



PRESS RELEASE | November 2019

SKI AUSTRIA 2019/20 – HOTSPOTS, COOL NEWS AND TOP TIPS FROM TYROL AND SALZBURGERLAND

What's new on the ski front? Where are the latest attractions that increase the fun and pleasure of winter sports? We've looked at the largest and coolest ski resorts in SalzburgerLand and Tyrol to bring hot facts and cool snow news for the coming season. Skiers, boarders, freestylers and winter sports fans read on.

New: unlimited skiing in Zell am See-Kaprun

The 2019/2020 ski season sees SalzburgerLand's three hotspots join forces as Skicircus Saalbach Hinterglemm Leogang Fieberbrunn, Schmittenhöhe Zell am See and Kitzsteinhorn Kaprun. The SKI ALPIN CARD delivers 408km of pistes, 121 lifts, with snow guaranteed on the glacier and brilliant experiences are away from the piste. Austria's latest, and to date largest, ski resort alliance presents two new highlights: the first section of the zellamseeXpress, a mega-project connecting Schmittenhöhe with Skicircus Saalbach Hinterglemm Leogang Fieberbrunn, and the new K-ONNECTION Kitzsteinhorn, bringing skiers from the centre of Kaprun into the glacier ski area. It's the key that unlocks one of Austria's largest ski areas. Get in and get skiing!

Hot for families: the SKI ALPIN CARD FAMILY-PLUS – one ticket for 47 themed pistes, diverse routes, children's facilities, snow parks and 408km to ski!

Hot ski hotels:

- **Sporthotel Alpenblick: family-friendly, laid-back, and brilliant for outdoor activities!** Families can't get enough of the spacious family rooms that sleep up to seven, the family wellness, the ALPI kids' club with free childcare and wonderful welcome touches. Winter sports fans love the free ski and glacier bus transfers to the cable cars in two minutes, the hotel's own ski instructor, the option to buy lift passes at reception, being the first to make tracks in the snow with the hotel hosts. Useful info: four-star hotel in Zell am See with heaps of included services, Alpenblick half board, and a 1,300sqm wellness and spa area.
www.alpenblick.at | Download photos: <https://bit.ly/2Wk1AiO>
- **Cella Central – Alpine skiing meets Viennese café!** An historic, boutique-style, town-centre ski hotel is a rare treat. Savour breakfast in a 120-year-old coffee house redolent of fin-de-siècle Vienna in the heart of Zell am See's pedestrianised historic centre. The Cella Central is an ideal base in the most brilliant location for seekers of outdoor pursuits, culture, culinary delights and entertainment and offers 25 rooms and 11 fully equipped, self-catering apartments for groups and families.
www.cella-central.com | Download photos: <https://bit.ly/35J46DS>

New: the Fleckalmbahn lift opens in KitzSki!

On 14 December KitzSki, voted the world's best ski resort for 7 consecutive years, will again grab headlines with the launch of the Fleckalmbahn lift from Klausen to Ehrenbachhöhe. Austria's first 10-seater monocable circular ropeway achieves up to 7m/sec, the Comfortline S cabin, seats and smooth running promise an exceptionally comfortable ride. The motto is 'better, not bigger', and the designers of this technical marvel have focused on resource conservation, functionality and state-of-the-art technology. At €27.5 million, this investment represents the largest to date by Bergbahn AG Kitzbühel, winners of the World Ski Awards five times in succession, and nominated for this year's World's Best Ski Resort Company title.

Hot ski hotel:

- **Hotel Restaurant Spa Rosengarten: the perfect marriage of ski and gastronomy!** Austria's only five-star hotel with two award-winning restaurants is in Kirchberg near Kitzbühel. Guests can ski all the way to the hotel when snow conditions permit, and take the Rosengarten's VIP shuttle to the lifts – it's only 500m to the 10-seater Maierl gondola, 1,500m to the 8-seater Pengelstein gondola, and 2,000m to the 8-seater Ki-West gondola. The Rosengarten has its own private ski guide and a raft of top-class offers including Hahnenkamm race weekend. Guests adore: late-riser gourmet breakfast, five-course dinner, spa, gym and sublime surroundings.

www.rosengarten-taxacher.com | **Download photos:** <https://bit.ly/1vv8jFL>

New: SKI plus CITY Pass Stubai Innsbruck

For the 2019/2020 ski season, the 13 ski areas of the Tyrol's Stubai Valley and the Greater Innsbruck area are working together. The Stubai Glacier, Schlick 2000, Elferbahnen, Serlesbahnen, Axamer Lizum, Kühtai, Hochötz, Muttereralm, Bergeralm, Nordkette, Patscherkofel, Rangger Köpfl and Glungezer are all covered by the new SKI plus CITY Pass Stubai Innsbruck. As well as connecting 13 ski areas and including all 22 services of the Innsbruck Card (such as free admission to Swarovski Crystal Worlds, the Alpine zoo, the Imperial Palace, the Bergisel ski jump) in one lift pass, SKI plus CITY Pass Stubai Innsbruck adds free use of all ski and Sightseer buses, and a variety of free or discounted benefits throughout the resorts. Children born in or after 2012 ski for free when accompanied by an adult holding a valid pass.

