

Expect the unexpected!



"If viewed from a perspective of enthusiasm, the seemingly ordinary turns into something extraordinary ..."

## Staging experiences is our profession.


As early pioneers, we can now draw on a network of knowledge as well as a wealth of experience.

Creating **experiences** means offering people something out of the ordinary, which stays with them forever more. Emotions and unforgettable impressions are just as much part of this as the messages which we convey in the process. Adventure trails, adventure playgrounds, theme parks, viewing platforms, exhibitions, winter experiences etc. are the modern way of implementing this vision.

**pronatour** was founded in 1999 and is one of the early pioneers in this field. We develop and realise experience projects for summer and winter tourism. It is our objective to delight your guests by means of exclusive, authentic recreational offerings.

The development of ideas, the planning and the implementation are performed by a dedicated and versatile team. Our many years of experience and a cross-functional network make it possible for us to combine competence and know-how. A list of notable customers and projects serve as our reference.

We are there to realise your special experience!

  
Werner Stark, MSc  
CEO

  
Mag. Christian Lang  
CEO





Bauer

## Nature + tourism = pronatour

**pronatour** not only offers an extensive specialist background, but also a solid understanding of the marketing requirements for the tourism sector. The experiences developed by us are designed to create added value for the region, yet always take into account its ecological foundation. This symbiosis of sustainability is our trademark.



# We turn visions into reality

## Our history



a destination, the central theme, target group oriented product modules and visitor management.

Our way of seeing things opens up new perspectives!

It all began when Christian Lang and Werner Stark, who are now the CEOs of **pronatour**, were faced with numerous rather boring educational trails. Then came the vision. The envisaged objective was to leave the trodden paths of ordinary theme trails with signposts and, instead, establish creative forms of presentation. **pronatour** was founded for this purpose in 1999.

The motto was to replace mundane knowledge transfer with interactive experiences. This vision has remained to this day. But our fields of compe-

tence and the services we render have become more comprehensive.

Our offers range from regional adventure trails and adventure theme parks to spectacular viewing platforms, multi-sensory exhibitions and extraordinary winter experiences.

**pronatour** also develops comprehensive solutions for the tourism industry. In the process, our master planning takes into account the brand architecture of



Tanneimer Bergbahnen



# Summer experiences ...

Adventure trails

Theme parks

Adventure playgrounds

Viewing platforms



Bayarische Zugspitzbahn



7

Winter experiences

Master planning

Exhibitions

6



Comprehensive tourism solutions

More and more tourist destinations put their faith in the holistic development of their location with long-term goals and perspectives. The advantages are obvious. A central theme and coordinated product modules create a harmonious overall experience. And emotions: here, visitors will experience the feelings promised in brochures and on posters!

pronatour develops a comprehensive, overall concept for your destination. The key ingredient being that we plan with a focus on implementation. This implementation-oriented work approach makes the difference!

... and winter!



# individual

We develop custom-made solutions. For any destination or target group, no matter what the requirements are. We make your wishes come true and draw on a wealth of wide-ranging experiences.

# authentic

Using local resources. Our projects emphasise the regional strengths of the respective tourist destinations. For this purpose, we integrate local players in the planning process, thereby creating an experience from collaboration.

# unique

Originals instead of copies. Our creativity ensures that your tourism offers are unrivalled. No two pronatour projects are the same!

Listening is not only a virtue, it is a prerequisite for complex project solutions.

Each experience which is brought to life begins with a vision which first needs to be understood ...

Our good reputation is also a result of us giving specialist know-how a human face. pronatour is a well-versed team of dedicated people who create sustainable solutions together with you.

Take us at our word, we are a strong partner with your interests at heart!



## Creating enthusiasm by means of modern experiential education.

The key element is a professional design according to modern experience-based educational considerations. Interactive and multi-sensory experience elements awaken curiosity and playfulness, visitors become part of an experience for all senses. Along a dramatic arc, they can delve into their own, individual adventure.

