

FUTURE STRATEGY PARTSCHINS TOURISM 2030



partschins





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INTRODUCTION

The future of tourism in Partschins is not left to chance – it is shaped with purpose.

With this "Partschins Tourism Strategy 2030", the destination takes a proactive approach to exploring how Partschins, Rabland and Töll can continue to develop positively in the years ahead.

This strategy is the result of a collaborative process. Representatives from tourism, business and the municipality have actively contributed, shared perspectives and developed ideas together. One thing has become clear: the future of a destination is not created in isolation, but through cooperation.

The process focused on key questions:

- How can tourism in Partschins continue to thrive in harmony with nature, the local community and the economy?
- What opportunities lie ahead, and which challenges must be addressed proactively?

Changing travel habits and rising expectations regarding quality and responsible tourism call for new approaches. At the same time, they offer an opportunity to position Partschins as a destination that values quality over quantity, remains true to its roots and shapes its future with responsibility.

Partschins sees tourism not only as an economic driver, but also as an integral part of local life. The aim is to create a balanced relationship between visitors and residents, between the use and protection of nature, and between tradition and innovation.

The Tourism Strategy 2030 is therefore much more than a concept. It represents a shared commitment to a positive future, supported by businesses, institutions and the local community alike.



OUR MISSION

Tourism in Partschins, Rabland and Töll is more than an economic sector. It is an integral part of our community, our culture and our everyday life.

With the Tourism Strategy 2030, we consciously address how we want to shape the future of our destination – creating a balance between visitors, residents and nature.

Our focus is not on continuous growth, but on making the right decisions: decisions that promote quality, authenticity and a responsible future.

Our ambition is to preserve Partschins as a place that has grown naturally rather than being artificially created. A place where hospitality is genuine, local businesses are authentic, life moves at a natural pace and experiences do not need to be staged.

This vision defines our mission:



We treat our natural environment with care, recognising it not merely as a backdrop, but as the foundation of both our quality of life and our tourism.



We strengthen our community, because tourism only succeeds through cooperation. We therefore encourage dialogue between businesses, residents and all stakeholders to foster a strong sense of togetherness.



We create attractive future prospects by supporting good working conditions and long-term opportunities in tourism—for the people who live and work here.



We promote collaboration with local producers and businesses to highlight regional products, short supply chains and genuine quality.



We strive for balanced development that enables economic success while preserving nature and maintaining a high quality of life.

Our decisions are guided not by short-term success, but by long-term responsibility.

By acting consciously today, we ensure that Partschins remains a wonderful place to live for local residents and an inspiring destination for future generations of visitors.

TARGET GROUPS

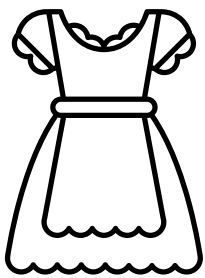
To guide the future development of tourism in Partschins, Rabland and Töll, we focus on clearly defined target groups. These are not determined solely by traditional demographic criteria, but above all by their needs, expectations and travel motivations.

Our priority is to attract visitors who identify with our values: respect, quality, authenticity, a close connection to nature and mindful enjoyment.



Active Holidaymakers – Outdoor Activities, Nature & Well-being

Active travellers appreciate the wide range of opportunities to enjoy the outdoors, from hiking along the Waalwege (historic irrigation channel trails) to cycling and mountain biking. The focus is not on sporting performance, but on experiencing the landscape at a relaxed pace while combining activity with recreation.



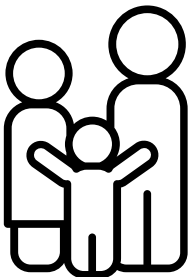
Culture Enthusiasts – History, Traditions & Authentic Experiences

These visitors are interested in the cultural heritage of the region. They seek to understand the places they visit, discover local traditions and gain authentic insights into everyday life in Partschins, Rabland and Töll.



Food Lovers – Culinary Experiences, Regional Products & Quality

For this target group, food is an essential part of the holiday experience. They appreciate the diversity of local gastronomy—from traditional mountain inns to gourmet restaurants—as well as regional products, local specialities and short supply chains.



