

WINTER 2016/17

Ski amadé



Ski **amadé**

Ski amadé – Austria’s very best skiing

NEW: the comeback of Ladies Week and Mini’s Week for the little ones

NEW: for the first time live navigation through the ski area with smart ski goggles

Five regions, 760 kilometres of slopes, 270 lift facilities and 260 ski huts and mountain restaurants – that is Ski amadé. The Salzburger Sport World, Schladming-Dachstein, Gastein, Hochkönig and Großarl belong to Austria’s very best skiing area. The 2016/2017 winter season brings with it a great comeback: the very popular Ladies Week is back again and includes everyone. Also for the first time this winter is the Mini’s Week, there are also many new features of the Ski amadé Guide App and of the Ski amadé smart ski goggles and even the highest farmer’s market in the Alps has been extended.

NEW: Ladies Week is back – now for everybody

The Ski amadé Ladies Week was banned for two years by the Austrian Equal Opportunities Officers. Now a solution has been found in order to be able to revive this very popular holiday week. Even though it has kept its name, it is on a completely equal footing: “buy one get one free” – that is how the slogan reads of the new Ladies Week. Now all sexes can benefit from this offer. So if you come as a couple/duo during this week when this offer applies, from the 25th of March to the 1st of April, you are given one 6-day lift pass for free from your hosts for the Ladies Week, when you book a weekly package in a double room. Thus everyone can enjoy the benefits and the programme of “Ladies Week”. Besides the free second lift pass, there is a varied programme throughout Ladies Week, just as before, such as parties, concerts, ski racing, ski tests, guided ski tours, mountain hut evenings, torch-lit hikes, special spa offers in the hotels and many other events. At the heart of Ladies Week in the Grossarl valley, incidentally where they still continued Ladies Week, the Gasperlenspiel band, amongst others, will be playing, who are famous for their hit song “Geiles Leben”.

NEW: The Mini's Week is in town – a favourable start to a ski career for children aged up to 6 years of age

For the first time in the winter season of 2016/17, a special children's week offer is available in all five Ski amadé regions. The so-called „Mini's Week“ is meant for families with small children and includes a varied programme from the ski schools and can be booked between the 7th and 21st of January 2017. The offer costs only €100 per child and includes 7 nights in the parent's room, a children's ski course, children's ski rental and a children's lift pass. Depending on region and ski school, the ski courses take place either over five half days or on three whole days. The offer is valid for children up to the age of six. Thanks to the new Mini's Week, small children up to the age of six years of age can now learn how to ski for excellent value for money and grandparents, parents and single parents can take their children on a winter holiday at an acceptable price.

EXPANDED: The highest farmer's market in the Alps is getting even bigger

Last winter, Ski amadé guests could already visit the highest farmer's market in the Alps, however, only on one weekend. After the successful start, the mountain farmer's market will now take place in all five ski amadé regions for a whole week, during the ski and wine gourmet week from the 18th to the 25th of March 2017. The number of ski huts exhibiting market stands will also increase. That is how nearly every break will be turned into a visit to the market in the whole area. At the stalls surrounded by impressive mountain scenery, indeed at up to 2,700 metres above sea level, the wide selection of traditional farmer's self-produced products that are on offer are: various cheeses, country bacon, salami and much more. Where in summer lush mountain pastures bloom and where fields for cows, sheep and goats are, in winter people go skiing. The summer harvests can then be purchased at the highest farmer's market, directly there on the side of the slopes, exactly where the products originated. Furthermore, skiers can sample products at some of the stalls: traditional doughnuts with sauerkraut or real Pinzgauer Kasnocken (macaroni cheese). That is how to sample your way through the regional delicacies – from savoury to sweet, from full to subtle flavours, and whatever tastes the best, can of course be bought. The local producers are on-site at their stands and have pretty jute rucksacks, so that you can transport your shopping practically.

NEW: slope navigation in the smart ski goggles

Whoever would like to look into the future of skiing, should book their next winter holiday in Ski amadé. Only here, since January 2015, can one test "Smart Ski Goggles." All important and current information about the surrounding area comes directly onto the ski goggles, and also since this season, has an exact slope navigation system, nearly like the one in your car. Simply give in your starting point and destination and then you are good to go. The information about ski huts, lifts, current slope or lift statuses and the navigation instructions can be seen by the skier in the bottom right-hand corner of the goggles field of vision. The speed at which you are skiing is also displayed. Besides the slope navigation system, all information for the smart ski goggles will be developed further for the 2016/17 winter. Skiers will be informed about attractions, which they are skiing past and thereby can't miss out on any of the action. 50 metres in front of you is a nice hut? The goggles show this. On the edge of the slope is a particularly good photo point? The goggles point these out and display a photo of the hut there and then a picture from the webcam at the viewing point. Always down on the right-hand side and only big enough to read, so that it does not limit the field of vision. In addition one can input a speed function with one's own threshold.

