***PRESS INFORMATION***

**Berchtesgadener Land Tourismus**

Summer 2018

**The enchanting Berchtesgadener Land:**

**A visit to King Watzmann’s alpine realm**

High alpine mountain landscapes, pristine valleys, unspoiled nature, picturesque villages, deeply rooted customs and world class culture: Berchtesgadener Land ranks among the most impressive mountain regions in Germany and enchants its visitors thanks to its unique landscapes and living traditions.

In Berchtesgadener Land world-famous sights, captivating natural beauty and heart-lived traditions await you. Lake Königssee, with its crystal clear water, winds its way, fjord-like, through Germany’s only alpine national park. When crossing the lake to the peninsula St. Bartholomä, with its baroque pilgrimage church and its red onion-shaped domes, you will hear the famous echo. Here you can also experience golden eagles, deer, marmots and countless plant species that are able to grow undisturbed around King Watzmann (2713 m/8901 ft). In Berchtesgaden guests can stroll past the Royal Castle, splendid town houses, attractive shops and charming inns or embark on an underground journey through salt and time in the salt mines. High above, a spectacular view of the Berchtesgadener and Salzburger Land can be admired from the Eagles’s Nest where visitors can experience the rugged and spectacular mountain world up close.

Anyone seeking lofty heights can hike or climb up to the breathtaking peaks of the Watzmann, Untersberg and the Reiteralm. A large network of hiking trails and vie ferrate with different levels of difficulty (ranging from yellow to black) is waiting to be discovered. At the end of the summer, the “Almatrieb” – the old festive tradition of leading the decorated cows down from their mountain pastures – is a memorable experience. The typical colorful “Fuikl” with which the cows are adorned are elaborately made by hand here. There are hardly any other places in Germany where tradition has such a high priority. Especially during church holidays and seasonal festivities visitors become witnesses of these centuries-old, authentic living traditions.

Bad Reichenhall has made a name for itself as an oasis for health and relaxation. Its health-giving air at the heart of pristine mountain scenery and the use of salt as a curative natural treasure put this alpine town and its neighboring health resorts at the top of the list for alpine wellness, as well as for health-focused holidays. Alpine salt, known as the “white gold”, has established Bad Reichenhall’s worldwide reputation as a health resort with a long tradition. Above all, alpine brine is used for a multitude of medicinal and cosmetic applications. Experts on health, wellbeing and disease prevention can be of assistance in Bad Reichenhall’s health and spa treatment centers. When it comes to general wellbeing, the modern thermal spa, Rupertus Therme, sets high standards thanks to its versatile wellness offers. Those who wish can stroll through the spa park and enjoy breathing in the salt-enriched air that emanates from the brine inhalation structure. This outdoor wooden construction consists of a massive wall of hawthorn branches constantly saturated with slow flowing saltwater.

Bad Reichenhall has numerous other options to offer as well, such as concerts performed by its famed philharmonic orchestra. One can also admire the gable-roof architecture of its town-houses and enjoy window-shopping in the pedestrian zone with its enticing shops and the world-famous Reber chocolate manufacture and café. On clear days one shouldn’t miss the excursion up to the Predigtstuhl. The historic large cabin cable car speeds up the 1613-meter (5292-feet) high local mountain where one can enjoy easy high altitude hikes with breathtaking views of the Watzmann, Reiteralm and the alpine town below. The Old Salt Works are well worth a visit in any weather. Be it a walk through the mine’s extensive tunnel network to the brine source or finding a source of inspiration while taking an art course at the renowned art academy located in the same building, we have King Ludwig I to thank: it was he who commissioned the magnificent Old Salt Works building.

In the north, the Rupertiwinkel region with its splendidly decorated farmhouses and idyllic lakes is known to be a vacation paradise for families. This stretch of land with its pre-alpine landscape is located between the rivers Saalach and Salzach and is ideal for hiking and biking. Besides the baroque Höglwörth Monastery and the historic town of Laufen on the Salzach River, colorful flower gardens, delightful inns and secluded mountain pastures, refreshing gorges and places to swim await discovery. Associations for the preservation of traditional clothing keep the customs alive and provide glimpses into the area’s deeply rooted practices. Many craftsmen have dedicated themselves to traditional work methods or have been carrying on generation-old family businesses. Most artisans will let you take a peak at how they work – from quill embroiderers to violin-bow makers. Lovers of homemade cheese, fruity marmalades, or smoked bacon will find numerous farmers that offer delicacies directly from their farm.

Whether choosing a self-catering apartment or a wellness hotel, Berchtesgadener Land has the right accommodation for every taste and every wallet. A well signposted network of paths leads hikers and bikers over more than 1000 kilometers (621 miles) throughout the county and offers challenges for athletes, as well as relaxation for pleasure seekers. Genuine hospitality is still alive here in the southeastern-most tip of Germany between Lake Chiemsee and Salzburg.

***GENERAL INFORMATION CONTACT FOR MEDIA***

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