

WINTER 2017/18

Ski amadé



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Ski amadé – Austria’s greatest ski paradise – “made my day”

Bookable unique experience days, fun in the snow park, smart ski goggles, Ladies Week and Mini’s Week and the highest farmers’ market in the Alps. Ski amadé makes all this possible in the 2017/18 winter season.

Five regions, 760 kilometres of slopes, 270 lifts and 260 ski huts and mountain restaurants – that is Ski amadé. The Salzburger Sportwelt, Schladming-Dachstein, Gastein, Hochkönig and Grossarlal all belong to Austria’s greatest ski paradise. Winter season 2017/2018 is launching this year with the new “Ski amadé – made my day” slogan. Within this offer are individually bookable, action-packed and awesome guided days of skiing, all with added wow moments.

New: “Ski amadé – made my day” – unique days of skiing with wow moments

An entire day of skiing where you don’t have to worry about a thing at all and nevertheless have completely unique and unforgettable experiences that will stay with you for a long time. There is such a thing as this now in Ski amadé. As of the 2017/18 winter season, all five regions in the Ski amadé network will, with the “Ski amadé – made my day” campaign, be offering different action-packed days with the special wow moments. There are ways that you can even make a sunny, beautiful day of skiing better. In the Ski amadé region of the Salzburger Sportwelt, guests will, for example, go freeriding in the area of Zauchensee with a guide and hire equipment, visit a snow park, or have breakfast above the roofs of Wagrain in the G-Link cable car. In Schladming-Dachstein you’ll catch the first cable car of the day up to the Dachstein and have breakfast before being captured on film from above as you go freeriding with a guide. Or, you’ll feast your way around the 4-Berg-Skischaukel – breakfast, evenings, lunch, après ski – the delicacies are ready and waiting for you as soon as you get there. In Gastein there are, depending on which offer you go for, idyllic descents, a summit breakfast at 2,700m above sea level, a flight over Bad Gastein’s famous waterfall with the Flying Fox, yoga sessions beside the slopes and guided freeride tours. Hochkönig promises unforgettable moments like a culinary gourmet tour on the Königstour, a guided ski tour or a freeride tour that finishes off with an evening meal. Take an experience day in the Ski amadé region of Grossarl for the popular “Skikeriki” (be the first on the slope), ice climbing, snowshoe hiking and sledge rides.

The idea behind the new offer is that every Ski amadé guest should just put themselves into somebody else's hands for one day during their holiday. By not needing to worry about anything at all during this experience-filled day you can then not only get to know the highlights and hidden gems of the ski area but also experience genuine wow moments. Each region is offering different types of day per week over the course of the ski season. The number of participants is limited – there should be a minimum of four, but not more than twelve.

Exciting and affordable skiing and snowboarding days for children and teenagers

Ski amadé is a ski network for the entire family and helps kids start skiing for the price of only €100. Included in this price, ski-minis up to the age of 6 years (born in 2012 or later), get to participate in a children's ski course (5 half-days or 3 entire days) and receive children's ski rental equipment and a kid's lift pass during the course of the Mini's Week from 13th – 27th January. There are also some very cool offers for all teenagers and young-at-heart who like to strut their stuff in a snow park. "The Ski amadé Cash for Trick Tour" is brand new and takes place twice a month in selected snow parks between January and March. Two judges rate and reward the best and coolest tricks.

In addition, those who would like to be crowned "Ski amadé Rookie of the year" must send in their coolest snow-park video to be in with the chance of winning an exclusive "Rookie of the year sponsored by Ski amadé" contract. In Ski amadé there are a total of nine snow parks. The Funslopes are ideally suited to those who don't quite feel confident enough straight away to brave the different obstacles of a snow park. With their steep curves, tunnels, small jumps, "snails" and waves, they also made for great fun.

Ski amadé guests have many different opportunities to interact with other members of the community. For example, people are always called upon to post cool videos and funny photos on the Ski amadé Facebook page. There's always a lot going on across other social networks, too. There are also more traditional social interactions in the snow park, with people watching each other, participating in peer review and discussing the jumps, in the lifts or in one of the numerous cosy mountain huts within the ski areas.

The highest farmers' market in the Alps is in Ski amadé.

For two years Ski amadé guests have been able to visit the highest farmers' market in the Alps during the Ski and Wine Gourmet Week (this year taking place between 10th until 17th March 2018) in all five Ski amadé regions. So each skiing break you take in the area practically becomes a market visit. At more than 30 stalls, against an impressive mountainous backdrop you'll find a wide range of traditional home-made farmers' products offered for sale: different types of cheese, country bacon, wild salami and much more. Furthermore, at some stands skiers get the opportunity to sample food, from Plattkräpfen (savoury doughnuts) served up with Sauerkraut, to genuine Pinzgauer Kasnocken (macaroni cheese). The local producers are on-site behind their market stalls and provide shoppers with pretty fabric rucksacks, so that you can transport your shopping back down to the valley.

The Ski amadé guide app and smart ski goggles

Since 2015 skiers in Ski amadé have been able to test out "smart ski goggles" – digital ski goggles with a live navigation system. All the most important and up-to-date information about the surrounding area, along with a live slope navigation system, is displayed directly on the little screen in the ski goggles. Simply programme in the start and end destination and you'll get all the information about ski huts, lifts, the current slope or lift status and, of course, navigation instructions. Everything can be seen in the bottom right-hand field, and it's just big enough so that you can read it without it restricting the field of vision. The smart ski goggles are available in all 25

Intersport rental locations in Ski amadé. Rental price is €19 per day.