The smart ski goggles can be hired from all 25 Intersport Rental sites in Ski amadé, with the Model Smith 10 Recon being the one available. The rental costs €19 per day.

Even the "Ski amadé Guide" App has been developed further. It offers numerous benefits, ranging from the integrated Geomaps to the timeline, which chronologically logs your skiing day. The statistics include; skied altitude metres, speed, slope kilometres and even how many calories have been burnt. This is possible due to the

inclusion of factors, such as steepness, skiing style, skiing proficiency and distance covered. So you do not need to have a guilty conscience when take your next break.

Skiing in Ski amadé, whilst keeping your friends up to date

Naturally, there is also the perfect integration of social media features. When you are perfecting the perfect turns, then of course you want to share this with your friends. Even this is taken care of in Ski amadé. Since 2011, there is free WIFI at over 400 access points in the whole ski area, and therefore when you take a break, you can share your skiing fun with everyone via Facebook, Snapchat, Instagram etc. What's more, the best short clips will be awarded a prize: the first prize is a ski weekend for 4 people in Ski amadé, the second prize is a season pass and the third prize is a pair of skis. Of course, Ski amadé is also on social networks and can therefore keep all skiers up-to-date at home. The Ski amadé Blogger and Video blogger offers exciting insights about day-to-day life in the ski resorts via Facebook and Instagram.

Plan your holiday with the 3D-model and mobile ticketing

By the way, in Ski amadé your holiday begins even before you have arrived: this is possible due to an interactive 3-D model on www.skiamade.com. The model offers a photorealistic impression of the ski area and a fascinating insight into the alpine scenery in an exceptional resolution. Thus it is very easy to plan your holiday from home.

Also on the subject of lift passes, Ski amadé is a trendsetter: the ticket can be purchased over a mobile web service, thereby the waiting times at the ski lift ticket office is a thing of the past. This service is also retrievable from the "Ski amadé Guide" App. Whoever owns a key card, can load this, on the go, at anytime, the lift pass is then active within seconds.

SENSational skiing: the 5 senses points are popular places to visit

In the middle of the fascinating mountains, the Ski amadé ski organisation offers its guests some unique attractions. The conscious experience and the sharpening of the senses are the main focus here. There are numerous things on offer: to see, feel, smell, hear and taste, which have been catering for diverse leisure activities in the mountains since 2013. Viewing platforms and set-ups such as frames, swings or thrones which are in a wonderful panoramic setting and at the same time are very special photo points. Likewise, a walk over a lightly swaying suspension bridge, the wonderful aroma of fresh Kaiserschmarrn (chopped pancake), the feeling of being a ski racer on the speedometer run, lively turns to the music of your choice on the slopes of sound or fun runs over the ski bumps for the kids.

Ski amadé for the young: snow parks, fun slopes and opportunities for freeriders

Freestylers are not impressed by slope kilometres, but by pipes, rails, boxes and kickers. The perfect turn counts for nothing, they want to defy gravity or to glide over untouched deep-snow slopes. Therefore, freestylers and freeriders are also right at home in Ski amadé. Whether beginners or advanced skiers: 20 snow and fun parks with giant kickers, gap jumps, airbags, tree lines, S-rails, wall rides, half and quarter pipes and numerous fun slopes offer all kinds of challenges for both grown-ups and kids.

That the snow parks in Ski amadé stand for quality and action is proven by the fact that the "who is who" of the international freestyle scene meet here: in the Dachstein super park, just like in Europe's longest snow park, the Absolut park in Flachauwinkl or in the Kings park situated in front of the unique backdrop of the Hochkönig, in Better park St. Johann/Alpendorf or on the fun slopes in Gastein, Wagrain, Maria Alm, Hochwurzen and Großarl.

Information about the snow parks and fun slopes can be found under: www.skiamade.com/parks

Freeriders are drawn off the slopes into the terrain. They value the harmony of natural experience and sporting challenges. In Ski amadé, you can find, very close to the lifts, numerous possibilities to ski in powder just off the prepared slopes. With some luck, slopes freshly covered with snow, will be waiting for the first freeriders in the morning. Getting up that little bit earlier really pays off. One run in the sunshine through untouched powder in the middle of the fantastic mountains of Ski amadé is certainly an unforgettable experience.

Ski amadé Top Events 2016/2017

Top-class events will be on the slopes in Ski amadé in January:

- On the 10.01.2017 the **Ladies Audi FIS Ski World Cup night slalom** takes place in Flachau.
- On the 14.01.2017 and 15.01.2017 in Altenmarkt/Zauchensee is the **Audi FIS Ski World Cup run and the Ladies Alpine combination**.
- On the 24.1.2017 is the **Men's FIS World Cup in Schladming**, who are the guest hosts for this spectacular night slalom.