Active participation creates a special dynamism and is the secret of success. Participation creates personal experiences which can be taken

back home and also facilitates the conveying of messages. Furthermore, our projects channel the attention as well as the flow of visitors. They are a didactic tool and a crowd puller.

## Idea architecture

We tell stories. Our productions open the doors to a unique world of experiences. No matter whether you require a single theme trail or a comprehensive master plan, a regional environmental education project or tourist landmark – **pronatour** always develops a consistent central theme which captures the imagination of visitors right from the start and never lets go.



**pronatour** experiences are inspiring and create an identity, which makes each tourist destination unique and distinctive.



Experience quality



## From the initial idea to implementation and beyond ...

Our many years of experience have given us a head start. We can draw on cross-functional know-how and an extensive network of cooperation partners, which guarantees a high level of development and implementation quality.

One decisive advantage for you also being that all services are supplied by a single source. At the same time, this single source draws

on the expertise of various professionals and specialists who are working together to realise your project. The success of a staged experience passes through various phases, which all demand the highest degree of know-how and professionalism.

**pronatour** harmoniously brings together all the individual steps in the process – from the idea

development and planning to the implementation - and is a competent and flexible partner for all your concerns.

Our successful projects bear witness to the diversity of our treasure trove of experiences. Not only can you rely on obtaining everything from a single source, but also that you will be in the best of hands!

# Everything from a single source





**pronatour** is a dedicated team, which creates unique experiences with enthusiasm and professional competence.

Team spirit ...  
The human side of expertise



Versatility brought to life – **pronatour** consists of a team of experienced experts from various fields. This multifacetedness forms the basis of our competence and creativity.

The development and implementation of experience projects is a complex matter. That is why it is important that our experts work together effectively. At **pronatour**, the emphasis is on cooperation. Our services are the essence of our successful team work.



# References

No two projects are the same ...

All educational trails lead to us!  
No matter what the budget, location  
or briefing – we have the necessary  
know-how for realising successful  
experience projects.



"Ice Age" winterland for children  
Tannheim, Tyrol (AUT)  
Tannheimer Liftgesellschaft



Summit Adventure Trail, Garmisch-Classic  
Garmisch-Partenkirchen, Bavaria (GER)  
Bayerische Zugspitzbahn



Baumkronenweg Trail  
Waldkirch, Baden-Wuerttemberg (GER)  
Baumkronenweg Waldkirch GmbH



Mooraculum  
Sörenberg, Lucerne (CH)  
Bergbahnen Sörenberg



Skiing in Paradise  
Schladming, Styria (AUT)  
Planai-Hochwurzen-Bahnen



"5fingers" viewing platform  
Dachstein-Krippenstein, Upper Austria (AUT)  
REGIS

We look after our domestic and  
international customers – from  
planning to the opening. These  
include cableways, tourism  
associations, national parks,  
nature reserves and companies.



Samnaun fairytale route  
Samnaun, Graubünden (SUI)  
Municipality of Samnaun



Triassic Park  
Steinplatte/Waidring, Tyrol (AUT)  
Steinplatte Aufschließungsgesellschaft



Active Camp  
Alta Badia, South Tyrol (ITA)  
Skicarosello Corvara



Preliminary concepts for King Abdullah Tourist City  
Jeddah (KSA)  
Royal dynasty of Saudi Arabia



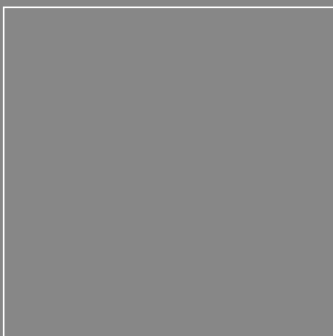
Six Senses – sensory adventure trail  
Serfaus, Tyrol (AUT)  
Tourism Association and Mountain Railway  
Serfaus-Fiss-Ladis



Bond World 007  
Schilthorn/Piz Gloria, Berne (CH)  
Schilthornbahn AG

We are looking forward to hearing  
from you and will gladly take the  
time to get to know your project.





creative solutions

An informal meeting with us will definitely be of benefit to you!

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