

Moments in Kufsteinerland



Hiking, like in the old days

A journey through time with
a mountain guide

A wildlife cuddle course

A visit to the Wildbichl
Wildlife Park

Conquered in the storm

Celebrations at
Kufstein Fortress

Read 'Moments' and experience moments in Kufsteinerland.
An information guide as a source of ideas and company directory
for locals and guests alike.

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Editorial

Dear reader,

Travel is about a yearning to live life to the full. That special holiday feeling begins on your first free day when you are not woken by the alarm clock like at home and instead can begin a relaxing yet adventure-packed time. Once your bags are packed, you've shut the door behind you and you've left your home behind, there's nothing stopping you from enjoying a great time!

People come from all over the world to spend their holiday in picturesque Kufsteinerland. They all enjoy the long days and nature which reach their peak during the warm season. Picturesque lakes, surrounded by mountains, provide soothing refreshment. Along the banks of the green river Inn, cyclists and walkers enjoy some time out in the fresh air. The guest gardens in the fortress town of Kufstein are perfect for some relaxation while summit climbers and leisure hikers let off steam in the Kaiser peaks.

Holidaymakers and gourmets are quite literally spoilt for choice. With our award-winning MOMENTS magazine, we hope to make the decision easier for some of our readers. This 9th issue too serves as a source of ideas and company directory in our region of Kufsteinerland.

We hope you enjoy our summery reading materials!



Georg Hörhager



Georg Hörhager

Chairman Tourismusverband Kufsteinerland

"Happiness is the sum total of unforgettable moments. And in Kufsteinerland there are many of them."

Georg Hörhager



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*A journey back in time
with mountain guide Hans Georg Hotter*

Hiking, like in the old days

Time never stands still – it never stops for the mountains or for the mountaineers. Over the last 50 years, sport has developed real mass appeal in the Alps. Mountain guide Hans Georg Hotter from Schwoich takes a look back at the past and compares the differences between then and now.



Hans Georg Hotter takes us on a wild and romantic walk to the Widschwendtalm in Schwoich. In the past, the route was not the destination but rather the summit,” explains the passionate mountaineer and hiking guide. During our leisurely tour, he talks about the old times. The clothing back then was designed for slender men – as if not a single day has passed. But today, it only takes a phone call to arrange a hiking trip. Back then, that first step was more complicated. “It was normal for people to get together on a Thursday for a regulars’ drinking session. It was here that they would set their sights on their upcoming goal,” says Hans Georg Hotter.

The ethics of mountaineers

“There was a code of honour among mountaineers,” the mountain climber continues. “Once you had agreed on a tour, then you couldn’t climb this summit with any other mountain partner. You remained loyal to your mountain colleagues”. The mountain tours and hikes were logged in a so-called tour book. Hans Georg Hotter flicks through the red book from the 70s. He has marked down his own mountain experiences with a blue pen. “I was very lucky on several occasions,” he says with a reflective look on his face. Some of his colleagues never returned from their tours.

The mountain always presents a risk

Prior to working as a mountain guide, Hans Georg Hotter was a surveyor. He could never have envisaged spending his life at a desk and always felt the pull of nature. He wanted to measure the mountains with his own steps. Perhaps he was also attracted by the unpredictability of the mountains. Nowadays, you can track your altitude, record your heart rate and read the weather forecast – but there is still an element of risk. The weather often turns more quickly in the mountains than in the valley. Hans Georg Hotter has had to bivouac on his excursions more than once!



An extract from the tour book documents a tour to the Totenkirchl in 1970.

At the Widschwendtalm

This picturesque lodge can be reached in around 2 hours from the centre of Schwoich village. From the football pitch, you follow a gentle ascent along a road past the 'Grub' and 'Unterdaxenbühel' farms to the old 'Widschwendt' farmhouse. From here, the route continues along a forest road for around an hour through a pine forest. Once at the top, the forest thins out and you can see the Widschwendtalm: in the centre is a 200 year old majestic royal lime tree which fills you with energy just looking at it. Alongside, an Alpine lodge is nestled in the lush meadow. Below are stables for the free-range cows. The nearby summit cross is just approx. 10 minutes away. And from here, you can enjoy fantastic views of the Inntal valley.



50-year-old mountain boots

The equipment has changed very little. "In the past, the kit was simpler. The most important thing were the boots which were comparatively expensive. In the beginning, the mountain boots had a nailed-on leather sole which was later replaced by a rubber sole," the mountain enthusiast explains. He has a whole shoe collection at his home in Schwoich. He can't bear to throw away the boots which took him up to the highest mountains. Some of them are over 50 years old and are still holding up!

Mountain experiences or mountain sport

Hans Georg Hotter assumes that people's reasons for hiking have changed over time. "For me, it has always been about experiencing the mountain. I wanted to climb the most beautiful mountains and try something special. Today, for many people, it's more about sport". Hiking and walking are among the most popular leisure activities of Austrians. One in three Tyroleans claim to exercise in nature on a regular basis. "Prior to the war and shortly afterwards, people performed hard physical labour. They were active all day. It was only later – when many desk jobs emerged – that hiking became regarded as a balance," says Hans Georg Hotter.

But one thing never seems to change: people's fascination with the view of the high mountain peaks. The rocky stacks stretch up into the skies in a rugged grey. "Clouds and wisps of fog seem to play tag along the walls of the Kaiser peaks," Hans Georg Hotter notes in his tour book. As soon as you see the imposing mountains of Kufsteinerland, you will want to put on your hiking boots. But whether brand-new, breathable, multi-functional boots with an impact brake system and 2-zone lacing will last for 50 years too remains to be seen!





From the summit cross, just 10 minutes from the Widschwendtalm, hikers are rewarded with legendary views of the Inntal valley.



The invention of summer freshness

During the 18th century, hiking was seen as a necessary evil. People moved through the mountains in order to trade and transport goods from A to B. They fed their cows in the meadows or else went hunting in the mountains. Industrialisation led to the invention of the 'outing': rich families from the city came to Tyrol for some summer freshness. An initial tourism highlight emerged at the end of the 19th century. The Kufstein Alpine Association was founded in 1877 by Anton Karg who was heavily committed to opening up the Kaisertal valley for tourism purposes. The surge in tourism came to an abrupt end with the First World War. It took until the 1950s before the number of overnight stays began to increase again.



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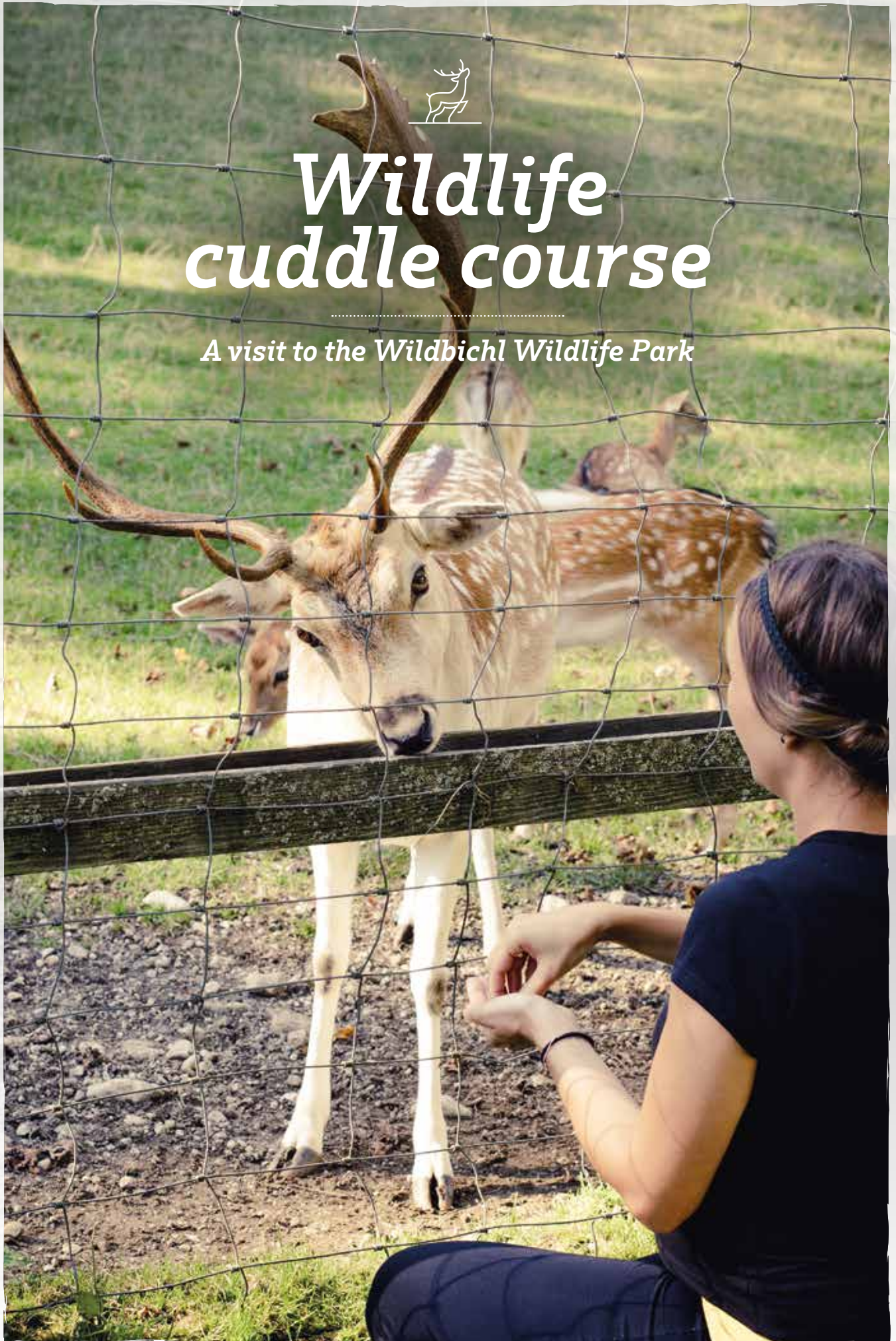
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Wildlife cuddle course

