

# WINTER 2015/16

## Ski amadé



Ski amadé

## Ski amadé: Austria's largest ski paradise. New: The highest farmers' market in the Alps

Ski amadé: This is five regions, 760 kilometres of pistes, 270 lifts and 260 ski lodges and mountain restaurants. Belonging to Ski Amadé, Austria's largest ski association, are Salzburger Sportwelt, Schladming-Dachstein, Gastein, Hochkönig and Großarlal. Over the winter season 2015/2016 Ski amadé is providing a new culinary highlight: the highest farmers' market in the Alps – in the middle of the ski area.

### New: Drop in on the highest farmers' market in the Alps

Ski amadé guests have been able to enjoy numerous gourmet initiatives in previous years, like, for example, a dinner in a cable car, the Genussspecht initiative or the Skiing and Wine Enjoyment package. Over the winter season 2015/2016 Ski amadé is further emphasising the culinary aspect, by bringing the farmers' market from the valley up into the mountains. Straight to the skier, as it were. Because in March 2016 in Ski amadé there will be the highest farmers' market in the Alps. So a brief stop at numerous lodges in the whole of the Ski amadé area will almost become a visit to a market. At the stalls at the various lodges the wide range of traditional, home-produced products will be on offer: various kinds of cheese, farmhouse bacon, venison salami and much more. The skiers can also even have a tasting at some stalls: Plattlkrapfen with sauerkraut, perhaps, or real Pinzgauer Kasnocken. And so one samples one's way through the specialities of the region – from sour to sweet and from lightly to finely seasoned. And what tastes best can of course also be bought. The regional producers are on the spot at the market stalls and are happy to explain the origin and special features of their produce.

The highest farmers' market in the Alps is the crowning glory of the fantastic culinary range on offer in Ski amadé. It takes place over the season in addition to the Skiing and Wine Enjoyment Week from 12 to 19 March 2016. During this week numerous events are offered round the theme of Austrian wine culture and regional produce. Currently 20 lodges and mountain restaurants in Ski amadé are Skiing and Wine Enjoyment partners. They are identified by a special badge at the entrance, and are noted for a wide range of Austrian wines, as well as a specially selected menu and their special culture of service – naturally also outside the Skiing and Wine Enjoyment Week. At these selected lodges there are rather special regional specialities made from local produce. The special regional dishes are listed separately on the menu and have a specific designation of origin. This is because not just the producers or processors must come from the region, but also the produce itself. The mountain lodge owners are offering at least two different regional dishes with local produce every day. Also, special wines are always recommended for the Skiing Enjoyment

dishes. So skiers can for example order a slice of pink roast beef from Pongau free-range cattle in a red wine shallot sauce with Erdäpfelnidei potatoes and glazed young carrots or bilberry cheesecake made with bilberries picked on the Hauser Kaibling and cheese from the Ennstal dairy. Recommended to go with this is a glass of Austrian Grüner Veltliner or Blauer Zweigelt.

## Trends & Technology: Smart Ski Goggles, Service App and a Calorie Counter

Anyone who would like today to have a glimpse of the future of skiing should book next winter's holiday in Ski amadé. Only here has one been able to test the "Smart Ski Goggles" since January 2015. All important and current information on the area comes direct to the ski goggles: Thus in the lower right field of vision the skier finds the way to the desired ski lodge, the lift or simply an overview of the current piste or lift status. Also inserted is the skiing speed. "We want constantly to offer our guests new, outstanding experiences. With Smart Ski Goggles we have a real coup this time," says Ski amadé Managing Director Dr. Christoph Eisinger. For the ski season 2015/16 the information for the smart goggles has been extended further. Thus the attention of skiers is now actively drawn to attractions which they are passing, so they can no longer miss them. If there is a lovely mountain lodge 50 metres further on, the goggles will point it out. If there is a particularly good photo point on the edge of the piste, the goggles indicate it. Always lower right and always only as large as is necessary to be able to read it without reducing the field of vision.

The following information in the smart ski goggles is also new: Piste regulations, Webcams with live freeze frames in real time. One can also insert an individual threshold value into the speed function.

The Smart Ski Goggles, model Smith IO Recon, are available in all the 25 Intersport Rent premises in Ski amadé. They can be rented for 19 euros per day.

The Smart Ski Goggles are the perfect complement to the Ski amadé app, which has been continuously developed in recent years. It offers countless advantages – from the integrated geomap to the timeline which records the day's skiing chronologically. Beside all the differences in altitude skied, the speed and the kilometres of piste covered, the statistics also include an estimate of the calories burnt off. This is possible due to the inclusion of factors like the steepness of the piste, skiing style, technical ability and the piste covered. Thus one can drop in for one's next brief stop without a guilty conscience.

