

Alpine Ski World Championships 2013 Ski Festival with Heart Enjoy a world-class getaway even now!



PRESS INFORMATION Schladming-Rohrmoos Tourism Winter – Summer 2012

Schladming-Rohrmoos Tourismus

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Schladming-Rohrmoos Tourismus



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The Alpine Ski World Championships 2013 in Schladming – the “Ski Festival with Heart!”

The warmth of the event, being able to share in the enjoyment and those high-spirited celebrations, something thousands upon thousands of visitors have been able to discover for themselves for years at the legendary Night Slalom. The positive atmosphere – those “good vibrations” – time and again turn the entire region into a truly special part of the world, where world-class sport meets world-class sport and world-class hosts. In other words, an abundance of “heart” ...

So, what better move than to spread a symbol of our excitement and enthusiasm throughout Styria, the green heart of Austria, and far beyond its borders, with the help of our heart-shaped World Championships bells. They made their first grand appearance on 20 February 2011, when more than 8,000 people gathered in Planai Stadium to celebrate the arrival of the FIS flag and literally “Ring in the World Championships”. Since then, you can hear it jingling in practically every corner of the globe – we hope you’ll check it out for yourself at fan.steiermark.com ...



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Alpine Ski World Championships...

... a lot has already been done, and a lot more will be done by 2013!

For example ...

... the ski slopes, lifts, snowmaking capability and infrastructure have all been brought up to the very latest and safest standards. Well-rounded opportunities, sure to appeal to everyone from complete rookie to professional winter sports star, while at the same time affording plenty of space for those who simply want to enjoy the tranquility of winter in all its romance!

... Planet Planai, Congress Schladming along with the Athletic Area serve as venues for every kind of special event imaginable, also able to provide plenty of parking and a “on-site, one-stop source for everything”, always generation-appropriate and, naturally, always barrier-free!

... “Energy” and the utilization of new, eco-friendly technologies in rural areas is a major topic. Which is why, for example, the region can now be explored on E-bikes.

... a whole new line of fashions and folkwear has been created, readily identifiable with the region.

... Schladming is an “IT Pilot Region”, which means we are attempting to provide blanket broadband Internet accessibility!

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WINTER

Host venue for the “Alpine Ski World Championships 2013“

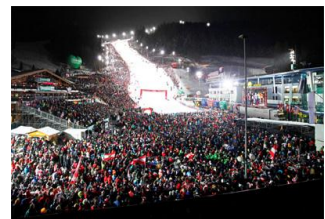
(4 – 17 February – mark it on your calendar now!)

Check out the World Championship slopes for yourself – the hills are already practically in World Championship form!

In 2013, the best-of-the-best will battle it out for medals in Schladming and Rohrmoos, and the **world will have its eyes on the heart of the Schladming-Dachstein Region**. Anyone who wants to can already get a picture of the world-class hills, see if they are up to the challenges, and lay down personal bests. Those who are little more laid-back can simply allow their eyes to roam across the famous Planai finish slope, sense how steep it is, and then opt for a “detour” – successful experiences on every level are never in short supply.

With **117 kilometers of slopes**, everyone truly does find the perfect stage to slice through the snow. And then celebrate their own personal victories – if not the fastest, then perhaps as a “**world-record schnitzel snarfer**” or a “**world-class party animal**”.

As the venue for major world-class events, the area sets **high standards of quality** and promises a **wide spectrum of opportunities**. Nowhere else do sporting challenges, extreme sports and high-spirited partying in some of the hottest locations, lie in such close proximity to an alpine-village idyll, Styrian warmth and an impressive natural backdrop. Schladming is definitely the “in spot”, and then there’s the sunny plateau of Rohrmoos, with its valley deep in snow. Because you are in the midst of it all, the motto of lodging establishments there couldn’t be more apropos: “straight out of bed and onto the slopes!”.



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Winter in Schladming and Rohrmoos means ...

World-class carving & boarding ...

52 mountain lifts (new this year: Mitterhaus 8-seater chair lift, the area's second after the Märchenwiese lift – only right here on the Planai!!!) – **117 kilometers of slopes** – **5 ski and snow-sports schools** – **50 ski huts**

World-class recreation ...

