

WINTER 2021/22 Ski amadé News

Ski **amadé**



Ski amadé NEWS – Winter tourism is back

Austria's greatest skiing starts into the winter season 2021/22: "my Ski amadé Friends Club", FAMILY Ski amadé, regional culinary delights and future investments

Ski amadé believes in winter tourism and starts the winter season 2021/22 with numerous news and offers in its five regions Salzburg Sport World, Schladming-Dachstein, Gastein, Hochkönig and the Großarlal. Lots of skiing experiences, culinary highlights and family offers await you in Austria's greatest skiing paradise. With just one ski pass, winter sports holidaymakers can choose from 760 kilometres of slopes, 270 modern lifts and 356 perfectly groomed slopes with breathtaking mountain panoramas and many places to stop off for refreshments.

The Comeback of winter tourism in Ski amadé

Skiing is an outdoor sport and above all, it is healthy. It not only strengthens the muscles and increases physical endurance, but also has a positive effect on the mind and soul. In addition, the exercise in the mountains and in the fresh air simply makes you happy and ensures that you are also getting enough vitamin D. Such unforgettable moments of happiness are particularly good after the last hard winter with its numerous restrictions. It is therefore not surprising that the anticipation of the first skiing holiday this winter is enormous. The last season showed that crises are best overcome together. Despite all the restrictions, the ski resorts were able to open for day tourists under special conditions. Safety for guests and staff was the top priority.

Ski amadé also believes in winter tourism in the 2021/2022 season. Despite a very difficult past season, Austria's greatest skiing destination is optimistic about the future and looks forward to welcoming its guests. Of course, all currently valid specifications for hygiene and safety will be implemented. Basically, however, skiing can take place as far as possible without restrictions from today's point of view.

Investments in the future with two new lifts and more comfort for winter sports enthusiasts

There will also be investments for guests in Ski amadé in the 2021/2022 winter season, as two new lifts will be built in the Snow Space Salzburg ski area and in the Filzmoos ski area and will open in the coming winter season: The Flying Mozart lift and the 6 seater chair lift "sixpack Mooslehen".

In Snow Space Salzburg in Wagrain, one of the most high-performance and modern gondolas in the Alps is being built with the Flying Mozart lift. In future, winter sports enthusiasts will be able to enjoy over 200 kilometres of slopes in just one day of skiing. After more than 30 years, the 10 seater gondola with cabin entertainment, heated individual seats, cabin lighting and WIFI replaces the old standing gondola built in 1988. The route is similar to the former Flying Mozart gondola lift. All the structures of the new middle station disappear below the surface and blend perfectly into the landscape. Up to 4,000 skiers per hour can be transported in less than eleven minutes.

In order to reduce waiting times and enable ski guests to reach the slopes quickly, the new 6 seater chairlift "sixpack Mooslehen" is being built in Filzmoos in Salzburg's Sportwelt. It replaces the old double chairlift of the same name, which was built in 1984 and has been in operation for over 30 years.

With a transport capacity of 2,000 people per hour and a travel speed of 5.5 metres per second, the new chairlift scores particularly well with its innovative design, latest technology standards and weather protection bubbles.

The so-called Panoramalink has been providing a new connection between Snow Space Salzburg and the Shuttle Mountain since December 2020. It increases customer comfort enormously: regardless of whether a guest is staying in Zauchensee, Flachauwinkl, Flachau, Wagrain, Kleinarl or St. Johann-Alpendorf, they can explore the entire Salzburg Sport World without having to take a ski bus. The only exception: a 400-metre stretch between Flachauwinkl and Zauchensee currently still has to be covered by a ski bus. The cable car route runs at just under 1,800 metres above sea level from Wagrain along the mountain ridge to Flachauwinkl/Kleinarl. Thanks to the modern 10 seater cable car cabins with lots of glass surfaces, passengers enjoy a unique panorama of the "Hohe and Niedere Tauern" mountains.

“my Ski amadé Friends Club“: Attractive offers for loyal and new ski sport fans

Ski amadé has been around for more than 20 years. The five top ski regions, Salzburger Sportwelt, Schladming-Dachstein, Gastein, Hochkönig and the Großarlal, have joined forces to create Austria's greatest skiing experience, with the focus on providing guests with the best service and lots of benefits for a skiing holiday.

Since last year there has been the "my Ski amadé Friends Club" for loyal ski holidaymakers who have been on the slopes of Ski amadé time and again, with many cool offers and benefits. Ski amadé is thanking its loyal guests with this and new ski guests can also sign up. As a member you receive your own "Friends Card", which acts as a ski pass key card and can be topped up again and again from home, at any time. In addition, the exclusive benefits in the entire Ski amadé ski destination include holiday offers, affiliated promotions and ski passes. In the event of a rescue on the slopes, the costs are covered (exception: helicopter rescue). All information about the my Ski amadé Friends Club and how to sign up can be found at: www.skiamade.com/my

FAMILY Ski amadé: Exclusive offers for young and old and for every family budget

FAMILY Ski amadé offers a wide range of experiences on the mountain and this for the whole family. In addition to themed and timed runs, family-friendly blue runs, ten snowparks, 13 funslopes and funcross trails, there are 30 ski schools offering an entertaining programme and excellent childcare. The last few months in particular have shown how important it is to spend time together as a family. This is made possible and affordable by family-oriented initiatives in Ski amadé, which ensure that the holiday budget is not stretched.