## Young Ski amadé: Snow Parks, Fun Slopes and Packages for Freeriders

Freestylers are not impressed by kilometres of pistes, but by pipes, rails, boxes, kickers. It's not the perfect turn that counts, they want to defy gravity or glide over virgin deep-snow slopes. And this is the reason why freestylers and freeriders get their money's worth in Ski amadé. Whether a beginner or an expert: 13 snow parks and fun slopes with gigantic kickers, gap jumps, airbags, treelines, S rails, wallrides, half and quarter pipes and numerous fun slopes offer all sorts of challenges for guests big and small.

That the snow parks in Ski amadé stand for quality and action is shown by the fact that the "Who is who" of the international freestyle scene meet here: In the Superpark Dachstein as much as in Europe's longest snow park, the Absolut Park in Flachauwinkl or in the Kings Park against the unique backdrop of the Hochkönig, in the Betterpark St. Johann/Alpendorf or on the fun slopes in Gastein and Großarl.

Information on snow parks and fun slopes: [www.skiamade.com/snowparks](http://www.skiamade.com/snowparks)

Freeriders are drawn to open terrain. They value the harmony of experiencing nature and a sporty challenge. In Ski amadé immediately next to the lifts they find numerous opportunities for enjoying powder away from the groomed pistes. With a bit of luck slopes covered in fresh snow await the first freeriders in the mornings. Getting up early is worth it. A run in sunshine through virgin powder in the fantastic mountain world of Ski amadé is definitely an unforgettable experience.

## Skiing in Ski amadé – and everyone joins in

When you do a perfect turn on the piste, you really want to share this experience with your friends. That too is taken care of in Ski amadé. Across the whole ski area since 2011 there has been free WLAN at over 400 access points – this is unique in the Alps. And so you can have everybody share your skiing enjoyment via whatsapp, Facebook, Instagram & Co during your brief stop.

## Planning your holiday with the 3D Model and Mobile Ticketing

By the way, your holiday in Ski amadé actually begins before you set out: This is made possible by an interactive 3D model at [www.skiamade.com](http://www.skiamade.com). The model offers a photographically realistic impression of the ski area and fascinating insights into the Alpine landscape in an extraordinary resolution. So it becomes quite easy to plan your holiday from home.

And Ski amadé is also the leader for ski passes: The ticket can be purchased via a mobile web service, making waiting at the lift pass booth a thing of the past. The mobile web service is also accessible via the Ski amadé Guide app. The KeyCard can be loaded at any time onto one's mobile phone; the ticket is active in a few seconds and can be used immediately.

## Top Events 2015/2016

There are top events in January on the pistes of Ski amadé:

- On 9 and 10.1.2016 the FIS Snowboard World Cup Parallel Slalom is being held in **Gastein**.
- On 12.1.2016 the Audi FIS Night Slalom in the Ladies World Cup is taking place in **Flachau**.
- On 26.1.2016 the FIS Men's World Cup is being hosted in **Schladming** with the spectacular "Nightrace".

## Five regions, 760 kilometres of pistes, one ski pass

Anyone who buys a 6-day ski pass in Ski amadé for 241 euros can ski all five regions and all the pistes of the Ski Association with just the one ski pass. All the Ski amadé activities are available to guests very cost-effectively without a surcharge. For teens the 6-day ski pass costs 181 euros, for children 120.50 euros.

## Innovations and investment in Ski amadé 2015/16

In Ski amadé there is the perfectly groomed piste at all levels of difficulty – for the recreational skier, the carver, for young and older skiers, for professionals and beginners: 275 kilometres of blue pistes, 390 kilometres of red pistes and 95 kilometres of black pistes. 90 high-speed chair lifts, 47 cable cars, 81 drag lifts and 52 practice lifts can transport 365,000 persons per hour up heights of up to 2,700 metres. The fact that the pistes are always perfectly groomed and the cableways function without a hitch is ensured every winter by 1,900 employees of the cable companies and more than 4,500 snow cannons. Over 90 percent of all Ski amadé pistes are able to be covered with artificial snow, a total of about 684 kilometres. Regular investment is made in service quality and guaranteed snow in the whole of Ski amadé. All this allows a ski season from the end of November till after Easter.

This year Ski amadé is investing about 44 million euros in various projects. The somewhat smaller investment in comparison to previous years does not however impinge in any way on quality, customer satisfaction and competitiveness. Satisfaction with the ski area is very high where the lifts, pistes and service

equipment are concerned, according to an extensive guest survey in Austrian ski areas last year, and also represents a top mark in comparison to the competition (Manova Guest Survey 2014-2015).

