

WINTER 2022/23

Experience Ski amadé

Ski amadé

Ski amadé: innovations and classics for the 2022/2023 ski season

Austria's greatest ski paradise is starting the new ski season with a first-class mix of new offers and Ski amadé classics. There are the new SENSATIONS, even more tracks for ski touring routes and ways to make your ski holiday sustainable. But guests can also look forward to the proven quality of the TASTE, FAMILY, RIDE and FreeRIDE offers in all five regions. As the day draws to an end on the up to 760 kilometres of slopes, 270 modern lifts and 356 perfectly groomed runs across Salzburger Sportwelt, Schladming-Dachstein, Gastein, Hochkönig and Grossarlal, expect to hear: "Ski amadé MADE MY DAY"

NEW: SENSATIONS – the best spots in Ski amadé

The best winter holidays don't just begin when you arrive, but actually much earlier. They begin when you start planning your stay – when you create your personal bucket list. To assist, Ski amadé will be providing an overview of so-called SENSATIONS on its website this coming winter. Just one look will make it clear why Ski amadé is known as Austria's greatest ski paradise. The Ski amadé SENSATIONS are special places that you simply have to see or experience on your skiing holiday.

At www.skiamade.com/sensations you will find the best tips for special moments, photo points with sensational views and other viewing platforms. There will also be speed track recommendations and further not to be missed runs such as the music-slope.

Some of the bucket list highlights for a ski holiday in Ski amadé:

Salzburger Sportwelt

- Start of the Zauchensee World Cup course
- Rosskopf photo point and panoramic view in Altenmarkt-Zauchensee
- The Panorama Link on the Shuttleberg Flachauwinkl-Kleinarl
- Panorama spot on the Rossbrand in Filzmoos

Schladming-Dachstein

- Styrian heart photo point on the Reiteraln
- Peak experience at the highest point of Schladming's four interlinked mountains on the Hauser Kaibling
- Natural jewel Kaiblingalm on the Hauser Kaibling
- Signix Baumhaus on the Galsterberg
- The Goliath oasis on the Fageralm

Gastein

- Suspension bridge photo point on the Stubnerkogel

Hochkönig

- Box seats along the Königstour
- Königsplatz with 360° panorama

Großarlal

- Sit back, enjoy the view and relax at the many "Ruhe Platzl" resting points

Those already thinking about the best images for their Instagram or other social media accounts will find creative tips and backdrop ideas at SENSATIONS online. The interactive 2D and 3D panoramas take you straight to Ski amadé, although being there for real cannot be topped, of course. All of the SENSATIONS tips are clearly marked throughout the ski area, so you will easily find the items on your bucket list once there.

Piste tour routes in Ski amadé: new designated tracks

Ski amadé approaches the new winter season with a real highlight for ski tourers. In a large joint initiative with the cable car companies, a total of 28 designated ascent routes have been created with the opportunity of skiing back downhill safely on the prepared slopes. The project was born from the desire to increase safety on the slopes. In recent years in particular, ski touring has gained in popularity. Many skiers are keen to embark on this unique outdoor adventure, but a harmonious coexistence between tourers and skiers had to be established. With the designated routes, Ski amadé not only ensures additional safety on the slopes, but also supports nature. The marked routes prevent the destruction of young forests and vegetation and guarantee the necessary rest that the local wildlife needs.

The routes can be found both along and off the slopes, sometimes even through the forest, throughout the five Ski amadé regions. Although the routes are designed to be as safe as possible, their use is at your own risk. Ascent is permitted with a valid ski pass for that day, including the Ski amadé ALL-IN Card White or Gold, a valid day or multi-day ticket or a slope tour ticket.

