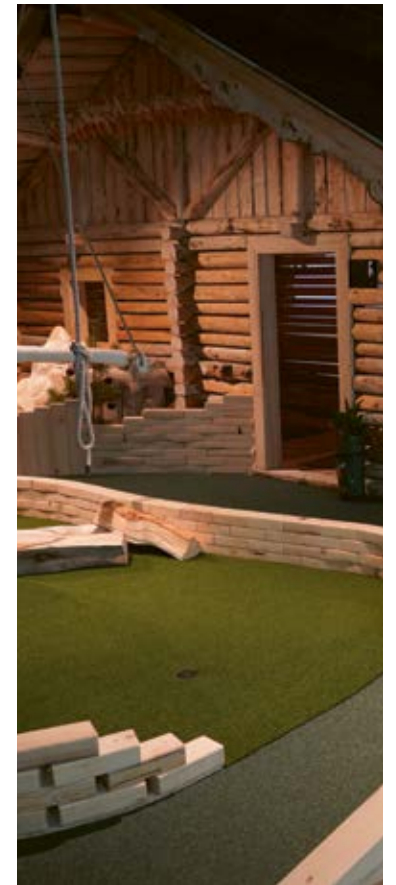
MARVEL

The variety of educational showcase businesses in Zillertal ranges from crafts to culinary arts and schnapps distilleries. Watch Zillertal locals at work as they make the famous “Doggeln” shoes or produce delicious cheeses. Tip: In the Braukunsthause you can see how the local Zillertal beer is brewed.



EXPERIENCE

Hiking, biking, climbing or golfing: a variety of outdoor activities are still possible in Zillertal in autumn and you will be rewarded with a fairy-tale natural backdrop. Tip: Snow fans can already find fantastic conditions on the Hintertux Glacier to make their first tracks in the snow at an altitude of 3,250 m.



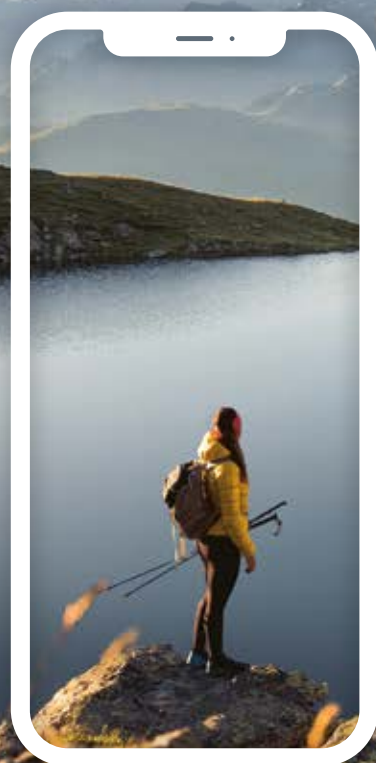
DISCOVER

The weather doesn't play ball? There is also plenty to do indoors in Zillertal. Kaboom, the Playarena and the Albert Adler PlayWorld are just a few. Look forward to games, fun and action with bouldering, the Airparc, tennis, squash, bowling and much more. New: the Visorium in Mayrhofen with laser tag, escape rooms and adventure golf.



More than just a holiday.

Welcome to
Zillertal



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Book tickets and
experiences directly
online!



When the farmers drive the animals from the mountain pastures down to the valley in autumn, it's just the right time to celebrate sociable festivals and usher in the golden season.

CLIMBINPARK

The climbINpark children's and family festival in Fügen's Schlosspark offers a colourful programme: supervised children's climbing, a bouncy castle, bungee trampoline, mini golf, football darts, XXL game box, children's face painting, pony rides as well as a shooting gallery and live music.

MUSIC ON THE MOUNTAIN

The "HoooRuck am Berg" and "Tin Avalanche am Berg" series of events promise authentic music and culinary delicacies in Mayrhofen surrounded by the Mountopolis mountains – with fantastic views and free admission.

FARMERS' AND MUSICAL AUTUMN

Agriculture, culinary arts and music – that's what the "Zillertal Farmers' & Musical Autumn" in Mayrhofen is all about. These include the events "Das Fetzig'n Herbstfest", "Hoo Ruck Fest", as well as gourmet and craft markets and a grand traditional parade.

REGULAR GUEST DAYS

In Zell and Gerlos you can already enjoy the region during the golden autumn in the week before the big cattle drive. The landscape shows off its most beautiful colours and it's time to head up to huts again one last time before the summer ends.

CATTLE DRIVES

After spending the alpine summer on the high pastures, the colourfully decorated animals return to their stable at home in the autumn. Cattle drives take place in September and early October in all regions of Zillertal and are an integral part of the local tradition with their colourful programme.

