TURISTIČNI FORUM

Maribor



SAALFELDEN LEOGANG

THE WAY I WANT


365 TAGE
SAALFELDEN LEOGANG

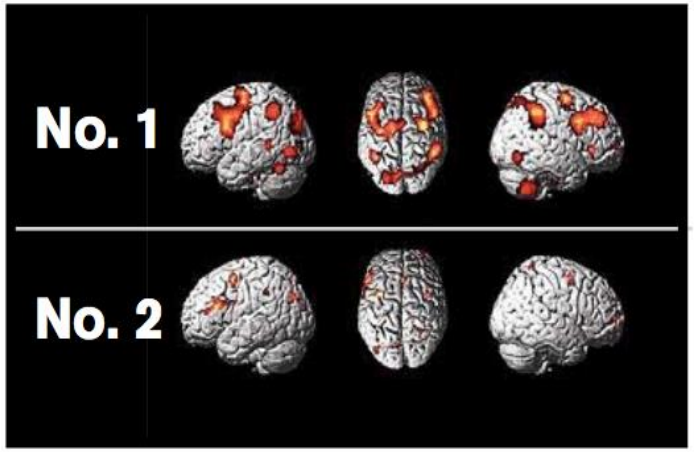
SUCCESSFUL POSITIONING IN THE COMPETITION OF DESTINATIONS.

More than 200 Austrian Tourist Brands.....



HOW DO WE REMEMBER BRANDS?

No.1 ?



SUCCESSFUL BRANDING DOES NOT HAPPEN ON THE SURFACE.

FOCUS on the Top-Performance of our Products



"IF YOU WIN CUSTOMERS ONLY THROUGH THE PRICE, YOU WILL LOSE THEM AGAIN ONLY BECAUSE OF THE PRICE.“

BRAND POSITIONING = VALUE ADDITION



OUR POSITION | USP

Saalfelden Leogang is the most contrasting living space in the Alps.

- Sports vs. Culture
- Small village vs. Town
- Grassy hills vs. Chalk rocks
  (Leoganger Steinberge / Steinernes Meer plateau)
- Tradition vs. Modernity

OUR VALUES



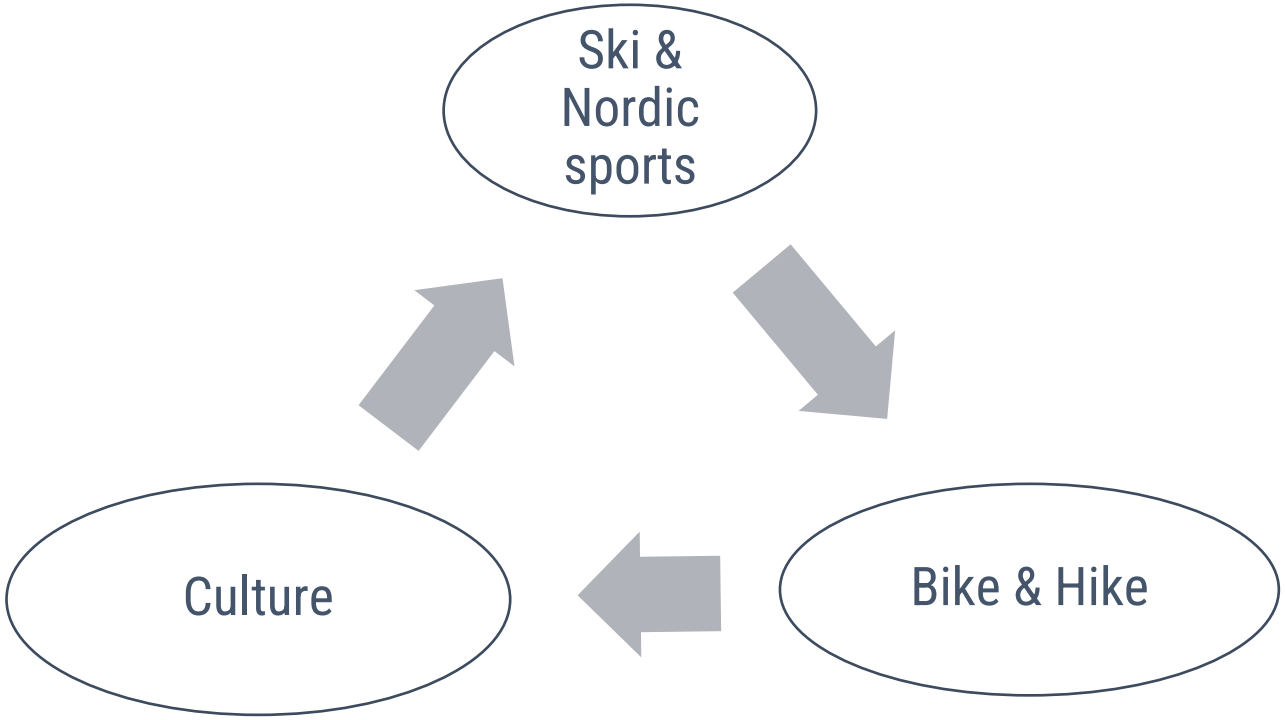
- Inventive
- Rich in contrast
- Sports enthusiastic
- High quality / premium
- Authentic