A visit to the Wildbichl Wildlife Park



**Is the stag the father of the roebuck?
To which species does the donkey belong?
Why are hen's eggs brown, white and even
green? At the Wildbichl Wildlife Park on the
Niederndorferberg, children and adults gain
exciting insight into the lives of our local
animals.**

It's a wonderful excursion for all the family to head up to the Niederndorferberg in the sunshine. Under the pretext of "We will show you our wild animals", adults and children weave their way through the Wildbichl Wildlife Park to refresh their knowledge on many different animal species. The unique backdrop makes the park something truly special. The approx. 80,000m² site extends between Tyrol and Bavaria. The wildlife park is nestled in a beautiful natural setting and offers magnificent views across the lowlands of the mountain region.

An irresistible charm

At the entrance, you are greeted with a friendly 'ee-yore'. Wildbichl's sweet donkey is always pleased to see new visitors and of course wants a bit of food in exchange for his charming demeanour. Visitors of all ages can purchase treats for the animals from the animal park – food items from home may not be used for the well-being of the animals. The donkey's neighbours are enjoying a nap in the warm sunshine: the kangaroos are not naturally used to our native temperatures as a species but are able to adapt well. It's great to see the cute marsupials with their big wide eyes as they relax. The extensive area alongside belongs to a group of elegant deer. They stride across the meadow with their heads held high. A herd of red deer impress the children who are probably seeing large roe deer for the first time. The wildlife park provides clear information as to which animal species is which.

Alert inhabitants

Domestic pigs, goats, hares and hens bring a touch of farmyard feeling to the beautiful and extensive park. But the animals which usually live in the open prairie are also known for their strong instincts. The Wildbichl lynx, for example, never misses a trick and absorbs all information with all its senses. The owls, chamois and mouflons are equally attentive and interested in what's going on around them which is wonderful to see. Their somewhat heavyweight companions, the wild boar, like to wallow and relax in their enclosure. They too are a highlight for visitors because even hunters find them difficult to track down in the forest. Immigrants to the wildlife park are welcome and the llamas fall into this category. They are always won over by a bit of food but be careful: when they get angry they can spit as quick as lightning! And who's that splashing there in the natural pool and swimming in the stream? The beavers have fun all day and seem to enjoy the attention from the public.





Educational tree trail

The park is home to an educational tree trail. In addition to the animals, on their way through Wildbichl, visitors can also learn about the local flora. Over 60 signs on bushes and trees provide information about Tyrol's plant world.



And no wonder because from time to time the humans throw them a little treat so they show off their best side in return. A few metres on and we encounter quacking on the path. A pair of ducks display their colourful feathers – the males in particular know just how beautiful they look. The ducks run towards visitors, never shy yet always alert. And where else do you have the chance to see a pheasant up close or watch the local songbirds more closely? The Wildbichl Wildlife Park is home to some 70 different animal species, all looked after with great care.

Picnics and games

A trip to the wildlife park is topped off with some delicious treats from the park's own kiosk or by bringing your own picnic which you can enjoy with the children right by the playground. The trees offer plenty of shade and the little ones can have lots of fun while parents treat themselves to a coffee or cool refreshing drink.

Admission prices:

Ticket:	Price:
Adult	EUR 7.30
Child	EUR 3.80
Groups of 20 or more	Price on request
School parties and kindergartens	EUR 2.00

Tip

Admission is free with the KufsteinerlandCard.



Relaxation & cuisine

Well-being for the body, mind and soul

Tyrolean hotel & innkeeping culture at the foot of the Wilder Kaiser.

Traditional meets modern is probably the best way to describe our philosophy. Landlady Maria Egger-Rieder and the 'Schanzer team' are committed to offering authentic and honest Tyrolean hospitality as well as being open to new things. This is reflected in the menu and in particular the hotel offers.

Pure pleasure – tasty treats from the hotel's own kitchens

The kitchen team place strong focus on regional and seasonal produce and cook up classics and fresh, modern dishes with passion. Wines to complement the dishes are also available and are stored in an old wine cellar with a stone vaulted ceiling.

Regional products are a core issue, especially when it comes to the cuisine. We place our trust in authentic and honest food sourced in particular from partners in the region.

The beef comes from the 'Thierberger Jahrling' veal breed, the dairy products from the local Alpine dairies, the fresh fish from the nearby fish farm, the herbs from the hotel's own gardens and much more, making your visit here a real culinary experience.

Back to the roots with the power of nature

We apply this philosophy for the family and also want to bring pleasure to our guests. In spring 2017, the hotel began to carry out its own farming again.

Our landlord Andreas Egger is a 'neo farmer'. He has his own small herd of sheep, initially at our wonderful mountain lodge in Rettenschöss and now at the new stables in Ebbs where we hope to soon also have a little flock of happy hens.

Top up on energy & relaxation

Relax in the cosy ambience of our hotel, nestled within the beautiful natural and cultural landscape of Tyrol's Unterinntal valley. Enjoy the hotel's personal level of service and set your soul free in the apple orchard or Finnish sauna with views of the Wilder Kaiser. Our new 'Kaiserblick' country house style guest rooms and modern 'Zirbe' guest rooms offer relaxation with a well-being vibe.

Our 4-star hotel based in a central location at the entrance to the Inntal valley is the ideal starting point for your activities. Whether cultural, sporty, a day trip or simply a day of relaxation... be impressed and become a friend of the hotel.



Picture credit: zur Schanz, dquadrat.at



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A dose of fresh air

The Austrian Federal Forests Association (ÖBf for short) is an organisation which looks after the well-being of our beautiful forests, alongside the private forest owners. We accompany forest ranger Hannes Embacher across his terrain in Erl and find out lots of useful information about the forest ecosystem.





Even in its adolescence it's taller than we are. It lives alongside its closest companions with whom it has a good relationship. It has endured over the generations and at 100 years old, life is really only just beginning. The tree has a fascination with resilience. It represents enduring strength and provides us with fresh air every day. We need trees and the trees need our help – now more than ever. Kufsteinerland is blessed with a wealth of beautiful landscapes defined by lush forests, authentic brooks, imposing rock formations and a wide range of animal species.

Stately trees as a nature experience

It is a mystical morning. The fog floats over the mountain peaks into the forests and a deep inhalation of the fresh air boosts the required oxygen balance early in the morning. Hannes Embacher, the forest ranger for the Erl region (which includes areas of the Kranzhorn and Spitzstein) picks us up together with his dog Lucky from the village centre. He gives us a friendly greeting and is already awaiting the tour of the

terrain with interest. We initially head off towards Spitzstein. This treasure of nature is a popular destination all year round. The forest road runs across the famous Hengstalm where the young stallions let off steam in summer and then up to the traditional Goglmalm which is nestled between the meadows and forests. From here, it is not far to the Spitzsteinhaus and the Altkaser Alm just above. Flanked by stately trees and small pockets of forest, we enjoy the beautiful walk up to the two magnificent vantage points. We soak up the ambience of nature before continuing on towards the Kranzhorn.

A passionate forester

about his work for the Austrian Federal Forests Association. The forest ranger has spent the last seven years committed to this forest habitat. He loves the diversity of his job. His area extends over 7,250 ha of which he looks after around 400 ha in Erl as a forester and sometimes as a hunter. Establishing balance between the forest and animal world is an important basis for a sustainable ecosystem. We cross a small brook, dotted with trees, bushes and plants. After a few hundred metres we come to a small lodge at the heart of the forest – hidden away like in Hansel & Gretel. The hunting lodge is part of his terrain. We notice another beautiful scene right in-front of us: an extensive area of mixed woodland packed with all different species. It is home to maple, ash, beech and fir trees etc. all

of which work together in the purest sense of the word ‘teamwork’ to ensure sustainable protection of our environment. This is one of the goals of the ÖBf. The members want to create a climate-friendly forest with a high level of biodiversity. Sounds intelligent but what does it actually mean?

“We have great responsibility for our protective forests. Our help is needed to ensure that the forest is climate-friendly and on a long-term basis meets the new conditions which have emerged as a result of climate change. The forests are now subject to higher temperatures and greater levels of dryness along with a higher level of moisture in winter. We place great emphasis on the rejuvenation of nature which means that the trees grow from their own seeds which have fallen naturally to the ground where they then sprout. We also plant tree species where they will develop well in the long term. Biodiversity is of immense importance for a functioning forest ecosystem. This includes a balanced range of birds, amphibians, insects and trees,” says Hannes, giving a detailed explanation.