FARMERS' MARKETS

Local farmers and family-run farms from all over the valley present their products to take with you or sample on the spot at the Zillertal farmers' markets in Fügen, Zell, Gerlos and Mayrhofen.

EVENTS IN AUTUMN

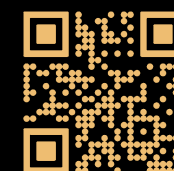
OKTOBERFEST

As part of the Hintertux Oktoberfest, you can look forward to a farmers' market and musical and traditional performances in addition to the cattle drives. In the beer tent there is live music and a great atmosphere.

PARK OPENING

The Hintertux Glacier opens the snow park season in Europe every year at the beginning of October at Betterpark Hintertux. The opening is a fixed date in the calendar for snowboarding professionals, major brands, media and snowboarding enthusiasts to start the winter with like-minded people.

*You can find all the dates
and many other events here:*





ST. NICHOLAS' SCARY COMPANION:

KRAMPUS IS OUT AND ABOUT

The hand-carved and richly painted masks tell stories of ancient myths and legends.



The Zillertal Krampus parades take you on an emotional journey into another world. Ancient customs and modern creativity come together here. Creating a living example of preserved and reinterpreted tradition.

TEXT: Nicole Ortner PHOTOS: Josef Unterlercher

When the cold November air fills Zillertal's valleys, small and big hearts start to beat faster. Amid the darkness and freezing cold, the Krampus figures are on the prowl. Saint Nicholas' sinister companions spread fear and fascination in equal measure with their eerie masks and wild costumes.

Krampus – also known as the “Toifl” (devil) in Zillertal – had the job of frightening and punishing naughty children. The earliest mention of this custom is from the 16th century, and its present form dates back to “Stubenspiele” – plays performed in homes. In some places, this tradition gave rise to what are now known as Krampus runs. The Krampus figures parade through the villages in large groups, called a “Pass” or “Passen”. These Passen are dressed in furry garments and wear scary masks.

We enjoy local Krampus show runs as a great spectacle that captivates us. Their special feature lies not only in the centuries-old tradition, but also in the diversity and creativity of the participating clubs. Over time, the various spontaneous gatherings and groupings evolved club structures, and today there are ten active groups in Zillertal. The oldest “Toifl” clubs are the “Bruggera Toifl” and “Teufelpass Uderns”, both founded in 2000.



On the day of the parades we feel an incomparable mood and atmosphere. The show elements are planned well in advance and meticulously rehearsed.

Each group has its own unique character. They start to gather ideas early in the new year. The content, programmes, music and events are meticulously planned. This planning is one thing, but the rehearsals, accuracy and passion for perfectionism are quite something else. Fire breathing, the stirring of witches' cauldrons and many other aspects are individually rehearsed and memorised for the performances on frosty nights. Each performer lives and breathes their role during this exciting event, because the interaction between the various characters and spectacles is essential to surprise the audience again every year.

CHILDHOOD MEMORIES BROUGHT BACK TO LIFE

This time at the end of the year unites spectators and performers once again. Rattling chains and ringing bells create a terrifying soundscape and get pulses racing. A mood of curiosity and excitement descends among the people amid the aromas of hot drinks and delicious treats. Children press nervously up against their parents, their eyes wide open with wonder and perhaps a little fear. The adults remember their own childhood, when they stood on the side of the road in awe at the "Toifl" with their creepy masks.

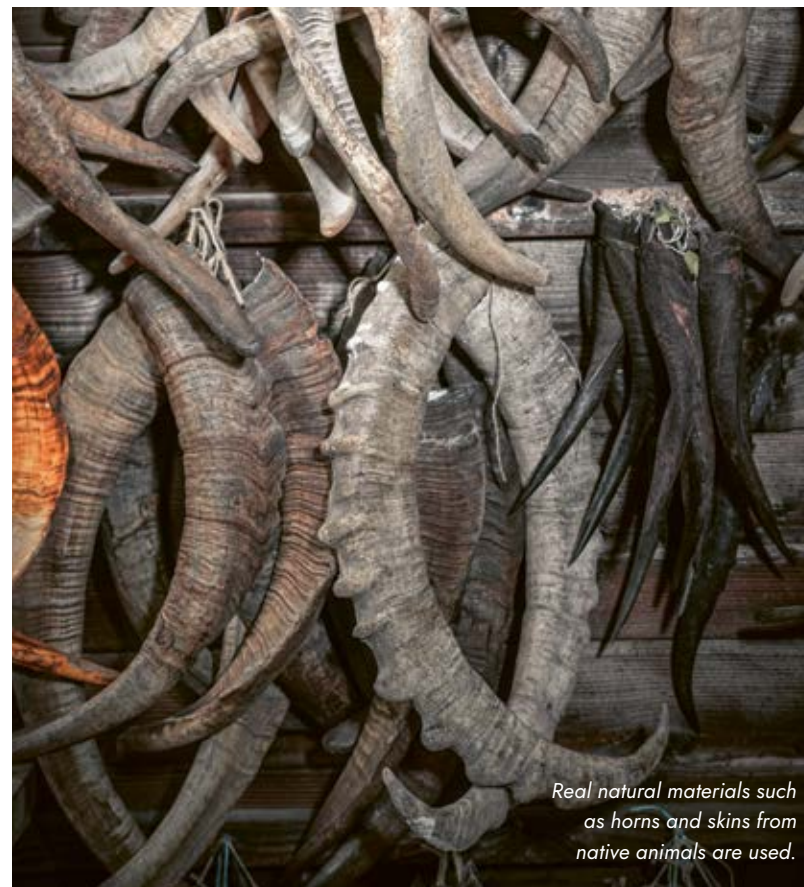
The fire creates an atmosphere of horror and awe that intensifies the experience.