OUR GOALS

- Saalfelden Leogang is one of the **leading year-round destinations in the Alpine region**. (Experiences offers 365 days)
- Saalfelden Leogang stands for **high quality**.
- Saalfelden Leogang is the **No. 1 bike destination in Europe**.
- Saalfelden Leogang is the alpine destination in Salzburg with the **highest value added**.
- Saalfelden Leogang is **exemplary for an attractive living space.**

SAALFELDEN LEOGANG IS ONE OF THE LEADING YEAR-ROUND DESTINATIONS IN THE ALPINE REGION. (EXPERIENCE QUALITY 365 DAYS)

MAIN PRODUCTS



HIKING

- Hiking concept „Simply hiking!“
  - 360° benches
  - Hiking pole-Sharing
  - Forest swings



INSTALLATIONS:

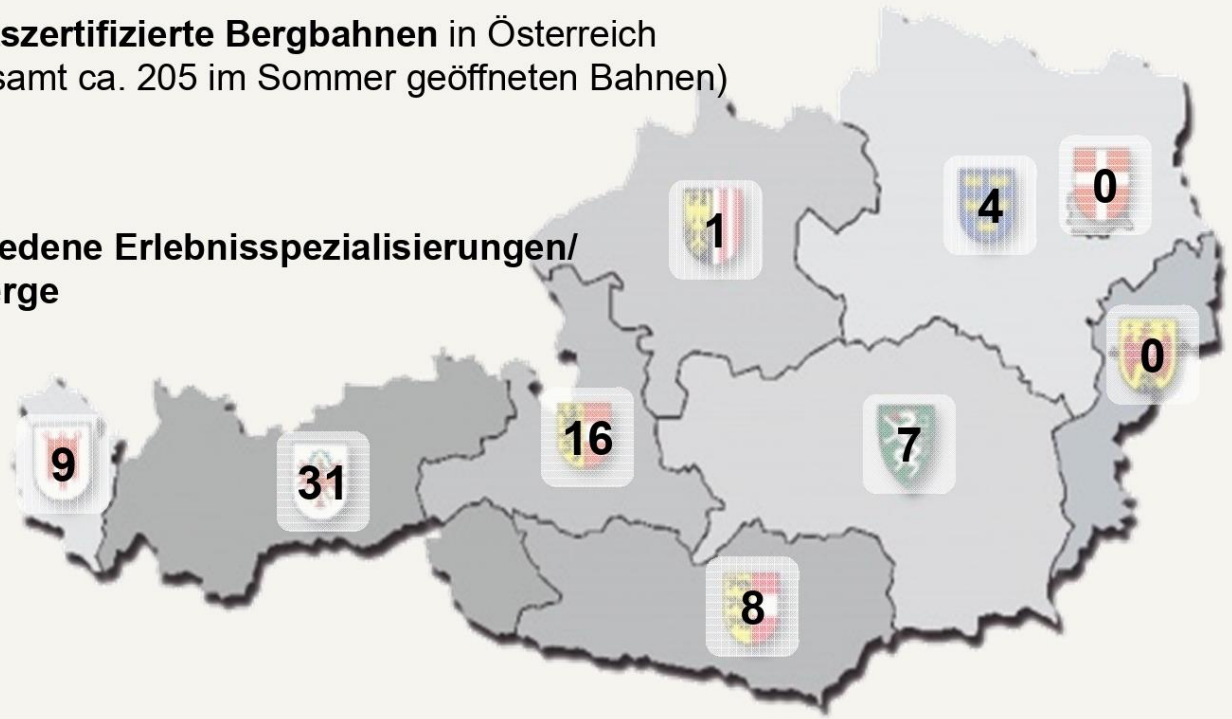


INSTALLATIONS:



Certified Summer Cable Car

- **76 qualitätszertifizierte Bergbahnen** in Österreich (von insgesamt ca. 205 im Sommer geöffneten Bahnen)
- **91 verschiedene Erlebnisspezialisierungen/ Themenberge**



