

WINTER 2021/22

Ski amadé innovations

Ski amadé



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“my Ski amadé Friends Club“ – Mobile Ticketing and Sustainability in Ski amadé

Since the founding of Ski amadé, the focus has been on service. In addition to even more flexibility with mobile ticketing, which enables contactless payment without waiting at the ticket offices, the new "my Ski amadé Friends Club" offers special deals for all winter sports enthusiasts. Ski amadé would like to thank its guests for their trust and will thus ensure that there are plenty of unforgettable skiing moments. In addition, for the first time the ski association has collected all the information and options for resource-saving ski holiday planning and has prepared them for the guests.

“my Ski amadé Friends Club“: Exclusive offers for mountain and winter sports fans

Ski amadé was founded more than 20 years ago. The five top ski regions - Salzburger Sportwelt, Schladming-Dachstein, Gastein, Hochkönig and Großarl - joined forces to create Austria's greatest skiing experience. The focus was and still is to provide guests with the best service and lots of benefits for a skiing holiday. Since then, Ski amadé has offered its winter sports-loving visitors 760 kilometres of slopes, 270 modern lifts and an extraordinary variety of experiences, and all this with just one ski pass, at no extra charge.

Skiing fans who have been on the slopes of Ski amadé time and again in recent years can now enjoy the many benefits of the "my Ski amadé Friends Club", and new guests are also welcome at any time. Ski amadé would therefore like to thank its loyal guests with cool offers and many benefits:

- Shopping vouchers and ski service promotions in the 32 INTERSPORT Rent shops
- Free mountain rescue (exception: helicopter operation)
- Advantage packages for accommodation in combination with ski pass offers
- Discounted adventure offers
- The Friends Card is also your ski pass and can be topped up again and again
- Personalised access to the online ticket shop
- Newsletter with the latest early bird or last minute offers for ski passes, holidays and affiliated promotions

Ski amadé is not only there for its club members in the winter season: the "my Ski amadé Friends Club" offers benefits for its Friends all year round. Even in summer you can benefit from shopping vouchers at INTERSPORT Rent and buy a new hiking outfit, for example.

All exclusive offers and the possibility to register are available at: www.skiamade.com/my

With Mobile Ticketing you can enjoy more time on the slopes

Ticket purchase via smartphone has been possible in the five Ski amadé regions for a long time and proved even more popular last winter. Contactless offers and contactless payment are becoming ever more important, especially in these times. For this reason, Ski amadé has expanded its service. The ski pass can be purchased via smartphone or PC in the online ticket shop. A QR code is then sent via e-mail and the ticket can then be picked up directly at the pick-up machine or at any lift ticket office. If you have a key card from last year, you can easily top it up online and use it again as a ski pass.

Members of the "my Ski amadé Friends Club" have another advantage: their "Friends Card" is also a ski pass key card that can be topped up again and again, combined with personal access to the online ticket shop. So simply top up the key card and you're off on the slopes. Ski amadé's mobile ticketing is simple, contactless and saves possible waiting times at the ticket office. www.skiamade.com/ticket

NEW: STAY Ski amadé – Sustainable tourism and you. Sustainably into the future

For the third year in a row Ski amadé has been named innovation winner by the "MARKET Markttest". Austria's largest market-representative study of ski resort brands has been conducted by the Market Institute for many years. Ski amadé is always considered a pioneer, especially when it comes to technological developments and new initiatives for guests, as will be the case again in the 2021/22 season. By providing information on sustainability in Ski amadé, Ski amadé is sending an important message for a resource-saving holiday.

And best of all: guests in all five Ski amadé regions can decide for themselves how sustainable they want their ski holiday to be. On the new online platform at www.skiamade.com/stay, guests can find out about all areas of the ski holiday, from their outward journey, accommodation, lifts and facilities to gastronomy and about the sustainable commitment of the ski association. Not only ecological, but also economic and social sustainability are among the topics.

Outward Journey

Getting to Ski amadé by train is no problem. Thanks to the optimal location of the individual ski resorts and the well-developed and free ski bus service for all ski pass holders, winter holidaymakers can get around without a car. A total of 83 e-charging stations are also available for electric cars, nine of which are directly at the bottom lift stations.

Accommodation

In Ski amadé, more than 15 hotels carry one or more environmental certifications. These hotels are shown on the platform. In addition, a movement towards the careful use of resources is also noticeable in the non-certified hotels. For example, refillable containers are used instead of disposable shampoos and towels are no longer washed every day, but only upon explicit request.

Lifts and Facilities

All lifts in Ski amadé are powered by electricity from 100% renewable energy sources. When it comes to snowmaking, Ski amadé also pays attention to the careful use of water and electricity. For example, the Austrian purity law for snow is strictly adhered to: snow is only made with water, electricity and cold air, without the addition of any chemicals.

In addition, digital snow depth measurement is used in 99% of ski areas. Here, GPS is used to measure where snow is still needed and where enough snow has already been made. This saves on water, electricity and the use of snow groomers. The water is taken from the reservoir at a certain depth to avoid further cooling of the water. Snow can only be made when the outside temperature is cold enough.

In order to make travel between the individual ski areas more sustainable, Ski amadé relies on connections between the individual ski areas:

- The "12 mountains and 5 valleys" in the Salzburg Sport World
- The "4-mountain ski circuit" in Schladming-Dachstein
- The Schlossalm-Angertal-Stubnerkogel connection in Gastein
- The "Königs tour" between Mühlbach, Dienten and Maria Alm on the Hochkönig
- The ski area connection between the Grossarl Valley and Dorfgastein.

The ski area connections can thus reduce individual and ski bus traffic, and at the same time offer more variety of experiences for guests. When building such connections as well as for all replacement investments in the ski area, the cable car companies in Ski amadé adhere to the strict requirements of the authorities and work closely with them.

For example, every project is accompanied by an ecological construction supervisor. For example, reforestation projects are implemented over a period of years, habitats are created for amphibians and resident animal species, and wildlife protection projects are supported in the region, or a revitalization of green areas with special bee-friendly herbs and flowers is implemented.

Gastronomy

Ski amadé is also appreciated for its culinary initiatives. Local and high quality enjoyment, in combination with unique flavours and culinary highlights are the focus here. Many mountain hut owners produce high quality food, such as cheese, milk and meat products themselves or obtain them from regional producers directly on site thereby saving long transport routes.

Ski-Ticketing

The ski association also pays attention to saving resources when buying tickets. The Key cards in Ski amadé are equipped with a deposit system, i.e. three euros are paid per ticket, which the guest gets back when returning the ticket. Nevertheless, at the end of the season you will always find several key cards in your ski suit jacket. With the Friends Card, which you receive free of charge when you register in the "my Ski amadé Friends Club", this no longer happens. This is because the Friends Card also works as a ski pass and can always be topped up with the desired ticket from home or on the road. This way you only have one ticket in your ski suit for many years.

Ski Rental

When it comes to ski equipment, Ski amadé focuses on durability and quality. Winter holidaymakers who don't own their own equipment and don't want to buy ski boots, ski suits and skis for themselves or their children for one ski season can rent the complete ski equipment from a total of 32 INTERSPORT Rent shops. The ski outfits can be reserved online and stress-free before the skiing holiday. On arrival in the ski region, the ski equipment can then easily be collected from the individual ski rental shops.

More about sustainable actions in Ski amadé can be found under: www.skiamade.com/stay

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