

# WINTER 2020/21 Ski amadé News

Ski amadé

## 20 years of Ski amadé – Austria's greatest ski paradise

Winter 2020/21 with my Ski amadé Friends Club, family packages, freestyle offers and enjoyment in abundance

Ski amadé believes in skiing and is launching the first post-lockdown winter season with plenty of news and offers. It comprises the Salzburger Sportwelt, Schladming-Dachstein, Gastein, Hochkönig and the Großarlal. Your ski pass means fun across 760 kilometres of slopes in Austria's greatest ski paradise. 270 modern lifts and 356 perfectly groomed runs await skiers and snowboarders against a breathtaking mountain backdrop.

## Ski amadé: Winter tourism thrives – even more so in its first post-lockdown season

Skiing is a form of outdoor exercise and proven to be beneficial, topping up your vitamin D levels whilst in constant movement in the fresh mountain air. And the benefits are not just physical. A holiday in the mountains works wonders on mental health, even more so following the restrictions of the past months. This is why Ski amadé believes winter tourism has not lost its appeal for the first season after the coronavirus lockdown. It goes without saying that all recommended hygiene and safety measures will be implemented across the regions, but skiing can largely take place without restrictions.

## Investments continue – three new lifts extend choice and create jobs

Extensive investments await guests in Winter 2020/2021, as three new lifts are being built in Snow Space Salzburg, on the Reiteralm and Planai. So even this year, a figure of 73 million euros will follow on from last year's investment of 70 million. One particularly important investment is the new connection between Snow Space Salzburg and Flachauwinkl/Kleinarl. Comfort will be improved significantly with the so-called Panorama Link, as guests will be able to explore the majority of the Salzburger Sportwelt without having to use the ski bus, no matter whether they are staying in Zauchensee, Flachauwinkl, Flachau, Wagrain, Kleinarl or St. Johann. And it's not just the choice of slopes that will be extended, but also the activity options that round off the day. This brings advantages in terms of sustainability as well. The ski bus and its emissions are reduced on the one hand, with the lifts running on electricity from up to 100 percent renewable energy sources. And the economy is strengthened on the other, as the region profits from the investments and continues to save and create workplaces.

## NEW: my Ski amadé Friends Club to mark 20th anniversary

20 years ago, five of Salzburger Land and Styria's top ski regions joined forces to create Ski amadé. The focus was on providing advantages for guests: unbounded skiing and 760 kilometres of slopes with just one ski pass – at no extra cost. Once again the focus is on the customer and it's time to thank friends of Ski amadé with a club dedicated to them. Introducing the my Ski amadé Friends Club for Winter 2020/2021, with plenty of perks for members. There are exclusive discounts and offers across Ski amadé on holiday packages, partner promotions and ski passes. The cost of a mountain rescue is covered should it be required (exception: helicopter rescue). Further advantages include personalised access to the Ski amadé ticket shop and a Friends Card, which also serves as a ski pass and can be topped up time and again.

[www.skiamade.com/my](http://www.skiamade.com/my)

## **FAMILY Ski amadé:** Attractive offers promise family ski holidays for all budgets

Ski amadé is Austria's greatest ski paradise, especially when it comes to families. In addition to attractive packages such as Mini's Week, the Junior Weekend Discount and Easter Family Special, the Family Bonus and Young Family ticket make skiing affordable. And there are plenty of experiences to be enjoyed as part of your stay, from themed and timed runs to 10 snow parks, 13 fun cross and fun slope offers and plenty of family-friendly blue slopes, of course. Ski schools cater for little ski bunnies with special programmes and outstanding childcare, and certified family accommodations complete your break. A new feature this year is the option of reserving your ski equipment and clothing in advance. This is a particularly important offer for parents who can't keep up with the kids' growth spurts from year to year and prefer to hire ski suits, or if there simply isn't enough space in the suitcase for ski boots and jacket. Simply find the right Ski amadé Intersport Rent Shop online, reserve the items and collect them upon arrival. Further information: [www.skiamade.com/family](http://www.skiamade.com/family)

## **TASTE Ski amadé:** New Regional Enjoyment Ski Routes

Regional, sustainable and refined: that summarises Ski amadé cuisine. The central idea behind the Ski & Wine Enjoyment initiative is to consciously promote Ski amadé's regional establishments. A glass of Austrian wine wonderfully complements the freshly prepared dishes made with local ingredients. And the traditional table service has an added advantage in this first ski season with new safety measures: it reduces contact with other guests. The Regional Enjoyment Ski Routes are a new addition for Winter 2020/2021, leading guests to huts that serve local dishes with ingredients sourced from regional producers or even their own produce. Events such as the Ski & Wine Enjoyment Week and the Highest Farmers' Market in the Alps or the MADE MY DAY packages - which include a breakfast on the mountain, for example - round off the TASTE Ski amadé experiences, guaranteeing unforgettable moments of delight.

## **Ski amadé MADE MY DAY – with individual WOW-Experiences or a perfectly planned ski day**

Ski amadé will be continuing to provide plenty of WOW moments throughout Winter 2020/2021, from Early Bird Skiing to breakfast on top of the Panoramakugel, a yoga lesson or tandem flight in the ski area. The offers, which turn your day into a real holiday highlight, can be booked individually along with your ski pass from this season. Expert guidance is always included and there are also day packages with multiple experiences and a professional ski guide throughout.

## **NEW: FreeRIDE Ski amadé**

Freeride fans will find everything they need in the RIDE Ski amadé section of our website from Winter 2020/2021, including extensive information on freeride routes, more than 15 freeride schools and guides, Safety First guidelines, freeride equipment hire, workshops, camps and events. Find all information here: [www.skiamade.com/freeride](http://www.skiamade.com/freeride)

Your ticket to 760 kilometres of fun on the slopes: the Ski amadé ski pass is valid on all of the ski alliance's slopes across the five regions. A 6-day pass costs €286 in peak season (teens € 214.50, children € 143).

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### **Information for Ski amadé guests:**

#### **Ski amadé customer service line:**

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