Dr. Christoph Eisinger, Managing Director of Ski amadé on investment in 2015/2016: "For the coming years important projects are already planned. This winter we are mainly emphasising artificial snow quality and guaranteed snow – a bit of a breather before the next, bigger investment".

## In just one hour into Austria's largest ski paradise

It is quick and easy by car, train or air to Ski amadé. From Berlin, Hamburg, Nürnberg and Düsseldorf it takes just one hour by Air Berlin to Salzburg. Germanwings flies from Cologne/Bonn and Hanover, and by Lufthansa one flies from Frankfurt, Nürnberg and Stuttgart to Salzburg. EasyJet's package from Berlin-Schönfeld and Düsseldorf is also very favourably priced. The 25 ski resorts of all the five regions are easily reachable from Salzburg airport in 30 to 60 minutes respectively by train or a shuttle service. Via [www.skiamade.com/travelling](http://www.skiamade.com/travelling) the transfers can very easily be booked in the run-up to your holiday.

## Ski amadé Packages 2015/2016: Learning to ski in just three days with a guarantee of success and fun: "Learn to ski"

For late-comers to skiing or returnees, Austria's largest ski paradise has developed a special package: "Learn2Ski – in three days". The advantage: the package is inexpensive, safe, simple and fun. Without drills and with a lot of laughs the Ski amadé method guarantees that every participant will master a blue piste after the course. Should this not be the case, not only will the costs of the ski lessons be refunded, but also the money spent on ski hire and the ski pass. A 3-day ski course with success and fun guarantee including four nights, ski pass and ski hire costs in a 3 star bed and breakfast pension from 407 euros and in a 4 star hotel from 579 euros. Ski lessons last four hours every day. The "Learn2Ski in 3 days" package is available at selected periods.

## 4=3 Package

Anyone who would like to experience four days of Austria's largest ski paradise, but only pay for three day, should book the 4=3 package. The package applies in selected establishments in all five Ski amadé regions during the special 4=3 promotion periods in the season.

**Price example:** 4 nights in a 3 star hotel half-board and a 4-day ski pass per person sharing a double room from 289 euros.

## Sixty Plus

For seniors and the young at heart there is a special offer up to 24.12.2015 and from 2.4 – 10.4.2016: It comprises a special 7 day programme at a favourable price, and participating hotels contribute a 6-day ski pass free of charge.

**Price example:** 7 nights in a 3 star hotel half-board with a 6-day ski pass per person sharing a double room from 359 euros.

## Families bonus:

In Ski amadé we are family-friendly: With the Families Bonus the ski pass for the third, fourth, fifth and all subsequent children is free of charge.

## Easter Families promotion

From 12 March 2016 to the end of the season Easter Bunny has prepared a special package for families in Ski amadé. Children up to 15 years old ski for free, if at least one parent buys a 6-day ski pass. In addition in Ski amadé's basket of Easter goodies: many attractive events and offers for families in all the Ski amadé resorts.

**Price example:** 7 nights in a holiday apartment, incl. 6-day ski pass for four persons (2 adults and 2 children) from 916 euros.

## Junior-Weekend-Discount

Children (born 2000-2009) and teens (born 1997-1999) in Ski amadé at the weekends pay up to 35 percent less than the normal tariff for ski passes.

**Price:** The ticket costs 16 euros per day for children and 26 euros for teens.

## B+B&Ski

For especially price-conscious guests Ski amadé has a special package in top quality private accommodation. All five regions have subjected the private accommodation to stringent quality criteria, with certificates issued, the best being selected for the "B&B+Ski" package. The package price naturally also includes a ski pass for the whole winter sports week. This offer is valid in the Pre-Season, Low Season and Late Season at selected periods.

**Price example:** 7 nights with breakfast in private accommodation including 6-day ski pass per person sharing a double room from 346 euros.

---

### Information for Ski amadé guests:

**Ski amadé** | Prehauserplatz 3, 5550 Radstadt, **T.** +43/6452/4033360  
**E.** [urlaub@skiamade.com](mailto:urlaub@skiamade.com), [www.skiamade.com](http://www.skiamade.com)

### Information for media:

#### **Ski amadé**

Dr. Christoph Eisinger  
Prehauserplatz 3, 5550 Radstadt  
**T.** +43/6452/20202-0  
**E.** [presse@skiamade.com](mailto:presse@skiamade.com)  
[www.skiamade.com](http://www.skiamade.com)

#### **Genböck pr + consult**

Nina Genböck  
Ritterstraße 3, 10969 Berlin  
**T.** +49/30/22487701  
**E.** [genboeck@gprconsult.de](mailto:genboeck@gprconsult.de)  
[www.gprconsult.de](http://www.gprconsult.de)