We then return back to the valley. We take a short detour to the idyllic and catered Schwarzries-Hütte. This is Tyrol’s northernmost lodge and is situated in the Trockenbachtal valley close to the Bavarian border. From here, you can enjoy legendary views of the valley populated with grand trees. A beautiful scene which we have our foresters, forest owners and hunters to thank for. The team from the Kufsteinerland tourist board also accord great significance to the forests. Guided tours are offered in Thiersee based on the motto of ‘Slowing down & forest bathing’.



The work of the forester includes marking damaged wood.

The annual cycle of a forester



Spring

Assessment and eradication of any weather damage which may arise over winter

Checking forest roads and hiking and mountain biking trails

Reforestation



Summer

Marking damaged wood

Monitoring the rejuvenation of nature based on the growth in density or damage caused by game animals

Checking the boundary stones

Hunting meetings



Autumn

Forest maintenance work

Implementation of measures for instigating forest rejuvenation



Winter

Compiling the annual financial statements and budget planning

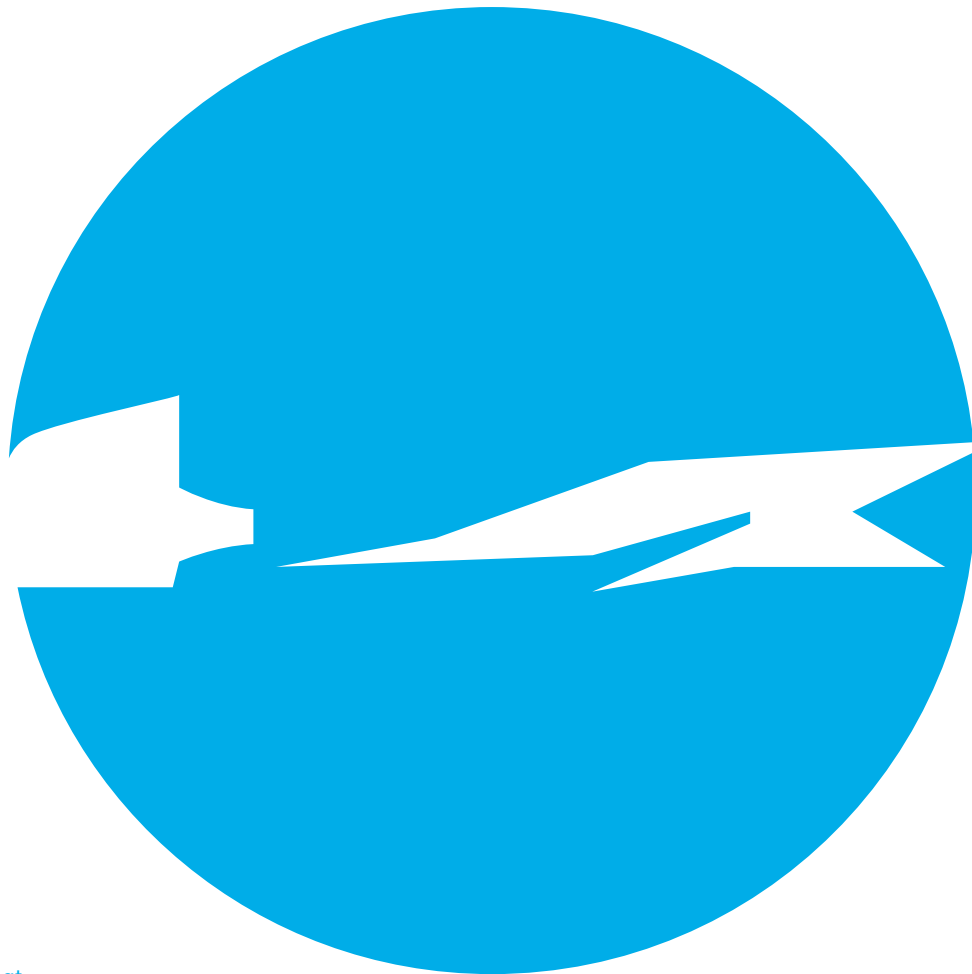
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Conquered in the storm

Celebrations at Kufstein Fortress

Tip

The museum at Kufstein Fortress presents an impressive history over an area of 24.000 m² which can be discovered on an individual basis or as part of a guided tour. Various stations feature interactive experiences and the 'Fortress Audio App' offers various themed tours in different languages.

While the days of great conquests may be over, this does not mean that things have got quieter at Kufstein Fortress. Thousands of visitors flock to Kufstein each year to visit the popular destination and enjoy some lively celebrations. The historic building also serves as a location for various events: from the open-air concert to an elegant gala dinner and private birthday parties – it’s all possible.

Some take the panoramic railway, others climb the steps up through the covered stairway and others take the footpath straight up to the arena. Kufstein Fortress impresses people both from the region and across the world. During the day it is a popular destination and in the evening, visitors come to enjoy the wide-ranging events programme on this fortress mountain.

Fantastic fortress arena

In 2012, the fortress arena was fitted with a mobile roof structure, putting an end to cold feet in bad weather. Visitors dance until their feet hurt before the large stage during concerts. Professional ballet dancers also bring some hot steps to the floor every year during Kufstein’s Summer of Operetta. Renowned singers from the Vienna Volksoper transform the festival site into an operetta house for a time. A mobile stand is built for the event, ensuring the optimal view from every seat. During the Summer of Operetta event, the nearby casemates are used as changing rooms for the artists. They originally formed part of the so-called weapons store and were used for defence purposes. Today the impressive atmosphere of the 30 casemates can be admired during the Christmas market as well as various other festivals and celebrations. If required, the casemates can be transformed into a gourmet restaurant: guests are seated at round tables and the layout of the casemates creates an intimate atmosphere.

In and around the Kaiserturm

For a more showy setting, gala dinners can be hosted in the artillery vault. While the top floor of the



From concerts to the Summer of Operetta (bottom left), the Knights’ Festival (bottom right) and many other events, there is always something happening at the fortress.

Kaiserturm tower containing the original preserved prison cells is used as a museum, the two floors beneath are reserved for events. In addition to large banquets for up to 248 people, the artillery vault is also used for chamber music concerts. One level further down, things are less classic: the former fencing and tournaments room has been converted into a cosy lounge. Receptions are held here as well as presentations, seminars and parties. In 2019, ‘Imperial Beats’ was launched – clubbing in an imperial setting.

Spaces for private events:		
	sitting	standing
Kaiserturm		
Lounge (tournament room) 325m ²	60	300
Artillery vault 402m ²	248	300
Josephsburg		
Festival arena 2.430m ²	2.000	3.700
Casemates 16 x 30m ²	16/casemate	depending on event format



Live like a knight

Visitors of all ages come together at Kufstein Fortress for the Knights' Festival which takes place at Whitsun each year. The open-air event is held at various locations on the fortress mountain and brings the past back to life with historic flair. One highlight is the big fireworks display in the fortress arena. Things are more romantic in the Annabatterie garden. The mediaeval herb garden can be booked for weddings: long rows of benches are set up under the old lime trees for the guests to sit on. The bridal couple then exchange vows before the backdrop of the striking Kaiserturm tower.

Celebrations whenever needed

Private celebrations are hosted in the lounge as well as in the former castle chapel. Solid wood tables provide space to seat up to 60 people. The 'Burgherrenessen' (Lords' Feast) is a special treat – a sophisticated feast in a mediaeval setting. The fortress management team are responsible for the gastronomy at Kufstein Fortress. They also provide catering for the events and draw on their long-standing experience and regal service to look after their guests.

Essentially, anyone can rent out the spaces at the fortress. Many residents of Kufstein value the opportunity to celebrate at 'their fortress'. Any required technology can also be hired out with the event location. The fortress management team aim to keep injecting new life into these historic walls by creating an unrivalled ambience every time.

The artillery room offers a fantastic atmosphere for private and social celebrations.



Festival highlights in summer

- Kufstein Music Festival
- Knights' Festival
- Summer of Operetta

www.festung.kufstein.at/en/eventkalender.html



"I have been an events organiser for decades and for me the fortress has always had a special status and is undoubtedly one of the most beautiful locations in Austria and far beyond its borders".

Peter Lindner
LINDNER Music



"Artists, traders and travelling folk from across the globe feel very much at home here together with the fantastic audience".

Christian Domeier
Organizer Ritter-Fest



"The Summer of Operetta has now become an institution in its own right. Our guests travel half way across Europe to be there. Kufstein Fortress is the perfect backdrop for this event".

Josef Resch
Director OperettenSommer



"The views across the Inntal valley and the adjacent mountains from the covered concert arena at Kufstein Fortress are unrivalled and probably unique across Europe".