Five regions, 760 slope kilometres, one lift pass

Whoever buys a six day lift pass for €249,50 in Ski amadé, can ski in all five regions and on numerous slopes within the ski organisation on only one lift pass. All Ski amadé offers are available to its guests at no extra charge with this excellent value for money lift pass. In the 2016/2017 winter season, the lift pass costs €187 for teenagers and €124,50 for kids.

Innovations and investments in Ski amadé 2016/17

In Ski amadé there are perfectly prepared slopes for all different ability levels – for those that ski for fun, the carver, for young and old skiers, for professionals and beginners: 275 kilometres of blue runs, 390 kilometres of red runs and 95 kilometres of black runs. 90 chair lifts, 47 cable cars, 81 drag lifts and 52 practice lifts can take 365,000 people per hour up to a height of 2,700 metres above sea level. 1,900 employees of the cable railway companies and over 4,500 snowmaking devices ensure that the slopes are always perfectly prepared and the lifts function without a hitch. Over 90% of all Ski amadé slopes are equipped with snow machines, about 684 kilometres. Regular investments are made into service quality and snow certainty in the whole of Ski amadé. All of this allows for a ski season time frame from the end of November until after Easter.

This year, Ski amadé is investing about 58 million Euros in artificial snowmaking, the infrastructure and slope expansions. In comparison to the previous year, there has been a higher level of investment for the 2016/2017 season.

In only one hour you are in Austria's very best skiing area

It is quick and easy to get to Ski amadé by car, by train or by plane. You can fly from Great Britain to Salzburg in only two hours nonstop. The 25 ski areas of the five regions can all be reached from Salzburg airport, in each case, in only 30 to 60 minutes. This can be done easily by train or with a shuttle service. Simply book your transfer prior to your holiday on www.skiamade.com/travelling.

Ski amadé packages 2016/2017

4=3 package

whoever wants to spend four days in Austria's best skiing area, but only wants to pay for three, should book the 4=3 package. The package is valid in the selected establishments in all five of the ski amadé regions throughout the special 4=3 promotional periods of the season.

Price example: 4 nights in a 3 star hotel with half board and a 4 day lift pass, from €299 per person in December.

Sixty Plus

for senior citizens and those young at heart, there is a special offer in Ski amadé up until the 24.12.2016 and from the 01.04 – 08.04.2017: it consists of a special 7 day programme at a reasonable price and the participating hotels then give you a 6 day lift pass.

Price example: 7 nights in a 3 star hotel with half board and a 6 day lift pass, from €389 per person in a double room.

Ladies Week

from the 25.03 to the 01.04 2017 everyone gets a second lift pass for free when buying one lift pass – regardless whether you are a man or a woman. Furthermore, throughout these special offer weeks, there are ski tests, guided ski tours, numerous events, concerts and parties.

Price example – for 2 people: 7 nights in a 4 star hotel with half board, including a 6 day lift pass and 1 free lift pass per person in a double room, from €1319 per person.

Learn2Ski in 3 days

for late starters or for people taking up skiing again, there is the Learn2Ski offer. Without drill exercises, but with much humour, each participant learns to ski and after only three days will guaranteed be skiing down blue runs – with a money back guarantee. A three day ski course including 4 nights in a 3 star bed and breakfast, lift pass and ski rental costs from €411 and in a 4 star hotel from €579. The ski course lasts for 4 hours a day. The “Learn2Ski in 3 days“ package can be booked in the selected time frame.

Easter family special offer

from the 18th of March 2017 to the end of the season, ski amadé has put together a very special package for families. Children up to the age of 15 ski for free, when at least one parent buys a 6 day lift pass. In addition, in the Ski amadé Easter nest are: many appealing events and offers for families at all of the Ski amadé venues.

Price example: 7 nights in a holiday apartment, including a 6 day lift pass for four people (2 adults and 2 children) from €936.

Family bonus

In Ski amadé we take family friendliness into consideration: with the family bonus, the third, fourth, fifth and all further children are free of charge.

Mini's Week

This is the new offer for families with small children. From the 7th to the 21st of January 2017, for €100 per child, children up to the age of 6 can stay 7 nights in their parent's room, can attend a ski course (either 5 half days or 3 whole days), get ski rental and a lift pass.

Junior-Weekend-Discount

children (born between 2001-2010) and teenagers (born between 1998-2000) in Ski amadé pay up to 35% less of the original lift pass price on this weekend.

Price: the ticket costs €16 per day for children and €26 per day for teenagers.

B&B+Ski

for our very price-conscious guests, Ski amadé has a very special offer: private accommodation of the highest quality. All private accommodation in all five regions has all met the strictest quality criteria and has been certified. The best have been chosen for our "B&B+Ski" offer. The package price naturally includes a lift pass for the whole winter sport's week. This offer is valid pre-season, mid-season and off-season in the selected periods.

Price example: 7 nights with breakfast in private accommodation including a lift pass from €429 per person in a double room.

Information for Ski amadé guests:

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