



Digital Press Kit

Hall-Wattens Region

Hall-Wattens Tourism

Salt, brine, the ancestor of the euro and the Swarovski Crystal Worlds...

...these are just a few of the cultural activities on offer in the Hall-Wattens region. Nestled against the backdrop of the mighty Karwendel Nature Park and the Tux Alps, winter and summer promise sporting and culinary highlights. A stroll through the historic old town streets of Hall is reminiscent of times long past and brings history to life. Whether in the Karwendel mountains or the Tux Alps, the Hall-Wattens vacation region offers a wide range of opportunities to experience nature at its best.



Hall-Wattens Tourism

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Note

Further topics and press releases on the Hall-Wattens region can be found at www.hall-wattens.at/en/press-media.html. Images can be downloaded free of charge at www.images.hall-wattens.at.

Discover the alleyways of the old town of Hall in Tirol

Perhaps one of the most beautiful Tyrolean towns can be found if you go on a “voyage of discovery” to the medieval town of Hall. One of the best-preserved old towns in Austria - even larger than Innsbruck's old town - forms a successful symbiosis with modern architectural concepts such as the salt warehouse, the new UMIT university and the Parkhotel.

The tasteful buildings in Hall's old town bear witness to its past as a prosperous town: Hall became the most important economic center in North Tyrol in the Middle Ages thanks to salt production. Even in the Middle Ages, the town was an important trading center for trade on the Inn, and the provincial mint, which was located in Hall from the middle of the 15th century, contributed significantly to the further economic upswing.

Today, Hall is a vibrant small town full of joie de vivre, where you can experience a wide variety of shopping opportunities and stylish hospitality between walls steeped in history. The lovingly restored old town of Hall and the grounds of Hasegg Castle with its mint tower and adjoining mint museum attract visitors from all over the world every year. The stylish Hall Advent market, the radish festival and the organic mountain farmers' festival bring town and country together for a stimulating exchange.

The medieval town of Hall in Tirol has always cast a spell over visitors: whether you are strolling through the historic alleyways, shopping in small, often owner-managed stores or enjoying a meal in one of the traditional inns, you will immediately feel like you are on vacation. Hall in Tirol was a rich town in the past, and was even one of the most important towns in Europe for a long time thanks to its centuries of salt production and minting. Discover the largest old town in western Austria on a guided tour of the town. Two of the town's museum highlights are the Münze Hall Museum with its unique minting history and the Mining Museum, which is a true-to-life replica of a salt mine. History comes alive here!



The fascinating Karwendel Nature Park

The Hall-Wattens vacation region is home to Austria's largest nature park - the Karwendel Nature Park. The Karwendel mountain range offers its guests eventful and enjoyable hiking routes and fantastic flora and fauna. The surrounding nature offers an impressive sight from lush green alpine meadows to rocky limestone mountains. As Emperor Maximilian's hunting grounds, it was spared from development and has been preserved as a natural jewel to this day.

Immerse yourself in a unique mountain range

Not only hear the whistle of the marmot, but also observe the animal. Photograph a chamois leaping through the rock face. Feel like a salt miner. In Austria's largest nature park, you will find adventure at every turn.

The Karwendel with its rugged limestone walls, fascinating vegetation and emerald green streams immediately casts a spell over visitors. Hiking in the natural and cultural landscape of the Halltal valley with its centuries-old salt mining is unique. The historic brine hiking trail leads past the loading huts, the water intake and the König-Max-Stollen to the manor houses. Here you can see how the miners diverted the water into the salty mountain at the end of the 13th century.

Nature-Watch Tour

Equipped with Swarovski Optik binoculars and a spotting scope, you can observe nature in the Halltal valley. If you don't just walk straight along the path, but also look left and right, you will discover all kinds of wonders, big and small, in the Karwendel Nature Park. The landscape there is an important habitat for many wild animals and plants. With a bit of luck, you might spot a chamois or two at the entrance to the valley. And in addition to the classic Alpine edelweiss and gentian, there are other unique flowers such as the Turk's cap lily and the bearded bellflower.

This winter, there will be a guided nature watch tour in the Halltal every Friday at 10 am. Here, guests and locals can explore the Halltal valley and observe the animal inhabitants of the Karwendel Nature Park.

For particularly sporty hikers, there is also a summer tour to the 2,726-metre Bettelwurf, which has been named one of the most beautiful mountain peaks due to its extraordinary character. The Bettelwurf is also one of the two places that made it onto the select list of "Places of Power" in 2021.

