



## References

# Touristic master planning

Summer & Winter



## From the master plan to the successful destination

We are developing a vision with year-round experiences

Developing a tourist destination means devising a clear positioning. As part of our master plan, we define a unique selling point and generate a unique core theme. The result is an unmistakable brand with a consistent storyline! **prona-**

**tour** has already developed such a vision across over 40 alpine destinations and tourist regions. This includes the brand architecture as well as a storyboard, a unique selection of offers focused on the target group, a visitor guidance system,

the development of packages, the branding of infrastructure and ideas for merchandising, marketing and monitored offers. Always with the aim of increasing visitor frequency and added value!





# Swiss Skyline – Schilthorn

Summer master plan - Schilthorn – Piz Gloria, Bern (CH)

You can enjoy the best views of the famous Eiger, Mönch and Jungfrau mountains from the Schilthorn in the Bernese Oberland region. Based on the title of SWISS SKYLINE, **pronatour** has developed a new positioning for this unique sell-

ing point, relaunched the brand identity and devised suitable offers for individual sections of the mountain cable car. New highlights based on the master plan have been implemented each year ever since: from the BOND WORLD 007 adventure

exhibition and PIZ GLORIA VIEW photo point platform to the design of the summit building and 007 WALK OF FAME, through the SKYLINE WALK and THRILL WALK 'thriller' to the FLOWER PARK and FLOWER TRAIL offers for families.



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# Mon(t) Magic – Grandvalira

Winter master plan - Grandvalira, Canillo section (AD)



With Mon(t) Magic **pronatour** has created a fantastical mountain full of magical beings from the legends of the Andorra region. The invisible 'Tamarro' guides visitors through the experience and his mysterious eyes are a key element in the new

corporate design. The brand architecture and magical family have been devised in accordance with the master plan. Visitors are presented with the storyline as soon as they arrive. The mountain cable car buildings and lifts have also been incor-

porated into the story. And the first master plan projects have been achieved: children can learn to ski in the 'Land of Witches', an adventure piste is conjured and dotted with goblins and old legends are shared along the 'Legends Trail'.



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# Tourism master plans

A selection of references

Ski Arlberg, Pool West

Master plan for the 'Weisser Ring' adventure staging, Lech (Vorarlberg, AT)

Luftseilbahnen Fiesch-Eggishorn AG

Master plan for touristic adventure stage-setting on the Aletsch glacier/Eggishorn (Valais, CH)

Bad Kleinkirchheimer Bergbahnen

Tourism master plan for summer and winter experiences in Bad Kleinkirchheim (Carinthia, AT)

Market town of Voralpe

Overall tourism concept for the 'Health Region of Voralpe'

Madritschen Seilbahnen und Tourismus GmbH

Tourism master plan 'In the kingdom of Madritschen' for the Madritschenbahn chairlift in Nassfeld (Carinthia, AT)

Biosphärenpark Wienerwald GmbH

Touristic master plan for Wienerwald biosphere park centre in Tullnerbach (Lower Austria, AT)

Touristik Gesellschaft Medebach mbH

Touristic master plan for adventure stage-settings in Medebach (North Rhine-Westphalia, DE)

Municipality of Samnaun

Master plan for adventure stage-setting in Samnaun (Graubünden, CH)

Municipality of Lana

Master plan for touristic adventure stage-setting in Lana (South Tyrol, IT)

D&S Consulting GmbH

Feasibility study and outline concept for adventure stage-setting for Romanescu Park in Craiova (Walachia, RO)

The Saudi Arabian Royal Family

Outline concepts for the projects "Magic Mountain", "The most dangerous primal seas" and "1001 nights" for the "King Abdullah Tourist City" in Saudi Arabia (SA)

Master plan for touristic adventure stage-setting of the Silvretta Arena, Ischgl (Tyrol, AT)

"Rosswald" master plan in Sörenberg (Lucerne, CH)

Master plan for adventure stage-setting on the Zugspitze/Zugspitzplatt (Bavaria, DE)

Master plan for touristic adventure stage-setting in Alta Badia (South Tyrol, IT)

Master plan for adventure stage-setting (summer and winter) in Grandvalira/Canillo, Andorra

Master plan for the tourism adventure staging, Tux-Finkenberg region in the Zillertal valley (Tyrol, AT)

Master plan for the tourism adventure staging in Zauchensee (Salzburg, AT)

Master plan for touristic adventure stage-setting in Obereggen (South Tyrol, IT)

Tourism master plan for 'Mammut Land' for the Huttwil region (Bern/Lucerne, CH)

Master plan for the tourism adventure staging in summer and winter on the Ödberg (Bavaria, DE)

Touristic master plans for the "Malta High Alpine Road, Reisseck Mountain Railway, Kaprun High Altitude Storage Lakes, Schlegeis Alpine Road" destinations (Carinthia/Salzburg/Tyrol, AT)

Silvrettaseilbahn AG

Bergbahnen Sörenberg AG

Bayerische Zugspitzbahn Bergbahn AG

Skicarosello Corvara

ENSISA

Tux-Finkenberg tourist board

Zauchensee Liftgesellschaft

Obereggen AG

Pro Regio Huttwil

Oedberglift Beteiligungsgesellschaft mbH

Verbund-Tourismus GmbH (Verbund AG)

# Adventure trails

**Adventure trails** by **pronatour** leave the well-trodden (educational) paths of standard information provision and rely on modern environmental teaching methods. Interactive adventure stations with play stories, challenges for all the senses, puzzles and game elements guarantee an adventure that will be long remembered – and stands out from other facilities.