Winter getaways in Schladming-Rohrmoos

- 60 km of top-quality ski trails - 50 km of cleared winter hiking paths
- Back-country skiing – ice stock – ballooning
- 7 km sled run under the lights
- Sleigh rides – ice-skating arena

In tranquility there is power. The hustle and bustle remains confined to world outside. Cross-country skiing, Nordic Cruising, snowshoeing, back-country skiing, winter hikes, sleigh rides, sledding, ice skating, ballooning, paragliding,... The journey itself is the ultimate goal. Clear winter air brightens all the senses, Discover renewed strength. Find inner peace. Amid pristine countryside. Welcome to the winter wonderland of Schladming-Rohrmoos.

World-class nightlife ...

Top bars in Schladming - NACHTaktiv Hochwurzen

- Hohenhaus Tenne Schladming

www.topbars.at · www.nachtrodeln.at · www.tenne.com

www.v2club.at · www.showclub-angels.at · www.cultclub.cc

After the slopes – back up to the slopes!

What would any perfect day of skiing be without refreshments and good company? Snow bar. Magical hut atmosphere. Bar. Dance club. Nightclub. Feel the beat. Flirt with life.



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Winter Highlights 2011/2012

26 November 2011 – Krampus Procession

Austria's most spectacular Krampus celebration with over 1,000 Krampusses in full costume – masks distorted in fear, jingling bells, rattling chains – this year for the 19th time, Schladming will be transformed into a bubbling witches' cauldron. Numerous groups from home and abroad make an annual pilgrimage to this mecca of the Krampus tradition. The groups put on a breathtaking show with their valuable, hand-carved masks, custom-tailored outfits, horns from around the world and bells, always guaranteed to send a shiver down everyone's spine.

www.bauer-pass.at

2 to 23 December 2011 – “Schladming Mountain Christmas”

Anticipation for the arrival of Christmas – as festive as you will find anywhere! Advent huts offering traditional and local products, Christmas punch and culinary specialties – being able to see and experience centuries-old craftsmanship – a living Nativity scene – horse-drawn sleighs – the Angel Post Office – the Advent stage – on the main square in Schladming.

www.bergweihnacht.at



2 December 2011 - Wolfgang Ambros live in Schladming

It isn't just international pop stars who make guest appearances in Schladming: Austro pop legend Wolfgang Ambros will also pay Schladming a visit. 40 years of on-stage experience, and still not slowing down one little bit – definitely not to be missed.

3 December 2011 - Ski-Opening with Thirty Seconds to Mars, Natalia Kills and Marlon Roudette

Following in the footsteps of Pink, Kid Rock, David Guetta, Kesha and OneRepublic, hit-parade-stormers Thirty Seconds to Mars, Natalia Kills and Marlon Roudette will be rocking the stage in the new Planai Stadium as part of the big celebration to mark the official opening of ski season.

www.planai.at



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Winter Highlights 2011/2012

4/5 January 2012 - "Planai Classic"

The most exquisite vintage cars in automobile history, along with big-name champion skiers and numerous legends from the worlds of sport and film will gather for this event, guaranteeing exciting competition in the disciplines of motor sports and skiing – 130 km night course and 10 special challenges.

www.planai-classic.at

16 January 2012 - "Night of Balloons"

The brightly lit balloons conjure up warm winter's dreams during the coldest part of the season. This special event is accompanied by live music, a snow bar and a program of side events in the town center of Rohrmoos. An unforgettable evening is guaranteed.

www.schladming.at



24 January 2012 - "The Nightrace"

Men's World Cup Night Slalom – the biggest party in the Alps, as many as 50,000 spectators will turn Schladming into one big party district – sporting excitement, great fun and a positive mood all contribute to a fantastic party atmosphere.

www.thenightrace.at

14 to 18 March 2012 - "World Cup Finals for Men and Women"

The 2012 World Cup Finals will be held this year in Schladming, simultaneously also serving as an exciting dress rehearsal for the Ski World Championships in 2013.

www.schladming2013.at



24 to 31 March 2012 - "Hits Festival in the Alps"

At a variety of ski chalets and event venues, a wide selection of live artists will offer a program with real appeal, from well-known songs to sing along or dance to, to the very latest hit releases.

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Exploiting the Region's Organizational Expertise

For decades, Schladming and Rohrmoos have provided comprehensive resources for the successful hosting of major events. The most famous examples – the Alpine Ski World Championships in 82, the Special Olympics in 92, the annual “Nightrace”, along with company events such as “Unicredit 2009”, during which around 4500 guests were treated like kings.