Families – Time Together, Nature & Simplicity

Families come to Partschins primarily to spend quality time together in nature. They value a safe environment, manageable distances and uncomplicated activities that can be enjoyed by all generations.



Nature Lovers – Peace, Scenic Landscapes & Slow Travel

This group consciously chooses Partschins as a place to relax and unwind. They appreciate the peaceful surroundings, the opportunity to slow down and the chance to experience nature away from heavily frequented destinations. Well-being experiences are also becoming increasingly important. Through activities such as forest bathing, yoga and meditation, we create opportunities for guests to reconnect with nature, restore body and mind, and enhance their overall well-being.



OUR UNIQUE SELLING POINTS

What makes Partschins unique?

Partschins, Rabland and Töll combine outstanding natural beauty, living traditions and a high quality of life within a remarkably compact area.

Water & Climate

The Partschins Waterfall—one of South Tyrol's most spectacular waterfalls—defines the destination, together with its unique microclimate where Mediterranean vegetation meets the Alpine landscape. Fresh mountain air, numerous streams and a mild climate create ideal conditions for relaxation and outdoor activities.

From the Valley to the High Alps

Few destinations offer such remarkable landscape diversity within such short distances. From apple orchards in the valley to alpine meadows, the Texel Group Nature Park with its thirteen peaks above 3,000 metres, and the famous Merano High Mountain Trail, the region offers endless opportunities for nature lovers and hiking enthusiasts.

Local Flavours & Regional Identity

Partschins brings together agriculture, gastronomy and tourism in a unique way. Regional products, local producers, traditional inns and high-quality cuisine shape the destination and reflect its authentic character.

Two Mountain Sides – Endless Possibilities

Partschins is one of the few destinations where two cable cars provide direct access to two completely different mountain landscapes. The Texel Cable Car leads into the Texel Group Nature Park and the Merano High Mountain Trail, while the Aschbach Cable Car takes visitors to the forested Nörderberg mountain.

Together with an extensive network of hiking and cycling trails, they provide ideal opportunities to discover the diversity of the region within short distances.

Centrally Located & Well Connected

Thanks to its convenient location between Merano and the Vinschgau Valley, as well as excellent bus and rail connections, Partschins, Rabland and Töll are the perfect starting point for excursions in every direction.

Many hiking areas, attractions and excursion destinations can easily be reached by public transport, making it possible to leave the car behind for much of the stay.

OUR MARKETS



Key figures and facts about our source markets (2025):

Nationen	Übernachtungen	Anteil in %	Ø Aufenthaltsdauer in Tagen
1. Deutschland	269.120	72,75	4,98
2. Schweiz	36.288	9,81	4,36
3. Italien	32.272	8,72	2,83
4. Österreich	15.383	4,16	3,09
5. Niederlande	4.423	1,20	4,24
6. Belgien	2.818	0,76	4,38
7. Frankreich	1.061	0,29	2,64
8. Tschechische Republik	1.044	0,28	3,27
9. Luxemburg	796	0,22	5,49
10. Dänemark	711	0,19	3,12

Source: Annual Report

Tourism demand in Partschins continues to be strongly shaped by the German-speaking core markets. Germany remains by far the most important source market, accounting for approximately 73% of all overnight stays. It is followed by Switzerland (9.8%), Italy (8.7%) and Austria (4.2%). Due to their geographical proximity, excellent accessibility and the destination's long-standing reputation, these markets form the stable foundation of tourism in Partschins.

In addition to these core markets, Belgium, Luxembourg and the Netherlands are becoming increasingly important as emerging markets. Visitors from these countries show a strong interest in nature, hiking, regional experiences and longer stays, offering considerable potential for targeted market development.

A second group of emerging markets includes the Czech Republic, Poland, the United Kingdom and Croatia. These markets offer further growth opportunities and will be gradually developed through targeted marketing activities and tailored tourism offers. The objective is to further diversify the destination's international visitor structure and attract additional guest segments.