The emotional level of children and adults is addressed; the stage-setting sparks curiosity and the play instinct, and visitors become part of the experience. **pronatour's** many years of experience in the production of outdoor adventure stations guarantee a technological leap forwards regarding durability and resistance to weather.





## Six Senses – The fun adventure trail for the senses

Serfaus, Tyrol (AT)

On "The fun adventure trail for the senses – Six Senses", visitors walk through a realm of sensory impressions. Can items be moved by the power of thought alone? Who has telepathic skills, and who is clairvoyant? Exciting stations provide inspiration to consciously see, hear, smell, taste and touch the environment, and to sensitise one's own senses.

Using their sixth sense, guests access the boundaries of perception. What is still real, and what isn't? What can be felt but not seen? Is all of nature subject to the known rules of physics? The pleasure is rounded off by stylish seating and an elegantly designed station. The wonderful Serfaus landscape provides a perfect backdrop.

Design and implementation:  
"Six Senses -  
The fun adventure trail for the senses"

Client:  
The Serfaus Fiss Ladis tourism association  
and mountain railway

Adventure trail



## Walk of Lyrics

Ischgl – Silvretta Arena, Tyrol (AT)

Ischgl is a stage for innumerable pop stars. Concerts on the Idalp put a global stamp on the brand of "Ischgl". The "Walk of Lyrics" picks up on this specific subject, but – unlike the hustle and bustle at a concert – allows visitors to this peaceful and idyllic environment to immerse themselves deeper into the world of selected songs and their singers. Here you can meet Rihanna, Udo Jürgens and Sting, read the lyrics

and then actually hear the global hit. Impressive relaxation and adventure elements bring the world of the song to life: experience an (acoustic) shower under sound screens for "Umbrella"; enjoy your life at 66 ("Mit 66 Jahren") on a larch Harley (sound included) or search for the "message" in a gigantic "bottle"! Corten weathered steel as a linking design material looks sophisticated and sits harmoniously in the landscape.

Planning and implementation:  
"Walk of Lyrics"  
Adventure and relaxation trail

Client:  
Silvretta Seilbahnen AG

Adventure trail





## Meadow games in Alta Badia

Skicarosello Corvara, South Tyrol (IT)

Under the motto of Movimént, **pronatour** has developed summer facilities for the Skicarosello Corvara in Alta Badia, which provide an attractive excursion destination, extend the duration of stays and additionally connect a total of four mountain railways using an inter-linked adventure thread. In the case of "meadow party" and "meadow games", there are numerous instructions for children's games and a wonderful meadow landscape for romp-

ing around in. The "Spaghetтино" earthworm leads visitors through the adventure. From mountain station to station, it runs along the "Un pizzico di verità" (A Little Bit of Truth) audio-book trail, which sweeps children and adults into the Ladinic world of legends. A "true" story can be heard at each station via an MP3 player. The sensitive natural world does not permit the construction of any facilities, but there are adventures nevertheless!

Planning and implementation:  
Adventure projects  
meadow games, meadow party and  
legend audio-book trail

Client:  
Skicarosello Corvara Consorzio

Adventure trail



## Fairy-tale trail – More adventure. More fantasy.

Samnaun – Silvretta Arena, Graubünden (CH)

Murmin's family (a family of marmots) have not woken up from hibernation. Together with his friend Murmina, he goes in search of a life-saving magic herb. The fairy-tale by Rudolf Mirer (illustrations) and Silvio Lebrument (text) is staged using an interactive adventure trail for young and old. At each of the ten adventure sta-

tions, visitors listen to a chapter of the story, have to venture onto the Eagle Owl Tree, climb up a gigantic set of antlers, and fly with an eagle to the marmots' burrow. The fairy-tale trail is part of a series of projects realised by **prona-tour** within the scope of a tourist master plan for Samnaun, and can be used all year round!

Planning and implementation:  
"Murmin and Murmina" fairy-tale trail  
Summer and winter adventure trail

Client:  
Municipality of Samnaun

Adventure trail



## Sidra adventure trail

San Sebastián, Basque region (ES)

Around one million visitors come to the region of San Sebastián (Basque region) between January and Easter, to taste fresh sidra, traditional cider. However, other than eating and drinking, there was a lack of any additional facilities for tourists. The "Sidra Trail" adventure trail should involve guests for longer and, first and foremost, extend the experience to last the entire year. At each station, walkers

"meet" a person who (via audio module) tells of historic sidra production in the past and present. To this end, visitors can themselves turn the wheel of the press, climb onto a ship or play a traditional instrument. **pronatour** was commissioned to plan and implement this project by the Sidra Museum in Astigarraga. The trail is a perfect continuation of the museum exhibition.

Planning and implementation  
"Sidra Trail"

Client:  
Sagardun, S.L.

Adventure trail



## Tux Welten

Tux-Finkenberg, Tyrol (AT)

Tux-Finkenberg lays the world at the feet of its visitors: four new themed trails guide visitors of all ages into the magnificent alpine landscape of the Tux valley – from the eternal ice of the Hintertux Glacier down into the lovely Tuxbach valley. Luis the glacier flea accompanies visitors throughout their various adventures. Children and adults are immersed in unique adventure worlds: the 'Nature World'

is all about exploring the wonder of the pastures and moorlands with all their senses. In the 'Animal World', Luis introduces his friends in the valley. The 'Water World' offers a chance to explore this crucial element of the Tux valley in more detail. And finally, Luis invites visitors to the Sommerbergalm for a 'glacier flea safari' – his own world full of glacial caves, ice crystals and a water playground.

