

Press release Pillerseetal

Summer 2020

## **‘The secrets of the Steinbergkönig’: a new family challenge in Pillerseetal**

**Success through skill, team spirit and logic. From July, parents and children will be able to rescue the world from dark forces in the Kitzbühel Alps!**

**Only dim light filters into the small wooden hut. All of the senses are enhanced. Was that a cow, a wild boar, a buzzard, an owl – or a hare? Interesting to hear and think about but don’t despair! The elves can help out if need be. At the end, you are sure to have correctly identified all the animal sounds and can then decode the command word. This is urgently needed in order to defeat the evil Steinberg King, the ruler of the underground empire who has long been trying to take over the human world. In order to quash his power, families are being summoned to help the elves at a total of eight locations in Pillerseetal. The nature game is free and leads to various hotspots in the region. Sometimes it’s about listening and watching carefully and other times about skill and logic are required. Often the focus is on useful knowledge of the Alpine region. And team spirit always helps to destroy the wickedness of the Steinberg King.**

“We took the principle of the popular Escape Games concept and brought it outdoors into nature. We can now offer families an outdoor adventure which taps into the spirit of the day,” says Armin Kuen, Managing Director of the Pillerseetal Tourist Board. Getting out and about, identifying signs, solving puzzles and navigation: all of this brings success and reward and boosts a group’s sense of solidarity.

The background story too is quick to tell: the Steinberg King lives beneath the Steinberg mountains in Pillerseetal and has strong muscles, grey hair which flickers up into the air like flames and eyes which can make people fearful to the core. He is the supreme ruler here. His aim: he wants to conquer the whole world. He blackmailed the elves to obtain a magical power. Everything he touches with his giant claw-like hands is turned to stone. Since then he has been stomping through the Pillerseetal valley and unleashing his evil powers. But the elves have a plan. They have created command words which rob the Steinberg King of his powers – but to do that, they need the support of humans.

Who can already understand elfish? If the instructions are not clear, families need to turn the language wheel alongside each station to obtain the translation. Then scan the QR code, enter the command word on the internet – and you will save the idyllic world of the Pillerseetal and win a reward. If you are able to provide the elves with at least four of the eight command words, you will win a big rock crystal.

The eight stations around the Steinbergkönig do not follow on from one another. They do not need to be completed in order and each puzzle can be solved separately. The mystical map provides a means of navigation and is available from the tourist information, among other places. For example, the dim wooden lodge where animal sounds need to be deciphered is situated on the Buchensteinwand alongside the Jakobskreuz summit cross (at 1451m altitude) above St. Jakob in Haus, home to the world's biggest summit cross which can be entered on foot.

On the Steinplatte, at an altitude of 1660m, you should make sure you are not misled, including by the panorama maps where suddenly an additional mountain range suddenly pops up. Right or wrong – that's the question at this station. The view of the surrounding mountains can help you, such as the Fellhorn. Once you have found the command word, there is nothing stopping you from enjoying some bathing at the Triassic Park on Tyrol's highest sandy beach. Here children can splash around to their hearts' content while parents relax on a recliner, babysitting with one eye and enjoying the views with the other! Then it's time to visit the sea reptiles and dinosaurs and to explore the dripstone caves between the stalactites and stalagmites.

The next day, families should take a trip to Timoks Wild World above Fieberbrunn – with an Alpine Coaster, low ropes course, bouldering area and much more. When it comes to saving the world, there are five animal silhouettes to identify here before you can encrypt the command word. Nothing works in Pillersee without team work: great skill must be applied to recover a wooden sculpture from a big chest – and you definitely can't do it alone. Further adventures await at the at the Seisenbachquelle Kneipp hydrotherapy centre in Waidring. And once the work is done, the region's warmest lake, the Lauchsee in Fieberbrunn, awaits.

"Treasure hunts are for the past," says Managing Director Armin Kuen. With the 'Secrets of the Steinbergkönig', he hopes to offer an additional highlight in the nature playground of the Kitzbühel Alps with a puzzle rally for all the senses. True to the motto "Clear the stage for mountain adventure dreams", the Pillerseetal now appeals to families who want to discover new local destinations. Those who stay in one of the small villages with their cosy guesthouses and holiday homes will experience summer freshness 2.0 - with contemporary adventures in seclusion.

**Three times the saving with a guest pass:** anyone holidaying in Pillerseetal can use the guest pass to use the public Regiobus for free. Free transport is also provided across the Kitzbühel Alps (from Hochfilzen to Wörgl) by local or regional train (REX). The **Pillerseetal Card** is available at a **discounted price** for free access to the

mountain railways, swimming pools and numerous other offers. Adults pay 48 euros for a four-day ticket and children pay 25 euros. A three-day ticket is available at the end of the mountain season (from 12 September). On presentation of the guest pass, adults pay just 43 euros and children go free. By the way: children born in 2016 or after always travel free – whatever ticket their parents have.

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