Places of power - special places in the mountains and valleys

Spiritual sites, cultural monuments and special natural sites are places of power where you can pause, linger and recharge your batteries. They inspire and tell stories of the past and the new, the ephemeral and the eternal. Some of the places are hidden and unexpected, some are obvious, others are real insider tips. But they all have one thing in common: they all create a tangible contrast to everyday life.

Many of these places of power can be found in the Karwendel, each with its very own charm. The Walderalm is idyllically situated at the foot of the Hundskopf. St. Magdalena is located in the Halltal valley and invites you to enjoy a culinary refreshment and the Bettelwurf towers high above the nature park and provides incomparable views.

Powerful Places in the Hall-Wattens Region

Simply shift down a gear, arrive and recharge your batteries: hiking is the best activity program for slowing down mentally. Convalescence on the mountain is even more successful if the hike leads to a place of power. A special magic emanates from these places of power - they provide new energy, have a calming and balancing effect and help you to find yourself anew. The Tyrolean vacation region of Hall-Wattens, very popular with outdoor enthusiasts due to its unique natural landscape, offers a multitude of these exceptionally magical places that are easily accessible on foot and also have an inspiring and relaxing effect.

There are a total of 14 places of power in the Hall-Wattens region, some of which are hidden and unsuspected, some are obvious and others are real insider tips. But they all have one thing in common: they all create a tangible contrast to everyday life.

St. Martin's place of power in Gnadewald: Tyrolean Way of St. James

The St. Martin monastery in Gnadewald is a unique place of power, whose magical aura is apparent to hikers from afar. Here you will find the longed-for relaxation for your tired mind and exhausted body. The Cretan or classic stone labyrinth, which can be found on the grounds of the monastery, is also a symbol of the human journey through life. Which path leads to the goal, am I possibly at a dead end or is the detour perhaps the right path after all? Perhaps the path through the maze of corridors in the monastery garden does provide an answer in the urgent search for meaning. Spiritual and inspiring: the path of reflection, which originated here at St. Martin's, has nine stations based on the words of Jesus' "Beatitudes". They make the walker take notice and pause for a moment. The contemplation trail is also part of the famous Tyrolean Way of St. James, the ancient pilgrimage route to the supposed tomb of St. James the Elder in Santiago de Compostela in north-western Spain.

Swiss Stone pine path: an olfactory sensory hike

If you hike through the charming mountain landscape of the Hall-Wattens region, you will encounter Swiss stone pines at every turn. Its wood has a pleasant, long-lasting fragrance and has a stimulating and inspiring effect. For precisely these reasons, it was and is an indispensable part of everyday life for the inhabitants of the Alpine region and is used in the furnishings of rustic parlors, as well as in cushions, scented woods and schnapps. If you want to go on an olfactory sensory hike, you should choose the "Zirbenweg am Glungezer" power place. It leads through one of the largest Swiss stone pine forests in Europe and past the oldest Swiss stone pine tree in Tyrol. It is an impressive 750 years old and was designated a natural monument in 1926. The tour is particularly worthwhile in early summer: the alpine roses, which then glow in all shades of red and pink, are a fantastic natural spectacle that delights many visitors every year.

Schwarzbrunn: idyllic kitsch in untouched nature

If you want to take a more leisurely approach to hiking, the Voldertal is a real insider tip. The hike through the valley leads past traditional farms and idyllic alpine meadows and forests, which show off their abundance of flowers in summer and their blaze of color in autumn. Always accompanied by the sound of the Voldertalbach stream, this hike offers pure relaxation and nature. The Voldertalhütte is an excellent place to rest tired legs and sample culinary delicacies from Tyrol.

Family Vacation in the tyrolean Alps

The Hall-Wattens vacation region is located in the heart of the Tyrolean mountains and offers a variety of mountain and valley adventures for the whole family. Go on a treasure hunt together in the old town of Hall in Tirol or explore the ball forest on the Glungezer with its oversized ball tracks. Summer in the Hall-Wattens region has exciting adventures in store for young and old.

The Glungezer - varied mountain fun

The mountain adventure world “Kugelwald am Glungezer” directly at the Halsmarter middle station fascinates with a variety of play options at 1,500 meters above sea level. Like on a rollercoaster, the balls roll from tree to tree on tracks made of Swiss stone pine. On an area of 8,000 square meters, visitors will also find a large tree house, a do-it-yourself construction area, a relaxation area, sound elements and a forest classroom.

