

PRESS RELEASE

GENUINE HOLIDAYS on the most beautiful farms in SalzburgerLand New: Farm Holidays now also features the most beautiful alpine chalets

They are open 365 days a year – and they're always full of life. Salzburg's farms are a marvelous place to spend a holiday, always playing to their strengths in all four seasons. And it isn't just families with kids who are drawn to these increasingly popular vacation destinations. With around 300 member farms in the Salzburg chapter of "Farm Holidays" alone, you have impressive evidence of the rich variety which awaits you.

And the product palette is being expanded even further as of January 2012 with "Alpine Chalet Holidays in SalzburgerLand".

Farm & Chalet Holidays mean much more than simply taking a country vacation: The farms and chalets meet stringent quality criteria, guaranteeing tourism experiences and eco-friendly standards that are second to none; with nature, room quality, along with exceptional hospitality all playing a decisive role. When it comes down to it, what makes a GENUINE Farm Holiday so special is the warmth and sincerity with which you are always greeted; that family atmosphere which turns guests into friends.

And if you are concerned about spending most of your vacation budget on your lodgings, a Farm Holiday will quickly allay your fears. Fair pricing is something we pay great attention to, making it possible for you to enjoy holidays spent with your entire family.

For example, you can book bed and breakfast at a 3-flower farm for as little as Euro 200 per person/week based on double occupancy.

Farm Holidays – ambassador for our farming world

Farm Holidays were seemingly created for hikers, animal lovers and anyone wanting to take their foot of the pedal of their daily lives. You are able to immerse yourself in the traditional rural lifestyle and experience the adventure you can only find on and around the farm. The farmers themselves will help you discover nature, allow you to experience first-hand the cows and their many animal friends. And as you spend your nights in cozy, quality-certified holiday apartments and rooms, you will truly be able to savor an atmosphere of total comfort and ease. Here nothing is faked. It is all genuine – in other words, just as it should be.

Genuine wealth of choices – genuinely inexpensive offers

As many and varied as SalzburgerLand itself, so, too, are the offers available to you through Farm Holidays. And our areas of specialization range from farms with a focus on the needs of babies and small children to organic, health and herb farms, to farms offering a variety of horseback riding experiences: and brand-new: holidays in alpine chalets. All farms and chalets have been inspected according to a series of very strict quality criteria and are indicated by special symbols.

Your chalet holiday in SalzburgerLand

For the very first time, Farm Holidays now offers alpine chalets, hill farms, mountain inns and self-catering cottages at elevations ranging between 900 and 2200 meters above sea level, all featured

online at www.salzburg.farmholidays.com ☞ "Themenhöfe" ☞ "Urlaub in der Almhütte". These quality-certified, precious gems between heaven and Earth, with everything from hot tub to pit toilet, await everyone wanting to reach for new heights in their holiday experiences: crystal-clear mountain tarns, the fragrance of the forests and meadows, along with boundless tranquility and the strength only Mother Nature can bring. In summer, you are awoken by cowbells – in winter, you warm yourself up next to a toasty tiled stove. Add to that bicycle tours of all kinds and hikes from one mountain hut to the next in the midst of SalzburgerLand's 22 pristine nature sanctuaries, and know you are about to experience a vacation in the Austrian hill country that is second to none.

Farmhouse adventures for the kids

When it comes to fans of Farm Holidays, it's the youngsters who are top of the list, of course. On Salzburg's farms they discover all those things they would otherwise only read about in books or watch on TV: fresh air and flower-covered meadows right outside the front door. Dogs, kittens, goats, sheep, calves to pet, or hens that lay the eggs you can collect for breakfast yourself. Jumping into the hay in a hay loft, building a tree house, exploring the farm's own adventure playground, or sitting around a blazing campfire – on the most beautiful farms in SalzburgerLand, there is always something going on. And for the parents, too, Farm Holidays promise a well-earned getaway with all the relaxation you have been looking for.

Farms certified as baby & child specialists provide everything you could wish for a holiday with kids. This includes room amenities appropriate to the needs of families with children such as baby monitors, playrooms or play corners, a playground, many small animals, childcare services, along with the opportunity to do laundry and prepare baby foods.

A true treat for mind and body

Massages, hay and whey baths, Kneipp therapy, saunas, meditation, natural cosmetics: All of this and more is brought to you by the feel-good oases of our **organic, health and herb farms**. Here your room or holiday apartment will be furnished with natural materials, whilst your breakfast will mainly consist of home-grown, homemade organic and whole-food products.

Holidays high in the saddle

Fans of the equestrian world are definitely backing the right horse by spending their holidays at one of our horseback riding specialists. Here you will find everything you need to pursue your hobby. You will be able to ride, with a trail guide if you wish, through glorious countryside, or, if you prefer, simply enjoy being close to these wonderful animals. All of our riding farms have riding and/or schooling horses, riding or jumping paddock, as well as offering lessons from expert riding and trekking instructors.

Enjoy a barrier-free vacation

For people with disabilities, too, a small group of wheelchair-accessible farms have put out their own catalogue. With amenities that meet the criteria set forth by European advocacy groups, these farms are proud to offer enjoyable, stress-free holidays to guests with handicaps.

You can find **all of the farms and their special offers** in theme catalogues, all of which are available as **free downloads** on our website at www.salzburg.farmholidays.com.

Tailor-made package offers and additional details can likewise be found on our website at www.salzburg.farmholidays.com

You will receive your personal **Farm Holidays offer** within 48 hours – all you need to do is send us a specific reservation enquiry from <http://salzburg.uab.anfrageassistent.com/de/>.

THE specialist for Farm Holidays in SalzburgerLand

The Salzburg chapter of Farm Holidays offers the most beautiful farmhouses and alpine chalets in SalzburgerLand.

300 member businesses with around 7,000 guest beds, all subject to ongoing quality controls and rated in three quality categories: 2, 3 or 4 flowers. In different farmhouse catalogues and on the Internet, these quality farms and chalets present their amenities and their own special highlights.

Overall, every 6th or 7th guest bed in SalzburgerLand is actually on a farm. And every 5th tourism business in SalzburgerLand is family-run. The "Green Tourism Product" is an enormous economic factor for all of our rural regions: Daily expenditures of guests staying at farms in SalzburgerLand are currently approximately € 170 to € 190 million Euro annually (T-Mona 2008). 50% of this stays right there on the farms, 50% within the rural region. And as a consequence, holidaymakers secure employment for some 3500 people within SalzburgerLand: on the farms and throughout the rural community.

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