MOUNTAIN OF SENSES



MOUNTAIN OF SENSES
TONSPURINSELN & HIKING PATH



TURISTIČNI FORUM

Maribor

MOUNTAIN OF SENSES
NATURE CINEMA



FLYING FOX XXL



NORDIC PARK SAALFELDEN



NORDIC PARK
SAALFELDEN


PROJEKT UNTERSTÜTZT VON:
SAALFELDEN
NORDISCHE
RÄTSELRALLYE
RITZENSEE


Audi



CULTURE



CULTURE

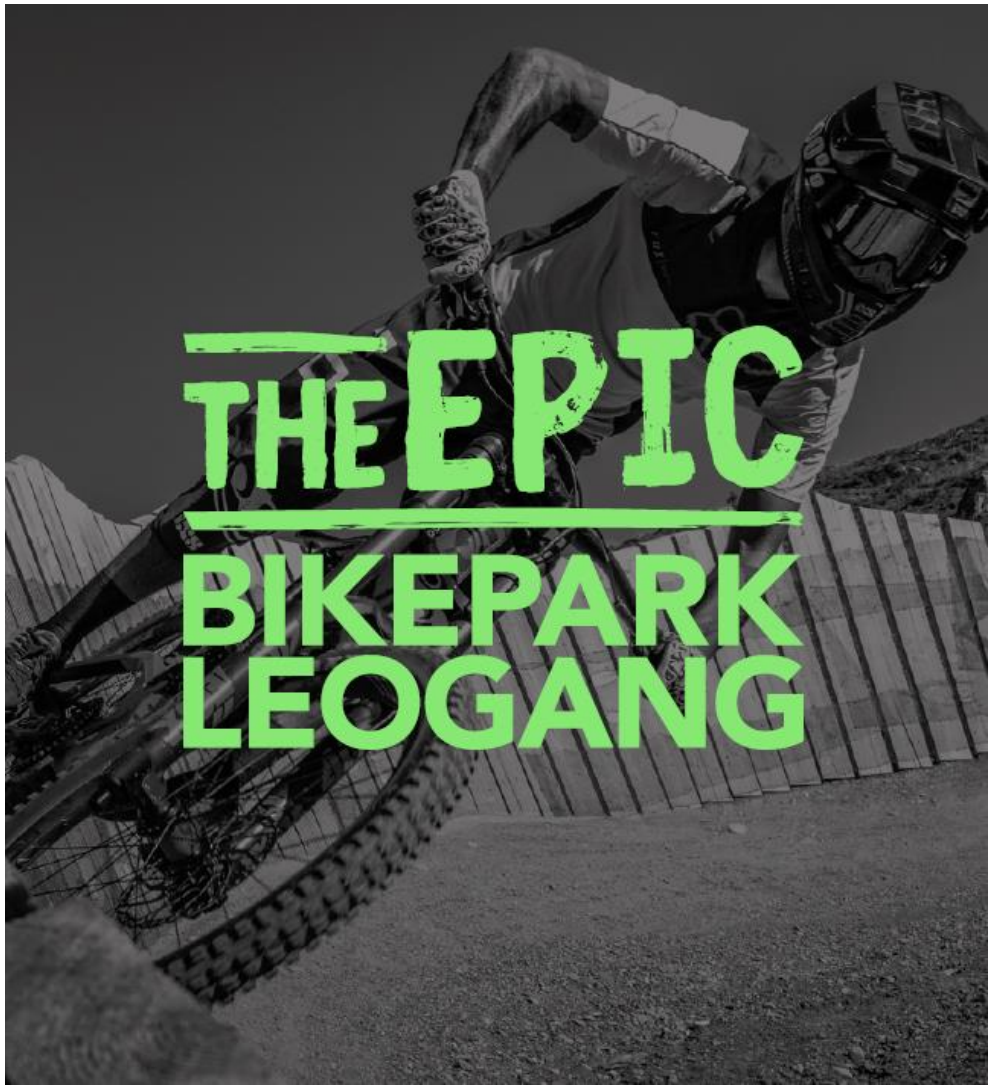


SAALFELDEN LEOGANG STANDS FOR HIGH QUALITY.

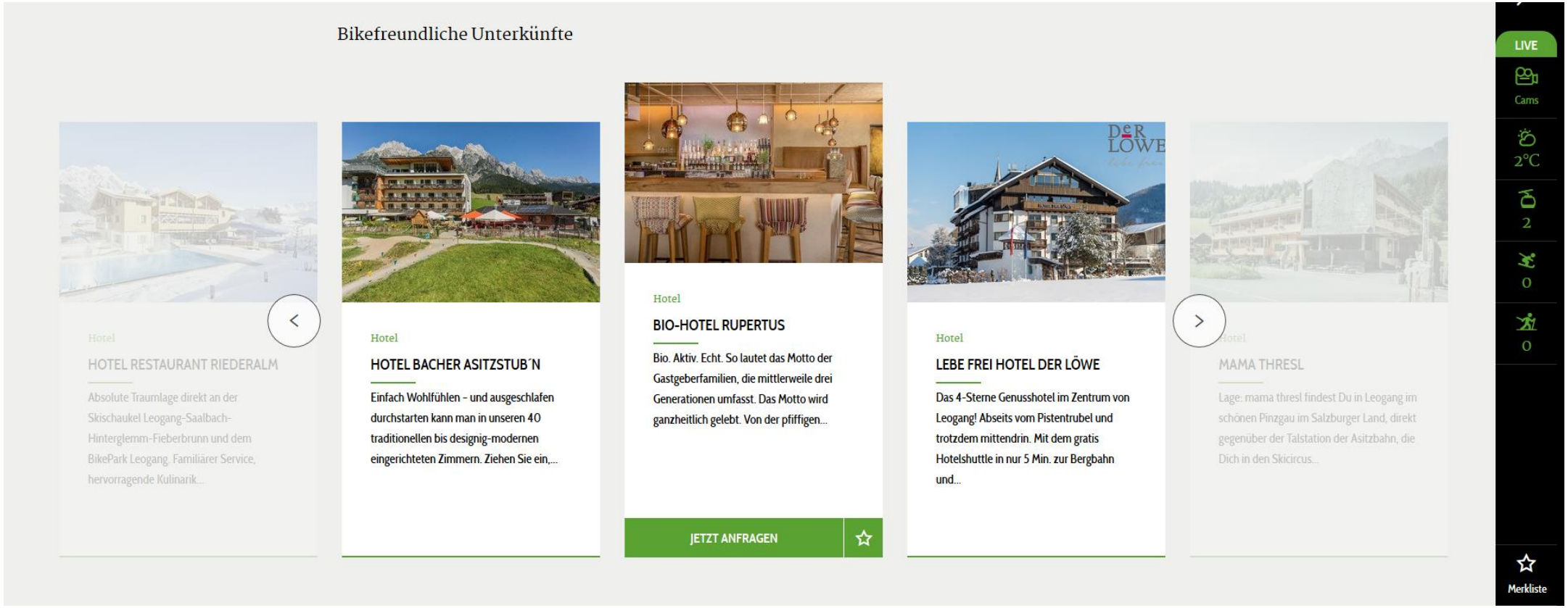
SAALFELDEN LEOGANG IS THE NO. 1 BIKE DESTINATION IN EUROPE.