Planning and implementation:  
Nature World, Animal World,  
Water World and Glacier Flea Safari

Client:  
Tux-Finkenberg tourist board,  
Zillertaler Gletscherbahn GmbH & Co KG

Adventure trail

# Adventure playgrounds

Designing **adventure playgrounds** means more to us than just setting up play equipment. As in all of **pronatour's** projects, when developing ideas we play with a subject from that area – and children are then immersed in the world of this subject when playing. Stage-setting stimulates the imagination, thus making the play experience more intense.

The design of the play equipment, as well as play tasks, puzzles, treasure hunts, etc. make our playgrounds adventure landscapes. Designs that meet standards and collaboration with experienced playground builders guarantee the highest quality and safety.





# Flower Park

Schilthorn – Piz Gloria, Berne (CH)

The new adventure playground at the Allmendhubelbahn mountain station whisks guests off into a fantastic world of giant alpine flowers, grasses and oversized insects. Children can quite literally fly with the butterflies, explore a marmot burrow and learn about milking and cheese-making in this play area meadow. Thus a

connection to plants, animals and mountain-top farming is to be developed. And the theme of alpine flowers is really authentic, can be felt everywhere and links in perfectly with the Flower Trail which is particularly popular with Asian guests.

Planning and implementation:  
‘Flower Park’ adventure playground  
on the Allmendhubel

Client:  
Schilthornbahn AG

Adventure playground



## Cave-Bear Park

Skicarosello Corvara, South Tyrol (IT)

The theme of the project at Piz Sorega is the adjacent Conturines cave, the highest place in the world where ancient cave-bear bones have been discovered. The outdoor adventure playground provides interesting information stations, a sand play area with skeleton excavations, a forest playground with a large beehive slide and other

smaller stations (fragrance station, wooden bear, magnetic puzzle ...). The indoor area is designed as a bear's cave and is certainly the highlight of the park. The experience extends from a ground projection game, through a padded room for bouncing, to a life-size hibernating cave bear. Mind you don't wake him up!

Planning and implementation:  
"Cave-Bear Park" at Piz Sorega  
Outdoor and indoor playgrounds

Client:  
Skicarosello Corvara Consorzio

Adventure playground



## Active Camp in Alta Badia

Skicarosello Corvara, South Tyrol (IT)

Movimént is the motto used by **pronatour** in developing its summer adventure stage-setting in Alta Badia. The Active Camp at Piz la Ila is one of the first projects realised and is based on a completely new concept: fashionable sports made tangible for non-sporty types – and at a level that also challenges young people and adults. In this non-supervised theme park, there is no standard

play equipment, but instead opportunities to climb and move at different levels of difficulty. Depending on age and previous experience, visitors can take a ridge walk on wobbly beam, walk the "Via Ferrata" or balance on a three-metre-high slackline. The Active Camp fills the large gap in facilities between a children's playground and a real climbing trip.

Planning and implementation:  
"Active Camp"  
at Piz la Ila

Client:  
Skicarosello Corvara Consorzio

Adventure playground





## AlpinePark at the Zugspitzplatt

Garmisch-Partenkirchen, Bavaria (DE)

The Zugspitze AlpinePark invites small mountain fans to experience their first rocks: a seesaw, a climbing wall, exciting rope bridges and "MinispiX" – a viewing platform offering a comprehensive view over the enormous Zugspitzplatt – also make a day on the Zugspitze a great experience for children. The miniature version of the large "AlpspiX" view-

ing platform is a conscious cross-reference and promotes the adventure facilities in the "Garmisch Classic" area. Setting the stage at a height of almost 2,500 m in a landscape of rock and debris was a particular challenge for the playground builders. Finally, a glacier adventure trail leads visitors up to the Schneeferner, Germany's largest glacier.

Planning and implementation:  
"AlpinePark" adventure playground  
at the Zugspitzplatt