OUR VISION

Partschins – A Destination with Character.

A place that has grown naturally, remains authentic and offers an exceptional quality of life.

We shape tourism in harmony with our surroundings, creating experiences inspired by nature, genuine hospitality and authentic encounters. We believe in quality over quantity, in strengthening the local economy, and in building a destination where visitors and residents alike benefit from meaningful connections.

Partschins, Rabland and Töll remain places where people can arrive, slow down and experience the unique relationship between nature, culture and community.



A place where nature, people and tourism coexist in harmony. A place that preserves its authenticity, celebrates its culture and shapes its future with purpose.

We aim to foster tourism that inspires, connects people and creates lasting value for guests, businesses and the local community alike. At the heart of our approach are authentic experiences, regional distinctiveness and a respectful approach to our living environment.

Partschins, Rabland and Töll will continue to be wonderful places to live for local residents and attractive destinations for visitors—defined by genuine hospitality, regional identity, short distances and a respectful relationship with the surrounding environment. Our goal is to foster a form of development that strengthens the unique character of our destination while creating opportunities for new ideas and future generations.

NATURE • COMMUNITY • AUTHENTICITY • QUALITY • REGIONAL IDENTITY • RESPECT

MANAGEMENT

OBJECTIVES

- Establish an effective coordination structure involving all key stakeholders through the “Lebensraum Partschins - Lebendige Orte” working group.
- Integrate the Tourism Strategy into existing municipal development programmes.
- Regularly monitor progress towards the defined objectives.

Working group LEBENSRAUM PARTSCHINS LEBENDIGE ORTE

The interdisciplinary working group "Living Space Partschins – Vibrant Places" serves as the central platform for shaping the future development of tourism.

It consists of seven working groups representing the following sectors: tourism and accommodation, retail–crafts–hospitality–services, social affairs–culture–local community, youth, seniors, agriculture, and associations–leisure–sports.

- Each stakeholder group is made up of at least ten participants.
- Each group is represented by a spokesperson and a deputy spokesperson.
- The working group meets regularly to exchange ideas, coordinate activities and further develop the strategy.

Its objective is to encourage broad participation, genuine dialogue and shared responsibility for the future of the destination.



MEASURES

- Regular meetings of the “Lebensraum Partschins - Lebendige Orte” working group.
- Establish a documentation system to monitor implementation and progress.
- Annual review and alignment with the LTEK 2030+ and the Municipal Development Programme.

SOCIO-ECONOMY

OBJECTIVES

- Strengthen the regional economy and local value creation.
- Promote local economic cycles and regional cooperation.

MEASURES

- Develop year-round tourism experiences.
- Provide training and professional development programmes for tourism employees.
- Strengthen regional value chains by fostering cooperation between agriculture and tourism.

Strengthening local value chains:

Strengthening regional value chains and encouraging close cooperation between agriculture and tourism are key elements of the future development of Partschins. Our goal is to increase the visibility of regional products, promote short supply chains and further strengthen collaboration between producers and tourism businesses.

A number of initiatives are already in place to support this network:

- Information and communication: The brochure "Farm Gate Sales" (see p. 11) is available at our tourist offices in Partschins and Rabland and is regularly promoted through newsletters and digital communication channels.
- Promotion through tourism media: Local producers and farm shops are featured annually in the destination's holiday guide, "Living Space Partschins", introducing visitors to the region's authentic products.
- Digital networking: Through the WhatsApp channel "Drhoam in Partschins", local producers share information on opening hours, seasonal products and current offers. The channel also provides a platform for advertising short-term availability of products such as eggs, fruit, vegetables and other locally produced goods.
- Promoting personal exchange: During the annual general meeting, local direct producers are given the opportunity to personally present their products. In addition, an overview of the available products is provided to all members.



