



 Holidays in Austria

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for real

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austria.info

Austria. Stories Untold.

October 7 – 15, 2022

Austria. Stories Untold. is designed for an in-depth exploration of the cultural and natural beauty and fascination of Austria – beyond The Sound of Music, Mozart, and the Habsburgs, specifically created for journalists and writers from North America, Australia, and the United Kingdom.

Austria. Stories Untold. goes far beyond the “simple” experience of various Austrian cities and regions in a limited period of time and will make you understand the country on a deeper level.

Us Austrians, we love to celebrate life; you could say that enjoying good food, savoring good wine, honoring centuries-old traditions, and spending time in good company are essential for the Austrian psyche. The fact that we take these enjoyments so seriously is what makes Austrians such excellent hosts – and who better to show you the regions’ offerings than local hosts and protagonists whose very own stories are the “main event”, the chef, the farmer, the artist, the brewer, the winemaker, the hotelier, etc. ... in other words we take the human-interest approach to storytelling.

We hope you are interested in our untold stories and are looking forward to telling you more this fall!

Sincerely,
Michael Gigl
Head of Market North America, Austrian Tourist Office

Who can participate:

Journalists and writers with confirmed assignment(s) and / or long-standing relationship(s) with relevant outlet(s) to pitch.

What is included:

Air travel + transfers to and from Austria, fully hosted program from October 7/8 (depending on your arrival date) – 15 in Austria according to itinerary.

How can you register:

For US publications / writers:

email to Sigrid Pichler: sigrid.pichler@austria.info (New York City)

For AUS publications / writers:

email to Astrid Gruchmann-Licht: astrid.gruchmann-licht@austria.info (Sydney)

For UK publications / writers:

email to Martina Jamnig: martina.jamnig@austria.info (London)

Welcome October 7 - 10

VIENNA

Visions & New Beginnings ***In 2023 Vienna celebrates 150 Years of the Vienna World's Fair***

October 7

Travel day / light program for early arrivals
Overnight Vienna

October 8

Arrival in Vienna
Light optional afternoon program

Gala evening and opening event hosted by the Austrian Tourist Office

Overnight Vienna

October 9

Austria Media Lab (media marketplace with ALL participating Austrian partners)

Afternoon and evening program by the Vienna Tourist Board:
Explorations of how the spirit of the 1873 World's Fair is still relevant and palpable in modern day visionary and inventive Vienna

Overnight Vienna

October 10

Morning departures for the "Journeys"

- From the following two pages, please preselect your Journey (3 nights) with your application for Austria. Stories Untold.
- Each journey will have a maximum of 6 participants and spots will be assigned on a first-come first-served basis.
- Each journey will be accompanied by one Austrian Tourist Office host.

Journeys October 10 – 13

Journey 1

GRAZ - Austria's Capital of Culinary Delights

Is it the southern flair? The mild climate in which fruit, vegetables and wine thrive? Or maybe the many farmers' markets with the freshest produce? Or the excellent chefs? It is probably like with any great recipe: a little bit of everything and not too much of any. Simply delicious.

Graz received the official accolade "Austria's Capital of Culinary Delights" for the wonderful catering skills of its restaurateurs, who rely on their own regional produce paired with the courage to be creative.

Explore Graz's culinary delights against the backdrop of this charming Renaissance city.

Journey 2

ZILLERTAL - High Alpine Adventures

Let us whisk you away into a magical world, opening your eyes to natural wonders and making your heart beat a little faster.

The Zillertal Alps High Mountain Nature Park, the Hintertux Glacier, and the Natural Ice Palace are the highlights that we will explore on foot, on skis, and by bike.

We will learn about how a healthy balance between enjoying and preserving the glacier can be achieved and how a high alpine wilderness can thrive as part of a bustling agricultural landscape. A sunrise hike will bathe all this Alpine beauty in glorious sunlight on our last morning in the Zillertal.

Journey 3

VORARLBERG - Modern Architecture in a Natural Environment

From the gentle waves of Lake Constance to grandiose mountain peaks, Vorarlberg surprises with modern Architecture and Innovation.

We will take you on a journey through Austria's westernmost province from urban flair in Bregenz and its James Bond worthy Lake Stage of the Bregenz Festival to the bucolic Bregenzerwald, where modern architecture and innovation found a spiritual home, to Lech in the Arlberg region, where you find Skyspace Lech, a walk-in art installation that seamlessly integrates into the Alpine landscape.

Journey 4

ST. JOHANN IN SALZBURG - Myths & Legends of the Mountains

With the **Salzburg Summit Game**, which is all about the "Benevolent Queen and her six noblemen", mountain hiking becomes a playful nature experience for adults and children. Hikers go on the trail of the queen and her noblemen - once a powerful ruler and her wise advisors. They have long since disappeared - petrified into mountains - and yet the striking peaks still remind us of these extraordinary personalities, their knowledge, and their wisdom which you are invited to tap into. We are walking with all our senses, exploring stillness, herbs, mindfulness, yoga, and magic along the way.

We will also feel the force of nature in the **Liechtenstein Gorge**, one of the longest, deepest and most impressive gorges in the Alps.

Journey 5

SAALFELDEN LEOGANG - Outdoor Adventure X Culinary Delights

Enjoy biking, hiking and culture amidst breathtaking mountain scenery!

In Saalfelden Leogang you don't just take the car to the local farmers' market, no, you take the **E-bike**, and you don't just visit a market, you go directly to the **local producers**, from one to the other, and sample their delicacies along the way.

You don't just have dinner, no, you have dinner in one of the many award-winning restaurants in the region.

You don't just go for a hike, no, you hike to the Nature Cinema, relax in the TONspur-Island and enjoy music with stunning Alpine views.

And if you need a little more adrenaline, the **Bikepark Leogang** will most certainly be able to supply that!

Farewell October 13 -15

ASTORIA RESORT SEEFELD

A royalty worthy farewell in the Olympiaregion Seefeld

October 13, 2022

All groups travel to Seefeld

Light afternoon program in Seefeld / relaxing at the Astoria Resort's 5* spa & wellness area

Dinner at the Astoria Resort

October 14, 2022

On our final day, we still have a few more untold stories to explore, from the charming village of **Seefeld** itself, to Tirol's imperial capital city **Innsbruck**, to the magic and glamour of the **Swarovski Crystal Worlds**.

Our royalty worthy farewell dinner will be held at **Tratzberg Castle**.

October 15, 2022

(Airport) transfers / Departure day