KEY PRODUCT =
THE EPIC BIKEPARK LEOGANG

- Establishment of Bikepark Leogang in 2001
- Attractive size with lines & trails for different skill levels
- Complete offer: bike school, bike store with rental, showers, camping, bike wash area
- Riders Playground - large practice area for young and old
- Continuous development of the overall offer
- Continuous quality improvement
- Pays into the USP of the destination

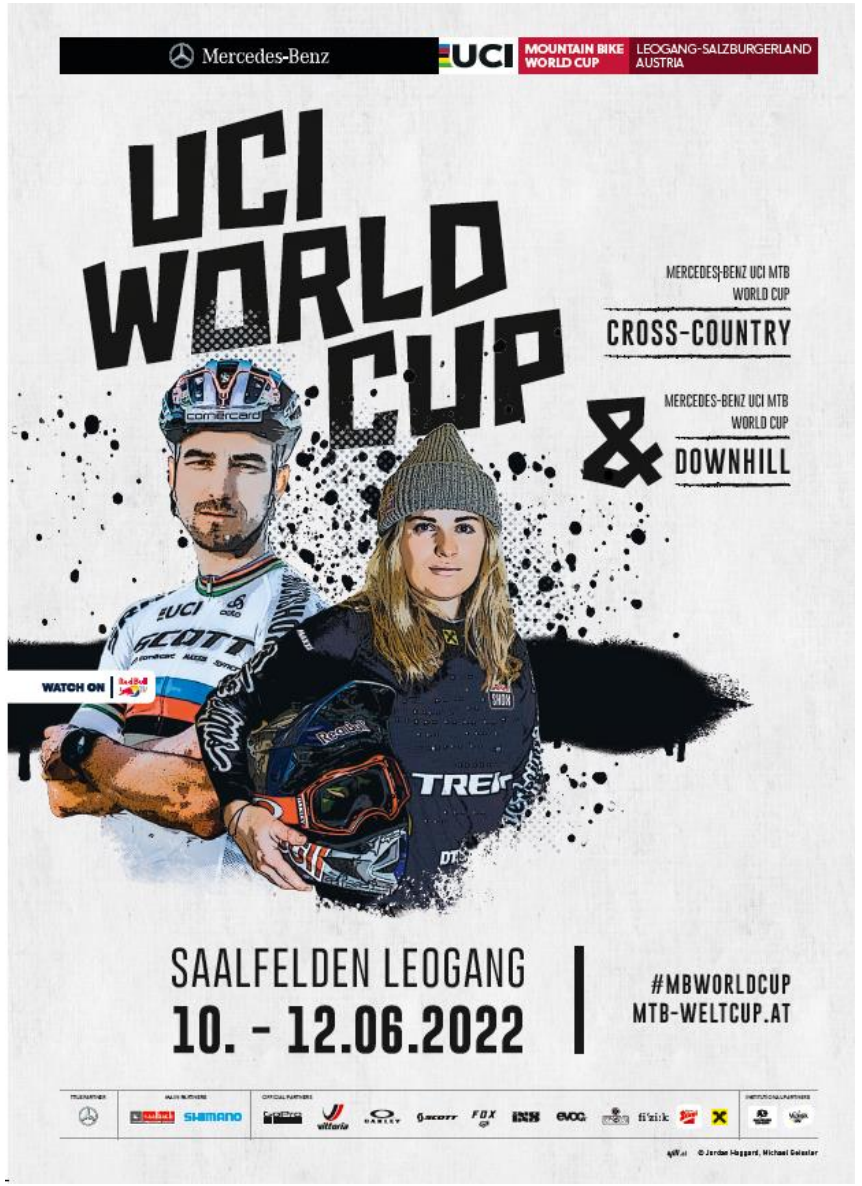


SPECIALIZED HOSTS



UCI MTB WELTCUP & WORLD CHAMPIONSHIPS

- More than 10 - year World Cup history
- 2012 & 2020 World Championships venue – 2028 next World Championship
- Since 2021 double World Cup (Cross-Country & Downhill)
- BEST Downhill World Cup venue 2021 & 2022
- 2023 – new format / incl. EWS