Peter Rutz
Organizer Kufstein Music Festival



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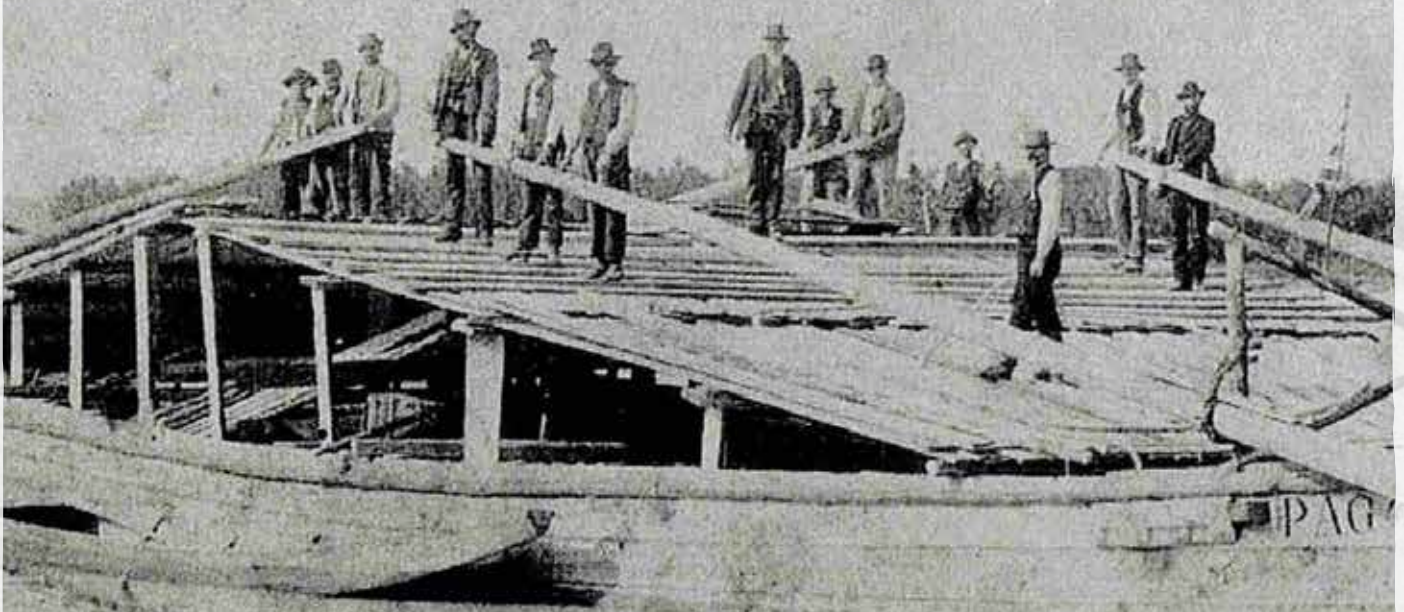
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Carpenters and sailors

*How shipping on the river Inn shaped
the community of Langkampfen*



In around 1900, cement from Kirchbichl and Kufstein was still being transported to Vienna – the Platte boat of the company Perlmooser Zement AG, shown here floating down the river Inn, is said to have been one of the last.



The river Inn has been a key waterway over the centuries and impacted on the life of the people of the Unterinntal valley – many people in Langkampfen were employed in shipping, shipbuilding or carpentry. The ‘Schiffschopper’ (ship carpenter) guild was first documented in 1596 but there is written evidence of shipping on the Inn dating from Roman times.



Langkampfen's coat of arms reflects the former significance of the community as a foothold of shipping on the river Inn.

When the Inntal valley was still an untouched natural environment with the river flowing untamed along endless channels and settlements dotted loosely over the higher ground, the high Alpine river became an important waterway: the oldest record of transportation on the river Inn dates from the Bronze Age in the form of findings of dugout canoes. These simple boats made from carved out tree trunks date from the year 1500 BC. It is suspected that the Celts were already using the Inn as a transportation route.

Shipping on the river Inn first took off for trade during the 13th and 14th centuries with the emergence of towns and markets along its banks. Invoices from the Hall saltworks from around 1300 testify to busy transportation via ships along the river at this time. In 1393, there is the first documented mention of the ‘Schiffleutebruderschaft’ shipping fraternity in Hall. A total of 13 fraternities were established along the Inn – an indication of the great significance of shipping here.

Talented carpenters: the masters of shipbuilding

Why did so many shipbuilders settle in Langkampfen? The Inn – Danube waterway extended from Hall in Tirol to the Black Sea. Following the route downstream from Hall, the area around Langkampfen offered the optimal conditions for shipbuilding with its flat slopes and dense forests. This area was also part of the Duchy of Bavaria up until 1504 and the shipbuilders worked primarily for Bavarian customers.

These masters of mediaeval shipbuilding were known as ‘Schopper’ or carpenters. In the local dialect, ‘schoppen’ means something like ‘stuffing’. It refers to the most important stages of work in shipbuilding: the joints in the ship's walls had to be filled with moss to make them waterproof and suitable for use on the river. Flat working boats in particular were built, the so-called ‘Plätten’. In 1596, Schranne Langkampfen was registered as the headquarters of the Tyrolean shipbuilding – there were 12 ‘ship-makers’ registered under the governance of Kufstein.

Efficient sailors: the soul of the transport business

Add to this a wide range of sailors who came from Langkampfen and the surrounding area. Professional ‘travel by water’ had already been practised since the 15th century. The entrepreneurs were known as ‘ship owners’ or ‘ship's patrons’ and often also worked as traders. Despite its difficulties, shipping was a profitable business for all. The ship owners were supported by ‘ship boys’ or ‘ship men’ who formed part of the crew.

The aim of these sailors was generally to reach the capital of Vienna. They could then return home on a steamer to Linz and travel on to Linz using an omnibus. Although they had to carry their equipment such as chains and ropes, they walked back from



This historic map shows the course of the river Inn.



In addition to its significance as an important transport and trade route, the river Inn was also used for leisure purposes. Here an image shows a 'pleasure trip' in Oberlangkampfen from around 1900 with the Wilder Kaiser in the background.

Salzburg. They set off at around 1 a.m. and walked via Winkel, Kössen and Kufstein, arriving home in the late evening after 18 hours of walking.

Out and about on the river Inn: Troops, grape juice and salt

Shipping took place from mid-March until mid-June and from mid-September until mid-December – the water levels were high during this time. In addition to the transportation of troops on the river Inn, bulk goods were also shipped along the river: much of what was shipped downstream was salt and subsequently cement and lime. Wine, cereals, mine supplies and more were transported upstream. At the start of the 19th century, the so-called Plätten boats followed a timetable and ran from Hall to Vienna: businessmen, couriers and officials all used the waterway.

150 years later, the Inn was still an important transport and trade route but its significance began to decline with the opening of the train line through the Unterinntal valley in 1858. By 1861, no more ships were travelling upstream. In around 1900, cement from Kirchbichl and Kufstein was transported to Vienna – the Platte boat owned by the company Perlmöoser Zement AG (and photographed sailing down the river Inn) is said to have been one of the last.

Today the Inn ferries which run between Ebbs and Kiefersfelden are reminiscent of times gone by. If you want to experience four minutes of old craftsmanship techniques, up to 12 people plus bikes can take the ferry along the Inn from the end of April until the third Sunday in October.

Timeline

1500 BC

Oldest evidence of transportation along the river Inn using dugout canoes

15 BC

Written sources document shipping on the river Inn during Roman times

1300

Invoices from the Hall saltworks reveal busy use of shipping on the river

1393

First mention of the 'Schiffleutebruderschaft' fraternity in Hall

1504

Kufstein and Rattenberg become part of Tyrol

1596

Creation of the 'Schiffschopper' (ship carpenter) guild in Langkampfen

1800

Ordinari-Plätten boats run between Hall and Vienna

1850

Cement is transported on Plätten boats downstream

1858

Opening of the trainline in the Unterinntal valley

1900

Significance of the river Inn as a transport and trade route decline

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Fats downhill, tough uphill

Heading downstream, a strong current swept the Plätte boats along and oars only had to be used in the more dangerous spots. Travelling in the other direction, things were much slower: up until the 14th century, boats were pulled upstream by people and later by horses. The farmers of the Samerberg bred a particularly resilient breed. Smaller transport boats were attached to the main ship – this tug boat was pulled by 20 or more horses. It took 5 days to transport something upstream from Kufstein to Hall and only around 5 hours to make the same journey downstream.

Why sailors drink

*“The sailors on the water,
To and fro they cruise.
Earning their money,
Then spending it on booze!”*

Shipping was not without its dangers: many shrines along the banks of the river highlight the mortal dangers of the water. The sailors were mostly unable to swim – legend had it that anyone who drowned in the river Inn became a ‘water sprite’. Those not killed by the waves became wet through: to ensure they did not catch a chill, they often drank heavily.

From guild sign to coat of arms

A gold boat on the river Inn with black stripes on the side against a blue background. This is the coat of arms which was presented to the community of Langkampfen in 1973. The image on the coat of arms emphasises the significance of shipping on the river for the whole community and reflects the guild symbol of the ‘Schiffleutebruderschaft’ fraternity: during church processions, a small ship carved out of wood was carried on long poles – this symbol can also be found on the coat of arms.

ALWAYS WORTH A VISIT!

