



Austria. Stories Untold.

September 9 – 17, 2024

Austria. Stories Untold. is designed for an in-depth exploration of the cultural and natural beauty and fascination of Austria, specifically created for journalists and writers from North America, Australia, the United Kingdom, and Scandinavia.

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 USA / Canada, 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 in Austria from September 9/10 (depending on your arrival date) to 17, 2024 according to the itinerary.

Interested to participate?

For USA/CAN publications / writers:

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

For AUS publications / writers:

email to Lilly Freudmayer: lilly.freudmayer@austria.info (Dubai)

For UK publications / writers:

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

For Scandinavian publications / writers:

email to Sara Eichenauer: sara.eichenauer@austria.info (Stockholm/Malmö)

email to Inger Diedrich inger.diedrich@austria.info (Copenhagen)

Welcome September 9 - 12

ST. ANTON AM ARLBERG

WELCOME IN AUSTRIA – THE ALPINE PARADISE

September 9

Travel day / light program for early arrivals
Overnight St. Anton am Arlberg

September 10

Arrival in St. Anton am Arlberg
Light optional afternoon program

Gala dinner and opening event hosted by the Austrian Tourist Office at the **MUSEUM St. Anton am Arlberg**, telling the rich and varied heritage of St. Anton.

The Museum goes beyond a traditional history museum experience—in fact, it is also a place where history was written. The building itself is more than 100 years old and is an architectural jewel in St. Anton. From the moment you walk through the carved wooden doors, it is hard to tell which is more awe-inspiring—the building or its contents.

Overnight St. Anton am Arlberg

September 11

Austria Media Lab (media marketplace with ALL participating Austrian partners) in a special mountain location (tba) with extraordinary views

Afternoon and evening program by the St. Anton am Arlberg Tourist Board

Overnight St. Anton am Arlberg

September 12

Morning departures for the “Journeys”

- From the following page, please preselect your Journey (3 nights; indicate preference 1 and 2) 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 September 12 – 15

Journey 1

INNSBRUCK – Alpine-Urban Flair with a Touch of Thrill

Between culture and nature, city and mountains, tradition and trends - no other region and city combines extreme opposites in such a charming way as Innsbruck. Here you can travel from the heart of the Tyrolean state capital to lofty heights on the **Nordkette** in just 20 minutes to experience the Alpine jewel up close and marvel at the pulsating activity from above. For the not-so-faint-at-heart, we will get to sit on the official starting bar of the **Olympic Bergisel Ski Jump**, and then let the pros actually take off and jump!

Journey 2

ÖTZTAL – Of Spies and Spas

If you are looking for an epic arc in your day from lounging on Alpine pastures and delighting in delicacies on Alpine huts to James Bond like thrills and push-your-limits bike trails, you have found your place in the Ötztal (Ötz Valley). The **James Bond 007 Elements** exhibit is built inside a mountain summit, and if so inspired, you want to challenge your own inner daredevil, we invite you to join **Bike Republic Sölden** – a one of a kind bike park for all levels! And there is no better way to relax than at the architecturally stunning **Aqua Dome spa**, admiring the mountains that we conquered from a hot tub.

Journey 3

ST. JOHANN IN TIROL – 6000 Bottles of Wine at 4000 Feet

This Baroque town invites you to stroll, linger and enjoy yourself but also thanks to its central location **between the Kitzbüheler Horn and the Wilder Kaiser** mountains, the town is an ideal starting point for all kinds of tours to explore also the exceptional culinary offerings in the mountains! From a brewery to a mountain pine oil distillery to an exceptional wine cellar at 4000 feet at **Angerer Alm** where we will also spend a night after being treated to a gourmet dinner!

Journey 4

ZELL AM SEE – KAPRUN – Glaciers, Mountains, Lake, and 4 Climate Zones

In this unique natural paradise at the edge of the Hohe Tauern National Park sports enthusiasts, active holidaymakers, families and those seeking relaxation will discover a wide range of experiences yearround. The guided **Kitzsteinhorn Explorer Tour** with a Nationalpark Ranger will take us over 4 climate zones from 2358 to 9087 feet (with the help of a panorama gondola) for a summit hike and summit breakfast. We will learn about **High Alpine water reservoirs** that are supplying sustainable electricity from the runoff from surrounding mountains and glaciers, and afterwards we can cool off with a swim in the crystal-clear waters of Lake Zell.

Farewell September 15 - 17

SALZBURG

SO LONG, FAREWELL, AUF WIEDERSEHEN, GOODBYE

September 15, 2024

Morning departures from Journey Destinations to Salzburg

Arrival in Salzburg around noon
Light afternoon program

Dinner

September 16, 2024

Salzburg's Cultural Heritage from Facts to Fiction

UNESCO World Cultural Heritage City, Baroque jewel, Prince Archbishops, The Sound of Music and the Van Trapp Family, Wolfgang Amadeus Mozart – there is a lot to unravel!

Word around town is that we will get a private tour at **Mozart's Birthplace** with an exclusive performance on Mozart's original instruments as well as a deep dive into the world of **Sound of Music** (which will celebrate its 60th anniversary in 2025) including performance highlights and a backstage tour at the **Salzburg Marionette Museum** at Hohensalzburg Fortress.

Farewell Gala Dinner

September 17, 2024

(Airport) transfers / Departure day