

WINTER 2020/21

# Ski amadé Innovations

Ski amadé



## Innovations for Winter 2020/2021

### Club for friends of Ski amadé to mark 20th anniversary

Ski amadé has stood for innovation within winter sports since its beginnings. Austria's greatest ski paradise celebrates its 20th anniversary this coming winter season and will continue to prove its innovative strength even in this special year. In addition to improved mobile ticketing and app services, there's the new my Ski amadé Friends Club, designed to reward those with a strong connection to Ski amadé. With plenty of freeride fun, Ski amadé guarantees unforgettable moments in the snow.

### Investments: Three new lifts with plenty of advantages for guests

A total of three new lifts await guests in Ski amadé this winter. The largest investment is the connection between Snow Space Salzburg and Flachauwinkl/Kleinarl. The new Panorama Link will mean guests won't have to travel by ski bus in future. No matter whether you begin your day skiing in Zauchensee, Flachauwinkl, Flachau, Wagrain, Kleinarl or St. Johann – the new connection will take you to most of the Salzburger Sportwelt.

### my Ski amadé Friends Club: New offer for Ski amadé fans

The my Ski amadé Friends Club has launched just in time to celebrate Ski amadé's 20th anniversary. It is designed for skiers who have visited Austria's greatest ski paradise time and again over the past years and for those just beginning to discover all that is on offer. This is Ski amadé's way of saying thank you. Alongside special offers and discounts, club members can make use of exclusive holiday offers and partner promotions. The Friends Card also acts as a ski pass keycard, which can be topped up whenever needed as it is linked to your personal online ticket shop account. And there are further perks for Ski amadé Friends to enjoy throughout their stay. [www.skiamade.com/my](http://www.skiamade.com/my)

### Contact-free online ski pass purchase – even more service

We believe we have already had a good ticket system in place over recent years, but - in times when contactless options are becoming ever more important - Ski amadé has further upped its service. You can buy your ski pass from the comfort of your mobile or the online shop. Keycards, which you may already have from previous years, can repeatedly be topped up in the online shop. And should you not yet have one, you can buy your ticket online and collect it from the pick-up machine in Ski amadé – completely contact-free. Members of the new my Ski amadé Friends Club have one further advantage: their Friends Card can also be used as a ski pass. This makes purchasing a ticket contactless and even easier, meaning that queueing at the ticket desk is a thing of the past. [www.skiamade.com/ticket](http://www.skiamade.com/ticket)

## “Ski amadé Guide” app – with real-time routing, virtual map and everything you need to plan your ski day

With excellent reviews and more than 450,000 downloads, the free Ski amadé app has proven to be the ideal companion for your ski holiday. The virtual map enables you to look at the ski resort as though through virtual reality glasses – your mobile replaces the glasses. This will help you find your way around the ski area in all weather conditions. And the 3D maps show the exact locations of lifts, huts and slopes. There is also a real-time routing function, which you can use to lead you through the resort in line with your ability level and interests. Come evening, the app has all the information to look back on your day. In your personal diary you will find skiing duration, altitude, top and average speeds and the route that you skied.

## Friend-Tracker: Stay connected with family and friends on the slopes

The Friend-Tracker is ideal for those skiing with family and friends. Throughout the day, group members may want to explore some of the many options on and around the slopes. No problem: the Friend-Tracker in the free “Ski amadé Guide” app will help you find each other again. Since it was introduced last season, the Friend-Tracker has already been used 17,000 times with good reviews. In addition to its live navigation, 3D maps and panoramic maps, the Friend-Tracker allows you to connect with the other skiers in your group, so that you can always track where they are in the resort. The hassle-free way of meeting for a drink or bite to eat at the end of the day.

## Freestyle, snowboarding, freeriding and plenty of cool events

RIDE Ski amadé: the coolest way to experience the slopes. It's a lifestyle, and Ski amadé has the hotspots to meet the like-minded community, in person and online. RIDE Ski amadé means countless snow parks, fun slopes and freestyle events across the five regions. For the 2020/2021 season, Ski amadé has created an overview on the website of all that it has to offer freeride fans. In addition to numerous outstanding routes, there are more than 15 professional freeride, freeski and snowboard schools and guides ready to assist. [www.skiamade.com/ride](http://www.skiamade.com/ride)

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