AUSTRIA‘S LARGEST BIKE-REGION




saalbach
HINTERGLEMM - LEOGANG - FIEBERBRUNN
THE EPIC
BIKEPARK
LEOGANG
AUSTRIA'S LARGEST
BIKE-REGION

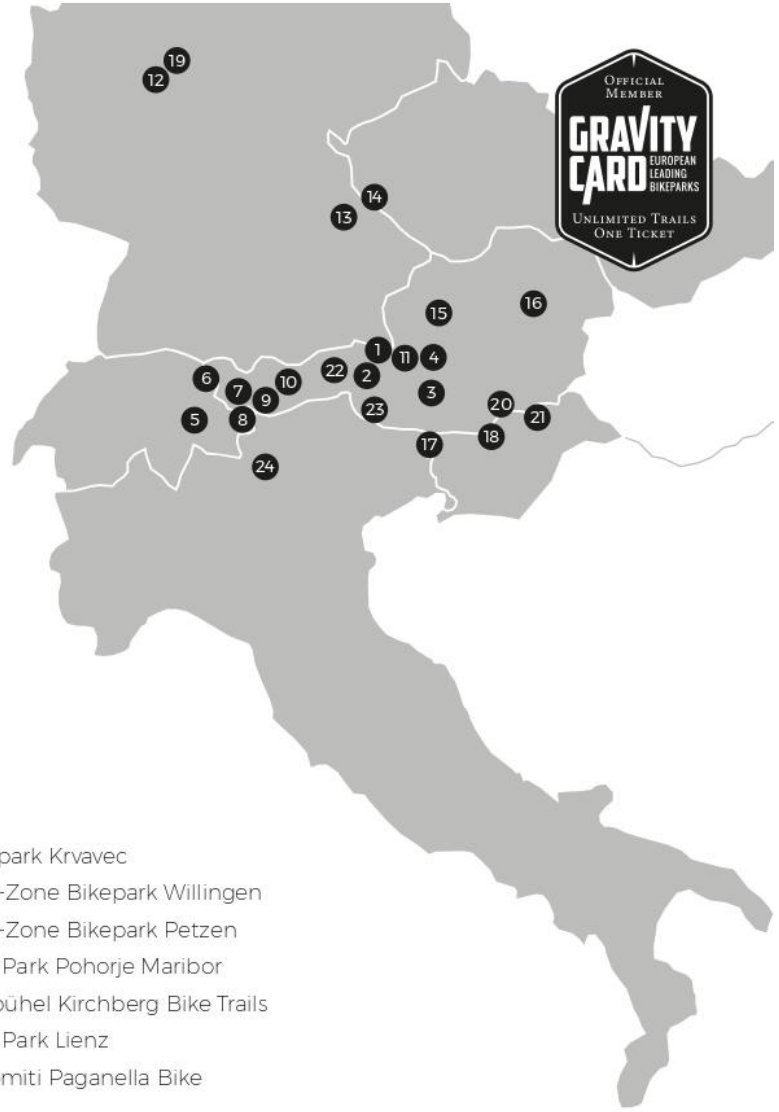

GRAVITY CARD
EUROPEAN LEADING BIKEPARKS
GRAVITY CARD 2022 ONE SEASON TICKET
24 EUROPEAN LEADING BIKEPARKS

GRAVITY BIKEPARKS



Titelfoto
Klemens König / Bikepark Leogang

1. Epic Bikepark Leogang
2. Saalbach Hinterglemm
3. Bad Kleinkirchheimer Flow Country Trail
4. Schladming-Dachstein
5. Bike Kingdom Lenzerheide
6. Bikepark Brandnertal
7. Bikepark Serfaus-Fiss-Ladis
8. 3 Länder Enduro Trails Reschenpass
9. Bike Republic Sölden
10. Bikepark Innsbruck
11. Bikepark Wagrain
12. Bikepark Winterberg
13. MTB-Zone Bikepark Geisskopf
14. Bikepark Spicak
15. Bikepark Wurbauerkogel
16. Bikepark Semmering
17. Bikepark Kranjska Gora
18. Bikepark Krvavec
19. MTB-Zone Bikepark Willingen
20. MTB-Zone Bikepark Petzen
21. Bike Park Pohorje Maribor
22. Kitzbühel Kirchberg Bike Trails
23. Bike Park Lienz
24. Dolomiti Paganella Bike



SPONSORS & PARTNERS

- press agency RASOULUTION
- year-round partnerships with many synergies:

GoPro
SCOTT
FOX
MAXXIS
iXS
Muc-Off
100%
evoc
fi'zi:k
Red Bull
Red Bull
Salzburger Stiegl
SALZBURGERLAND

STUDY TRIPS



SAALFELDEN LEOGANG IS THE ALPINE DESTINATION IN SALZBURG WITH THE HIGHEST VALUE ADDED.