There is suitable accommodation for every winter holiday: Ski amadé offers a variety of certified family accommodations that are especially geared to the wishes and needs of families. All family offers for the perfect ski holiday in Ski amadé can be found at: www.skiamade.com/family

New ski clothing rental from INTERSPORT Rent: Sustainable and with less luggage on your ski holiday

A special offer in winter 2021/2022 is the online ski and ski clothing rental of the INTERSPORT Rent shops in Ski amadé. Families and holidaymakers who do not own suitable winter equipment can rent ski boots, ski suits and skis from selected INTERSPORT Rent shops. Kids benefit too, because if the ski suit from the previous year no longer fits, parents no longer need to worry about buying their own equipment for the ski week for their children.

Ski clothing rental is uncomplicated, sustainable and always works the same way in all five Ski amadé regions: you can choose between 32 INTERSPORT Rent shops in Ski amadé, reserve the right outfit online and then quickly pick it up on site. The outfit is returned to the same place where it was rented.

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

Ski amadé has always been considered a pioneer, especially when it comes to technological developments and new initiatives, and this will also be the case in the 2021/22 winter season. Austria's largest ski association is sending an important message for resource-friendly holidays with information on sustainability in Ski amadé. Guests in all five Ski amadé regions can decide for themselves how sustainable they want their skiing holiday to be.

On the new online platform at www.skiamade.com/stay, holidaymakers can find out everything about sustainable offers in all areas of the skiing holiday - from the outward journey, accommodation, lifts and facilities to gastronomy, and get direct tips on how to organize their skiing holiday in a sustainable way.

TASTE Ski amadé: Experience culinary highlights along the new regional Enjoyment ski routes

Local, sustainable and high quality, this is what the culinary initiatives in Ski amadé stand for. Amongst other things, many huts produce high quality food and the main ingredients of traditional dishes themselves or source them directly from producers in the region. The freshly prepared local dishes are accompanied by a glass of Austrian wine. With the competence partner Austrian Wine Marketing, the establishments are certified and the quality of the offers is regularly checked. In the winter season 2021/22, a total of 28 "Enjoyment partner huts" and 30 "Enjoyment partner hotels" are waiting to spoil guests with culinary delights. The selected wines and regional dishes are of course accompanied by excellent service. Food and drinks are served directly at the table to reduce contact with other guests.

New this winter are the regional Enjoyment ski routes in the five regions of Ski amadé. There is at least one Enjoyment ski route to discover per region. Selected mountain huts serve local dishes with ingredients directly from the region or even from their own farm. In addition, there are gourmet events that take place in a small setting and in the open air. You only need a ski pass for the free routes. The Enjoyment ski routes can be found in the "Ski amadé Guide" app and at www.skiamade.com/taste.

Ski amadé MADE MY DAY: Book individual offers and experience daily "WOW-Moments"

The skiing experiences in Ski amadé, Austria's greatest skiing paradise, are versatile and varied: sometimes sporty, sometimes leisurely and both with an incredible amount of enjoyment. This winter season, the "Ski amadé MADE MY DAY" day packages and individual offers can be booked.

With the day packages, a professional guide leads participants in small groups through a day full of highlights. On the Hochkönig, for example, you experience a day of skiing with a multi-course menu, with each course served at a different hut. Those looking for an adrenaline kick will find it after breakfast at the summit at an altitude of 2,700 metres during a full-day freeride tour on the imposing Dachstein. For those who like to look behind the scenes, exclusive insights into how a lift works await you in the Salzburger Sportwelt.

The individual offers give guests even more freedom of choice: everyone can decide for themselves which and how many highlights they want to experience and when. Those who have always wanted to know what it feels like to ride in a piste basher can add this experience to a relaxed day of skiing on the Hochkönig. All early starters can be the first to make their tracks on the freshly prepared slopes with the Early Bird offers in Großarl. Ski yoga in Schladming-Dachstein or snowshoe hiking on the Zirbenberg in Gastein offer a relaxing change from everyday life on the slopes.

Skiing holidays in Ski amadé therefore guarantee many "WOW moments", combined with lots of freedom and flexibility when booking and choosing skiing experiences. www.skiamade.com/mademyday

FreeRIDE Offers in Ski amadé: Action, fun and networking in the community

Freeride fans benefit from attractive offers this winter, which can be found together at a glance in the RIDE Ski amadé offer. To really let off steam in the deep snow and feel the sense of freedom in the midst of nature, freeriders can look forward to numerous designated routes and over 15 professional freeride, freeski and snowboard schools in Austria's greatest skiing area. If you want to be well equipped for your free RIDE adventure, use the avalanche protection equipment rental service at a total of 16 selected INTERSPORT Rent locations in Ski amadé.

All information about the offers for freeriders in Ski amadé can be found on the website: www.skiamade.com/freeride

760 kilometres of fun on the slopes with one ski pass: The Ski amadé ski pass is valid in all five regions on all slopes of the ski association. A 6 day ski pass costs €299 in the main season (youths €224, children €149.50).

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