The fortress behind us, the river Inn below and the mountains in-front. Endless possibilities await at the Auracher Löchl in Austria’s smallest old town. At the Auracher Löchl Boutique Hotel Träumerei, you can dream of going on a voyage around the world. At the Auracher Löchl Restaurant, you decide which culinary highlights you savour each day. Will it be a leisurely start to the day with the wide-ranging breakfast buffet, a longed-for gin tasting in the evening or Tyrolean ‘Deckel’ (tapas) at the traditional inn? Whatever you choose – you are sure to enjoy some dreamy (gourmet) moments here.



Come in – we look forward to welcoming you!

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The most beautiful Haflinger horse in the world

Haflinger World Show at the Fohlenhof stud farm in Ebbs

The Fohlenhof in Ebbs is renowned as a world centre for Haflinger horses. The exceptional stud farm is again hosting the Haflinger World Show in 2021 – a celebration for all horse lovers and breeders.

These blonde horses with a heart of gold perform in competition before the backdrop of the Kaisergebirge peaks. For the presentation, the Haflinger horses are brushed, cleaned, harnessed and allocated start numbers – ready for their big moment before the panel of experts and audience at the Fohlenhof Ebbs. Thanks to the comprehensive extension work undertaken from 2015 to 2019, the modern farm offers the optimal conditions for both people and animals.

A unique beauty contest for Haflingers

The animals are presented in the Fohlenhof Arena. “During a breed show, 90% of the so-called ‘exterior’ of the horse is assessed, i.e. the external appearance,” says Robert Mair, Manager of the Fohlenhof stud farm in Ebbs. He reflects that the rating of the horses is actually a subjective assessment. “The breeding

programme sets certain standards in terms of breed but beauty can never be completely objective in its assessment”. The members of the judging panel are internationally renowned judges who are constantly undertaking training.

A total of 700 horses from 17 nations will take part in the event. The majority of the breeders come from Austria, Germany, Italy, France and other European countries. Some Haflinger horses travel significantly longer distances – their breeders come from America, Canada and even South Korea, Robert Mair reports. “The participants do not shy away from investing the time and money to attend the Haflinger World Show. It is an honour for them to show their animals at this event”.

Perfect organisation of a mega event

As with any competition, joy and sorrow are never far apart at the show. There is one winner in each age group and the horses in second and third places are classed as ‘runners up’. Although the motto of ‘It’s all about the taking part’ also applies to this competition, the breeders of course

want nothing more than a victory. It's great publicity to be able to take a world champion home," says Robert Mair. The Haflinger World Show is the world's largest horse show and of great importance for the industry.

The Haflinger World Show will be taking place at the Fohlenhof in Ebbs for the fifth time. The farm manager explains why the world centre for Haflingers in Ebbs is the perfect place for this top-class event: "The World Haflinger Breeding and Sports Federation entrusted the Haflinger Horse Breeders Association of Tyrol with organising the show. The Fohlenhof in Ebbs is perfect for this event thanks to its unique infrastructure".

The 'Crème de la crème' of Haflingers

The Haflinger World Show is a chance to see the 'crème de la crème' of the Haflinger world at close range. That's why the event is a must for the audience of experts as well as horse lovers from near and far. "We present around 700 of the world's best Haflinger horses. That is bound to impress anyone who loves horses," Robert Mair is convinced. It is truly something special for all visitors to visit the large horse marqueees.

The four event days offer a colourful programme for all ages: on Thursday and Friday, the horses are individually presented and assessed in the large arena. Then the world champion is announced on Saturday. One special highlight for horse enthusiasts is the horse trade fair – new products are featured here from bridles and saddles to transporters. A supporting programme of music and cuisine completes the event days. And a toast to the newly crowned world champions!

Breed standards for Haflinger horses

The coat of a Haflinger horse should be chestnut-coloured and as pure in colour as possible. A white mane is desirable. The ideal Haflinger should measure between 148 and 152 cm at its withers and be elegant in appearance. According to the book of breeding, a handsome face with large eyes and wide nostrils, flexible muscles and limbs and distinctive joints also form part of this.



Haflinger World Show 2020

3 - 6 June 2021

TIP:

The highlight of each day is the international Haflinger Show during which Haflinger horses demonstrate their wide range of abilities.

Thursday, Friday and Saturday at 18:00,
Sunday at 14:00.

More insight into the world of these fascinating animals is provided at the Haflinger Museum at the Fohlenhof Ebbs stud farm. Admission is free with the KufsteinerlandCard. A high-quality show programme featuring purebred Haflingers takes place every Friday evening at 20:00 in July and August.

Information & ticket orders:
www.haflinger-tirol.com

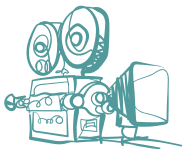




*Dream Factory
in Thüersee*



A foray through film history



The picturesque village of Thiersee became a film metropolis for a short time after the Second World War. A themed trail around the lake shares inspiring stories from the world of film and brings the past back to life.

It's all down to chance that Thiersee developed to become a metropolis of European film after the Second World War. The biggest cities were bombed and film production centres were unusable. A young set runner, the 'do-it-all girl', suggested the empty Passion Playhouse in Thiersee as an alternative. A plucky director visited the decrepit building and agreed, following discussions with Mayor Mairhofer. He sensed it would bring work to the village and so set about renovating the Passion Playhouse in no time at all. >>

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ASTBERG.AT

A perfect world in Tyrol

Between 1946 and 1952, a total of 18 feature films were made in Thiersee and the surrounding area. The film-makers came from Austria but also Germany, France, Switzerland and England. The first film to be made at Thiersee's film studio was the Austrian work 'Wintermelodie'. The film is about a young skier, played by Ilse Petronell, who is being courted by four young men. All four pick up tips from a small book entitled 'How to seduce women' which leads to some amorous mix-ups and finally a happy ending. These kinds of films were very popular in the post-war era because they satisfied a general yearning for the often-quoted 'perfect world'. Romantic stories and the beauty of nature were put down on celluloid.

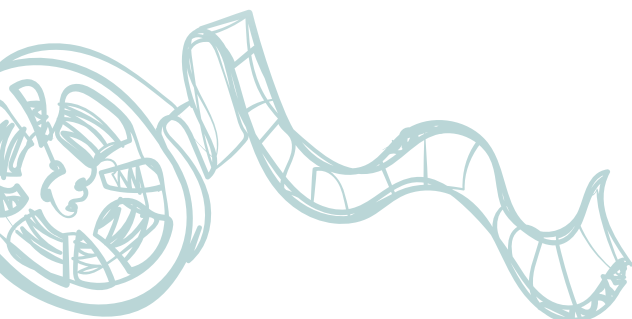
Economic upturn

In Thiersee, the presence of international film-makers triggered an economic upturn. All participants had to live and eat somewhere which fuelled guesthouses in the region. The population of Thiersee benefitted from the additional income to the tune of around 8 million schillings. Many locals were employed as craftsmen and assistants with some even serving as extras in the films. During the 50s, an early form of film tourism developed. Fans wanted to visit this beautiful place in the mountains which featured as the fictional village of Seebühl am Bühlsee in the first film of Erich Kästner's tale 'Lottie and Lisa' (BRD 1950).

Spirit and glamour

The film industry was more than just an economic aspect for the region: 'Crisis brings innovation' as they say and so the film-makers were forced to delve into their bag of tricks to bring their vision to life. How to depict a winter landscape when everything is thawing? You place white linen cloths on the meadows and sprinkle them with gypsum. How to obtain an elegant evening dress in the post-war era? Simply take a strapless swimming costume and a few metres of curtain fabric. This spirit of innovation seemed to rub off on the locals from the creatives too.

At the beginning of the 50s, the film-makers finally turned their backs on the small Tyrolean village. The studios in the big cities were back in order and Thiersee was abandoned in favour of Vienna. But a little of this spirit and glamour from this time remains in Thiersee. A newly installed themed trail around Lake Thiersee describes the events of the past and brings this era of film back to life.



An extract of the film productions

- 1946: Wintermelodie
- 1947: Die Verjüngungskur
- 1948: Die Weiße Nacht
- 1949: Maria Chapdelaine
- 1949: Vagabunden der Liebe
- 1950: Lächeln im Sturm
- 1950: Das doppelte Lottchen
- 1950: Der Teufel führt Regie
- 1951: Blaubart
- 1952: Der Mann in der Wanne



Themed trail: "Hollywood by Lake Thiersee"

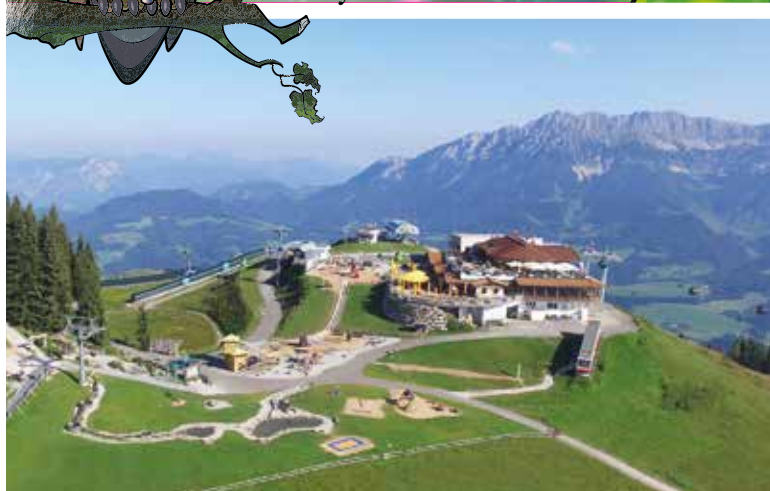
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Walking guide Gaby Schuler introduces interested guests to the history of film-making around Lake Thiersee. During a walk around the idyllic lake, various stations provide stop-off points. Gaby Schuler shares historic facts but much more important are the personal anecdotes and stories from the past. They breathe new life into Thiersee as a film metropolis.