In addition to ski jumps and steep sections, a ball lift and many elements for self-design ensure a brisk run. Socializing, games and fun for the whole family are the top priority here. There is a separate toddler area for the youngest children from the age of two. And for all parents who want to put their feet up, the Swiss stone pine relaxation loungers are available in the relaxation area.

There is also a low ropes course for climbing around at low heights to make exploring the forest even more exciting.

The Zirbenweg - hiking fun for the whole family

Famous, popular and an uplifting experience every time: the seven-kilometre Zirbenweg is a fascinating panoramic hiking trail at 2,000 meters above sea level. It runs from the mountain station of the Patscherkofel cable car to the Tulfalm near Tulfes. Thanks to the pleasant, easy route, the Zirbenweg is a highlight for the whole family and provides incomparable views of over 400 mountain peaks.

On arrival at the Glungezer near the Tulfalm, the incomparably woody and tart scent of Swiss stone pine in your nose leads you to the fantastically situated Zirbensee lake. If you're looking for a refreshing dip after an exciting hike along the Zirbenweg trail, you'll find the wonderfully cool water at the Zirbensee water playground.

Adventurous experiences in the vacation region

For families with children, there is a new adventure to experience every day in the Hall-Wattens region. The Piepmatzweg trail on the Wattenberg takes you on a playful journey into the realm of the giants and the piebats, the Gnadenwald tree trail takes you on a journey of discovery for all the senses and there is something for the whole family on numerous easy mountain hikes.

Tyrolean farmer Hans Geißler organizes special hikes with his llamas: on his tours, you can explore the mountain world on the Wattenberg together with him and his llamas. The tour is suitable for young and old and leads across fragrant meadows through the magnificent natural scenery of the Tyrolean mountains.

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Family Vacation in the tyrolean Alps

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Treasure hunt in the largest old town in western Austria

The alleyways and old walls of the old town of Hall in Tirol can be explored in a fun way with the treasure hunt. Quiz questions, skill exercises and other tasks await curious sleuths and make a visit to the town of Hall in Tirol an exciting experience for the whole family. The treasure map leads to a total of 14 stations in and around the old town. Tricky questions and sporting challenges are designed to make the history of the town come alive in a different way.

Sparkle and glitter in the Swarovski Crystal Worlds

In the 18 Chambers of Wonder at Swarovski Crystal Worlds, you can experience the magic of crystal in different ways. The extensive garden surprises with architecture and artistic installations such as the glittering crystal cloud. The play tower and playground in the south of the garden as well as the Black and White Carousel in the outdoor area offer fun and games for young and old.

Extraordinary 1st mythical climbing route in Austria

The mystical climbing route on the Glungezer offers adventurous fun on the rock face for the whole family. With various levels of difficulty - from easy ("Category A") to difficult ("Category C"), it meets all requirements, such as short and long steep climbs, ridge intersections, chimney passages and rope breaks.

The via ferrata is a particularly exciting experience for children. This is because the legend of the "Glungezer Giant" is told during the ascent at lofty heights. The via ferrata begins with a climbing practice plate and then continues past passages such as the "Balcony of the King", the "Crown of the Princess" and the "Magic Wall".

The total ascent of 400 meters takes around two hours; at the end of the via ferrata, it is only a 10-minute walk to the Glungezerhütte, where you can stop for a bite to eat and relax.



Winter Magic in the Hall-Wattens Region

Wonderful hikes through the fresh snow, tobogganing fun on the mountain or carriage rides with a romantic dance of snowflakes: all these vacation dreams become reality in the Hall-Wattens vacation region in the heart of Tyrol. Exciting animal observations on a Nature Watch Tour in the Karwendel Nature Park or a snowshoe hike through the winter forest make for a varied winter vacation.

On the trail of chamois and ibex on a nature watch tour

A snowshoe hike is a wonderful symbiosis in winter, allowing you to explore alpine nature at the same time. On a Nature Watch Tour, you are equipped with Swarovski Optik binoculars and accompanied by a certified guide. Here you go in search of animals and plants in the Karwendel Nature Park, the largest nature park in Austria. And with a bit of luck, you might catch a glimpse of Alpine inhabitants such as ibex or chamois.