Hot ski hotel:

- **SPA-HOTEL Jagdhof: five-star wellness at the foot of the ice mountain!** The best ski hotel in Austria (World Ski Awards 2019 – the ski industry's Oscars); guaranteed snow from October to June on Austria's largest glacier ski area, the Stubai (3,210m); free daily shuttle between hotel and ski lift, four ski areas in Stubaital; free ski passes for kids under 10; Europe's best luxury Romantic Destination Spa (3,000sqm); cuisine endorsed by two Gault&Millau toques.

www.hotel-jagdhof.at | **Download photos:** <https://bit.ly/1VxJpm7>

On TOP in Obergurgl-Hochgurgl

No wonder that Obergurgl-Hochgurgl, the ski area at the head of Tyrol's Ötztal Valley, is nominated for Austria's best ski resort at the 2019 World Ski Awards: four generations have been investing in Austria's highest non-glacier ski area (2,150m - 2080m) since the 1880s. With their TOP FIVE (hotel, ski resort, ski school, restaurants, and sports and fashion shops), they have created a single-source service network.

Their philosophy in running the mountain lifts as a not-for-profit business, reinvesting all operating gains, is reflected in their latest gem: the Kirchenkabahn Section II cable car. Its 10-seater monocable gondolas transport up to 2,400 passengers per hour from the lower station (2,147m) to an altitude of 2,839m in nine seconds; accessing new piste and freeride areas, with Champagne and local specialities from the TOP Mountain Crosspoint Restaurant served in the Perrier Jouët gourmet gondola (reservations for up to 5 people via the hotel).

Hot for skiers who like to push their limits: The Ötztal Super Ski Pass offers six ski areas across the Ötztal Valley and 356km of slopes.

Hot event: Grand Ski Opening on 14 – 17 November. Glittering highlights: opening and après-ski parties with live music, an illuminated downhill run, free ski guiding, slope challenges, musical ski hut safaris.

Hot ski hotel:

- **TOP Hotel Hochgurgl: simply superb luxury ski holidays.** Ski-in & spa-out at the highest five-star superior Relais & Châteaux hotel in the Alps. Nominated for best ski hotel in Austria at the World Ski Awards. Spectacularly located at 2,150m beneath 21 three-thousand-metre peaks, adjacent to the longest run in one of world's most attractive ski resorts (up to 3,080m). Wellness at the TOP Mountain SPA offers unbridled luxury and an outdoor pool with great views overlooking the piste. Finest regional fare, daily fresh oysters, specialty creations flambéed, carved or filleted at the table. 62 luxurious rooms and suites.

www.tophotelhochgurgl.com | Download photos: <https://bit.ly/2B2BvLY>

New: hop on the tube for the Serfaus-Fiss-Ladis ski area

Austria's number one family area in the tri-border region of Austria, Switzerland and Italy impresses with 214km of slopes across a 460-hectare ski area up to 2,828m. A new sensation for this winter is the Serfaus underground train, Europe's most technologically advanced and highest hovertrain. The driverless vehicle has three walk-through compartments, a capacity of 3,000 people per hour, and connects east and west of the village. The ski area is great for kids with snowcat rides, the Skyswing, Fisser Flieger (a giant kite for 4 people) and many more child-friendly attractions. The Kinderschneealm in Serfaus now also boasts a Friends Trail: a unique concept that helps children learn to ski quickly and easily using the combination of fun, play and the latest ski technique expertise. Tuesday night is Kids Night with flood-lit skiing fun on the Winklabbfahrt slope.

Hot event: Ski opening 5 – 18 December. Three-day snow festival with Champagne reception, opening party, après-ski, and party with live concert.

Hot ski hotel:

- **Schlosshotel Fiss: Ski-in & spa-out at high altitude.** Take the hotel lift up to the piste, and ski the seamless Serfaus-Fiss-Ladis network. This family-friendly 5-star hideaway, located 1,436m, enjoys panoramic views of the Kaunergrat Nature Park, and the peaks of the Ötztal and the Samnaun Alps. The Spa offers 5,000sqm of wellness with AquaMonte Waterworld, Splash Waterworld for kids, Family Spa and the sublime Schloss Spa. The hotel's cuisine, based around the slow food philosophy, takes regionality to an international level. New: The Beef Club steak restaurant for exclusive sushi and steak dining.

www.schlosshotel-fiss.com | Download photos: <https://bit.ly/2H07e0t>



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