GAUDENZ

HOFBRENNEREI & WEINGUT

Verkauf: 17 Sorten Grappa · Weißburgunder · Goldmuskateller · Rosé · Vernatsch · Cuvée Luis

Adresse: Gaudententurmstraße 7 - 39020 Partschins
Öffnungszeiten: Mo-Fr von 17.00-19.00 Uhr
& nach telefonischer Vereinbarung
Tel. +39 348 7341463



ANSITZ MAIRHOF

Verkauf: Apfelsaft · Marmeladen · Sirupe · Chutneys · Teemischungen · Riesling · Weißburgunder · Grüner Veltliner · Vernatsch · Blauburgunder

Adresse: Max von Isser Str. 1 - 39020 Partschins
Öffnungszeiten: Mo-Fr von 10.00-12.00 Uhr & 17.00-19.00 Uhr // Sa von 09.00-12.00 Uhr
Tel. +39 347 9121903

STACHLBURG

Verkauf: Vinschger Vernatsch · Blauburgunder · Lagrein Kretzer rosé · Weißburgunder · Chardonnay · Sauvignon · Gewürztraminer · Schaumwein Eustachius brut

Adresse: Peter-Mitterhofer-Straße 2 - 39020 Partschins
Öffnungszeiten: Mo-Fr von 10.00-12.00 Uhr und 15.00-18.00 Uhr // Sa von 09.00-12.00 Uhr
Tel. +39 335 265939

HONEY GOURMET

Verkauf: ein mehrfach ausgezeichneter Gourmet-Honigfruchtschaumwein

Adresse: Sonnenbergweg 18 - 39020 Partschins
Öffnungszeiten: nach telefonischer Vereinbarung
Tel. +39 348 7430707



IMKERSTUBE

Verkauf: verschiedene Honigsorten (Waldhonig, Alpenrosenhonig, Bergblütenhonig, Kastanienhonig...) · Kerzen aus Bienenwachs · Pflegeprodukte (Lippenbalsam, Handcreme, Gesichtscreme, Propolis Tropfen oder Spray...) · Olivenöl

Adresse: Weirachweg 3 - 39020 Partschins
Öffnungszeiten: nach telefonischer Vereinbarung
Tel. +39 346 7851441

NIEDEREBEN

Verkauf: Speck · Salami · Kaminwürsten · gekochter Kräuterschinken · Coppa · Bauernspeck · Obst und Gemüse · Kastanien · Kürbis · Apfelsaft · Vernatsch · Riesling · Geräucherte Bio-Lachsforelle auf Vorbestellung

Adresse: Saringstr. 51 - 39020 Rabland
Öffnungszeiten: Mo-Fr von 09.00-12.00 Uhr und 14.30-18.00 Uhr
Tel. +39 340 4914072

PRÖFINGHOF

Verkauf: frisches Obst und Gemüse · Fruchtaufstriche · Sirupe (z. B. aus Löwenzahn oder Fichtenspitz) · Apfelsaft · Apfelmiet · Trockenfrüchte · Kompotte · Gewürze · Eier · Honig

Adresse: Pröfingweg 52 - 39020 Partschins
Öffnungszeiten: nach telefonischer Vereinbarung
Tel. +39 340 5539972

MOAR 1271

Verkauf: frisches Obst und Gemüse · Fruchtaufstriche · Fruchtsirupe · Trockenobst · Blütenhonig · Vinschger Qualitätsweine

Adresse: Vinschgastr. 6 - 39020 Partschins
Öffnungszeiten: Mo-So von 09.00-19.00 Uhr
Tel. +39 366 3655902



OBERBRUNNHOF

Verkauf: Frischfleisch (auf Bestellung) · Speck · Kaminwürsten · Paarlbrötchen aus dem Holzofen · Fruchtaufstriche · Sirupe · Honig · Almkäse

Adresse: Aschbachstr. 1, Quadat - 39020 Partschins
Öffnungszeiten: Fr-Mi von 11.00-19.00 Uhr
Tel. +39 334 9674121

UNTERWEIRACHHOF

Verkauf: Speck · Bauchspeck · Apfelsaft · Vernatsch · dunkler Cuveé · Rosé · Müller Thurgau

Adresse: Weirachweg 2 - 39020 Partschins
Öffnungszeiten: Di-So von 14.00-22.00 Uhr
Tel. +39 339 7800805