Lodgings, event halls and, above all, the necessary know-how guarantee one-of-a-kind, unforgettable special events, from business occasions to major events of world-championship stature.

New Media Center

Yet another element of preparations for the 2013 World Championships is the creation in Schladming of a state-of-the-art media center, the result of a 10.1 million Euro investment. The new “World Championships Media Center” represents an important infrastructure element for the 2013 FIS Ski World Championships in Schladming. The hall is not only indispensable to the successful hosting of an attractive sporting event, it will also serve as a significant aspect of our infrastructure for sports, culture and tourism in the Schladming-Dachstein Region for many years to come.



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What's new in Schladming-Rohrmoos?

The **Schladming-Rohrmoos tourist office**

is radiant in all its brand-new glory. Old becomes new, dark turns to light, small becomes bigger, and slow is now fast.

In the “24-hour foyer”, guests can obtain all the information they need or go ahead and reserve a room, even outside of regular office hours. The new front office is around 60 m² in area with barrier-free accessibility. And for a cozy touch, we also offer a comfortable area to sit, with free wireless Internet access available.



Service Deck and Gate of Champions

Both projects, the “Service Deck” and the “Gate of Champions”, are elements of the World Championship finish stadium. The main intention of this entire building project is to create organizational spaces for the World Championships with maximum flexibility and functionality, whilst at the same time maintaining the stadium character so vital to the World Championships. The Service Deck is also utilized as a parking space outside of special events.



Downhill, the No.1 trend sport

One project not just focused on the 2013 World Championships is expansion of the downhill mountain-biking course. Here on the Planai, the sport of downhill mountain-biking has been embraced by its target group, and especially by the pros. So as to enhance its attraction for “weaker” downhillers as well, the Planai lift company plans on building a somewhat easier downhill course, meaning that, in future, families will also be able to go two-wheeling together on the Planai.



New entrance into town – Schladming-East

No long waits, no traffic jams – as of this winter, you can exit and enter highway B 320 in the eastern part of Schladming. For skiers that means, of course, you'll be able to hit the slopes faster than ever before!

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Summer

In the mountains is where I love to be ...

... and my spirits rejoice! Schladming and Rohrmoos have unforgettable vacation memories and recreational opportunities in store during the summer months as well. The spectrum here is unique, too. Leisurely strolls, extended hikes, genuine mountaineering adventures, and even challenging climbs up the region's *via ferrata* trails. Sources of complete joy for all who choose to explore our beautiful countryside under their own power.

For bikers, the endless bike paths in the valley are a perfect setting. Others prefer to bike up into the mountains. Whilst those with a taste for something more extreme, get their kicks from the World Cup-proven downhill course on the famously infamous Planai. An outstanding biking arena, one which has produced national and European champions.

It is rare to find so many different ways to explore such magical landscapes as these, and to allow them to work their wonders on you – through the air, by horseback, on the wild waters, and more.

A small corner of the earth where a balance has been created between traditional Styrian warmth and hospitality, a sensitivity to the need for an intact environment, along with attractive, modern tourism opportunities.



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Adventure

Adventure – butterflies in your stomach – “getting that extra kick” – no shortage of opportunities here! Some will find the perfect challenge out on foot – others with a rope and piton in hand, or whilst scrambling up a steep mountainside. Others will throw themselves alone into a raging river with a canoe, tackle the torrents with companions in robust rubber rafts, or paddle through narrow canyons and waterfalls.



Others yet will head high into the mountains, allow their paraglider to carry them gently back down to the valley below. And then there are those daredevils who, winter and summer, will mount their bikes and hurtle down the Planai – a sport we call “downhill biking” – all have one thing in common: they are getting the most out of their summer holidays in Schladming and Rohrmoos!



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ALL-INCLUSIVE

Since summer 2007, vacations spent in the Schladming-Dachstein Region have become twice as rewarding. Guests receive our all-inclusive card – the Schladming-Dachstein Sommercard – whenever they book as little as one night in the region, and without having to pay one cent extra. It includes over 100 of the most beautiful vacation experiences, from the mountain lifts to toll roads, museums, in- and outdoor pools, as well as recreational programs. In addition, around 70 Bonus Partners offer discounts of as much as 50% off sporting activities, entrance to area attractions, and rental of sporting equipment.



