

At a glance

Region Hohe Salve, Winter 2024/25

The Hohe Salve: The ultimate for pleasure-loving holiday makers

Sunshine all day long. The breathtaking 360 degree view far beyond the Kitzbühel Alps. Challenging downhill runs next to gentle pistes, practice areas and the best infrastructure for children near the valley. The Hohe Salve (1.829 m) is the ideal entry point into the SkiWelt Wilder Kaiser – Brixental with its 275 kilometres of excellent pistes and 81 modern lifts. And also the mountain giving its name to the entire holiday region with its townships of Hopfgarten, Itter, Kelchsau, Wörgl, Angath, Angerberg, Mariastein and Kirchbichl. Those travelling by train simply get off at Hopfgarten-Berglift station and then hover up into the winter sports paradise with the Salvenbahn cable car. The most scenic panorama can be found at the revolving “Umadum Stub’n” while tucking into some traditional Tyrolean treats. Then pay a visit to Austria’s highest located pilgrimage church, Salvenkirchlein. It is located next to the summit restaurant. While cross-country skiers will find excellent conditions around Angerberg and Mariastein, winter hikers and ski tourers rave about Kelchsau, a secluded side valley of the Kitzbühel Alps with a high romantic appeal. www.hohe-salve.com

With the Salvistabahn to KRAFTalm and up to Kleine Salve

Kleine Salve (1,565 m), sister of its high namesake, may be some 250 m lower, but boasts several new features. Since the 2020/2021 winter, the 10-seat gondolas of the Salvistabahn bring guests from Itter up to the summit of the Kleine Salve in just 10 minutes. Environmental compatibility and sustainability are important to the operators. The lifts are run to 100% on green energy, the new reservoir is fed with fresh spring-, melt- and rainwater. In terms of comfort and harmonious look there is also an overall concept – the lift stations perfectly blend in with the landscape thanks to their flat design and natural colours. And when it comes to harmony, the KRAFTalm at the intermediate terminus also scores big. The 4-star mountain hotel replaces the former lodge in which the Hölzl family accommodated its guests since 1909. Today the building shines with a skilful mix of traditional style with lots of wood and modern-stylish look with washed concrete. What remains is the cordiality of the hosts – here everyone is on first name terms. And of course, delicious Tyrolean cooking true to grandma Hölzl’s recipes is still served. www.kraftalm.at

“Going to the Haag Alm”: Where the world champions go tobogganing

Only on weekends and public holidays does innkeeper Sebastian Astner (45) open his Haag Alm in Kelchsau side valley – the likely most laid-back winter sports area in the Kitzbühel Alps – even at daytime. Because his main target group are tobogganists. Who like to be out and about even in the evening, tow their toboggan uphill for a good hour, stop off at his inn for some refreshments and then dash back down into the valley. Martin himself takes care of the perfect preparation. “That’s something I won’t leave to anyone else”, the qualified chef says. Start and finish is Innerpenningberg, which is part of Hopfgarten. “Going to the Haag Alm”: has long become a synonym for tobogganing with gusto in the Region Hohe Salve. And yet all this developed by chance: When Sebastian’s parents opened the Alpine inn in 1977, they had to ensure regular supplies and the forest road had to be cleared. It turned out to be a perfect toboggan run. This new leisure option achieved iconic status with the locals, and in the very same year the Club of Hopfgarten tobogganists was founded. The club is dedicated to improving local tobogganing conditions and now also maintains its own icy natural toboggan run – and even had the international elite lining up for the start at the World Sports Toboggan Championships in February 2020.

Of national fame: Pilgrimage Church Mariastein

A couple of farmhouses and cows – that’s pretty much all there is in the smallest village in the Region Hohe Salve with its 500 inhabitants. Instead, there is plenty of history. Because on a rock in [Mariastein](#) at 575 metres above sea level towers one of the most famous pilgrimage sites in Austria. Built around 1360 to protect the road between Innsbruck and Rosenheim, Mariastein was initially a castle. But it soon lost its strategic significance, became a church and eventually in the 18th century, after an appearance by the Virgin Mary, a pilgrimage site. It is considered a true power place, which pilgrims already discovered centuries ago on the Way of St. James. The centrepiece is the Shrine of Our Lady in the 42 m high tower, accessible along exactly 142 steps. Particularly worth seeing: the picture of the Virgin Mary with miraculous powers from the mid-15th century. The former Hall of Knights today houses the Castle Museum. The most important exhibits are the former Tyrolean state regalia, the archducal hat and the sceptre, which count among the state’s most precious treasures. The church can be visited daily between 9:00 and 18:00, admission is free. Tip: Hike here from Angerberg in about an hour.

