



LASTING REGENERATION IN SAALFELDEN LEOGANG

Profit from a noticeable recuperative effect during and after holiday

A holiday in the Saalfelden Leogang region promises pure relaxation & the ability to remain in the here and now. Even weeks later, the positive effects of enjoying time away can still be felt in everyday life. Here in the Alps' most contrast-rich region, guests savour every comfortable minute. Even after enjoying some well-deserved time off, encouragement for healthy and stress-free living at home is an added bonus. The various wellness offers at the numerous wellness hotels and excellent Alpine cuisine are inspiring. Farm shops are the best places to sample Pinzgau delicacies and fresh organic vegetables from the region. As part of the 'ECHT.GSUND.GUAD.' campaign, Saalfelden Leogang showcases local producers. When it comes to physical and mental regeneration, there are eight vitality trails to choose from. These routes boast jaw-dropping views of the Leoganger Steinberge mountain range and the Steinernes Meer plateau.

Feel good and relax at the region's excellent hotels

The Saalfelden Leogang region is known for its first-class hotels. Weeks after a relaxing stay in the region's hotels, the sense of rejuvenation is still palpable thanks to the wide range of wellness offers that help to bring body and mind into harmony.

The Forsthofgut hotel offers an unusual SPA concept: at Europe's first forest spa, you can recharge your batteries with the help of natural ingredients from the region. Clear mountain air, pure spring water and the Alpine forests make a soothing "time out" from everyday life virtually flawless. In recent months, the hotel has also expanded its family wellness area.

New this year, the Sporthotel Salzburger Hof hotel now features an all-new infinity sky pool. In addition, the hotel's recreational area has been expanded to now feature a total of 1,200 m² of space for extensive relaxation.

Over at the Puradies hotel, holidaymakers can look forward to lovingly designed chalets with gorgeous mountain views. Meanwhile, the Bergdorf Priesteregg mountain village, with its chalets and the Priesteregg Bad spa, offers ample luxury and plenty of time to relax. The "Alpine Holistic" lifestyle concept at the Ritzenhof lakeside hotel and spa is synonymous with sustainable recuperation from head to toe. Exceptional feel-good offers are available at the Forsthofalm hotel, the organic Rupertus hotel, the modern yet traditional hotel mama thresl hotel and the 4-star Superior Krallerhof hotel. True to the motto "Bio.Aktiv.Echt" (organic, active, authentic), guests at the Rupertus organic hotel enjoy excellent organic gourmet cuisine and distinctive hospitality. The Kirchenwirt hotel also scores points with its excellent, varied cuisine: seasonal specialties, vegetarian alternatives and typical Austrian delicacies are on the menu at this traditional hotel. Meanwhile, at the Riederalm Good Life Resort, you can relax in the soothing thermal pool.

Even more offers in the areas of fitness and nutrition also ensure a successful "all-round wellness package." For example, there is a herbal workshop of Traditional European Medicine, or "TEM" for short, where healing knowledge is passed on. You can also take part in yoga classes on the mountain or a sunrise hike.

Alpine hospitality and the best take-home gifts & produce from the farm shops

Of course, culinary delights are a must in the Alps' most contrast-rich region. The holiday region boasts a total of 15 Gault Millau toques at seven restaurants. It's reputation as a gourmet village is well deserved.

In recent years, more and more fantastic farm shops have appeared on the scene. Here, the many Pinzgau delicacies can be sampled. Off to the stables is the motto at HPH anno 1905 - a village shop that was created

at the site of a former horse stable and has already won several awards for its homemade butter. The Alpaca Stable in Saalfelden is yet another special farm shop. Here, a wide range of products from socks to baby sleeping bags is made from the company's own alpacas! Did you know that alpaca wool is one of the world's most valuable and sought-after natural fibres? Those keen to better get to know the alpacas can book one of the trekking tours and set off with a fluffy friend on an excursion.

No matter the time of day or night, fresh organic vegetables are always available at the Stechaubauer organic farm shop. Inside the vegetable hut, select your vegetables from a self-service machine via touchscreen. While exploring and getting to know the area better, these and many more quality farm shops can be visited during an e-bike gourmet tour.

'ECHT.GSUND.GUAD': excellent organic products for more regional sustainability

Since 2007, the town of Saalfelden has played an active role in the state "e5" programme, making it one of 33 communities in Salzburg to take a stand in favour of greater energy efficiency and sustainability. In order to use regional resources as efficiently as possible, Saalfelden Leogang has worked on many new projects in recent years. Especially when it comes to delicious cuisine, the production of organic products has become an indispensable goal. As part of this programme, special organic sausage and meat products from Saalfelden Leogang are certified accordingly. More than 65 percent of all farms in Leogang are now organic farms and since 2014 the 'ECHT.GSUND.GUAD' (organic, active, authentic) seal of approval has been used to make local product quality easily apparent at a glance.

