

## European Winter Walking Days in St. Johann in Tirol

*Snow-covered forests, fresh alpine air, fabulous views of the Kaiser Mountains and the iconic Kitzbühel Horn. There is no better way to experience the magic of winter in the mountains than on a walk in Tirol. From 5 until 8 March 2020 the Kitzbühel Alps will host the European Winter Walking Days. They are an excellent opportunity to take part in guided walks to some of the region's most beautiful places such as the Maria Blut hermitage and the idyllic Bichlach.*

*"In Tirol there are many excellent accommodation options and the people are known for their politeness and warm welcome. We are sure that the winter walkers will have a memorable experience,"* comments Boris Mičić, President of the European Ramblers Association (ERA). For more than 50 years the ERA has brought together walking enthusiasts from 34 European countries. Winter walking is known to be an excellent way of reducing stress. Experts also underline its numerous health benefits such as raising cardiovascular fitness, strengthening the immune system and improving overall well-being.

### ***Highlights en route: from hermitage to mountain doctor***

It is well worth exploring the region between the Kitzbühel Horn and the Kaiser Mountains in the company of a local guide. Highlights include the Hinterkaiser area with its winter wetlands and the Hundsbichlalm hut with its fantastic views. Fans of "Der Bergdoktor", a long-running TV series popular in Germany and Austria, will see many places and landscapes familiar to them from the programme. The series, centered around the work and life of a mountain doctor, is set and filmed in the region. Other attractions include the Maria Blut hermitage, the Kaiserbachtal Valley and Bichlach with its breathtaking views of the craggy Wilder Kaiser Mountains. Walks last anywhere between one-and-a-half and five hours depending on the route.

### ***Moonlight, snowshoes and hearty food***

The trails are kept in excellent condition throughout the winter. The European Winter Walking Days are also famous for their side events. The 2020 edition will feature

activities such as snowshoe hiking, moonlit ski tours, biathlon for beginners, a traditional Tyrolean evening and a romantic torch-lit walk. Between these outdoor activities participants can relax and re-charge their batteries over a hearty meal. Specialties from the region around St. Johann include dumplings in all their many forms and delicious beer from the local brewery.

### ***Unbeatable value for money***

Walking enthusiasts can look forward to unbeatable value for money at the European Winter Walking Days. Three nights in a three-star hotel start from just €195 per person. This package includes three guided walks. Individual walks can be booked at a price of €10 per walk. What's more, members of walking associations affiliated to the European Ramblers Association receive 10% off at selected partners. Thanks to the St. Johann Card, visitors can even use the bus and train between Wörgl and Hochfilzen free of charge.

### ***Winter walking – a sport with a big future***

Today, winter walking is already the second most important winter activity for guests in Tirol after skiing. The regional tourism board, Tirol Werbung, has therefore concluded an exclusive agreement with the European Ramblers Association to host the next three editions of the European Winter Walking Days. After St. Johann in Tirol in 2020 it will be the turn of Kartitsch in East Tirol in 2021 and the Kitzbühel Alps/Pillerseetal region in 2023. These will be held alternately with the German Winter Walking Days.

### ***How to register for the European Winter Walking Days***

Signing up for the European Winter Walking Days from 5 to 8 March 2020 in St. Johann in Tirol could not be easier. All you need to do is click on the following link and complete the online registration form: <https://www.kitzbueheler-alpen.com/de/st-johann/winter/europaeische-winterwandertage.html>. Alternatively, you can send an e-mail to [info@kitzalps.cc](mailto:info@kitzalps.cc), call +43 5352 63 33 50 or visit one of the tourist information offices in St. Johann in Tirol, Oberndorf, Kirchdorf or Erpfendorf. For more information about the activities and accommodation options please visit [www.kitzalps.cc/winterwandertage](http://www.kitzalps.cc/winterwandertage)