"Spectacular creatures – each one is a work of art and a rarity in itself."



The art of carving involved in these masks not only requires craftsmanship, but also a deep understanding of culture and customs.



Real natural materials such as horns and skins from native animals are used.



“The bedrock of our club is to maintain customs in the long term and to continue tradition.”

AMID FURS, HORNS AND WOOD

Christian Eberharter from Zillertal is one of the few who can still call themselves masters the art of mask making. The tradition of carving has a long history in his family. Intrigued, he started watching his grandfather at work 30 years ago. Christian originally carved cows and sheep before discovering his passion for Krampus masks. For him, his profession is not just a source of joy and fulfilment, but also a skill that is highly valued by the community. It often takes several weeks to produce each individual mask. The design of the mask varies, but there are certain features that characterise the Krampus: large, curved horns and distorted,

“At the end of the evening, when the “Toifl” take off their masks, the true figure emerges.”

grotesque facial features. Carving itself requires years of experience and a steady hand. First, the rough contours of the mask are carved out of the pine wood using a chisel and hammer, and then details such as the eyebrows, wrinkles and teeth are carefully defined using various tools. This step is particularly difficult, since every movement of the carving knife can change the expression of the mask. Once carved, the mask is painted to create an even more terrifying appearance and give the face a demonic effect. Each mask is unique and is often used or passed on from one generation to the next.

THE MASK SLIPS

At the end of the evening, when the “Toifl” take off their masks and scary costumes, the true figure emerges. Familiar faces with soot-smudged cheeks and eyes shining with pride appear from under the hairy garments still storing the heat from all the physical activity.

A broad grin, filled with relief and honour, conveys the deep attachment to this custom that each and every one of the group of “Toifl” feels. The anticipation of the next Krampus season starts flowing through our veins as soon as the last torch is extinguished.



LEGENDARY FLINTSTONE OF THE ALPS

THE GARNET

It is famous for its deep red colour and mysterious transparency, but its draw extends far beyond its physical beauty. Numerous hiking trails and exhibitions in Zillertal are dedicated to the history and geology of this very special gem.



MAGNIFICENT

The Granatkapelle chapel impresses with its modern architecture in the shape of a garnet and its inspiring location on the Penkenjoch. A place of silence, contemplation, devotion and gratitude that is open to everyone – regardless of their denomination. The interior of the chapel is decorated with a mosaic of five local woods.

PHOTOS: Thomas Pfister, Flo Smith, Josef Unterlercher, Kostner GmbH



SPARKLING

The “Hidden Treasures” exhibition in the Nature Park House in Ginzling extends over two floors and covers an area of more than 500 m². Visitors can expect a unique journey through the geological history of the Zillertal Alps – and sparkling crystal treasures that were created over millions of years inside the mountains.



RADIANT

The deep red precious mineral is highly valued by jewellery designers and has always been an important part of traditional Zillertal jewellery. The garnet is not only a beautiful eye-catcher, but also a cultural symbol that expresses a deep affinity with tradition and the regional heritage.



SWEET

Soft almond nougat that melts on your tongue combined with black-currant marzipan: the Zillertal Garnet – also known as the Zillertal Mozartkugel – is a souvenir that you must try. The praline has been produced in the traditional Kostner cafe in Mayrhofen for over 21 years. In winter it is even available online.



You'll only taste it here.

Welcome to
Zillertal

Experience Zillertal.

There's fresh powder snow reaching into the valley, the dancing flames crackle in the fireplace and the smell of freshly baked biscuits wafts through the air. That's the magic of winter in Zillertal – where breathtaking mountains play host to perfect pistes and unique culinary experiences. And right in the middle: you.