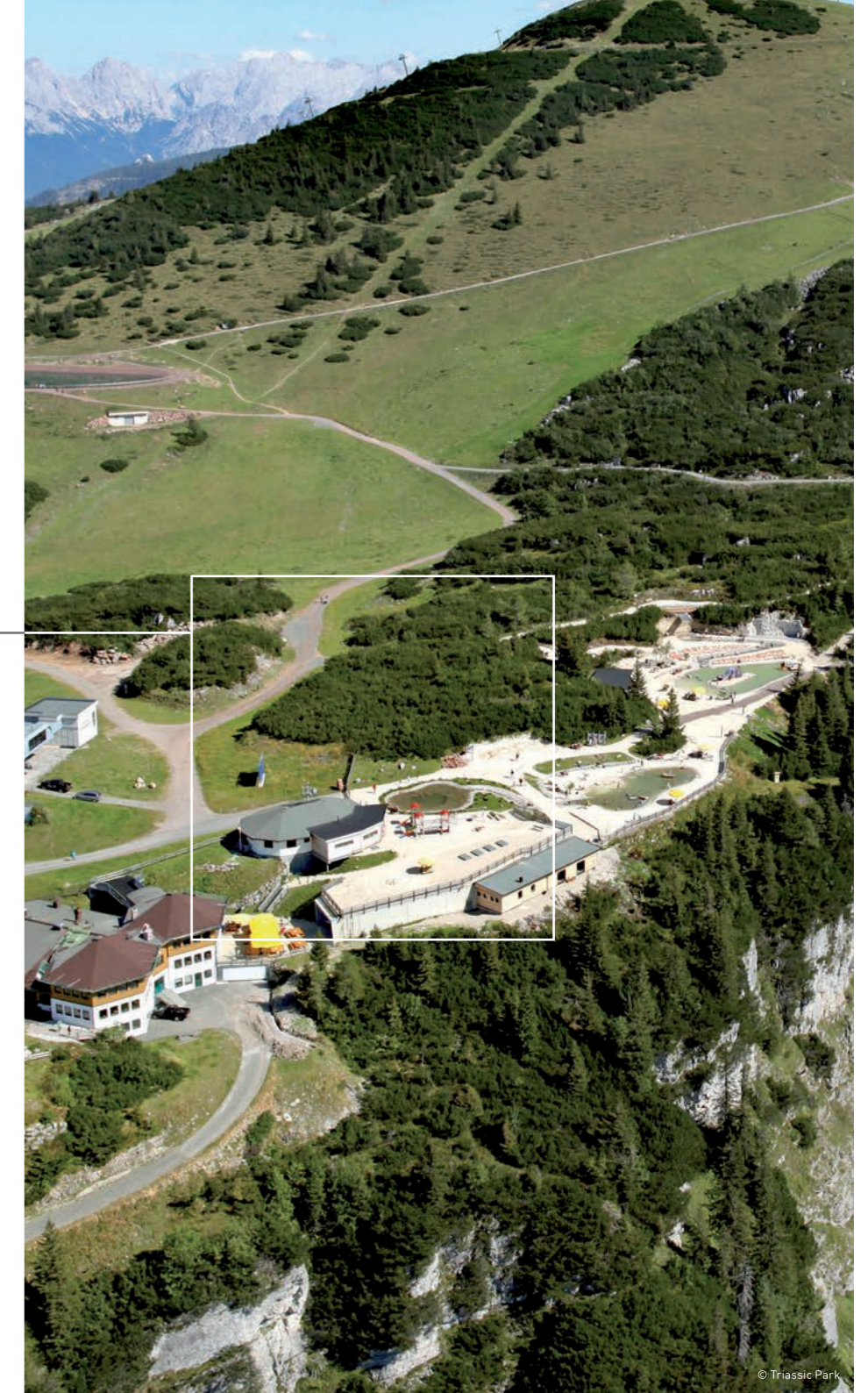
Client:  
Bayerische Zugspitzbahn Bergbahn AG

Adventure playground

# Theme parks

**Theme parks** and adventure parks as regional worlds of adventure are taking on an increasingly important status in the range of facilities of successful tourist destinations, performing a "beacon" function for the entire region. Using a comprehensive analysis of the location and master planning regarding requirements, target groups, subject matter, ideas, etc., we can create the basis for successful, authentic stage-setting that does not seem artificial or false.

**pronatour** playfully introduces scientific, cultural, historical or economic subjects from the region. Visitors are consciously included and thus experience the "knowledge adventure" more intensively, more easily, and definitely with more fun.





# Triassic Park

Steinplatte/Waidring, Tyrol (AT)

Off to primeval times! The Triassic Park is setting new standards: a consistent play concept for indoors and out provides a comprehensive experience and lets visitors immerse themselves in a prehistoric adventure of the senses. In the Triassic Center (the large, 400 m<sup>2</sup> indoor area of the park), exciting discoveries are provided by a multimedia adventure exhibition and

research camp. Using interactive adventure stations, the Triassic Trail provides information on the primeval coral reef of the Steinplatte. On the Triassic beach, the highest sandy beach in the Alps, there's a primeval end to an exciting day and visitors are gently brought back to the present. The newest highlight is the "Coral" viewing platform.

Feasibility study, detailed planning & implementation:  
 multimedia adventure exhibition,  
 adventure park & adventure trail,  
 "Coral" viewing platform

Client:  
 Steinplatte  
 Aufschließungsges.m.b.H. & CO.KG

Theme park



## Mooraculum – the largest mire water park in the Alps

Sörenberg, Lucerne (CH)

The “Mooraculum” is a model project for nature conservancy and environmental education in the centre of the UNESCO Entlebuch biosphere. Directly next to the mountain railway station and restaurant, adults and children can actually experience the mire and thus learn to understand that this uniquely wonderful landscape must be protected. Building dams to stop the drainage of the boggy soil or to save frogs are just as much part of the playing experience as

the mire concert with oversized mire inhabitants made of wood. The Sundew Trail rounds off the park. Experiences gained through the senses are at the forefront here: a tactile hand-rail leads from everyday life into nature; the listening island provides giant sound funnels into the mire; sundew loungers are an invitation to relax. Guests are directed so that they keep to the path – perfect visitor steering in this protected area!