"Die Schattberger," three family-run farms on the Saalfelden Schattberg, provide special insight into the production of sausage and meat products. These families have made a conscious decision to keep their animals in a sustainable and climate-friendly manner and their meat products can be picked up directly from the farm. In addition, you can also have the delicacies sent to your home. During a visit to the Alpine pastures or a tour of the barn, learn more about the production of regional products.

"Simply Hiking" and "pole-sharing stations" for a sustainable life balance

Pack your backpack, lace up your hiking boots and just hike. To counteract the hectic pace of modern everyday life, people in Saalfelden Leogang "simply hike." The idea behind the concept is that hiking is more than sufficient as an opportunity to pause and reflect on the here and now. On the region's numerous hiking trails, there is the possibility to actively recuperate and let the natural beauty have an effect. Along the way, hikers are bound to discover interesting diversions that invite them to stop and rejuvenate. For example, you can enjoy a fantastic panoramic view of the local mountains from the 360-degree benches or lie down for a short nap on the wrought-iron forest swings amid the tree trunks, enjoying the pleasant silence of nature. The fact that the Saalfelden Leogang region is known for sustainability is also readily evident when it comes to hiking. Natural wooden hiking poles can be borrowed at the "pole-sharing stations" at the starting points of the hiking trails and then returned to the designated holders provided at the end of the tour. Personal hiking poles are also available for purchase at the tourism association. "These and other offers enable our guests to enjoy sustainable recreation combined with physical activity, thus guaranteeing more energy for everyday life," said Marco Pointner, Managing Director of Saalfelden Leogang Tourism.

Sustainable, healthy hiking: Eight beneficial vitality trails for body, mind and soul

Hiking and walking are known to be healthy activities. Besides exercise, spending time outdoors in the fresh air and resting is good for the body. In Saalfelden Leogang, there are eight vitality trails featuring different healthy effects, i.e., activating, regenerating or balancing. These walking routes were developed with the aid of a heart-rate variability monitor. This device records the activity of the sympathetic and recreational vagus nerves during walking. Because each path has a different effect, hikers can choose the ideal path depending on how they feel. Along the trails, there are energy-boosting places, which are good for meditation and breathing exercises. The energy and strength that is drawn from hiking in the great outdoors also has a lasting effect on everyday life at home, allowing you to feel good and approach the day with more vigour.

Protecting the environment: co-heating partnerships, sustainable hotels and green events

Sustainability is also a top priority of the Leoganger Bergbahnen cable car company. To reduce CO2 emissions, there are co-heating partnerships with neighboring hotels and mountain huts. The recovered heat

from a cable car's motors is recycled to warm other rooms used by the cable car company. "These measures have enabled us to reduce our energy consumption by 68 percent," said Kornel Grundner, Managing Director of the Leoganger Bergbahnen cable car company. By the way: With the Saalfelden Leogang Card in hand, profit from free return journeys with the Leoganger Bergbahnen cable cars.

The Felsenfest climbing hall is also largely energy self-sufficient. The building features 130 square metres of solar panels on its roof and thus also supplies the neighboring stores, restaurants and offices with solar energy for heating and hot water.

The nearby hotels have also opted for an environmentally friendly and resource-saving concept. Self-produced energy is used from our own biomass heating plants, wood chip plants or composting plants. Many of these hotels have already received awards for their commitment to sustainability. Hotel guests can even rent electric cars for gasoline-free trips to explore the area. There are also "green events" that focus on energy efficiency, waste avoidance and environmentally friendly travel for guests. Examples include the "Nordic Park Experience" in winter, the "Stoabergmarsch" 24-hour hike between Tyrol and Salzburg in summer, as well as the regionality trade fair.

Information for the media:

Saalfelden Leogang Touristik GmbH
Selina Hörl
Mittergasse 21a, A-5760 Saalfelden
Tel.: +43-6582-70660-22
selina.hoerl@saalfelden-leogang.at
www.saalfelden-leogang.com/en

genböck pr + consult
Nina Genböck
Märkisches Ufer 28, D-10179 Berlin
Tel.: +49-30-224877-01
nina.genboeck@genboeckpr.de
www.genboeckpr.de