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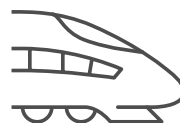
Travellers from NL, for example,
can take the ICE to Tyrol daily
via Frankfurt or Munich. And
the Nightjet travels daily from
Amsterdam to Tyrol, for example.

CLEVER SAVINGS

The journey to Zillertal is cheap
when you make use of the railways' offers.

GETTING AROUND RELAXED IN THE VALLEY

A comprehensive transport network
takes you to the most beautiful
excursion destinations and
the cable car bottom stations
throughout Zillertal in comfort.



By ICE intercity train directly
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ILLUSTRATION: Lucie Ehrenberger

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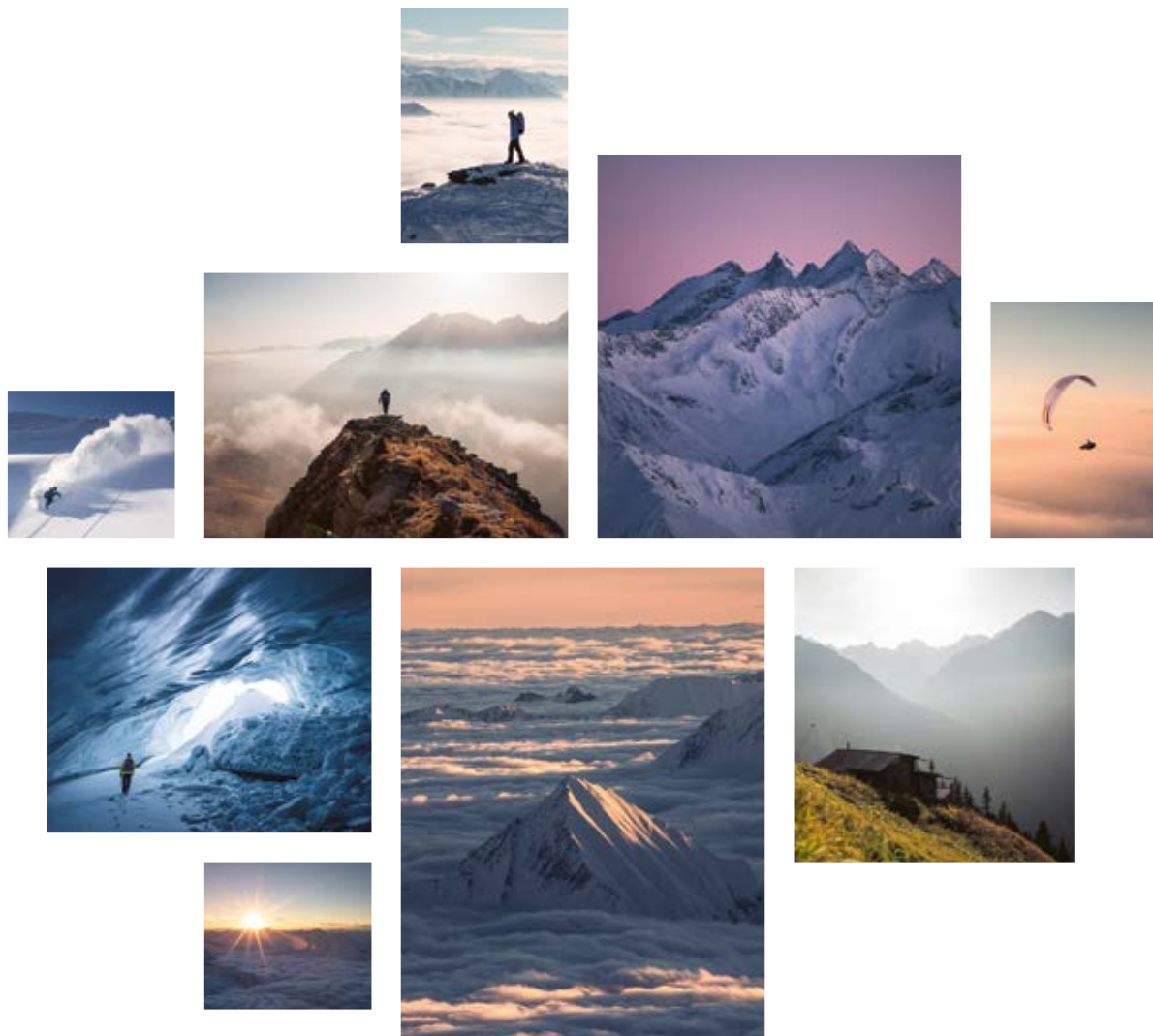
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Lisa Lentner (guest service)
and the team of
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CONTACT AND ADVICE
tel.: +43 5288 87187
email: info@zillertal.at
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