

WINTER 2022/23

# Ski amadé innovations

Ski amadé



## Ski amadé innovations

New Online Early Booking System, plenty of advantages with the "my Ski amadé Friends Club" and mobile ticketing

This coming winter, Ski amadé's main focus is once again on offering guests as much as possible. And that starts even before the holiday has begun. Because from this season, ski fans will be able to buy their ski passes flexibly and at discounted rates using a new Online Early Booking System. The earlier you book, the greater the price advantage compared to the set prices at the ticket office. Great services and further benefits are also provided by mobile ticketing and the "my Ski amadé Friends Club", which includes advantages for families this winter.

### The new Online Early Booking System: book early, ski for less

Those who book early and online this coming season will be rewarded with particularly attractive ski pass prices. And this is how the new system works: in future, online rates can be cheaper than at the ticket office, with the additional benefit of avoiding possible queues. So whilst ski passes can still be bought from the ticket office at the set rate, those who book online can enjoy the principle: the earlier you book, the greater the chance of a better price. The new system will already launch in the beginning of October 2022, giving Ski amadé's winter guests more flexibility when purchasing their ski passes. Guests are always able to identify the online discount in comparison to regular ticket office prices. Online buyers can therefore rest assured that they will receive the cheapest ski pass for the selected period at the time of purchase.

Families in particular will also benefit from the new system, as they tend to plan their holidays in advance. But even day guests will still have the chance of getting a price advantage online, and there will be a cancellation option for the flexible price system too, of course.

All information on the Online Early Booking System, which once again highlights the service quality of Ski amadé, is available at: [www.skiamade.com/ticket](http://www.skiamade.com/ticket)

### "my Ski amadé Friends Club": heaps of advantages for Ski amadé friends

Good friends deserve a big thank you. Ski amadé truly appreciates the loyalty and solidarity of its guests and would like to thank them with cool offers and plenty of advantages. All guests and – new this coming season – also families can reap the benefits. The personalised KeyCard for all family members is called FAMILY MEMBER CARD and it rewards the entire family, from the very young to older members. And in order not to exclude anyone, new friends of Austria's greatest ski paradise can register for the "my Ski amadé Friends Club" too.

Ski amadé was founded more than 20 years ago when the five top ski regions of Salzburger Sportwelt, Schladming-Dachstein, Gastein, Hochkönig and Grossarlital joined forces as Austria's greatest ski paradise. Always at the forefront: excellent services and advantages for guests on their ski holiday. And that across up to 760 kilometres of slopes with 270 modern lifts and a unique variety of experiences. With just one ski pass and no extra charges.

"my Ski amadé Friends Club" members can look forward to the following benefits:

- Shopping vouchers and ski service offers at the 32 INTERSPORT Rent Shops in Ski amadé
- Free slope rescue (excludes helicopter rescue)
- Holiday specials at accommodations in combination with ski pass promotions
- Discounted experiences
- The Friends Card is also your ski pass and can be topped up again and again
- Personalised access to the Ski amadé online ticket shop
- Newsletter with the latest early booking or last-minute offers for ski passes, holidays and partner promotions

What's more, the "my Ski amadé Friends Club" offers advantages all year round because Ski amadé is there for its friends in summer too – with shopping vouchers for INTERSPORT Rent in Ski amadé, for example.

Find all exclusive offers and join at: [www.skiamade.com/my](http://www.skiamade.com/my)

## Mobile ticketing: buy your ski pass online and head straight to the slopes

Ski amadé offers even more when it comes to service culture. In recent years it has been possible to buy the ski pass before going away and this contactless way of buying tickets has proven to be particularly valuable, especially during the coronavirus pandemic. The combination of online purchase and top-up of the KeyCard becomes your practical ticket to fun on the slopes.

And this is how mobile ticketing works in all five regions of Ski amadé: anyone who does not yet have a ski pass can order one online and collect it from the pick-up machine. Those who have a KeyCard from last year can easily top it up online and use it as a ski pass again. And friends of Ski amadé that already have a "my Ski amadé Friends Club" Friends Card can load their ski pass onto this card. So instead of waiting in the queue at the ticket office, it's time to hit the perfectly groomed slopes and carve your turns there.

Ski amadé's mobile ticketing is simple, contactless and saves possible waiting times at the ticket office.

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

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### Information for Ski amadé guests:

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