

ACTIVE HOLIDAYS WITH AN IMPACT: PINZGAU TOURIST REGIONS OFFER NEW FITNESS TEST SEVERAL TIMES A WEEK

Zell am See-Kaprun, 13 July 2021: Exercising in fresh air and in nature is the main motives for travelling in current times. The urge for exercise, sun and nature is greater than ever before. The positive effect of an active holiday or hiking can now be measured in the Hohe Tauern National Park holiday region and in Zell am See-Kaprun. In combination with the new Hohe Tauern Panorama Trail from Krimml to Zell am See, the local tourist destinations are now offering, for the first time, fitness testing possibilities with qualified guides several times a week.

Leading from Krimml via Neukirchen and Bramberg to Zell am See in 10 stages, a new long-distance hiking trail, the Hohe Tauern Panorama Trail, has been opened this summer. The new trail not only invites you to discover pristine nature, clean air and a unique panorama, it is also designed to increase fitness and promote well-being. Starting at the foot of the Krimml Waterfalls, the next stages lead in the presence of Salzburg's highest mountain - the Großvenediger, and the emerald-rich Habach Valley all the way up to the Schmittenhöhe high above Zell am See, covering a distance of 150 kilometres. Overnight stays alternate between the valley and the mountains. The use of mountain railways or convenient shuttle services at the stage destinations as well as a bookable luggage transfer offer maximum comfort.

Exercise in fresh air, and especially hiking, is a real boost for the heart and lungs. This is also medically proven. This summer, the local tourism associations in Krimml, Neukirchen and Bramberg as well as Zell am See-Kaprun are offering their guests a Trail Fitness Test, which provides measurable results during multi-day hiking tours as well as other sports activities, several times a week.

DETERMINING VO2MAX WITH A FITNESS TEST

The Rockport Fitness Test is carried out by qualified guides at three selected test stations in Krimml at the foot of the Krimml Waterfalls, Neukirchen with a view of the Sulzbach valleys and Bramberg along the Salzach river as well as in the Zell am See-Kaprun region at the Esplanade Elisabeth Park in Zell am See on an 800m trail. The maximum oxygen uptake of the blood - the "VO2max" - is calculated by measuring the pulse at the end of the route and recording the required time. The VO2max is the most important indicator of personal fitness and physical performance. The value stands for the oxygen uptake (in millilitres) that the body can utilise per minute and per kilogram of body weight at maximum performance. The key figure is entered in a personal fitness passport. The test is repeated after a few stages on the Hohe Tauern Panorama Trail or after a few days of hiking and sports activities in the region. All participating guests receive a certificate of their increased fitness level afterwards. Registration for the Trail Fitness Tests is possible for everyone directly via the individual tourism associations Krimml, Neukirchen & Bramberg and Zell am See-Kaprun. With the Guest Card, Zell am See-Kaprun Summer Card or National Park Summer Card, the tests and the fitness pass are free of charge.

HEALTH-PROMOTING EFFECTS

Lush green nature and the fabulous views along the Hohe Tauern Panorama Trail have a de-stressing effect. Studies show that hiking has an equally positive effect on the cardiovascular system and lung function. The lower oxygen content in the high-altitude air strengthens the lungs. Pollen allergy sufferers also breathe a sigh of relief when hiking, because the mountain air is lower in pollen and less polluted with fine dust. Exercise also reduces the blood sugar level as well as blood fats. When the heart is strengthened, it needs less effort to pump enough blood into the body, which reduces the pulse rate and lowers blood pressure. The health-promoting effect of hiking can not only be felt on one's own body, but can also be validly measured in sports medicine. Thanks to the Trail Fitness Test, every guest in the Hohe Tauern National Park holiday region and in Zell am See-Kaprun can now collect their certificate and at the same time improve the body's oxygen uptake on the Hohe Tauern Panorama Trail.

Further information at <https://www.panoramatrail.at> as well as <https://www.nationalpark.at/> and <https://www.zellamsee-kaprun.com>

"As the most westerly municipality in the province of Salzburg, we are delighted to be the starting point of the Hohe Tauern Panorama Trail in addition to the Tauern Cycle Track! There are many good reasons to start this very special long-distance hiking experience in the waterfall community of Krimml. One of them is a visit to the Krimml Waterfalls, the highest in Europe, with their natural healing power. (Long)-distance hiking in pristine nature, accompanied by the water - the elixir of life, promises not only a very special experience but is also healthy for body and soul. With the new offer of free participation in the Rockport Test, guests learn more about their personal fitness, which is certainly very interesting for every hiking enthusiast," says Petra Lemberger, Managing Director of the Krimml Tourism Association.

"As initiators of the newly created Hohe Tauern Panorama Trail, we are particularly pleased about this unique long-distance hiking trail. A connection - in the truest sense of the word - of our National Park communities, and a high route with fantastic views of the peaks of the 3,000-metre-high mountains of the Hohe Tauern National Park. Hiking invigorates and is good for body and mind. And right now, it's balm for the soul. With the Rockport Fitness Test, improvements become measurable. I can only confirm this myself, having done almost all the stages last summer/autumn. So, what are you waiting for?! Pack your rucksack and put on your hiking boots," says Ingrid Maier-Schöppel, Managing Director of Wildkogel Arena, Tourism Offices Neukirchen & Bramberg enthusiastically.

"On the Hohe Tauern Panorama Trail, you can experience a unique long-distance hiking trail with a magnificent panorama and the health-promoting effect for our guests can be objectively measured at the same time. We are pleased to be the destination of this new

long-distance hiking trail together with the Schmittenhöhe in Zell am See. And now, as a new service, we are able to offer all our guests a fitness test at the Esplanade on Lake Zell, where they can experience live the health-promoting effects of sport and exercise in nature," says Tourism Director of Zell am See-Kaprun Mag. Renate Ecker.

"Physical inactivity is one of the known and avoidable risk factors for the development of lifestyle diseases like cardiovascular diseases, diabetes and some cancers. So, I am all the more pleased that the Pinzgau tourist regions have initiated a unique long-distance hiking trail and are bringing the health benefits of exercise to the fore with a measurable test and making it easily accessible to everyone," says Dr Arnulf Hartl of the Paracelsus University Salzburg.

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