

# WINTER 2018/19

## Ski amadé News



Ski amadé

## Experience the unique variety in Ski amadé, Austria's largest ski paradise.

New runs, new offers – the 2018/19 ski season is bringing spectacular innovations

Five regions, 760 kilometres of pistes, 270 lifts and 260 ski huts and mountain restaurants – this is Ski amadé. The Salzburger Sportwelt, Schladming-Dachstein, Gastein, Hochkönig and the Großarlal are all part of Austria's largest ski paradise. After a record winter there has been record investment of over 108 million euros: three new lift projects, a new mobile App, new "Ski amadé – made my day" packages, culinary ski- themed routes and many event highlights.

### **Record investment:** new lifts in Gastein, Maria Alm and Snow Space Salzburg

"As the largest ski association in Austria, we have profited above all in the past from enormous investment in guaranteed snow and innovations in the experience and technology sector. We have been one of the most modern ski destinations for a long time, and we are building further on this lead," says Christoph Eisinger, the managing director of Ski amadé. In order to be true to this, there has been further investment for the 2018/19 season. In total the Ski amadé ski areas have planned investment of about 108 million euros. These include on the one hand lift projects like for example in Gastein: The "Generationenprojekt Schlossalm NEU" envisages the construction of a monocable gondola lift (with cabins for ten persons) in two stages up to the Schlossalm. In the Natrun-Aberg Project in the Hochkönig Region there are the two new continuously circulating aerial tramways, Natrun- and Sonnbergbahn, providing a direct connection from Maria Alm. In Snow Space Salzburg the Sonntagkogel Sesselbahn 2 high-speed chair lift is being rebuilt. In addition there has been investment in the purchase of snowcats, the development of guaranteed snow, and in service and quality improvements.

### **Over 90 per cent of Pistes artificially snowed, guaranteeing consistent skiing pleasure**

The Ski amadé Ski Association has a total of 760 kilometres of pistes, of which over 90 per cent are now equipped with snow machines. Ski amadé has put over 129 million euros in the past five winter seasons alone into the expansion of artificial snow cover. An investment which, in spite of its size, is turning out to be profitable. For 2018/19 over 21 million will again be invested in artificial snow cover.

## Everything new at the Mobile App: Ski amadé Guide

A further improvement in the service quality is offered in the 2018/19 season by the new “Ski amadé Guide“App. The new App was developed by the 3D Reality Maps Company and, besides much region-specific information, has a high-precision tracking tool, a routing function and above all: photo-realistic map material. So one experiences Ski amadé digitally almost as if in reality.

## RIDE Ski amadé: Snow park, fun slope & fun cross routes – Fun for kids & teens away from the pistes

Powders, jumps, kickers – from now on “RIDE Ski amadé” stands for everything that provides fun for boarders and freestylers in the snow. These of course include all Ski amadé’s winter play areas like the nine snow parks, 14 fun slopes and fun cross routes, but also the numerous renowned freeride routes. And because, naturally, “RIDE Ski amadé” would only be half as good without cool events and parties, all the events round snow parks and freeski areas are also included. Especially popular: the Cash4Tricks Tour, a Pop-Up Event, which is now being extended after its successful premier and at which one really can earn cash at the numerous Tour stops with cool jumps and rides. Who knows, for many a young boarder this might even be the decisive career springboard.

## New “Ski amadé – made my day“ Packages, culinary themed skiing routes and brilliant events

The experience-rich “Ski amadé – made my day“ packages which were put together for the first time last year are offering pre-bookable days full of “Wow moments” again this season. Newly added are an extra five highlight experience days for the Ladies Week.

New highlights for all fans of fine cuisine in Ski amadé are the new skiing pleasure routes in the mountains and valleys. They take skiers to the best culinary offers on the pistes and in the regions, cool tips based on local knowledge from real insiders. The routes are described and found in the Ski amadé App, and can be skied quite easily and individually. Of course in 2018/19 there are many events taking place again in Ski amadé: from Opening Concerts and Parties via FIS Ski Races to the Skiing and Wine Pleasure Week and the Highest Farmers’ Market in the Alps.

By the way: The Ski amadé Ski Pass is valid in all five regions on all the pistes of the Ski Association. A 6-day pass costs 266 euros (Teens 199.50 euros, Children 133 euros) in the high season.

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### Information for Ski amadé guests:

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