

WINTER 2018/19

RIDE Ski amadé



Ski amadé

Ski amadé focusses on Children and Teens. From “Mini’s Week“ to “RIDE Ski amadé“ – Skiing fun for the next generation



A skiing holiday with children, never mind how old they are, is fun, but does also hide some challenges. For the smallest a good ski school must be found, and the bigger ones also need their free space and a couple of particularly cool attractions away from the usual pistes. Ski amadé has the right options for both age groups – the “Mini’s Week” for *Skizwerge* under six years old and “RIDE Ski amadé“ for all boarders, freeskiers and experience-hungry ski fans. Brilliant skiing and snowboarding days are guaranteed - for kids, for teens and even for their parents.

The Mini’s Week – a small price for small skiing novices

Ski amadé considers itself a ski association for the whole family, and is therefore putting together attractive offers for its youngest guests: Even the smallest (up to six years old, born 2013 and later) can start their skiing career at a really favourable price, namely 100 euros. “During the Mini’s Week, from 12 to 26 January 2019, there is an extensive programme in the ski schools specially for small children. Depending on region and ski school, there is a ski course either on five half-days or three full days”, explains Christoph Eisinger, Managing Director of Ski amadé. In Gastein for example, there is a big children’s entertainment programme in all the ski resorts after the ski courses. In addition childminding is offered once a week in the Alpentherme Bad Hofgastein and in the Felsentherme in Bad Gastein. The “Mini’s Week“ package also offers ski hire for the kids and the ski pass in addition to the ski course. In many accommodation establishments in Ski amadé children can also sleep free in their parents’ room. Thanks to the “Mini’s Week“, pre-school children can learn to ski extremely cheaply, and grandparents, parents and single parents can have a winter holiday with children to a favourable price.

The Junior Weekend Discount is recommended for all young skiers. “With us, Children and Teens receive discounts of up to 35 per cent every weekend, which means on all Saturdays and Sundays in the coming winter season”, says Christoph Eisinger. And the right fun factor is provided by a total of 14 fun slopes and fun cross routes, during which one skis over small jumps, through terrific banked turns and fast helter-skelters, through low tunnels or over fun wave slopes.

„RIDE Ski amadé“ – Lift-off easily achieved in 9 snow parks, 14 fun slopes and fun cross routes

Powders, jumps, kickers – “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 naturally all the events around snow parks and freeskiing.

There has been serious investment for "RIDE Ski amadé": "Since 2014/15, which means in the last five winter seasons, we have put about 17.5 million euros alone into attraction and adventure areas for children and teens", says Christoph Eisinger. These include the snow parks, fun slopes and fun cross routes, a children's adventure ski area, nursery slope lifts and many other entertainment facilities on the piste as well as investment in safety. "In addition there are also the annual maintenance costs as well as the operating and upkeep costs of the nine snow parks and 14 fun slopes of about four million euros." Investment which pays dividends. "At the end of the day, the combination of family-friendly tariffs on the one hand and the many attractions and experience options specially for children and teens on the other hand is the success story in our Ski amadé ski areas." Besides the snow parks, fun slopes and fun cross routes, the timed sections and freeride routes, there are also promotions and events like, for instance, the Cash4Tricks Tour at "RIDE Ski amadé", which have of course become extremely popular hashtags: #rideskiamade and #cash4tricks.

Cash4Tricks – every jump counts

Here, the name is the game: Anyone with a cool trick can earn cash. Last winter the Cash4Tricks Tour toured the snow parks in Ski amadé. With enormous success. The idea behind it: Never mind how good one is in the snow park, what counts are the will and the fun in doing it. And literally anyone can go on the tour dates to the snow park and shred and jump over the kickers, rails and boxes. Two professional judges adjudicate the jumps and tricks. There is of course a moderator, who comments live via loudspeaker from the course. The key feature: Anyone who has a go and safely completes a trick really can cream off "cash". There are five euros per jump or trick to which the judges give the "thumbs up". "The kids and us judges had really crazy fun throughout the winter. A couple of kids even came to every event and improved each time. Impressive! For many it really was worth it: I know of kids who have put the money they won into new ski equipment." "That really is super", says Josh Absenger, one of the judges. "We have seen some very stylish tricks and really very promising talents. But of course not just the brilliant riders have got their cash. We have always judged on the basis of an individual's basic skills." So the judges are now looking forward to the new season and the new Cash4Tricks Tour, as are the young boarders and freeskiers.

SAVE THE DATE: The Ski amadé Cash4Tricks Tour 2019 will take place twice a month between January and March in one of the snow parks in Ski amadé: Absolut Park in Flachauwinkl, Superpark Planai in Schladming, Snowpark Gastein, Snowpark Alpendorf, Snowpark Großarl and Blue Tomatoe Kings Park in Mühlbach am Hochkönig. All information and precise tour dates at www.skiamade.com/ride.

Meeting the Community – on the net and in the park

The opportunity to exchange information with the community is available to guests in Ski amadé in all sorts of ways. For example, on Ski amadé's Facebook page there are constant appeals to post cool videos and fun photos. But there is a lot happening on the other social media channels, and with the right hashtags like #skiamade, #rideskiamade, #cash4tricks, #skiamademoments or #mademyday one is almost always #livedabei. The exchange in the snow park still functions quite traditionally, with mutual watching, analysing and discussing of jumps, in the lift or at one of the numerous friendly huts in the ski areas.

Information for Ski amadé guests:

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