

PRESS RELEASE

Winter sunrises, leisurely hikes and sled rides

Kufsteinerland offers plenty of excellent winter hiking trails and unforgettable experiences

The cold season in Kufsteinerland impresses fans of winter sports who also want to enjoy themselves away from the ski runs. The region, with the fortress city of Kufstein and the eight picturesque villages, offers a varied and atmospheric winter programme surrounded by beautiful snowy mountains. Active holidaymakers and pleasure-seekers discover the most beautiful side of winter at the gateway to the Tyrolean Alps, with premium winter hiking trails, guided snowshoe tours, adventure tours and sled rides. Culinary highlights of enticing Tyrolean cuisine round off the excursions.

In Kufsteinerland, leisure hikers don't need to travel far – wonderful experiences await almost on the doorstep. There are three new premium winter hiking paths that tick all the boxes. The tours are designed so that they can be completed in 1.5 to 3 hours depending on how long a rest you take and how fast you walk. On the topic of stops: There are excellent Tyrolean inns both on the mountains and in the villages. Some of them even have À la Carte stars, Falstaff forks or Gault Millau toques. A paradise for hungry winter hikers and food lovers.

The premium winter hiking path in the Kaisertal nature reserve starts right at the edge of Kufstein. This tour enchants guests with its snowy beauty; for locals it is a fond tradition and part of their quality of life. The path begins with 345 steps that climb approximately 100 meters of altitude and lead to the isolated valley between the Wilder and Zahmer Kaiser mountain ranges. Once in the valley itself, the route leads gently upwards. It passes through beautiful natural landscapes and many magical spots such as the magnificent Antonius chapel, which is more than 300 years old. Kaisertal is the perfect place for a time out in nature, right on the edge of Kufstein. In 2016 it was justifiably and officially selected as "the most beautiful place in Austria" by a prominent Austrian TV show. The return journey takes the same path, which offers plenty of rest options in traditional inns with cosy, historical lounges and regional delicacies. It follows the southern slope of the Zahmer Kaiser and hikers can therefore generally enjoy the winter sun.

Another example is the premium winter hiking path along the panorama trail in Bad Häring. This relatively short and easy path is perfect for a winter stroll. From the district of Schönaun, part of the idyllically located spa resort of Bad Häring above the Inn Valley, the gentle path leads over the open and gently rolling meadows. Beautiful views of the mountains to the right and left of the Inn Valley can be enjoyed. The third premium winter hiking path is a little more remote and Alpine, starting in the Hinterthiersee village centre. Here, at around 1,000 meters altitude, the path meanders gently upwards, leading around the 1,119 m high Waschkogel and ending up back in Hinterthiersee. On the way you pass the "Schiestlhof" farm and Kranhof, go through the beautiful Glemm Gorge and can enjoy a rest and a snack at the hospitable Wieshof. Sleds can be rented there to glide down the last kilometres into the valley on two runners.

Hikes and experiences – a speciality in Kufsteinerland!

The premium hiking paths are only one of many options available for exploring the winter landscape around Kufstein. Other specialities of Kufsteinerland include the winter themed paths that are connected with special experiences. They combine beautiful landscapes, unusual sights and sometimes even curiosities with winter activities. The sunrise hikes in Kaisertal start out early on bright moonlit nights in winter. The early start pays off as this fantastic natural spectacle is accompanied by early activity and rewarded with a tasty breakfast at one of the Kaisertal inns. Dates are on 10 January, 10 February and 9 March, with registration required at least two days in advance. The guided snowshoe hikes to Riedenberg in the Thiersee Valley offer a completely different experience. On them, the destination is a mystical and solitary stone circle, at which a smoke ritual custom during wintertime is on the programme. Fire and ice is the theme of evening torch walks around Thiersee.

Hike up the mountain, have a tasty meal, sled down

A sled ride is a great way to enjoy nature in winter, with well-prepared forestry roads and hiking paths in Kufsteinerland providing plenty of enthusiastic whoops. A well-known and popular excursion is in Mitterland, from Alpengasthof Schneeberg to Kala Alm. The winter hike up to Aschenbrennerhaus, which is also a classic sledding run, starts directly in Kufstein. Other hiking and sledding classics are Aschinger Alm on the east side of Buchberg from Ebbs or the path up to Mariandlalm near Landl, just before the Bavarian border. There is the option to rent a sled on almost all tours; only with Mariandlalm do you need to bring your own sled or use the single-runner "Klumpfern," also known as "Rennböcke" or "racing rams." The mountain inns and alm huts at the destinations treat their guests to hearty Tyrolean specialities and authentic, rustic cosiness.

Cross-country skiing without boarders

Explore nature between Bavaria and Tyrol on cross-country skis: since winter 2020 the new cross-country ski trail connects Thiersee/Landl with the neighbouring Bayrischzell. The route leads via the Ursprungpassroad alongside the river Thierseerache onto through as picturesque forest. The boardercrossing, INTERREG funded connection opens access to a 62km crosscountry track net. This strikes a core with tourists and locals alike. The sport is a quiet, sustainable and environmentally friendly way to keep fit in fresh mountain air.

Excellent service and sustainable transport come together in Kufsteinerland

The "Winter Erlebnisprogramm" (Winter Experience Programme) brochure gives a good overview of the various activities in Kufsteinerland, and can also be found online. Many of the guided programme items and also the regional public transport are free of charge for people with the KufsteinerlandCard. The advantages apply from the second vacation day and guests receive the personalised cards directly from their accommodation provider in Kufsteinerland. There are now newly optimised opportunities to travel by train to the snow. Direct train connections from Hamburg and Berlin to Kufstein during winter holiday periods, and the Nightjet from Brussels to Kufstein make a sustainable arrival much easier. Well-developed regional public transport and the new Euregio bus between the German Alpine region Tegernsee/Schliersee and Kufsteinerland means that it's easy to get around without a private car. This makes destinations in and around Kufsteinerland easy to reach.

Kufsteinerland

Kufsteinerland is the "Gateway to the Tyrolean Alps." With its easily accessible Alpine areas, the region offers a unique mix of tradition and modernity, nature and wellness, culture and events, sport and gastronomy. Surrounded by untouched nature, Kufsteinerland stands for active holidays where there is still space for relaxation and quiet time. People of all ages, and with varying interests, can select holiday activities that will create lasting memories.

More information at www.kufstein.com.

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