Registration at: info@kufstein.com
or Tel. + 43 5372 62207



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The kingdom of bees

A visit to beekeeper Franz Daxer in Bad Häring



This resident of Bad Häring has been passionate about these industrious insects for 37 years. His enthusiasm for beekeeping dates back to his childhood, as the 69-year-old recalls with a grin. “Even my grandfather kept bees. As children, we always wanted to know what granddad was actually doing with the hives”. When Franz’s grandfather died, the ‘Daxer bees’ initially fell silent because nobody took on the role of beekeeper. “But essentially, beekeeping never really left me and aside from that, I missed the great honey!” says the enthusiastic honey collector about the beginnings of his hobby. At the age of 32, Franz started out his career with two hives. “I always had the feeling that the kind of honey I can produce myself cannot be purchased anywhere else,” says the dedicated beekeeper who now has around 60 hives. Home-made always tastes best. And the same is true of this liquid gold.

“Beekeeping is not about lapping up all the honey.”

- Franz Daxer

In harmony with nature

Franz is most fascinated by the links between beekeeping and nature, something he experiences during his work. The experienced beekeeper has no shortage of tips. Take pleasure in your garden and the bees will benefit,” Franz advises. “If everyone were to create an area of wild plants in their garden, it would help nature and the bees because bees love a few flowers and pollen”. The beekeeper sets a good example himself and has created a floral paradise for the bees in his own garden. “For me, perfectly mown meadows are like a green desert which is why I always leave some areas of my garden unmown. It shouldn’t be a feast for the eyes but rather a feast for the bees”. The nature lover also has various rarities in his garden: a milkweed shrub for example. Franz recommends that young beekeepers undertake training and courses or join a beekeeping association so as to gain a gradual introduction to the world of bees. “After all, beekeeping is not about lapping up all the honey,” says Franz.

He carefully opens the roof of the small green & white beehive on stilts and calmly takes out the honeycomb which is crawling with bees. It’s clear at first glance: this is a professional at work. Franz Daxer of Bad Häring is a passionate beekeeper and introduces us to the kingdom of this fascinating creature.





A life for and with the industrious bees

A world without bees? A horror story! After all, all life depends on these busy creatures flying across the meadows and forests and pollinating flowers. But Franz says we should not worry about the much-discussed dying out of bees. The greatest enemy of the bee according to the beekeeper is the varroa mite, a parasite which triggers developmental disorders in the bee brood and brings bacteria and viruses to the hive. Alongside harvesting the honey, constantly nurturing and looking after the diligent bees (ensuring they have enough and that the bee population is healthy) – the beekeeper's tasks also include tackling this parasite. The number of hours which Franz invests into his hobby each day reveals that beekeeping is virtually a part-time job in itself. "During the best times, the bees took up three to four hours of my day. This worked very well with my shift work," says the pensioner, looking back at his past. When asked if he has ever been stung, he answers with dry wit, "Of course but it doesn't bother me. I don't get any swelling. I am pretty much immune to bees". So they are a real dream team, Franz and his busy bees.



Step by step to a valuable natural product

1. It all starts with the nectar: blossom nectar or honeydew forms the raw material for the precious energy source. Bees suck it from the flowers with their proboscis and then store it in their so-called honey sack. Here the plant juices are mixed with substances from the bees' own bodies. .

2. From bee to bee: when a bee returns home, it empties the contents of the honey sack onto one of the bees in the hive which then passes it on. By constantly passing on the contents, they are enriched each time with enzymes, protein, acids and other substances. This process also reduces the water content of the nectar, making it ever more viscous.

3. The water needs to be removed: once the water content lies at around 30 to 40%, the bees deposit the thick nectar inside a honeycomb cell where the evaporation process continues. The cells are not filled to the top so as to leave as much surface for evaporation as possible.

4. Lid on: as soon as the water content has fallen to 18% or less, the bees' work is done: the honey is ready. Almost anyway. Now the industrious insects need to carry their gold to the storage cells via the brood nest and seal the cells where the honey is stored with an air-tight wax seal. The beekeepers refer to this process as 'capping'. Once most of the cells in the honeycomb have been covered, the beekeeper knows that this honeycomb can be harvested.

5. Harvest time: during the next and final stage, the role of the beekeeper comes into play. He removes the frame of honeycomb with its filled cells and removes the covering so that the honey can be extracted from the honeycomb cells. A centrifuge device is used to remove the honey from the honeycomb and finally it is poured into a jar.

Et voilà: the liquid gold is ready!



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Yes, you deserve it!



All about the Beekeeping Association Kirchbichl - Wörgl - Bad Häring

Franz Daxer is one of 51 active beekeepers who are members of the Beekeeping Association – and the trend is fast increasing. The association was founded in 1892 and is one of the oldest of its kind in Tyrol. Counting all the hives of all the members of the association, in total some 570 bee colonies are looked after here with great passion and dedication. Life at the association is defined by mutual support, swapping experiences and several ongoing training sessions and educational trips. The members also benefit from the association's own workspace where they can make use of equipment for centrifugation and processing the wax. "One of the most important tasks is to represent the interests of bees and beekeepers. One particular challenge is to tackle the varroa mite, the most dangerous enemy of the bees," says Chairman Konrad Gwiggner, offering insight into life at the association.



Tracking down the bees

Anyone wishing to explore the world of bees at close range can do this during one of the many experience walks in Kufsteinerland. Expert guides introduce guests to the **nature of the Kaisergebirge peaks** and help them investigate the world of plants and animals. The small and industrious insects can also be observed at work in the **beehive at the Aschinger-Alm** in Ebbs (with the chance to purchase produce direct from the farm shop) or discovered along the **educational trail wild bee** in Thiersee.

Tip

The topic of 'bees' is also a focal point of the 'Children's Programme Summer 2020' as released by the Kufsteinerland tourist board. Children aged four and over are introduced to the world of these flying insects through play and can fly away with the bee 'Line'.



4

4 impressive figures about these airborne insects

- 1 To collect enough nectar to produce 1 kg of honey, the busy bees from one colony make 150,000 journeys to some 20 million flowers over a flight route which would extend 3.5 times around the world.
- 2 The bees' collection area can extend up to 50 km².
- 3 Each day, a bee colony makes up to 200,000 trips.
- 4 One bee colony can produce 10 to 15 kg of honey per year.



Aschinger Alm

experience, relaxation, food, drink and enjoyment

Relax and slow down amidst the Tirolean Alpine meadows and mountain scenery.

The Alpine Inn Aschinger Alm at 1000 m altitude perfectly blends in with the wonderful surrounding Alpine landscape, which makes for a true paradise for hikers, mountain bikers and families. Here you can get away from the daily hustle and bustle, leave all your cares behind and enjoy nature.

Gastronomy & relaxation

Regional delicacies from our kitchen and the friendly service allow you to spend a wonderful day, and our home-made cakes will make your hearts leap for joy. In fine weather, the sun terrace beckons to linger and on cool days the cosy dining rooms and the bar with its fireplace. The new multifunctional conservatory offers state-of-the-art presentation, sound and information systems and is perfectly suited for seminars & celebrations and events.

Fun & play for children and families

The little guests, too, will find plenty of diversion at the Aschinger Alm, e.g. in the large playroom in the basement of the inn, which by the way is also accessible via its own slide. Right on our alpine meadow you'll find the newly designed large children's playground, which is very popular with our young guests.

Summer toboggan run around the corner

The nearby summer toboggan run of the cable cars Zahmer Kaiser is a short walk away and in addition to tobogganing feel also provides plenty of fun for young and old in summer.

In-house Alpine cheese dairy and farm shop

In our own Alpine cheese dairy and in the farm shop you can sample the quality of the products yourself and in addition to dairy products and our award-winning specialities also buy other delicacies such as Tyrolean bacon, smoked dry sausages, alpine salami, honey, schnapps, etc.

Further information can be found on the website www.aschingeralm.at and on facebook.com/aschingeralm.