HOTEL HIGHLIGHTS



- Top positioning of hotels (USPs) & spirit of innovation:
  - First all-wood hotel
  - Europe's first WaldSPA
  - 2 Chalet mountain villages in Leogang (among other things Eco Premium)
- Innovative architecture
- Many businesses are buyers of regional goods / regional products in the kitchen = quality
- Family owned businesses
- TEH - regional healing knowledge has a long tradition in the region // basis of many products (SPA, herbal hikes, herbal workshops, etc.)



Forsthofgut
NATURHOTEL


FORSTHOFALM HOLZHOTEL
RESTAURANT KUKKA
LEBENSWELT **FORSTHOFALM**
365 TAGE HIDEAWAY FEELING


hendl
fischerei
MOUNTAIN CLUB
einfach außergewöhnlich - außergewöhnlich einfach


mama thresl
urban soul meets the alps

PRIESTEREGG
Einfach leben. Einfach Mensch sein.

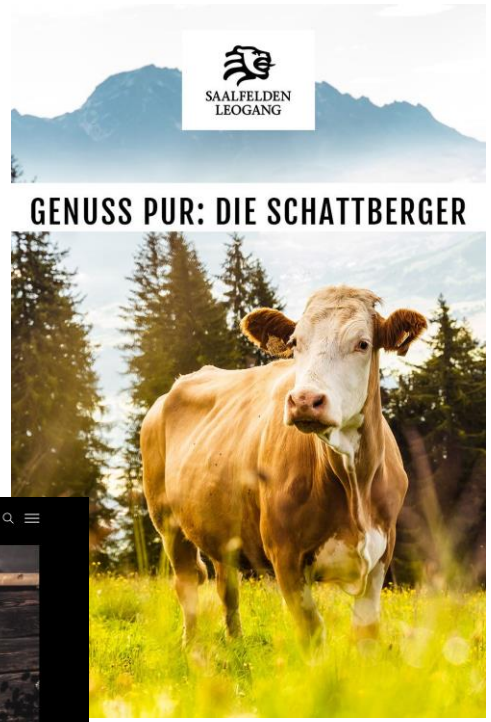



PURADIES
Peter Kühnl
Fotografie

SAALFELDEN LEOGANG IS EXEMPLARY FOR AN ATTRACTIVE LIVING SPACE.

TOURISM & AGRICULTURE

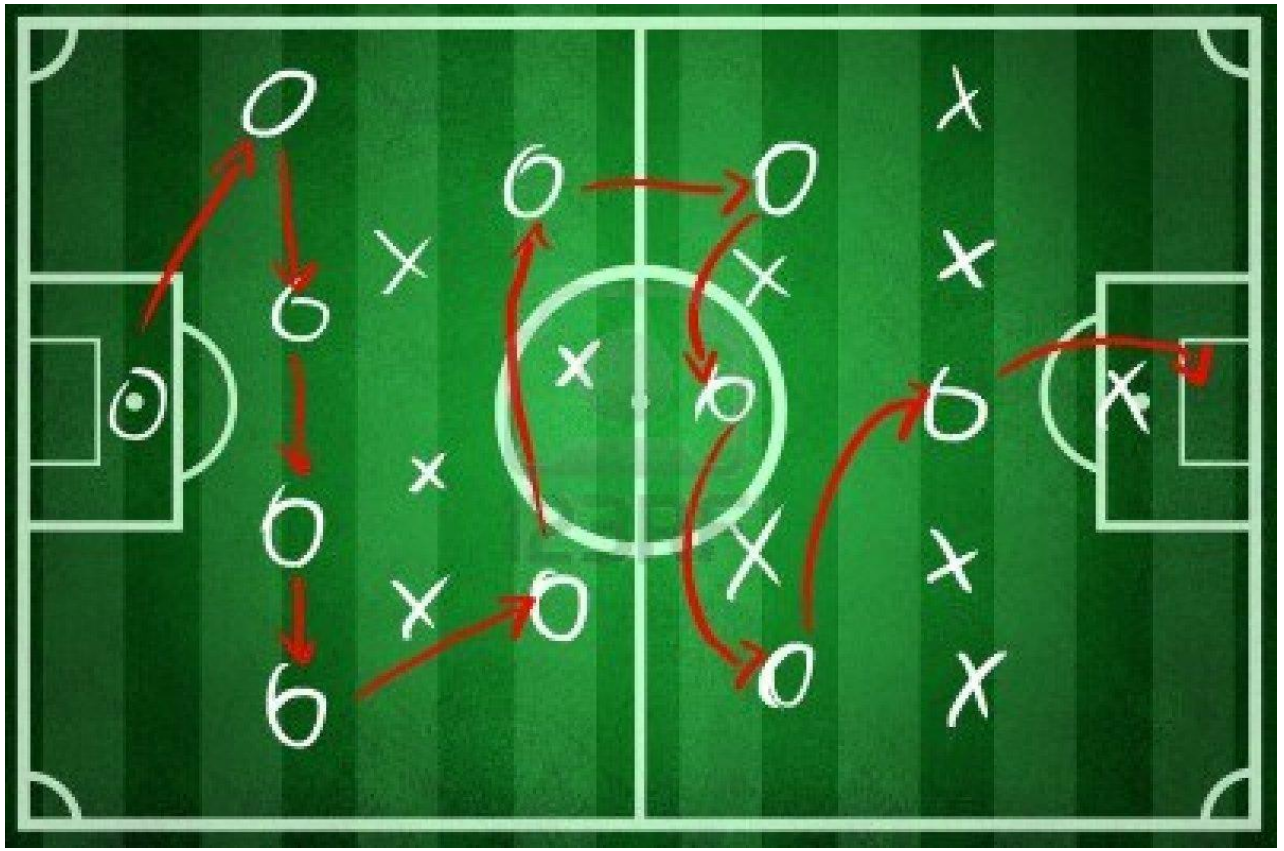
- Regionality label
- Many local projects ("Die Schattberger", Gerstbodner Hofläden, etc.)
- E-bike culinary tour
- Regionality fair
- Regional award-winning cuisine





