

WINTER 2021/22

Experience Ski amadé

Ski amadé

FAMILY, RIDE Ski amadé and Ski amadé MADE MY DAY Offers – first class service with many savings

After the limited sports opportunities of last winter, the hunger for outdoor sports in the snow and mountains is particularly great. High up with plenty of space, wide slopes and lots of skiing experiences are the five regions of Ski amadé; Salzburg Sport World, Schladming-Dachstein, Gastein, Hochkönig and Großarl. Here skiers and snowboarders can let off steam, meet like-minded people and have fun on a total of 760 kilometres of slopes, 270 modern lifts and 356 perfectly groomed slopes. The ski area is an ideal playground for families.

FAMILY Ski amadé: Attractive offers for every family budget

Spending time together as a family is precious and this valuable time can also be spent at a wonderful destination on the first ski holiday in a year. With numerous initiatives, all five regions in Austria's greatest skiing destination ensure that families' holiday budgets are not stretched.

During the Mini's Week the little ones benefit big time; children up to the age of six receive a children's ski course, children's ski rental and a children's ski pass for €130. In addition, children stay free in their parents' room almost everywhere. At the weekend, on Saturdays and Sundays, children and young people receive a 35% discount on half-day and day ski passes with the "Junior Weekend Discount".

The Easter family promotion with free ski pass for children, the family bonus with free ski pass from the third child on and the young family pass for all parents with non-skiing small children make it easier to organise the ski holiday and save money at the same time. For all those who want to buy the winter season pass early, there is a mega discount, which pays off especially for children and young people. This is valid until the 6th of December.

The certified family accommodations ensure that guests both young and old feel more than welcome and well looked after in the mountains. There is more variety away from the carving turns with the many themed and timed trails that are suitable for the whole family. For a bit more of an adrenaline kick, there are 13 funslopes and funcross trails and if you really want to know what it's all about, take a detour to one of the ten snowparks in Ski amadé.

All family offers for the perfect skiing holiday in Ski amadé can be found with one click under: www.skiamade.com/family

The best ski service for adults and children

A special feature of this year's winter season is the online ski and ski clothing rental service from the INTERSPORT Rent shops in Ski amadé. Even before the skiing holiday, families can reserve all their skiing equipment online, including skis, boots and ski clothing.

If, for example, the ski suit from the previous year no longer fits or you don't want to buy your own equipment for one week of skiing a year or if there is simply no more room in your suitcase for ski equipment, then the rental service is the ideal solution for every winter holidaymaker. You reserve the right outfit in one of the 32 INTERSPORT Rent shops in Ski amadé and then pick it up quickly and easily on site.

RIDE Ski amadé: Immerse yourself in the Freestyle World with your best tricks and jumps

Lots of adrenaline kicks and outdoor fun at RIDE Ski amadé. After the long months without skiing and snowboarding, you can look forward to your comeback on the Ski amadé freestyle scene. In the ten snow parks, on the 13 funslopes and funcross trails, you can satisfy your longing for action and experience a unique feeling of solidarity with the entire community. Because it's only really fun to kick, slide and get some air in the snow park together. From January to March 2022, there will also be a choice of numerous well-known snowpark events to take part in the best RIDE adventures with your friends. In addition to professionals, amateurs can also try out jumps together in the snowpark. There is always something going on here and you can meet like-minded people. If you're a boarder or freeski and you've really got some cool jumps, you should take part in the "Cash4Tricks Tour", which makes nine guest appearances in all the snowparks in Ski amadé, or in the numerous freestyle events.

www.skiamade.com/ride

“Rookie of the Year” Contest: Ski amadé sponsors Freestyle Newcomer

In the upcoming winter season of 2021/2022, the "Rookie of the Year" contest will take place in Ski amadé for the second time. With this initiative Ski amadé wants to promote the talents of young, enthusiastic snowboarders and freeskiers who want to make a name for themselves on the snowpark scene. From September onwards, girls and boys aged 15 and over have the opportunity to take part in the "Rookie of the Year" contest. The application is made with a video clip with a maximum 60 seconds, in which the applicants can show off their skills. The only rule is that the clip should have been recorded in one of the 10 Ski amadé snowparks.