Planning and implementation:  
“Mooraculum” and “Sundew Trail”  
The UNESCO Entlebuch biosphere

Client:  
Bergbahnen Sörenberg AG

Theme park



## Bärenbachl water world

Steinach am Brenner, Tyrol (AT)

The "Bärenbachl" world of adventure provides entertainment, fun and action! The stage-setting consists of an exciting adventure walk and a fascinating world of water with active stations that are an invitation to join in. The exciting Bärenbachl

world of water and adventure is located directly at the middle station of the Bergeralp railway. Numerous interactive stations guarantee fun, excitement and action for everyone. Tricky puzzles, competitions and much more await the visitors.

Design and implementation:  
"Bärenbachl" water world  
on the Bergeralp

Client:  
Raffl Berglifte GmbH

Theme park



## Treetop trail

Waldkirch, Baden-Württemberg (DE)

The treetop trail in the Waldkirch nature adventure park brings the wide range of life in the treetops closer in a sensitive way, and provides fascinating outlooks over the woods of Waldkirch along a distance of around 220 metres. The stage-setting starts 1.2 km before the tree-

top trail and accompanies the visitor along the sensory trail.

For braver visitors, Europe's longest tube slide is available at the end for the trip back to the valley. Nothing stands in the way of a wonderful slide!

Design & implementation:  
"Treetop trail adventure stage-setting"  
and "Sensory trail"  
in the nature adventure park in Waldkirch

Client:  
Baumkronenweg Waldkirch GmbH

Theme park

# Exhibitions

**Adventure exhibitions** provide an ideal framework for presenting your subject or message, irrespective of the weather or season. Interactive knowledge transfer – which awakens curiosity, presents interrelations in a playful manner, and actively includes visitors – is at the forefront in our projects.

Hands-on activities amaze visitors and guarantee adventurous times for the whole family. From the research camp, through rooms of multimedia experiences to the exhibition shop, **pronatour** offers a rich palette of indoor experiences and design opportunities using cutting-edge AV technology.





## Bond World 007

Schilthorn/Piz Gloria, Berne (CH)

Imagine being James Bond: a multimedia adventure exhibition lets visitors become immersed in the world of 007. Where George Lazenby once played the role of the world's most famous secret agent in the film "On Her Majesty's Secret Service" in 1968, there is now contemporary Bond action: the helicopter flight to the peak, an interactive gondola trip; all the Schilthorn scenes are in Cinemascope

and there's a great finale on the bob run. In the Bond cinema, visitors can feast their eyes on the triple screen; in the 007 morphing studio, morph your own face to become film characters. Contemporary witnesses speak through touchscreens, and a gigantic multitouch table is an invitation to rummage in the past. And, of course, the final bob video or morphed photo can be purchased straight away at the shop!

Planning and implementation:  
"Bond World 007"  
Multimedia experience exhibition

Client:  
Schilthornbahn AG

Exhibition





## Triassic Park – Adventure exhibition

Steinplatte/Waidring, Tyrol (AT)

In an interactive adventure exhibition over an area of approx. 400 m<sup>2</sup>, **pronatour** has implemented a completely new type of interconnected play concept: the leisure facilities at "Sommerberg" have thus taken on a new dimension. In the Triassic Center, visitors learn the ABC of the earth's history, before being immersed in the depths of the primeval Tethys Ocean to closely examine the prehistoric undersea

world. Many astounding and record-breaking primeval details are provided interactively and through the use of multimedia. One highlight is the research camp, where young and old are guaranteed to be gripped with research fever and lets them become keen scientists. The stage-setting arc concludes in the shop with its subject-related range of items. Primeval souvenirs to take home!

Feasibility study, detailed planning & implementation:  
multimedia adventure exhibition,  
adventure park & adventure trail,  
"Coral" viewing platform

Client: Steinplatte  
Aufschließungsges.m.b.H. & CO.KG

Exhibition



## Salzsteppe adventure museum

Zwingendorf, Lower Austria (AT)

The interactive exhibition in the old malt mill invites young and old to find out more about the Salzsteppe. In a playful manner, the adventure museum in Zwingendorf in northern Lower Austria brings visitors closer to the ecosystem of the Salzsteppe, unique to the area around Zwingendorf. Numerous interactive stations stimulate vis-

itors to find out about the surrounding area, such as the indoor ground profile, where interested visitors can find out about the different soils in the area around Zwingendorf. An oversized gopher burrow lets children slip into the role of a gopher, and so find out more about the habitat and way of life of these animals through play.

Planning and implementation:  
"Zwingendorf Salzsteppe"  
adventure museum

Client:  
Municipality of Groß-Harras

Exhibition



## Diversity of species, bear exhibition, EVN Cup

Mobile exhibitions (AT)



**pronatour** has designed and implemented a series of mobile exhibition systems, for both the indoor and outdoor area. The compact exhibition elements function as a travelling exhibition in local administrative offices, schools, etc. or are used at events, such as in the soil campaign by the state of Lower Austria, or on the Day of Species Diversity

in the Wienerwald biosphere park. Mobile event highlights were also created for the EVN Cup. The travelling exhibition realised for the "Vier Pfoten" charity is an invitation to meet bears that once had to eke out their existence as circus or dancing bears and today can live a life in the "bear woods" that is appropriate to their species.

Design and implementation:

"Energy-saving masterclass with Joulius" for the EVN Cup  
Client: EVN AG

Of bears and men  
Client: Vier Pfoten Foundation for animal protection

Diversity is life – Life is diversity  
Client: State of Lower Austria and the Wienerwald biosphere park

Adventure stage setting for various events for the soil campaign "Our soil – we're standing on it"  
Client: State of Lower Austria

Exhibition

# Viewpoint stage-settings

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**Spectacular viewing platforms** open up a completely new angle of view, thus linking unique experiences of height with the attraction of the natural scenery. Distinctive platform designs are ideal as landmarks and are therefore outstanding magnets for visitors. Unforgettable impressions are guaranteed with the appropriate stage-setting — such as glass floors, waterfalls, nets and sitting steps.