Alpengasthof & Almkäserei Aschinger Alm

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Opening hours: Su - Mo from 9:00 to 18:00 and
We - Sa from 9:00 to 23:00, Tu closing day





A stroll along the foot of the arena

From small shops to browse around to delicatessens packed with tasty treats, stores featuring famous brands and shopping centres, Kufstein offers a shopping experience to suit every taste. In summer, Tyrol's second biggest town plays all its trump cards: there is plenty to explore as you stroll down the shopping street, soaking up the dreamy views of the distinctive local Pendling mountain and historic fortress walls. Whether pretty souvenirs, traditional costumes, genuine crafts, fashion trends and much more – the wide range of products on offer here cannot fail to impress keen shoppers. There are also plenty of places to unwind along the way: a cosy spot by the river Inn with views of the mountain landscape, a park bench in the green city park in the Franz-Josef-Platz square or a refreshing ice-cream at the foot of the fortress mountain. Easy accessibility and numerous parking options in the centre complete the offer for visitors.



A meeting place for gourmets

Gourmets, night owls and those with a sweet tooth will find plenty to enjoy in Kufstein from early til late. Cosy guest gardens and sun terraces provide some relaxing time-out in the warm weather. Even strolling down the streets, the scent of traditional treats and distinctive dishes awakens all the senses. Carefully furnished cafés, hip bars and chic wine taverns are a meeting place for all ages in summer.



Tip

Anyone wishing to combine a fun shopping trip with an experience of nature can take the Kaiserlift up into the dreamy Kaisergebirge peaks after shopping. The Weinbergerhaus is idyllically situated on the Brentenjoch. From the cosy sun terrace, visitors can enjoy legendary views as well as savouring regional treats and refreshing drinks. Those who prefer to go on foot can reach the lodge via the pretty 'Elfenhain' ascent which leads through some mystical forests. The walk starts out from the motor skills park in Kufstein.

Four fashion trends for summer

- 1. Retro prints** are celebrating a big comeback this summer. Floral patterns from the 60s and 70s are dominating the catwalks in Paris, Milan and New York.
- 2. Summer is getting colourful** – or rather, bright. Bright green, brilliant orange, fluorescent yellow or highlighter blue – no fashion story is complete without neon tones.
- 3. A truly on-the-spot landing: Polka Dots** of every conceivable type have been decorating dresses and tops during the warm season.
- 4. Listen up men:** suits do not always have to be black, dark grey or blue. **Soft pastel tones**

Ascend with the Kaiserlift. And your mood rises.



Hiking, climbing and a social refreshment break in the mountain huts of the Kaisergebirge: Let nature bring a smile to your face.

The Kaiserlift will probably be in operation from 29 May to 31 October daily from 8.30 to 16.30.

www.naturerlebnis-kaisergebirge.at

Sunrise in the mountains

On five Saturdays the Kaiserlift starts operating at 6am. The early morning atmosphere and a marvellous sunrise will be a unique experience for early birds. Various themed walks and sunrise yoga on the mountain are further highlights. Dates in 2020: July 18, August 1, August 15, August 29 and September 12

K
KUFSTEIN
Naturerlebnis Kaisergebirge



A magnificent flood of awards

*Gourmet guide Gault & Millau presents awards
for exceptional cuisine in Kufsteinerland*





Regional, seasonal, creative – the region’s guesthouses and gourmet temples bring these values together under each toque. The latest edition of the Gault & Millau guide awards a total of eight toques to five restaurants in Kufsteinerland. The exceptional achievements of the chefs is recognised with this sought-after award.

They cast a critical eye over the dishes, hold the cutlery with pointed fingers and compose perfect bites to eat which melt indulgently on the tongue. That’s how restaurant critics generally seem. How they really operate is not known because the critics from Gault & Millau Austria have been out and about assessing restaurants incognito since 1980 to rate the exquisite gastronomy across the land.

Eight toques for Kufsteinerland

The critics have also put Kufsteinerland’s excellent cuisine to the test: the chefs were able to yet again surpass the exceptional results of the last few years. Five restaurants were awarded a total of eight toques. In 2019, four restaurants in Kufsteinerland secured a total of five of the highly sought-after toques. The density of Gault Millau recognised restaurants in the region is on the increase too: the district of Kufstein now has 17 toques. The flood of awards may have something to do with the new assessment system: for 40 years, a maximum of four toques were awarded per kitchen in Austria. This was not the case in France, the birthplace of the restaurant guide: here a maximum of five toques have been obtainable since 2010. To enable international comparison, it was decided in the 41st edition of Gault & Millau Austria that up to five toques can now be awarded here too.

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Bierol



Die Blaue Quelle



Der Unterwirt

Well-established criteria for the sought-after toque awards

Tastes clearly differ but at Gault & Millau, the points-based rating system used is as objective as possible: the freshness and quality of the basic produce is observed. Regionality and seasonality are classed as a priority. When it comes to creativity, contemporary preparation of regional cuisine rates highly along with a wealth of ideas from the chef in terms of new creations. The key is 'harmonious preparation' – it's all about winning over the restaurant testers. The critique focuses on the consistency of soups and sauces, the precision of cooking and the ultimate discipline: flavour. The spices used should emphasise the delicate flavour of the basic produce. The points allocated relate to the standard of cuisine and not the ambience. The highest mark of 20 points has never yet been awarded, with an interesting justification: "Only God can determine perfection," say the founders of Gault & Millau. But every individual can taste it for himself. In Kufsteinerland, the guests are also our restaurant critics as they sample the region's award-winning cuisine.

Kufsteinerland brings regionality to life

Kufsteinerland has the highest density of organic farms in the Tyrolean lowlands. The 'Kaiserweis' initiative was launched in order to boost regional diversity, linking smaller establishments with the catering and tourism industries. The increasing emergence of local producers provides fertile ground for the region's culinary scene. The uncompromising quality impresses the palates of guests as well as being reflected in the high number of awards. In addition to the awarding of Gault & Millau toques to five establishments in Kufsteinerland, the cuisine of the 4-star superior 'Juffing Hotel & Spa' in Thiersee has also been awarded the 'Green Toque' by Styria vitalis. Gourmets awarded this seal of approval set ecological, health, culinary, social and ethical standards. At the 4-star superior Hotel Panorama Royal in Bad Häring, guests are offered a five or seven course menu from Wednesday to Saturday, created by two Michelin star chef Christian Exenberger.



Der Unterwirt, Ebbs

2 toques - 14/20

www.unterwirt.at

Alpenrose, Kufstein

2 toques - 14/20

www.alpenrose-kufstein.at

Blaue Quelle, Erl

2 toques - 13,5/20

www.blauequelle.at

Dresch, Erl

1 toque - 11/20

www.dresch.at

Bierol Taproom & Restaurant, Schwoich

1 toque - 12/20

www.taproom.at

(Details taken from
Gault & Millau Austria 2020)

The award-winning restaurants in Kufsteinerland

DER UNTERWIRT. Refined compositions with a long-standing tradition.

The hotel and restaurant 'Der Unterwirt' in Ebbs impresses guests with creative dishes. New compositions can always be sampled in a cosy ambience. The roots of this family-run hotel, a protected monument, date back to the 15th century. Award-winning chef Christian Ranacher creates treats which are sure to set gourmet pulses racing while your hosts provide a touch of sophisticated flair. The three sisters Katrin, Maria and Sabrina are firmly convinced that sustainable hospitality and agriculture form a fruitful union. For this reason, they have been collaborating with responsible and regional partners for many years.



ALPENROSE. Elegant cuisine, close to nature.

The 'Alpenrose' city hotel and restaurant was opened in 2017 by Stephan Mauracher. The cuisine produced by award-winning chef Markus Heimann is elegant and extremely imaginative. Together with his team, he reinterprets Tyrolean dishes in a fascinating new way. The regional and sustainable nature of the products used (some of which are cultivated on-site) plays a key role.

BLAUE QUELLE. Creative classics from Tyrolean innhouse culture.

Guests of the 'Blaue Quelle' hotel and restaurant can take a cosy seat in the Tyrolean parlours. The Struth family have bridged the gap between traditional and modern: plates feature creative classics of Tyrolean innhouse cuisine and compositions with international flair. The concept of regionality is brought to life with passion at this gourmet meeting place in Erl. Fish dishes from the clear spring water are among the menu highlights.



BIEROL. Modern creations at the Tap Room & Restaurant.

The 'Bierol' tap room and restaurant in Schwoich serves more than just its own home-produced beers. Thomas Moser is the man at the stove. In his kingdom, the award-winning chef creates a refined and ever-changing menu – with an instinctive feel for flavour explosions and a feast for the eyes. He skilfully combines high quality products from the region with flavours from all over the world.

DRESCH. Regional treats at the gourmet guesthouse.

The 'Dresch' gourmet guesthouse in Erl has been serving up a treat for the taste buds for many years. Head of the family and award-winning chef Karl Anker takes to the stove and impresses guests with creative cuisine, without losing sight of its traditional roots. The pots and pans mostly contain regional produce from local farmers and suppliers in the 'Untere Schranne' gourmet region.





Here's to the student days

Innsbruck, Salzburg, Graz or Vienna? Students in Austria are spoilt for choice. There are lots of beautiful cities which are a wonderful place to live and learn. But for those who prefer to avoid the 'urban jungle', Kufstein is the ideal choice. Here urban flair is paired with the joys of nature. Small yet refined, this fortress town has everything a student could desire.