More information about the routes: www.skiamade.com/piste-tour-routes

NEW: STAY Ski amadé – sustainable winter holidays made possible

In Ski amadé, STAY stands for "Sustainable tourism and you", but it's far more than just a motto. It is an initiative that Ski amadé wants to bring to life with its guests, because the careful use of resources is playing an increasingly important role in winter sports. The implementation of sustainable ideas definitely works best when everyone recognises the importance and joins in. That is why Ski amadé leads an open and honest dialogue with its guests. In addition to plenty of tips on how to reduce the climate footprint on winter holidays, Ski amadé also addresses prejudices on the topic and provides a wealth of information to enable a better assessment of the situation: www.skiamade.com/stay

The 6 best tips to make your ski holiday more ecological, economical and socially sustainable:

1. Arrive by public transport or use car sharing. There are also 83 charging stations for electric cars in Ski amadé.
2. Stay at a certified establishment. There are currently 15 accommodations with one or more eco-labels.
3. Leave the car behind on holiday and make use of public transport and ski buses.
4. Enjoy products from the region. Take a look at the list of local producers or simply follow the Enjoyment Ski Routes. Because many mountain hut owners produce high-quality food such as cheese, milk and meat products themselves or obtain them from local manufacturers, which saves long transport routes.
5. Save resources when buying a ski pass by simply topping up the KeyCard or Friends Card over and over again.
6. Rent skis, ski boots and ski clothing on site. When it comes to ski equipment, Ski amadé focuses on durability and quality.

In addition to providing great tips, Ski amadé also aims to clarify prejudices and "myths" of winter tourism.

Thesis 1: Chemicals are used to make snow – in autumn and without taking the resources of water and energy into account. That is false because the purity law does not just apply to beer in Austria, but also to snow. Only water, energy and cold may be used to create the perfect surface for a high-quality slope, and this can only be done when nature allows – that is, when the outside temperature is low enough. The amount of water for snowmaking is limited, which is why Ski amadé guarantees the careful use of resources in this area as well.

Thesis 2: On a ski holiday, the lifts make up the largest part of the climate footprint. Also false. The biggest environmental factor on a winter holiday is arrival and departure. Accommodation follows in the climate footprint statistics and the energy expenditure required for skiing only comes in at third place.

Thesis 3: Cable car companies build lifts and slopes without considering the environment. That's not true. Any changes within ski areas are usually lengthy processes that are always accompanied by environmental experts. Equivalent measures to preserve and promote the environment must be taken for every use of the area, which normally means years of reforestation work, etc. New habitats are created for the local wildlife, for example.

TASTE Ski amadé: just come in and enjoy

What would a ski holiday be without the perfect stop-off? In Ski amadé, we're convinced that enjoyment is part and parcel of a winter holiday. And we know exactly what a good stop-off should look like – be it at a rustic hut or modern mountain restaurant. Hospitality and service are just as important as the high quality of the products here.

The Enjoyment Ski Routes, which can be found in all five regions of Ski amadé, reveal the best places to stop. They combine the top insider tips from locals with ingredients produced directly in the region – sometimes at the huts themselves. You can set off on the Enjoyment Ski Routes as you please; just follow your own culinary preferences.

Ski amadé gets particularly tasty as the days become longer and sunshine skiing marks the end of the season. The tastiest highlight of the winter season will take place from 11th to 18th March 2023: the Ski and Wine Enjoyment Week. Join the ski resorts' culinary summit around the theme of "skiing and Austrian wine enjoyment", with several hotels offering special culinary packages.

Farmer's market meets skiing fun – that's how you could describe the motto of the "Highest Farmer's Market in the Alps". It has been an integral part of the Ski and Wine Enjoyment Week for years and invites you to come and graze. Local farmers and producers present their delicacies, from cheese to schnapps, jams and teas. You can sample and purchase your way around more than 20 stalls with the highest to be found on the Kreuzkogel in Sportgastein at 2,700 metres above sea level, which is also the highest point in Ski amadé.

Browse plenty of tasty treats at: www.skiamade.com/taste

FAMILY Ski amadé: all the fun of the slopes on a family-friendly budget

Ski minis, slope juniors and their parents, of course – all family members are warmly welcome in Ski amadé. With numerous initiatives, all five regions of Austria's greatest ski paradise promise family-friendly offers and that the family holiday budget is protected in times of rising prices. Young slope enthusiasts can start skiing in Ski amadé at very reasonable rates and in certain periods even for free.

Family holidays in Ski amadé are well spent at the certified family hotels, which accommodate the needs of both young and old guests. From there, it's off to the slopes. The Mini's Week takes place from 7th to 21st January 2023. Children up to the age of six receive a children's ski course, ski hire and children's ski pass for just € 149. And at most accommodations they can also stay in their parent's room for free. At the weekend, on Saturdays and Sundays, children and teens get a day ski pass for € 22 (born 2007 – 2016) or € 33 (born 2004 – 2006) with the "Junior Weekend Bonus". There is a mega bonus for slightly larger families throughout the entire ski season: if one parent and two older siblings already have a ski pass, the ticket for the third or all younger siblings is free for the same period. And the Easter Bunny promises savings to wrap up winter too: from 18th March 2023 until the end of the season, children up to the age of 15 (born 2007 or later) ski for free if one parent has a 6-day ski pass.