From the idea to its implementation, **pronatour** bundles all of the necessary skills to realise unique viewing platforms. We develop creative design and stage-setting ideas specifically for each location, and place particular value on responding to natural conditions.





## AlpsiX – A new landmark at the Alpspitze

Garmisch-Partenkirchen, Bavaria (DE)

An extreme platform is the new symbol of the Garmisch Classic world of adventure: two dynamic curved bridges intersect at a dizzy height to form an "X", opening up new directions of view towards the Zugspitze and over Garmisch-Partenkirchen to Munich. The steel arms of the "AlpsiX" extend around 16 m above the chasm, 1000 m deep. One bridge goes upwards at a

slight incline of 4 %, and the other points towards the Hölle valley. The apparently missing railings at the end of each bridge give the visitor the unique feeling of walking freely into the panorama. As the general planner, **pronatour** was commissioned by the Bayerischer Zugspitzbahn railway company to stage the "AlpsiX" together with two adventure trails.

Planning and construction:  
"AlpsiX" viewing platform,  
"Peak walk"  
and "Fun adventure trail"  
for Garmisch Classic

Client:  
Bayerische Zugspitzbahn Bergbahn AG

Viewpoint stage-setting



## Airwalk on the Kölnbrein dam

Kölnbrein dam – Malta High Alpine Road, Carinthia (AT)

On Austria's highest masonry dam (200 m) is suspended a viewing platform – the first in the world – which does justice to the superlatives of this dam construction: like a waterfall, the "airwalk" plunges over the edge of the wall into the depths. A break is made in the railing at the top of the dam and visitors climb down to the precipice and

a breathtaking perspective. The barrier-free view provides a feeling of space and freedom. Large seat steps are an invitation to linger, enjoy and be amazed, and increase the waterfall character of this modern design, which consciously picks up on the main theme of the Malta valley – the "valley of rushing water" – in its use of shapes.

Planning & construction:  
"Airwalk on the Kölnbrein dam"  
Verbund-Destination  
Malta High Alpine Road

Client:  
Verbund Tourismus GmbH

Viewpoint stage-setting



## 5fingers at Krippenstein (Dachstein)

Obertraun, Upper Austria (AT)

The "5fingers" viewing platform is the high point of the World Heritage walking world at Dachstein-Krippenstein. The daring construction with its five bridges (five fingers) extends over a 400-metre-deep precipice and provides a breathtaking outlook over the panorama of the Hallstatt/Dachstein World Heritage region. Through their characteristic hand shape, the "5fingers" can be clearly rec-

ognised from a distance with the naked eye. Each individual "finger" can be accessed and provides a different setting. Visitors are greeted, for example, by a large picture frame, which captures the view over Hallstatt. An exciting adventure trail with interactive stations leads the visitor to the viewing platform, which has rapidly developed into a real magnet for visitors.

**Planning & coordination:**  
"5fingers" viewing platform,  
World heritage spiral  
and adventure trail

**Client:**  
REGIS  
(regional development company of the  
Inneres Salzkammergut)

Viewpoint stage-setting



## World Heritage spiral at Krippenstein (Dachstein)

Obertraun, Upper Austria (AT)

Even from afar, the "World Heritage spiral" shines out against the blue of the firmament. Where an unsightly radio installation once marked the summit of the Krip-penstein, a real symbol now sparkles. The larch-wood construction of the viewing ramp is clad with aluminium plates; a few plastic elements allow uninterrupted transmission from the interior of the spiral. The actual peak has de-

liberately been left open: it is the starting point of the spiral turns. The visitor can walk up them in about four minutes to the top – which was previously impossible on the Krippenstein – to see Hallstatt. Directional arrows indicate other World Heritage regions, and at the photopoint, guests can be immortalised in front of the Dachstein scenery and send images off via the Internet.

Planning and construction:  
"World Heritage spiral"  
UNESCO World Heritage region of  
Dachstein-Hallstatt (UA)

Client:  
Dachstein & Eishöhlen GmbH

Viewpoint stage-setting





## Skyline Walk, Thrill Walk, Piz Gloria View

Schilthorn – Piz Gloria, Berne (CH)

Birg station certainly lives up to its motto of 'Thrill': the SKYLINE WALK viewing platform leads visitors out over the bottomless views. The platform projects out over the abyss across several levels and is supported by two strong steel arms. The THRILL WALK runs beneath the platform and leads visitors over a 200 m trail along the spectacular vertical rock face. There are several sections to the rock trail: only glass,

grating, a rope bridge and a crawl tunnel separate visitors from the oblivion below. **pronatour** has also given the panorama terrace on the Schilthorn summit a modern twist and so created an automatic photo point with the PIZ GLORIA VIEW to provide visitors with the perfect picture postcard setting.