Our littler guests receive their own personal KidsCard. Which means, for families, their holidays become jam-packed with more variety than ever. From climbing lessons to all-day child-care and fun rides on the Kids Train, the KidsCard promises boundless holiday fun for the youngsters.

This guest card, which looks very much like a standard bank card, is issued to guests by their hosts upon arrival. Even when you stay as little as one night, you can take advantage of all the great vacation opportunities on the same day you arrive, and on the day you leave! Sommercard season is from 28 May until 26 October 2011.

Alle Informationen zur neuen Card unter www.sommercard.info

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“Wild Waters” – exceptional, untamed, and safe!

From Schladming to deep into the Untertal area of Rohrmoos, up to an elevation of 2600 m above sea level – this is the path taken by one of the world’s most extraordinary hiking trails. 14.5 kilometers of “Wild Waters” illustrate our most precious natural resource in all its facets – from quietly glistening and crystal-clear, to thunderously frothing and foaming, in freefall over the rocks of the Schladminger Tauern. A unique nature experience, for which it earned international recognition in 2009 as the very first “National Geographic Hiking Path”.

In several stages or, if you prefer, in one fell swoop (total walk-time about 6 hours), hikers accompany the Talbach on its adventurous journey into the valley. Up close – sometimes even directly above it – you feel the power, the vitality, the unbridled fascination of each individual drop. The absolute “kick” awaits on Stage 4 – a 50 meters-long cable footbridge “durch die Höll” demands that even the bravest overcome a little trepidation (a forest path is available as an alternative).

We would recommend picking up a copy of the “Wild Waters” brochure. It contains 5 removable tour sheets, guaranteeing you don’t miss a single thing along the way!



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WORLD-CLASS BIKING

So, what are you in the mood for?

Schladming-Rohrmoos is a biking El Dorado, offering routes and tours that range from easy to challenging. Clearly marked from start to finish, with countless variants and all levels of challenges, you are guaranteed a safe, fun-filled vacation adventure. Our detailed mountain-bike maps take you out on pleasant, extended cycling tours, and down the steep mountainside via a permanent downhill course – a course that has left even hardened World Cup bikers with sweat dripping from their brow.

Explore different elevations, or set course for magical destinations that are also accessible by bicycle. Fantastic fun for all tastes is guaranteed. Our extended valleys also lend themselves to close-to-nature biking expeditions. And awaiting you as a special treat: the Enns Bike Route, a gently undulating riverside tour interconnecting the Austrian provinces of Salzburg, Styria and Upper Austria.

The biking tours in and around Schladming and Rohrmoos portend truly great experiences! A bike team, which competes internationally, trains in the area, while Schladming native, Markus Pekoll, was crowned 2010 Austrian Champion, and won the bronze medal in the 2010 European Championships in the Downhill! Yet again, world-class caliber!!!



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A new dimension of cycling - E-bikes conquer the region

Having to lean constantly into your pedals was yesterday – rolling through the beautiful countryside as if you were sitting in the back of a rickshaw, that's today! The Schladming-Dachstein Region is one of the bike regions where electric bikes have successfully entered the sporting scene. A comprehensive network of rental and recharging stations guarantees boundless cycling enjoyment.

Almost imperceptibly, the small electric motor propels the bike forward – the ideal combination of cycling, nature experience and a healthy measure of comfort. You will be amazed at the places you will be able to reach on your bike! Our "E-Power Folder" contains descriptions of some of the most beautiful tours, as well as a listing of the region's rental and recharging stations. Opportunities include conquering the summits of the Planai, Hochwurzen or the Reiteralm, or perhaps an extended ride via Ramsau to Filzmoos and back. An experience of a very special kind – give it a try, you are bound to be pleasantly surprised!

For additional information, please visit: www.schladming.at



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Conquering the peaks – just one click away

Your mind ready to go, your boots laced up and hiking pole in hand, or perhaps by bike instead, from now on out you will be able to enjoy some of the most beautiful tours through Styria. And if you still happen to be far away, but want to explore the heart of Austria on foot or by bike even now, we currently have a new online service available to you. After a two-year lead time, we have managed to compile an amazing 589 hiking and cycling tours. At www.schladming-dachstein.at/de/summer/wandern/interaktive_wanderkarte.htm you can virtually explore the many great tips our region has to offer.