What nature has to offer: Cosmetics workshop with Riki Amer

No need for 20 tubes and jars in the bathroom. Instead, it's better to have a wash gel for skin and hair, a body oil, and a lip balm where you know what's in it and that it works. Made easily without much effort, using ingredients from the refrigerator, garden, or forest. Those who attend Riki Amer's cosmetics workshop will learn the basics of "green cosmetics" in theory and practice and can take home three self-made products for the price of 30 euros, including the recipes for home use. Riki Amer worked traditionally as a cosmetician, masseuse, and foot care specialist before pursuing new paths with her training as a "green cosmetics educator." Young girls love her lip balm with beeswax and honey, which she enhances with raspberry for its red color, and for those with a sweet tooth, she even adds a touch of cinnamon. Sour cream is used in the shampoo, although rye flour would also work. The fresh touch is definitely provided by the apple. It is just as regenerative as the quince, which Riki Amer likes to incorporate into creams. Carrot and pumpkin even offer a light sun protection. The course is available upon request.

Stories to go with cheese: The two milksops from Hopfgarten

Milksop story number one starts like this: “Old, but new. 1654 is inscribed on the crown of Rehberhof Farm. This is where we grew up. Markus and Thomas. Two milk-freaks.” That’s what it says on the back of the packaging for their cheese “Camembert Nature”. Then Markus (32) and Thomas (33) tell us how they got the idea for their cheese dairy. “Our passion became our profession. And in the ancient farm a brand-new dairy was built. This is where we live and work: the milksops.” That basically already says a lot about the two brothers, who call themselves milksops and make nothing but Camembert on their farm at Hopfgarten. Organic, of course. The milksops don’t just wrap their Camembert in some packaging, but tell stories, their milksops stories, to go with it. Story number two continues like this: “Two living rooms for chilling. The small one for the milksops. The big one for the staff. Unless they are outside enjoying nature and transforming the lush grass, herbs and flowers into the finest organic milk.” This story goes with the Camembert with walnut, there are many other flavours. Their cheese dairy has been operating since October 2017. www.milchbuben.at

Interesting facts about the Region Hohe Salve:

The Region Hohe Salve links the town and countryside. Wörgl with 14.000 inhabitants, shopping facilities, restaurants and cafés is considered the gateway of the Kitzbühel Alps. The towns of Hopfgarten, Itter, Kelchsau, Angath, Angerberg, Mariastein and Kirchbichl each have their own charm – with rural structures and lots of romanticism in unspoiled nature, beautiful taverns and churches. Skiers are right in the piste paradise in Hopfgarten and Itter.

Getting here

Car: From Munich along the A 8 and the A 12 to Wörgl-Ost/Brixental (road tax disc mandatory). Continue along the B 171 to Wörgl (1:20 h driving time)

Rail: By train to Wörgl main station. From here guests travel free with the ÖBB (Austrian Federal Railways). The guest card is also your ticket for the entire Kitzbühel Alps

By plane: To Innsbruck (60 km), Munich (106 km) or Salzburg (130 km)

Hotel industry:

More than 6.300 guest beds, 8 hotels in the 4-star segment, many more excellent hotels, inns, guest-houses, private rooms and holiday apartments, 2 camping sites with a total of 330 pitches. Some 610.000 overnight stays are recorded annually

Skiing:

SkiWelt Wilder Kaiser – Brixental: 270 kilometres of pistes, various nursery slopes and practice lifts Day ski pass for adults from 65,50 Euro.

Other activities:

4 toboggan runs, winter hiking (some 75 km ploughed trails), snowshoe tours, horse-drawn carriage rides, ice skating, cross-country skiing (with weekly taster courses), ski touring

Further info:

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