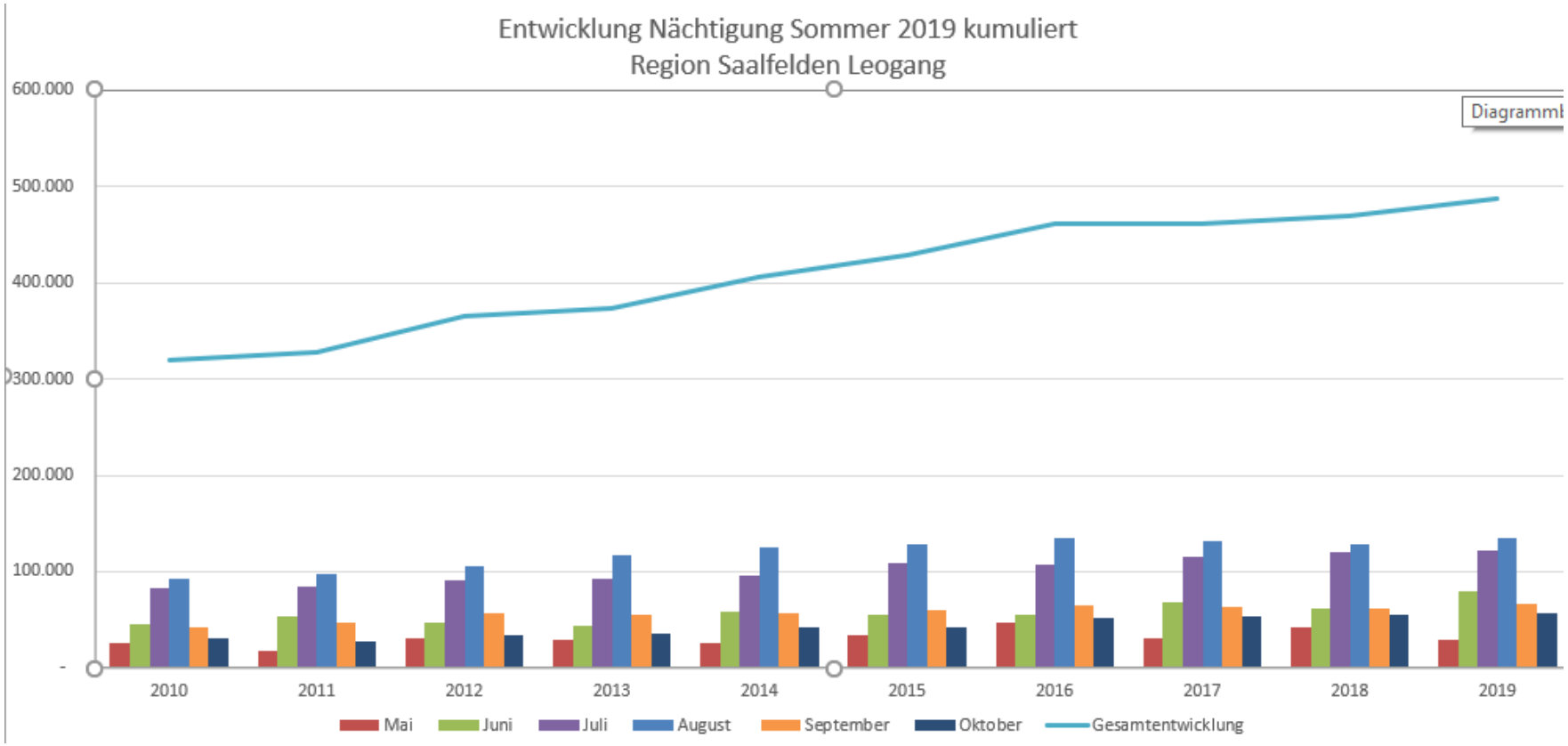
WHAT DOES IT BRING?

INTERACTION OF THE „PLAYERS“



REGION FACTS & FIGURES

- Development of overnight stays summer 2010 - 2019



REGION FACTS & FIGURES

- Development of overnight stays summer 2010-2019

↑ **approx. 60%**

Total overnight stays in the region 2019

= approx. 1,000,000 overnight stays

- Proportion of summer/winter overnight stays =

→ **48/52 %**

COPING BETTER WITH CHALLENGING TIMES

Sustainable development even in challenging times

The region's targeted strategic positioning and continuous development paid off in the challenging **year 2020:**
Overnight stays in the tourism year 2020: - 10%.