Planning and implementation support:  
'Skyline Walk' viewing platform  
and 'Thrill Walk' rock trail  
at Birg station  
and the 'Piz Gloria View' photo point  
platform at the Schilthorn summit

Client:  
Schilthornbahn AG

Viewpoint stage-setting

# Winter stage-settings

**Modern winter stage settings** go far beyond perfectly prepared pistes and high-tech lift facilities. As with summer tourism, successful tourism concepts are also based on well-composed experience installations in the peak season. The design is based on a consistent theme: from the skiing infrastructure to the piste facilities and the relaxation and recreation areas, it all forms part of the story. Skiing and learning to ski therefore become an overall experience.

With the **KIDSWINTERLAND** and **KIDSSLOPE**, **pronatour** also offers two special products where children can immerse themselves in a tale of adventure. We also design and implement practice slopes, forest trails, gourmet pistes, non-skiing experiences and much more.





## Fichtelland

Radstadt/Altenmarkt, Salzburg (AT)

In the winter land of the Altenmarkt-Radstadt ski area, a special story awaits beginners and children: this is where the "fichtels" live – little industrious inhabitants of the spruce forests. At night, when everyone is asleep, they work on a unique winter snow playground. During the day, they hide in the woods. Then even human children can play in their land of adventure – and can dis-

cover one or more fichtels. The stage-setting of "Fichtelland" comprises a woodland parcours, parallel pistes for competitions, games stations for children on the slopes, and rest areas for children and adults. From the welcome at the valley station, through the design of the piste elements and information boards, to crash mats – the face of the fichtel can be found everywhere.

Planung und implementation:  
"Fichtelland"  
winter children's land  
at Hochbifang in Altenmarkt

Client:  
Zauchensee Liftgesellschaft GmbH

Winter stage-setting



## Skiing in Paradise

Planai-Hochwurzten-Bahnen, Schladming, Styria (AT)

The Planai-Hochwurzten-Bahnen set up the Mitterhaus 8-seater chair-lift under the motto of "Skiing in Paradise". Along the widest piste in the region (250 m), guests are met not only by paradisiacal skiing pleasure but also giant snakes, the "Tree of Knowledge of Good and Evil" and, of course, Adam and Eve. The stage-setting extends from the access portal,

through the lift chairs with their shining yellow weather hoods and lift supports, to the mountain station, where visitors can enjoy the quiet and paradisiacal "smallest room". Green heart-shaped cushions, a paradise swing and a cloud seat are an invitation to enjoy a break from skiing. **pronatour** was responsible for the entire implementation of the project.

Implementation:  
 "Skiing in Paradise"  
 on the Planai in Schladming

Client:  
 Planai-Hochwurzten-Bahnen GesmbH

Winter stage-setting



# KIDSWINTERLAND

A world of adventure for children and beginner skiers



The **KIDSWINTERLAND** from pronatour triggers an enthusiasm for winter sports as well as creating a distinctive range of offers for every ski resort: this adventure world of snow and imagination is packed with lively activity. Kids have plenty of room to practise their first turns or to let off steam in the snow. All of the design elements are linked by a consistent theme and

transform the **KIDSWINTERLAND** into a unique practice area. Learning and play merge together here and winter sport is transformed into winter fun! Drawing on our selection of themes and stage setting elements, we can work with you to develop the perfect blend for you or design your own individual **KIDSWINTERLAND**.

WinterFlowerDream  
Samnaun – Silvretta Arena, (CH)

Gasti Snow Park  
Gastein (AT)

'Ice Age' at the Gigge Hi  
Tannheim (AT)

Galstiland – the Gallic skiing village on  
the Galsterberg  
Planai-Hochwurzen-Bahnen,  
Pruggern, (AT)



# KIDSSLOPE

The adventure piste for children and families



The **KIDSSLOPE** offers a completely new and unique snow experience. Children of all ages can enjoy their own adventure on this piste. Where the smooth slopes stop and the waves, tunnels and slalom course begin – that's where it starts to get interesting for children. And they can immerse themselves in a story which trans-

forms a simple descent into an unforgettable experience. We have developed our own stories but would be happy to tell your own personal one. The combination of an obstacle course piste and stage-setting defines the unrivalled charm of this new winter product from **pronatour** and **young mountain!**

Schmidolins Kidslope  
Schmitten, Zell am See-Kaprun, (AT)

Nocky's Winter Time  
Kidslope Turracher Höhe, (AT)

Mon(t) Magic, Kidslope Rossinyol  
Grandvalira (AD)