The choices are all yours. You decide how long, with whom – with your kids, friends or as a larger group – and how ambitious – leisurely, with just minor challenges, or extreme – you want your outdoors experience to be. Beyond that, you can pick up exciting culinary and cultural tips, and then, in just a split second, you'll have your own "personal" tours right there before your eyes. Aside from precise descriptions in word and picture, maps and GPS data, hikers and bikers also receive tips about the best time of year and all of the must-sees and –dos along the way. If you are in the mood, and you really want to whet your appetite, you can even take a 3-D flight over the route you are interested in ...

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Traditional, with a healthy view to the future!

Warm and sincere people, beautiful countryside, healthy air, and all the conveniences of an up-and-coming alpine town in a marvelous setting. These are just some of the characteristics which distinguish our small corner of the earth. The unique combination of tradition and modernity, of alpine and international flair, offers brand-new perspectives, both to locals and their guests alike.

The unique natural beauty, a wealth of recreational opportunities, both summer and winter, a broad spectrum of trade and commerce, balanced infrastructure and, above all, wonderful people, is what makes Schladming and Rohrmoos such an utterly endearing place to be.

Schladming was granted its charter back in the year 1322 – mainly based on a booming mining industry in the Schladminger Tauern mountains (silver, lead and copper ore, later also cobalt and nickel). In 1180, Schladming is first chronicled as "Slaebnich" – meaning essentially "canyon mountain" – as is Rohrmoos (its name comes from the mossy expanses which covered this high plateau until into the 20th century). To this day, remnants of the town walls, the town gate, the smelters and the mines attest to the storied history of this region.

Tourism began its triumphal entry into the region with the building of the railway in 1875. The conscientious development of the mountains, the founding of the winter sports association and, last but not least, the hosting of major sporting events, such as the 1982 World Championships, the 1992 Special Olympics, the Mountain Bike World Cup in summer, and the world-famous "Nightrace", which draws some 50,000 spectators to the region every single year, have continued this success story. And with the Alpine Ski World Championships 2013, the next highlight is already at our doorstep!

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Summer Highlights 2012

30 May – 3 June 2012 - “Mountain Bike Festival and Alpen-tour Trophy“

“All Around Bicycle” is the theme in Schladming-Rohrmoos during the Mountain Bike Festival, one leg of the Int’l Alpentour Trophy. 500 mountain-bike pros and amateurs go head-to-head on the Planai.

www.mtbfestival.at



4 – 10 June 2012 - “Opening of Hiking Season 2012“

I love to go a-wandering...

... especially during celebrations for the start of the 2012 hiking season! A variety-filled hiking program awaits you - ...along the mountain track!

www.schladming.at

10 – 15 July 2012 - “Mid Europe” festival of wind music

For one whole week, 2200 musicians from around the world show us everything it’s possible to get out of a wind instrument. Modern, classical, swing, jazz, blues, pop, rock – the spectrum is endless!

www.mideurope.at

12 July 2012 “Mid Europe: Long Night”

Folk music – wind music – big-band sound – jazz – ensemble music – presented on five different stages, turning Schladming into a sea of sound.

Fashion shows, a march show, torchlight parade, exciting shopping experiences... turning this long night into the “night of nights”. www.mideurope.at

11 – 14 July 2012 “Ennstal Classic“

The motto for participants: “Driving through the last piece of paradise”

– the motto for spectators: “The action’s never been closer” –

Valuable hotrods, the sound of the engines, that special smell, and being on a first-name basis with celebrities.

www.ennstal-classic.at

15 September 2012 - “Youth Ballroom Dancing World Championships“

Waltzes and so much more. You can look forward to performances of standard and Latin dances, as young dancers compete to determine the world’s best youth partners.



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FACT SHEET

SCHLADMING – ROHRMOOS



- ☞ Austria
- ☞ Styria – the Green Heart of Austria
- ☞ Center of the Schladming-Dachstein Region
- ☞ 90 km south of Salzburg City

- ☞ Schladming: elevation 750 m
- ☞ Rohrmoos: elevation 750 – 2863 m

- ☞ Schladming: population 4800
- ☞ Rohrmoos: population 1450

- ☞ Schladming:
4200 quality guest beds in all categories
- ☞ Rohrmoos:
3900 quality guest beds in all categories

- ☞ Wide range of dining opportunities
- ☞ Balanced mix of area businesses
- ☞ Tourism destination in all four seasons

Schladming-Rohrmoos Tourismus

Rohrmoosstraße 234, A-8970 Schladming

Telefon: +43 (0)3687 2277722 Fax: +43 (0)3687 2277752

Email: office@schladming.at

Web: www.schladming.at



**SCHLADMING
ROHRMOOS**

www.schladming.at

Schladming-Rohrmoos Tourismus

Schladming and Rohrmoos means ...