Panorama ski area on the Glungezer

Tulf's local mountain is one of the most beautiful panoramic mountains in the country - with breathtaking views of the Karwendel massif opposite and far into the Inntal valley. The pleasantly straightforward ski area on the Glungezer is particularly popular with leisure skiers, ski tourers and families with children. Winter hiking offers the perfect balance to skiing: There are two perfectly groomed high-altitude winter hiking trails on the Glungezer as well as a toboggan run for the whole family. Over 3.5 kilometers of winding downhill trails lead from the Tulfein mountain station to the middle station.

A magical Advent season in Hall in Tirol

Let yourself be enchanted at the Hall Advent market: whether on a leisurely stroll through the romantically illuminated old town or in search of a special gift for your loved ones! If you are looking to slow down, the pleasure of being driven through the winter landscape in a horse-drawn carriage is just the thing for you. With a blanket on your lap and a hat on your head, a carriage ride is a unique experience. A stop at one of the numerous traditional inns or inns or huts rounds off the day in the snow with a typical Tyrolean grey cheese soup or a hot chocolate in a cozy atmosphere.

Cultural highlights

Excellent museums provide variety and activities even on very cold days. A magical experience awaits you in wintry Wattens. At the Swarovski Crystal Worlds, you can immerse yourself in a sparkling world full of elegance and glitter. The crystal works of art will enchant and fascinate you. The Mining Museum takes you on a journey through the centuries-old salt history of Hall in Tirol. Here you can find out how mining has shaped the identity of the region. And finally, the Hall Mint attracts visitors with its historical charm. Here you can experience the production of coins up close and immerse yourself in the history of coinage. This winter trio promises unforgettable impressions and lets you enjoy the rich culture and beauty of the Hall-Wattens region to the full.

Culinary delights from alpine cheese to top chefs

The Hall-Wattens region in the heart of Tyrol may be small, but it is extremely fine. Especially in culinary terms: regional quality and top international gastronomy go hand in hand here.

Above all, the lamb's lettuce, radishes and zucchinis don't have to travel far before they end up in Johannes Nuding's kitchen and finally on the plates of his enthusiastic guests: It is only about one and a half kilometers as the crow flies from the Thaurer Felder to the atmospheric old town restaurant of the Haller native, who after years in Paris, Moscow and London now cooks at the highest level in his home country. "You can taste that everything comes fresh from the field and was harvested just a few hours before delivery." Johannes Nuding, who has received four toques from Gault Millau for his restaurant, is still enthusiastic about the freshness of the local produce. "It's a real pleasure to work with ingredients of this quality and the best basis for successful dishes."

Handmade cheese from the Almidyll

Change of scene: the Aussermelangalm in the Wattener Lizum. Cheese is still made by hand here. An alpine pasture couldn't be more idyllic: In the middle of lush pastures, with the picturesque peaks of the Tux Alps in the background. The dairy cattle can also enjoy these surroundings when they graze in the Lizum during the summer months. The result of this alpine summer retreat is raw milk of the highest quality, which is then processed locally into the popular alpine cheese from the Lizum.

Fresh from the field: farmers' markets and farm shops

The farmers' markets in the region are also true temples of pleasure. Here, lovingly home-baked cakes stand alongside appetizing jars of jam and pickled vegetables, ready to be tasted. Towering majestically above them are loaves of tasty Tyrolean farmhouse bread, for which every farmer's wife has her very own recipe. The farm stores are similarly delicious. Anyone can simply pop in, have a look around and then pick up what they want. Payment is traditionally made by means of a "basket", into which you simply put the appropriate amount, or now also with modern self-service systems. But if you're lucky, you might even get to meet the farmer in person. And then you can philosophize and taste with them: From the field to the farm, fresh and regional.

The best of salt water and fresh water

Daniel Flock and Markus Schreiner prove that regional cuisine can also have an exotic touch with their Alpine prawns. At the time their company was founded, prawns were almost exclusively sourced from Asia, where they were produced under largely dubious conditions. Daniel and Markus, on the other hand, rely on the highest quality in their breeding: In specially designed saltwater tanks, the "White Tiger" prawns can grow merrily before they end up in local restaurants and in domestic pots and pans after the shortest possible transportation routes.

Not exotic, but already extinct in Tyrol, was the Danube-derived original trout. Now it is being bred again by the enterprising master fisherman Nikolaus Medgyesy in Thaur. A sustainable showcase project with strong historical roots: after all, the first written mention of a fish farm in Thaur dates back to Emperor Maximilian I in 1504.

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