The practical “Ski amadé Guide” app offers numerous benefits, from the integrated geomaps to the timeline, which chronologically logs your day on the slopes. The statistics include skied altitude metres, speed, slope kilometres as well as a calculation of calories burned. This is made possible by integrating factors such as steepness of the pistes, skiing style, skiing proficiency and distance covered. So, you don't need to feel guilty when you next stop off at the nearest mountain hut.

From the Ski World cup to wine gourmet weeks – Ski amadé top events

In Ski amadé there's always something on offer, from official ski races to cool concerts and culinary events. Numerous events are listed on the Ski amadé website, but the highlights include:

- 9th January 2018, **Audi FIS Ski World Cup Ladies' Night Slalom** in Flachau
- 12th and 13th January 2018, **FIS Snowboard World Cup Parallel Slalom** in Gastein
- 23rd January 2018, **Audi FIS Ski World Cup Men's Night Slalom** in Schladming
- 10th – 17th March 2018, **Ski and Wine Gourmet Week, including the highest farmers' market in the Alps**, numerous wine tasting events, the cable car dinner and the gold-rush atmosphere at the “Big Bottle Buddeln”, the big treasure hunt in the snow, in Grossarl
- 17th – 24th March 2018, **Ski amadé Ladies Week** with concerts, parties, ski guiding, ski tests and much more in all five regions

Development and improvements – investment in Ski amadé

The Ski amadé ski network has a total of 760 kilometres of slopes, of which 275 kilometres are blue, classified as easy, 390 kilometres are red (medium) and 95 kilometres black (advanced). Over 90% of these slope surfaces are equipped with snow machines. Ski amadé has, over the past five winter seasons, spent over €129 million Euros just on the developing its technical snowmaking capacity, an investment that is well worth it, in spite of the cost. 90 chair lifts, 47 cable cars, 81 drag lifts and 52 practice lifts can transport a maximum of 365,000 people per hour. These technical structures have to be maintained, developed and enhanced. A total of €68 million has been invested in the new winter season. Of that, €29 million went into upgrading the snow-making facilities. The rest has been split between new lifts and cable cars such as, for example, the new 6-seater Lumberjack Shuttle chair lift in Flachauwinkl-Kleinarl, which replaces the Fürstwand and Schüttalm tow lift. Money has also been invested in the first phase of the project for the new Schlosalbahn in Gastein.

Five regions, 760 km of slopes, one lift pass

Anyone who buys a six-day Ski amadé lift pass for €257 can ski in all five regions and on numerous slopes within the ski network on one pass. The pass opens the door to all Ski amadé offers which are available to its guests at no extra charge. During the peak winter 2017/18 season, the 6-day-lift pass costs €192.50 for teenagers and €128.50 for kids.

2017/18 Ski-amadé packages

4=3 package

Those who want to spend four days in Austria's greatest ski paradise but only want to pay for three should book the 4=3 package. The package is valid in selected establishments in all five Ski-amadé regions during the season's special 4=3 promotional periods.

Price example: 4 nights in a 3-star hotel with half board and a 4-day lift pass from €299 per person sharing a double room.

Sixty Plus

There's a very special offer from the beginning of the season until 24th December 2017 and from 31st March until 8th April 2018 for senior citizens and the young at heart. It consists of a special 7-day reasonably priced programme and the participating hotels also throw in a lift pass.

Price example: 7 nights in a 3-star hotel with half board and a 6-day lift pass starts at €399 per person in a double room.

Ladies Week

Ladies Week, which started up again last season, is now available for all regardless of gender. From 17th- 24th March 2018 everyone who buys one lift pass will get another free. Furthermore, during this promotional week there'll be ski tests, guided ski tours, numerous events, concerts and parties.

Price example – for 2 people: 7 nights in a double room in a 4-star hotel, including a 6-day lift pass + 1 free ski pass from €1,319.

Learn2Ski in 3 days

For late starters or those returning to the slopes there's the Learn2Ski offer. The course avoids repetition and you learn in a fun setting. You're guaranteed to be skiing down the blue slopes within three days, with a money-back guarantee. A three-day ski course, which includes four nights in a 3-star bed and breakfast, a lift pass and ski hire, starts from €419 or from €651 in a 4-star hotel with hire purchase. The ski course lasts for 4 hours a day. The "Learn2Ski in 3 days" package can only be booked in selected periods.

Easter family special offer

From 17th March 2018 until the end of the season, the Easter Bunny has got a special offer 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, the Ski amadé Easter basket contains many appealing events and offers for the entire family throughout all the Ski amadé resorts.

Price example: 7 nights in a holiday apartment, including a 6-day lift pass for four people (2 adults and 2 children) from €949.

Family bonus

In the Ski amadé all families are welcome. The family bonus means that the lift pass for all additional children after the first two is free of charge.

Mini's Week

From 13th – 27th January 2018 children up to the age of six years old (born in 2012 or later) take a ski course for €100 per child (either 5 half days or 3 whole days) and get ski rental and a lift pass. In most of Ski amadé's accommodation children can also stay free in their parents' room.

Junior-Weekend-Discount

Children (born between 2002 and 2011) and teenagers (born between 1999 and 2001) pay up to 35% less than the original lift pass during this weekend.

Price: The ticket costs €17 per day for children and €27 for teenagers.

B&B+Ski

Ski amadé has private accommodation of the very highest standard readily available for price-conscious guests. All private accommodation has been certified and meets the strictest quality criteria. The best have been chosen for our "B&B+Ski" offer. The package price naturally includes a lift pass for the entire winter sports week. The offer is valid in low 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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