If the wonderful fortress town of Kufstein is not yet on your radar as a 'student town', we recommend you take a closer look. Perfectly situated between Munich, Salzburg and Innsbruck, it is smaller than the famous student towns yet big on personality. The 'Fachhochschule (FH) Kufstein Tirol' university has both a scientific and practical slant. A light and airy library with meeting rooms and cosy reading corners provides a space for the up-and-coming academics to gather a wide range of information. Lecturers from the world of business and the university environment form the optimal teaching team. The application of

knowledge as part of real-life project is high up on the agenda. FH Kufstein Tirol university applies hypothetical tasks as well as increasing collaboration with companies and organisations from the region. A consistent network provides students and companies with fresh new ideas and approaches. Together with the Kufsteinerland tourist board, practical project are instigated in the form of events and services which themselves serve as fantastic hotspots for tourists, locals and students alike. From charity sporting events such as the Hechtsee Charity Run to stand-up paddling on Lake Thiersee to networking and knowledge events such as 'Beady Days', there is a wide range of ideas on offer here.



Shopping, partying and concerts

This is a young, modern and attractive town. There is no room for boredom here. Shopping in Kufstein is truly something special – in addition to the famous labels, there are also independent shops here selling select pieces which cannot be found elsewhere. And in the evening, you can find something nice to eat and enjoy a glass of wine.

People meet in the local bars where the atmosphere is cosy and friendly. This is a special feature which brings together students from different courses and year groups. A touch of Italian flair and beautiful mild summer nights are perfect for relaxing in the town centre – from the Upper and Lower town squares to the Fischergröben.

The fortress is a fixed point when it comes to events. Cool concerts featuring acts such as WANDA, Julien Assange, Reinhard Fendrich, Zucchero and Nena attracts tourists and locals alike to the unique outdoor event space at Kufstein's historic landmark. One highlight is the concert at the start of the summer holidays, when international stars are rocking the stage. And the best thing about it is, that students will get the tickets at affordable prices.

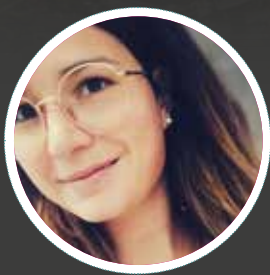
From the lecture theatre to nature

As a student region, Kufsteinerland offers everything outdoor fans could want. Beautiful tours to the Brentenjoch, into the Kaisertal valley or up the local mountain of Pendling offer a great balance when the mind gets too busy from learning. Meeting by an idyllic lake after a meeting with a picnic basket in tow and staying until sunset, cycling home in a great mood and more informed – this is a true privilege. For those who prefer to swim lengths in a pool instead of the wonderful natural lakes, The Kufstein outdoor pool is the perfect place. It offers the ideal combination of high-quality courses, fantastic leisure opportunities, magnificent mountains, friendly people, pleasant local bars and shops and an exceptional location which make Kufsteinerland such a great place to study. At the end of the course, the fortress town feels like a second home, including for foreign students.



Why is Kufstein the perfect student town?

We asked two students from the FH Kufstein Tirol university why they chose to study in this fortress town.



Julia Fankhauser, 25
from Vorderthiersee
Course: International
Business Studies

"Many people use their student days as a chance to move away from home and explore another town and all its facets. I deliberately opted for a course in my hometown. The FH Kufstein Tirol university is just the right size because it has a certain personality. The large institutes are not really for me. Kufstein does a great deal to make itself appealing as a student town. There is always something happening here. The traditional 'Kaiserfest' (Emperor Festival) and 'Kufstein Unlimited' festival are unbeatable in summer. Kufsteinerland's location marketing and tourist board are always coming up with new ideas and include the students in this. There are lots of very cool bars and varied restaurants. Not forgetting Kufstein's magnificent location at the heart of the mountains. The surrounding villages are within easy reach. And of course there are many more characteristics which make our region ideal for students. The shopping, for example. I know many people who deliberately buy things here instead of travelling to the bigger cities because Kufstein has a more personal selection on offer".



Michael Paas, 27
from Bonn
Course: Sport, Culture &
Event Management

"I grew up in a rural environment and love being close to nature. In Kufstein, you are pretty much surrounded by a wealth of leisure activities. You can submerge yourself in the mountains, just a few minutes' walk away. In winter, I regularly go snowboarding and skating in summer. There are great opportunities to do both here. Away from the greenery, there is plenty to do in the town too – both by day and classic nightlife. On warm summer evenings, we often sit by the river Inn or in the Lower town square and enjoy ourselves. The practical focus of FH Kufstein Tirol impressed me from the outset. In 2019, we helped to organise the 'Beady Days' 3-day event featuring high-calibre speakers and some fantastic events based around the issue of the innovative digital future. It takes courage to entrust newcomers like us with such responsibility. We were allocated the task of devising a side event which would bring together companies and interested employees. We organised three workshops and a Networking Lounge. Over this period, we were also responsible for securing and engaging sponsors. The core of our activity was to bring together companies and students to engage in dialogue about the future with digitalisation and new worlds of working. Collaborating with the 'Zukunftsinstitut' (future institute), we organised an ORF presenter and were also responsible for the smooth-running of the event and logistics".



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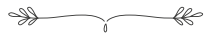
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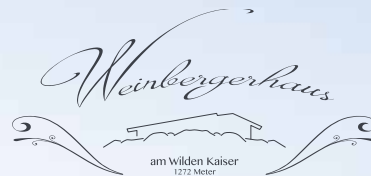


Cycling, swimming, hiking, jogging or perhaps walking? With the wide range of endurance sports on offer, there is often little time for strength training. Add to this the fact that many active enthusiasts do not want to pump weights in the gym in summer and would rather spend some active time out in the beautiful natural scenery. In addition to fitness, it is essential to train muscles regularly. These components can be perfectly combined in Kufsteinerland. We present five different fitness trails.

Rück-dich-gesund (heathy back) trail in Bad Häring

The back has an enormous impact on the entire locomotor system and stabilises the body. Poor posture can often bring painful suffering later in life. Office working, sedentary activities and general slouching on the sofa neglect to look after the back. The 'Rück-dich-gesund' healthy back trail is idyllically situated on a forest trail and is equipped with 10 wooden stations. It sets out from a waterfall. Leisurely walking, relaxation and back health are perfectly combined along this beautiful trail. The most intrepid explorers then have the chance to submerge their legs in a cold bath in the form of a Kneipp hydrotherapy pool. Not for the faint-hearted – but great for the veins!




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Sundowner ['sandaʒna]: A drink which is drunk at sunset.

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Motor skills parks in Kufstein and Bad Häring

It's simple for children but a considerably bigger challenge for adults! The motor skills parks in Kufstein and Bad Häring are fantastic excursions for all the family. The children are mostly inexperienced yet set off right away. For adults, it is worth conquering that inner weakness. The most important thing is to catapult oneself out of one's usual exercise habits and try something different. It's good for the brain too. Both parks impress with their fantastic atmosphere: while the Kufstein site is nestled in an idyllic forest setting, visitors to Bad Häring can enjoy the best views of Tyrol's Inntal valley.

Niederndorf forest trail

On the 'Forstmeile' forest trail in Niederndorf, children, young people and adults can undertake basic gymnastics exercises in the fresh air at the heart of a forest. The training exercises at the various stations are set up so that they can be completed well and effectively by senior citizens. Chin-ups, muscle-ups, balancing on beams, bouldering and much more help the body, mind and soul achieve greater strength and stability. Those seeking a pretty and relaxing walk can find the relaxation and refreshment boost they need along the forest trail.

Schwoich lake trail

The 1.4 km fitness trail along the Bananensee lake in Schwoich is a challenge for the circulatory system. It offers everything an active fitness programme requires. For example, healthy training for the cardiovascular system is provided by the stairs exercise. The coordination course is not as simple as it seems. The important thing is for all exercises to be carried out properly and appropriately. The explanatory panels help with this. There are relaxation points along the way for regeneration with natural wooden benches where you can take a break. The 'Seemeile' lake trail is a hotspot for runners because the natural features are ideal for sprinting, climbing, balancing and jumping.

Bad Häring Sensory Experiences Trail

The nose, mouth, ears, eyes, hands and feet – we can certainly consider ourselves lucky to have access to such a complex sensory system for perceiving the world around us. Just like our body, our sensory system needs training from time to time in order to be well honed. The 'Erlebnispfad-der-Sinne' sensory experiences trail in Bad Häring helps us to deliberately focus on certain influences. The 1.5 hour walk provides information about the senses as well as explaining the effects of moor baths, Kneipp hydrotherapy treatments and healing sulphurous waters of Bad Häring.



Did you know?

6 facts about muscles

1. Muscles are the best fat burner. They even burn energy when we are sitting comfortably on the sofa.
2. Regular muscle training reduces the risk of osteoporosis. Muscle structure also reduces the risk of diabetes, Alzheimers and depression.
3. All humans have around 650 different muscles.
4. The heart is the most important muscle. Each year, over 2.5 million litres of blood are pumped through the body by the heart muscle. The heart's pumping performance could fill a bath tub in just one hour.
5. The smallest muscle can be found in the inner ear and is the size of a pinhead.
6. From the age of 30, we lose 1% of our muscle mass per year if we do not combat this with regular sport. If we do nothing, we will have lost 35% of our muscle mass by the age of 65.



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