- ☞ 4-Mountains Ski Area
- ☞ 115 km of groomed slopes (incl. 2 km that are night slopes) and 46 lifts within the 4-Mountains Ski Area
- ☞ Part of Austria's biggest ski alliance, the Ski amadé, with 270 lifts and 860 km of slopes
- ☞ Venue for World Cup races, world championships and the Special Olympics
- ☞ Playground for alpine skiers and boarders
- ☞ 60 km of cross-country trails + over 60 km of winter hiking paths
- ☞ 7 kilometer-long sled run, floodlit after dark, summer and winter
- ☞ 200 km of mountain-bike routes
- ☞ Over 500 km of hiking paths between 745 and 2,863 m above sea level
- ☞ 50 mountain huts, country cafes and mountain inns
- ☞ More than 300 alpine tarns in the Schladming-Dachstein Region
- ☞ 18-hole golf course (Bernhard Langer)
- ☞ Marked running and Nordic Walking routes
- ☞ Congress center
- ☞ Adventure pool (in- and outdoor pool, sauna facilities, tanning beds)
- ☞ Fitness center
- ☞ Museums
- ☞ Tennis and squash courts
- ☞ Summer and winter ice-stock lanes

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Schladming-Rohrmooser - Schnee- und Eis-Almanach

Schladming-Rohrmoos – Snow & Ice Almanac

Day & Night ...

- ... Alpine skiing – carve or plough down the slopes!
- ... Snowboarding – alpine or freestyle
- ... Sledding – on your own or with others!
- ... Winter hikes – with or without snowshoes
- ... Sleigh rides – with or without a refreshment break at an alpine chalet
- ... Cross-country skiing – classic or skating technique, or even biathlon
- ... Build a snowman or igloo – make your own personal snow angel
- ... Sack-sledding – with or without padding
- ... Skijöring – with one or more horsepower
- ... Ice stock – with or without “lubrication” to improve your aim
- ... Hot punch – with or without alcohol
- ... Magical alpine chalets – night or day
- ... Germknödel dumplings – with or without custard
- ... Snowball fights – up in the mountains or down in the valley
- ... Romantic sleigh rides – for the whole family or romantic moments just for the two of you
- ... Ski-touring – in the countryside flanking the Dachstein massif or amid the peaks of the Schladminger Tauern
- ... Christmas market – quiet and reflective, or with a high-spirited folk flavor
- ... Après ski – with or without ski boots on



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Schladming-Rohrmooser – BergSommer-Almanach

Rain or shine ...

- ... Hiking – high-alpine or across mountain pastures!
- ... Walking – with or without Nordic-walking poles
- ... Climbing – at the climbing center or on the south face
- ... Cycling – up- or downriver alongside the Enns
- ... E-biking – with or without a little added horsepower
- ... Mountain biking – on a pro level, competing in the Alpentour, or a leisurely expedition during a weekend getaway
- ... Fresh butter – either churned yourself, or made at the hill farm by a dairymaid
- ... Swimming – in the pool or a mountain tarn
- ... Riding – with or without a saddle
- ... Golf – putting your handicap to the test, or with a mini-golf club in hand
- ... “Krapfen” – either the “Catholic” version with Styrian cheese, or the “Protestant” variety served with honey
- ... Museum visits – perhaps the town museum or the Nickel Museum
- ... Sounds of the hill country – cowbells or yodeling
- ... Styrian folkwear – Dirndl dresses or Lederhosen pants
- ... Summer sledding – with or without snow
- ... Enjoying the scenery – paragliding or out on the Skywalk
- ... Archery – either a complete beginner, or stalking through the forest like Robin Hood
- ... Live music à la Schladming-Rohrmoos – traditional folk music or the sounds of jazz
- ... Aquatic action – with or without boat, rafting or canyoning
- ... The glimmer of silver – in the silver mine or in a wildwater stream.



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