(**Comparative** values in alpine destinations are **-20% and more**).

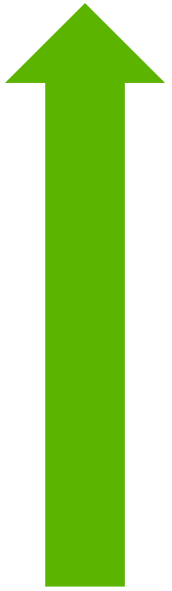


CABLE CAR FACTS & FIGURES:

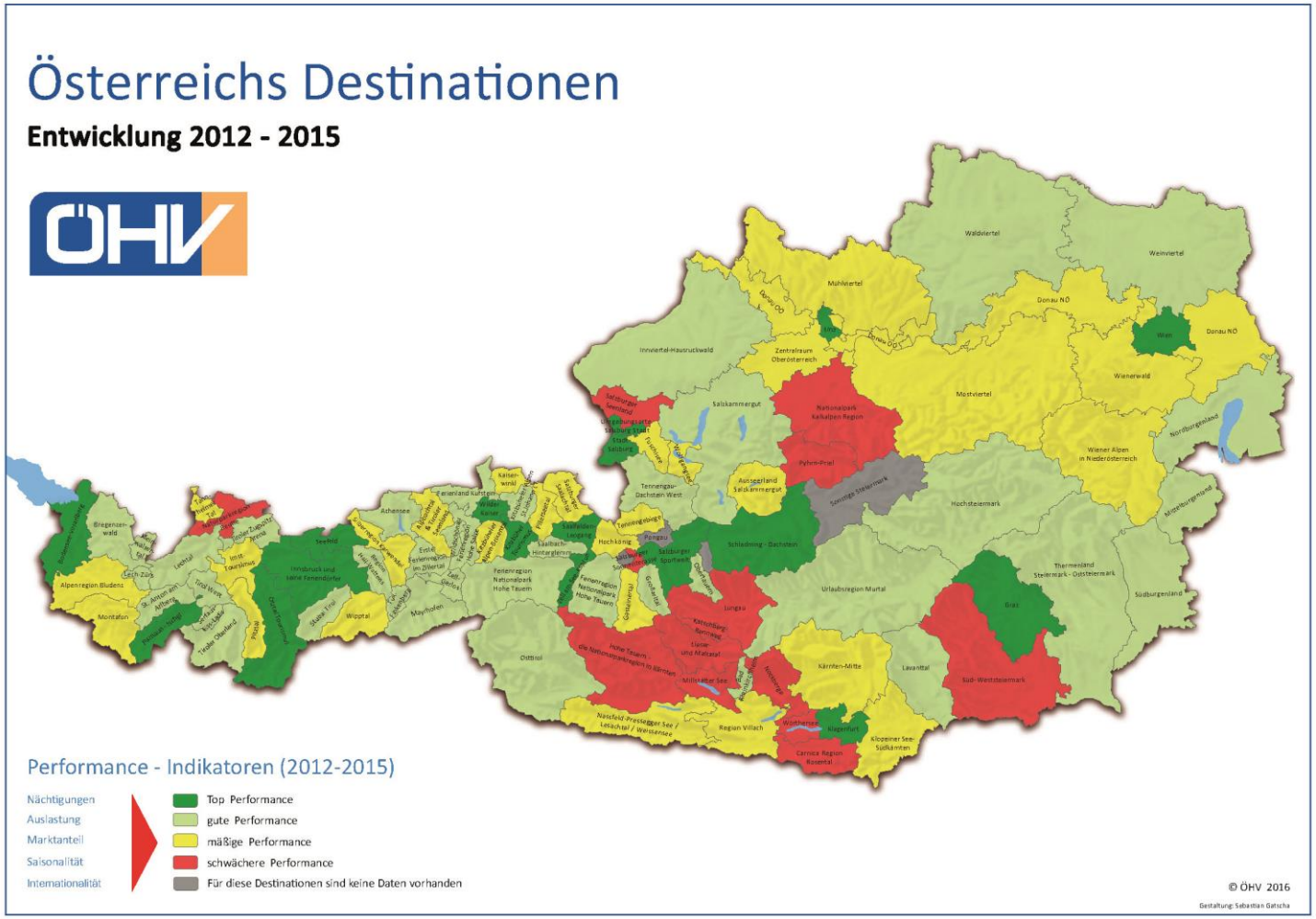
- **Summer rides** increased **from 20,000 to 400,000**
  thereof **bike rides: approx. 200,000**

- Turnover increased **from € 100,000 to over 3 million!**

- Continuous cable car operation (excl. April)
  → **approx. 200 summer operating days**
  → **year-round operation!**



ÖHV STUDY: SAALFELDEN LEOGANG -> TOP PERFORMANCE:



SPORT REGION OF THE YEAR





THANK YOU!