***PRESSE-INFORMATION***

**Berchtesgadener Land Tourismus**

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**Salt and Fun in the Mountains: Take time-out in Bad Reichenhall**

Unique nature, salt-based wellness and world-class culture make Bad Reichenhall an oasis of relaxation for health-spa vacationers.

A mountain hike in the morning, a leisure stroll in the afternoon and an alpine brine bath before dinner: for those who can’t decide between exercising and sightseeing, relaxing and unfolding, indulging and getting healthy during their holidays will find the perfect symbiosis of traditional and modern elements of relaxation in Bad Reichenhall. This Alpine Town is home to numerous sights that are all the more attractive due to their mountainous location. Nature lovers can start their excursion directly in the pedestrian zone and end up in a paradise amidst mountains or lakes. One’s spirit starts to unwind on its own thanks to any of the numerous indoor and outdoor wellness possibilities.

What do Empress Sisi, Sigmund Freud and Franz Josef Strauss have in common? They all chose to spend their summer holidays in Bad Reichenhall where they experienced invigorating moments amid the royal spa garden’s sea of flowers, at the world’s largest open-air inhalation building or at the extensive facilities of the Old Salt Works. In addition, the Predigtstuhl cable car has been soaring through the mountainscape since 1928 and rounds off the unique welcoming atmosphere of the Alpine Town experience.

To this day the large cabin cable car, affectionately called the “Grande Dame of the Alps”, glides smoothly up the 1614-meter (5295-feet) high local mountain. From the mountain station one can embark on an ambitious full-day trek, leisurely hike the summit loop or simply stop off at the top-station’s restaurant or at the nearby chalet, just a short walk away. Whatever one decides on, the excursion will be crowned by magnificent views of the Alpine Spa Town, Salzburg and the surrounding mountains.

A stroll through the pedestrianized town center reveals well-preserved Gründerzeit and art nouveau villas, as well as elegant industrial monuments revealing the “state spa’s” salt-related history. Historic squares extend a welcome to relax in cozy cafés and modern restaurants. Where once coppersmiths and dyers carried out their trade, today artisans, traditional costume tailors and florists offer a glimpse behind their workshop scenes. Small shops entice visitors on a leisure shopping spree and while world-famous artists teach in the historic halls of the art academy, the classical sounds of Germany’s only philharmonic spa orchestra can be heard throughout the concert rotunda.

Right beside the modern spa treatment center awaits a building steeped in history. Behind its art nouveau-style facade you will find an offering of the most up-to-date standards with regard to therapy and general wellbeing. Whether one indulges in a classic brine bath, an

inhalation or a chamois horn massage: the treatment is top level when it comes to health and wellness. What could be better than to relax by one of the area’s idyllic lakes or in the 40,000 m2 (430,556 ft2) large spa garden with its monumental inhalation building, where highly dosed brine trickles over a 23-meter (75-feet) high wall of blackthorn bundles? Or how about simply enjoying the view of the surrounding mountain peaks that bestow Bad Reichenhall with a very special flair?

Those wishing to combine history and exercise could take a walk to the surrounding castles and fortresses on the Burgenweg trail, covering 33 kilometers (20.5 miles) and 730 meters (2395 feet) in altitude. There are also interesting churches and monasteries to explore, telling tales from the Romanesque period to the present time while discovering countless routes that reveal the historic highlights around this relaxing spa town. Along the way visitors will repeatedly encounter architectural masterpieces that bring the concept of art and culture into harmony with each other and are often directly linked to the history of salt.

The “Dubai of the Middle Ages” had already amassed its greatest wealth in the 12th century as a result of the salt monopoly for the Eastern Alps and vast areas of Central Europe. Back in Ludwig’s time, a third of all state revenue stemmed from the sale of salt, which explains where the grandiose buildings and marble finishing in the corresponding underground brine tunnel originate from. Back then, salt was necessary to preserve food; today, it is predominantly associated with providing taste to the palate. Be it in the form of wellness or gourmet food: The Alpine Town offers exclusive salt experiences that directly transform the “white gold” into wellbeing.

Life in Bad Reichenhall just feels a bit easier. The salt ion-enriched alpine air lets you breathe easier and acts as a fountain of youth releasing energy. Moreover, there is a pleasant blend of the locals’ down-to earth attitude and zeitgeist that guests experience, especially on festive days. While the locals display their traditional attire and, in some cases, centuries-old customs, tourists sit on the sunny terraces of the numerous cafés or restaurants and enjoy the vibrant atmosphere while sipping refreshments. Without a doubt, Bad Reichenhall is a town immersed in history – but its pulse beats in the present.

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