WINKLERHOF

Verkauf: Fruchtaufstrich · Fruchtsirup · Trockenobst · Eier · Essig · Honig · Kräutersalz · Obst & Gemüse nach Saison

Adresse: Sonnenbergweg 56 - 39020 Partschins
Öffnungszeiten: Mo-So von 10.00-18.00 Uhr
Tel. +39 349 1909703



HANSWIRT

Verkauf: Marmeladen · Mostarde · Säfte · Bio-Apfelblütenhonig · Bio-Waldblütenhonig · italienische Cantucci

Adresse: Geroldplatz 3 - 39020 Partschins
Öffnungszeiten: Mo-So von 08.00-20.00 Uhr
Tel. +39 0473 967148

AB HOF VERKAUF

DEUTSCH



partschins

Flyer für unsere Gäste,
aber auch für
Einheimische und
Gastgeber.



BAD EGART - ONKEL TAA

Verkauf: Hausgemachtes aus dem Kräutergarten je nach Saison · Fruchtaufstriche · Chutney

Adresse: Bahnhofstraße 17 - 39020 Partschins
Öffnungszeiten: Di-Sa von 12.00-15.00 Uhr und 18.30-23.00 Uhr // So von 12.00-15.00 Uhr
Tel. +39 0473 967342

DURSTERHOF

Verkauf: frische Himbeeren (auf Bestellung)

Adresse: Wasserfallweg 105 - 39020 Partschins
Öffnungszeiten: Mo-So von 08.00-20.00 Uhr
Tel. +39 338 2919915

Neugierig geworden?
Einfach den QR-Code scannen und
online weiterstöbern.



ECHT. REGIONAL. NACHHALTIG
& MIT LIEBE GEMACHT!

CULTURE

The cultural identity of Partschins, Rabland and Töll is an essential part of the region's character and shapes the destination's tourism offering. Traditions, customs and local history help preserve the unique identity of the area and make it tangible for both residents and visitors.

Our aim is to safeguard this cultural heritage, present local traditions in an authentic way and actively involve the local community. Culture should not only be documented, but also lived, experienced and passed on to future generations.

OBJECTIVES

- Preserve the region's cultural heritage.
- Promote the authentic presentation of local traditions.
- Encourage active involvement of the local community.

MEASURES

- Cultural guided tours.
- Support for traditional events and customs.
- Documentation and digital preservation of the cultural heritage.

Authentic Presentation of Local Traditions

Traditions and local customs are actively preserved and shared in Partschins. Through our website, holiday guide and digital communication channels, visitors can learn about local festivals, customs and traditions. Close cooperation with local associations, events and community initiatives helps preserve regional heritage and share it with both visitors and residents.

Cultural Guided Tours:

The weekly village tours in Partschins, Rabland and Töll provide authentic insights into the history, culture and development of the villages. Led by cultural and hiking guide Claudia Gilli, these tours offer visitors and residents alike the opportunity to discover the rich history of the area. They have enjoyed great popularity for many years.

Documentation and Digital Preservation of Cultural Heritage:

In cooperation with the local village historians, historical records, event information and documentation are collected and archived. This helps preserve the cultural heritage of Partschins, Rabland and Töll and ensures it is safeguarded for future generations.

ECOLOGY & CLIMATE PROTECTION

OBJECTIVES

- Minimise the environmental impact of tourism.
- Support the Climate Community initiative.
- Protect sensitive natural areas and ecosystems.