Accommodation and ski passes are booked, you are starting to get excited – until you realise that the kids' equipment no longer fits or that there is not enough space in the suitcase. Or perhaps the older family members simply fancy trying newer ski models. Whatever the situation, there is an online service you can make use of before your holiday has even begun: 32 INTERSPORT Rent Shops across Ski amadé are happy to reserve skis, ski boots or even the complete gear for all family members prior to arrival. You can then collect your reservation quickly and easily on site at the start of your holiday.

Well accommodated and equipped, you can hit the skiing fun which is boundless in Ski amadé. On top of the perfectly prepared slopes, various themed and timed courses await skiers of all ages. And there is even more of an adrenaline rush to be had on the 13 fun slopes and funcross courses or in the ten snowparks across Ski amadé.

Find all family offers for the perfect ski holiday in Ski amadé with just one click at: www.skiamade.com/family



Ski amadé MADE MY DAY makes a day on the slopes truly unique

There are days you love thinking back to and these most certainly include holiday days with the title "Ski amadé MADE MY DAY". Under this motto, the five regions offer unique experiences for every preference, regardless of whether you are looking for the ultimate adrenaline rush or simply want to indulge. And you don't just get to choose the type of WOW moment, but also whether you would like to book an individual offer or a whole day package.

Ideally, you should take the entire day for a very special day of skiing and leave the organisation to a professional guide – from morning to night. These day packages take place in exclusive small groups, such as the freeride powder day, enjoyment day or taking a look behind the scenes of the mountain railways.

You are accompanied on the individual offers too – for a truly personalised day with highlights. You could get up at the crack of dawn for early bird skiing, for example, or experience breakfast on the highest peak in the "Panoramakugel" glass-aluminium dome. How about a very special yoga class with a fascinating mountain panorama? Ski amadé makes it possible – always with the aim of drawing a "you made my day" from the guest at the end of the day.

All individual offers and day packages can be booked with the ski pass: www.skiamade.com/mademyday

RIDE Ski amadé: the best conditions and Cash4Tricks for the freestyle community

RIDE Ski amadé means one thing above all: plenty of outdoor fun. This is guaranteed to be experienced in the ten snowparks, on the 13 fun slopes and funcross routes across Ski amadé. Because this is where the freestyle community meets to kick and slide. Various snowpark events are on the programme from January to March 2023, where professionals and amateurs can try new tricks and jumps. The freeride idea connects everyone.

Anyone thinking about presenting their tricks to a jury should definitely note the dates of the "Cash4Tricks Tour". Due to the pandemic, the event had to take place online last season, but it's now back and will take place live in the snowparks of Ski amadé again. And this is how Cash4Tricks works: participants jump over kickers, rails and boxes and the community simply has to convince the judges. Each participant can ride and jump as often as they like in the contest. The simple formula: the more good tricks that are displayed, the more cash there is. Those who take part in at least four events are in with a chance of winning additional prizes from Blue Tomato and Ski amadé in the final. Cash4Tricks has achieved cult status, with the girls displaying strength ever more often and showing that they belong to the snowpark's absolute high-flyers.

Find all snowparks, offers and dates at: www.skiamade.com/ride

FreeRIDE Ski amadé: ride safely on designated routes

If you are in the mood for a special outdoors experience and would like to swap the perfectly groomed slopes for an adventure in deep snow, you will find numerous designated routes in Austria's greatest ski paradise. There are also 15 freeride, freeski and snowboard schools with special offers for freeriders. Safety is the top priority when it comes to this type of skiing, which is why there are experienced guides who are happy to pass on their knowledge. 16 selected INTERSPORT Rent locations have the best equipment for freeriders and you can rent all the safety gear here such as avalanche transceivers, shovels, probes and freeride backpacks (without ABS) for a safe FreeRIDE day.

Find all offers and dates at: www.skiamade.com/freeride

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