From all the entries, an internal jury will select the best, who will be allowed to prove themselves in front of a professional team of judges to get one of the up to four coveted "Rookies of the Year" spots. Ideally, they will be made up of one girl and one boy each on freeski and on snowboards. They will receive the exclusive "Ski amadé Sponsor-Me" contract with lots of benefits: Ski amadé season passes, shopping vouchers from Blue Tomato, professional coaching and the exclusive opportunity to look behind the scenes at the Absolut Park team shoot.

The Rookie Initiative took place for the first time in winter 2018/19. Ski amadé attaches great importance to promoting the talents of young freeskiers and snowboarders so that they can establish themselves on the freestyle scene. Matěj Švancer, now 17 years old from Pinzgau, is one of the first three rookies in Ski amadé and is now a full member of the Austrian freeski team. In 2021 he recorded his greatest success to date as junior double world champion. By the way: The winners of the "Rookies of the Year" contest will also be the faces of the new RIDE Ski amadé campaign. Participants can submit their Rookie videos on the website under: www.skiamade.com/rookie-anmeldung.

Cash4Tricks: Top up your pocket money and be one of the best in the community

From January 2022, the "Cash4Tricks Tour" will be on the road in Ski amadé, which has become very popular with fans. Anyone who wants to take part visits the snowpark, signs up and jumps over kickers, rails and boxes. A jury judges the best jumps and tricks. Each participant is allowed to ride and jump as often as they like and the best and most wicked tricks are rewarded with cash. The better "tricks" you do, the more "cash" you get. It doesn't matter who wants to prove themselves in front of the judges. If you take part in at least four Cash4Tricks events, you can enter a prize draw for a Ski amadé winter season pass and a Blue Tomato shopping voucher. The Cash4Tricks tour has a total of nine tour stops in the Ski amadé snowparks. The outdoor event has now reached cult status, so that girls are also showing off cool jumps more and more often and are also among the best in their league.

FreeRIDE offers in Ski amadé: Meeting the community on the net and in the park

Feel the sensation of freedom and the forces of nature, combined with fresh mountain air and lots of outdoor fun – the FreeRIDE Ski amadé initiative shows where this is possible. Freeriders can really let off steam in the deep snow and enjoy numerous designated routes and over 15 professional freeride, freeski and snowboard schools. In addition, there are experienced guides who guarantee the highest possible safety in the Ski amadé backcountry.

Those who want to experience their unique freeride adventure here should also take advantage of the offer at one of the 16 selected INTERSPORT Rent locations in Ski amadé: The full safety equipment, such as avalanche transceivers, shovel, probe and freeride backpack (without ABS) can be rented for the freeRIDE day.

All information about the FreeRIDE offer in Ski amadé can be found here: www.skiamade.com/freeride

Ski amadé MADE MY DAY: Book experience days and experience true "WOW" moments

Ski guests in Ski amadé can decide for themselves what kind of activities the slopes have in store for them: sometimes sporty, sometimes leisurely or both with an incredible amount of enjoyment. Of course, the real adrenaline kick is not to be missed. From autumn 2021 there will be offers under the motto "Ski amadé MADE MY DAY", which include not only complete day packages but also individual offers, guaranteeing plenty of WOW moments.

Day packages

With the day packages, guests are offered a full day of skiing from morning to late afternoon with several activities in succession. The small groups are accompanied by a professional guide for the whole time. The day packages are available on selected days throughout the winter season and can be booked in addition to the ski pass. For example, in Salzburg's Sportwelt you get exclusive insights into how a lift works, or after breakfast at the summit at 2,700 metres you go on a full-day freeride tour on the imposing Dachstein. On the Hochkönig you can enjoy a multi-course meal, with each course served at a different hut.

Individual offers

From the coming season on, for the first time guests will be able to decide for themselves which and how many activities they would like to integrate into their ski day, or their ski week, and when. For example, a ski day can start with some accompanied Early Bird Skiing followed by a mountain breakfast and then be continued individually. Or take a ride on the piste basher on the Hochkönig and try out ski yoga in the Schladming-Dachstein ski area. For a relaxing day off the slopes, there are also snowshoe hiking tours on the Zirbenberg in Gastein.

The day packages and individual offers can be booked in addition to the ski pass. All offers from "Ski amadé MADE MY DAY" can be found under: www.skiamade.com/mademyday

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