MEASURES

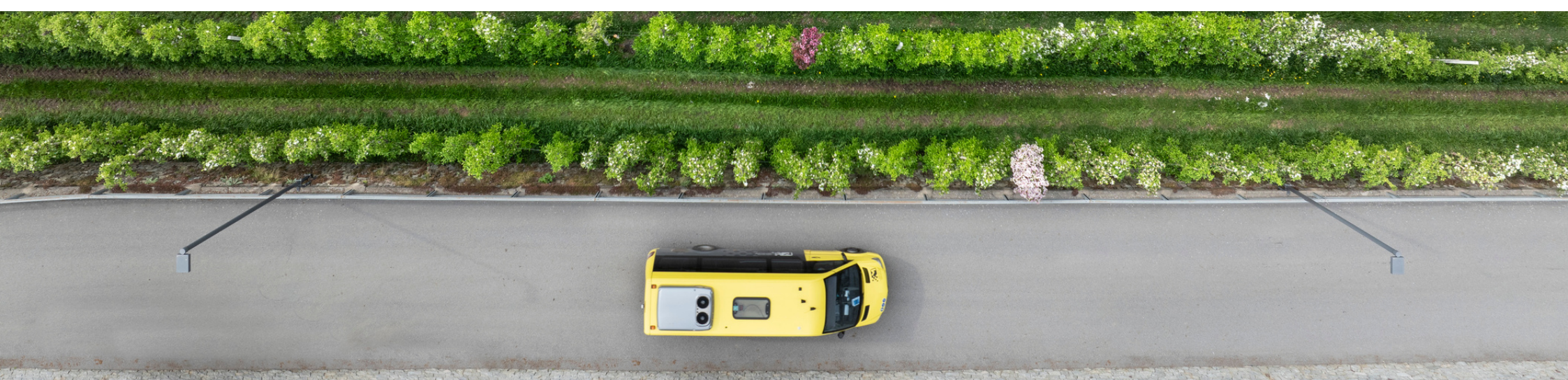
- Develop visitor management systems for protected natural areas.
- Monitor and assess the carbon footprint of tourism-related activities.
- Develop environmentally friendly mobility solutions.

Efficient and easily accessible mobility within the destination makes an important contribution to the quality of the visitor experience. Today, Partschins, Rabland and Töll already offer several bicycle service stations equipped with charging facilities and repair tools. In addition, electric vehicle charging stations are shown both online and on local maps. Accommodation providers with their own charging facilities are also highlighted in the accommodation directory and on digital platforms.

Together with the relevant partners, further improvements to mobility services are continuously being developed. Current projects include a concept for the electrification of bus route 265 to the Partschins Waterfall, as well as a mobility concept that, among other measures, provides for a direct connection between the village centre and the cycle path.

Awareness and Responsible Use of Resources:

Information and awareness-raising initiatives help make resource consumption more transparent. Through an online calculator, visitors can estimate the resource consumption of their stay. This tool is promoted to member businesses and the local community via newsletters and digital communication channels. In this way, awareness of responsible energy, water and mobility use is actively encouraged.



IMPLEMENTATION & MONITORING

RESPONSIBILITIES:

- The tourism working group serves as the steering committee.
- Regular reporting to the responsible municipal representative.
- Annual public presentation of progress and achievements.

MONITORING

- Semi-annual review of the implementation of measures.
- Documentation and evaluation of progress.
- Adaptation of the strategy where necessary.
- Ongoing involvement of the “Lebensraum Partschins - Lebendige Orte” working group.



The Tourism Strategy 2030 is designed as a continuous development process.

Clearly defined responsibilities, regular reviews and ongoing dialogue with all relevant stakeholders ensure that the planned measures are implemented effectively, progress is documented and new challenges are identified at an early stage.

This approach keeps the strategy dynamic and allows it to be continuously adapted to the evolving needs of the destination.

PUBLIC ACCESS

- Publication on the destination website
- Annual Destination Development Report
- Regular public information events

Our website:



Transparency and Public Information

Open and transparent communication about our objectives and implemented measures forms an important foundation for the future development of the destination. Visitors, businesses and the local community are regularly informed about projects, progress and ongoing developments.

To support this, a dedicated section has been created on the destination website. It provides up-to-date information on the destination's vision, strategic objectives, current projects, certifications and the individual steps of the development process in a clear and transparent way.

In addition, an annual report is published summarising the most important initiatives and developments, while providing an overview of the progress achieved.

Regular public information events encourage dialogue between the tourism sector, the local community and other stakeholders. They provide an opportunity to discuss future developments together, exchange ideas and gather new inspiration.