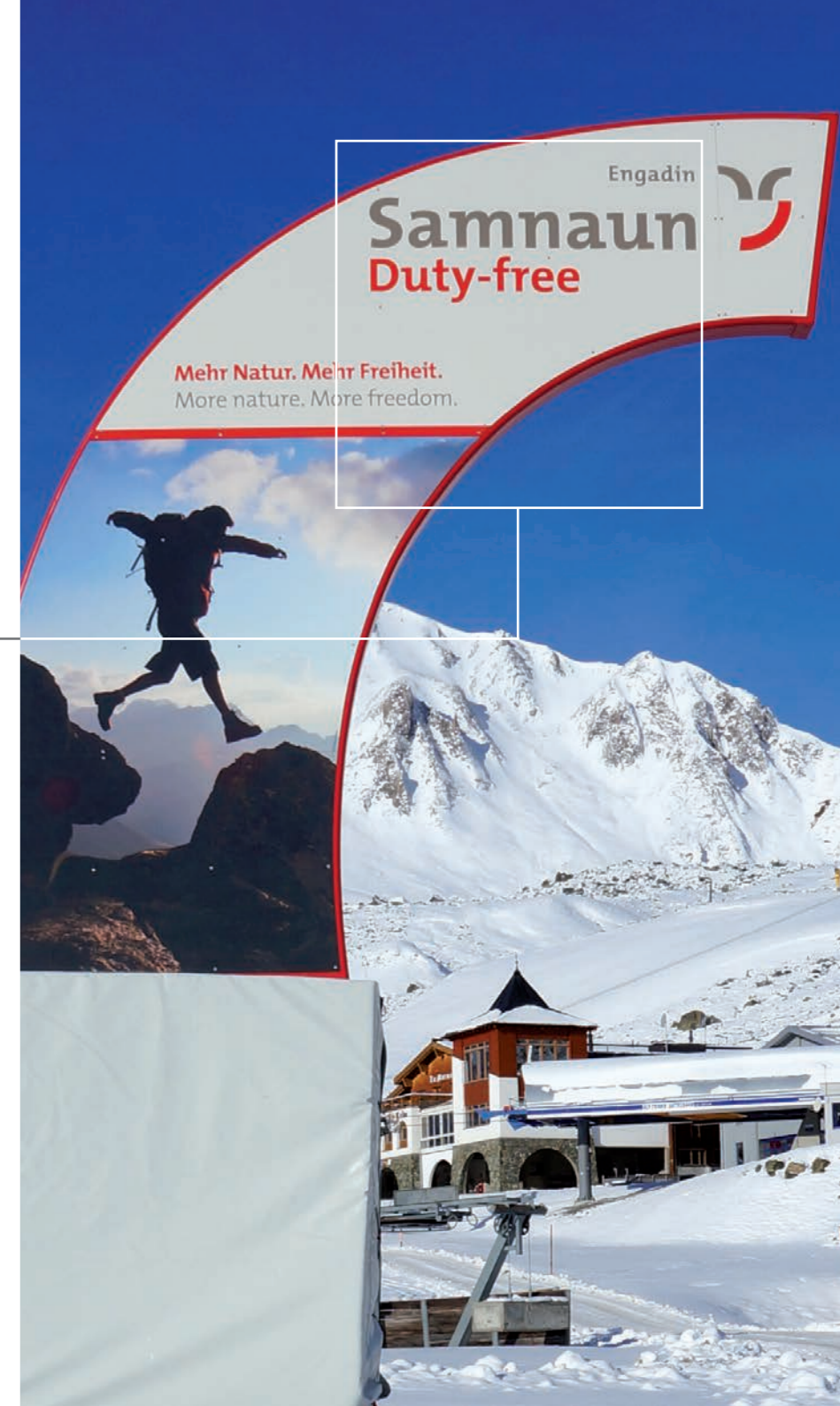
Nox & Nixi Kidslope  
Bad Kleinkirchheim (AT)

# Visitor guidance systems

A **comprehensive visitor guidance system** that leads through the destination and also includes individual offers will improve the success rate of the range of touristic experiences.

This "thread" makes it easier for guests to orient themselves and at the same time introduces them to the various attractions – and lets them immerse themselves in the experience.

A comprehensive graphic image and design can play a crucial role here. Brochures, websites, etc. generate an image in the mind of the visitor, which they should recognise on arrival at their destination. For this reason, actual stage-setting starts on arrival.





## Samnaun visitor guidance system

Samnaun – Silvretta Arena, Graubünden (CH)

The Silvretta Arena Ischgl/Samnaun is the largest ski area in the Eastern Alps. In addition, Samnaun is a duty-free area and is therefore popular for cheap shopping in both winter and summer. **pronatour** not only developed a series of adventure facilities for this top destination but also planned and realised the touristic visitor guidance system. The complicated

road access (through Austria and Switzerland) and the many border crossings in the ski area were an enormous challenge. Entrance arches 5 m high now welcome the skier to Switzerland, and are simultaneously guides and eye-catchers. All other visitor guidance elements were also tailored to the new corporate design of Samnaun: More value. More experience.

Planning and implementation:  
"Visitor guidance system"  
Silvretta Arena Samnaun  
and Samnauntal

Client:  
Municipality of Samnaun

Visitor guidance system





## Information points in the Wienerwald biosphere park

Vienna, Lower Austria (AT)

The Wienerwald biosphere park contains uniform information points. The gates to the 105,000-hectare protected area in Vienna and Lower Austria were designed, planned and implemented by **pronatour**. The stands, in the form of segments of a sphere, symbolise the biosphere; various different arrangements provide a range of crea-

tive habitats. The contents of the "spheres" tell of the special features of the respective location and the Wienerwald biosphere park. An initial "information dome" has been opened in the Maurer Wald (Vienna); additional information points are in Purkersdorf, the Lainzer zoo and the Sparbach nature park (NÖ). To be continued.

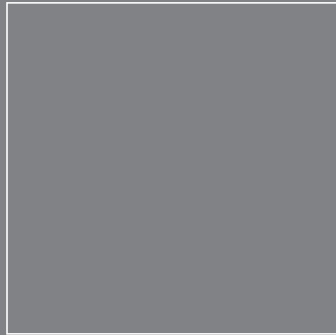
Design, detailed planning  
and implementation:  
"Outdoor information points"  
for the Wienerwald biosphere park

Client:  
Biosphärenpark Wienerwald  
Management GmbH

Visitor guidance system

# Clients count on our creativiity and experience:





# creative solutions

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

pronatour GmbH

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