

WINTER 2022/23 Ski amadé News

Ski **amadé**



Ski amadé NEWS – the best skiing experiences this winter season

Austria's greatest ski paradise is ready to kick off the winter season 2022/2023: with an online system for early bookers, Ski amadé SENSATIONS, STAY Ski amadé and the "my Ski amadé Friends Club"

Ski amadé – that's the best ski areas in Salzburg and Styria. The five regions of Salzburger Sportwelt, Schladming-Dachstein, Gastein, Hochkönig and Grossarlal are launching the winter season 2022/23 with plenty of news and offers. With just one ski pass, winter sports fans can choose from up to 760 kilometres of slopes, 270 modern lifts and 356 perfectly groomed runs with impressive mountain panoramas and a whole range of places to stop for refreshments.

Ski amadé: raring for winter 2022/2023 to begin

Last winter was the second to have brought uncertainty and questions with it. Despite the difficult situation, Ski amadé can look back on a satisfactory season and is thus beginning the coming winter with great optimism and well-prepared. Austria's greatest ski paradise is still a firm believer in the fascination of winter sports and looks forward to welcoming its guests.

The previous season showed that skiing as an outdoor sport is not just extremely beneficial, but can also take place largely without restrictions. And after the pandemic-related restrictions of recent years, this form of exercise in the mountains and fresh air guarantees unforgettable moments of happiness, with the additional side effects of improving endurance and strengthening the muscles. You will always find the latest information on measures for the coming ski season at: www.skiamade.com/corona

Guests can also look forward to fabulous new additions in Ski amadé this winter. A new main cable car will go into operation on the Galsterberg in the Schladming-Dachstein region just in time for the start of the season. After more than 30 years, a modern 10-person gondola will replace the previous group gondola lift. Also in the Schladming-Dachstein region, a combined lift will be put into operation on the Rittisberg to mark the ski area's 50th anniversary. Eight million euros are being invested into the new transportation system, which consists of a combination of chairs and gondolas. The flexible ascent options will increase choice for cross-country skiers, winter hikers and snowshoe hikers too. There is also a new early booking system in place for all of Ski amadé's five regions, which promises attractive ticket prices.

NEW: affordable tickets with the Online Early Booking Bonus

Those who book early and online this coming season will be rewarded with a particularly attractive ski pass price. And this is how the new system works: with the Ski amadé Online Early Booking System, there will be a contingent of discounted multi-day ski passes for every date. Day tickets will also be available at an early bird price on most dates. And the earlier you decide to have fun on the slopes, the higher the chance of a discounted ticket. The new system will already be launched in October 2022, meaning that families in particular, who tend to plan their holidays in advance, can benefit from the attractive prices.

NEW: the ultimate bucket list with Ski amadé SENSATIONS

Ski amadé rightly bears the title "Austria's greatest ski paradise" with its wealth of offers, experiences and special moments. The Ski amadé SENSATIONS platform offers a fantastic overview, so you don't miss out on a thing – even before you have left home. Ski amadé SENSATIONS are special places that you simply have to see or experience on your skiing holiday. These include breathtaking views and platforms as well as speed tracks and even a music-slope. And those looking to share their holiday via social media will find the best tips here for backdrops, photo points and other "instagramable" opportunities.

NEW: STAY Ski amadé – how to make your ski holiday sustainable

Ever since it was founded, Ski amadé has been considered a pioneer when it comes to winter sports' questions and current affairs. That is why sustainability and the careful use of resources play an increasingly important role here, with Ski amadé leading an open and honest dialogue with its guests.

Because this is a topic that is becoming increasingly important for many ski enthusiasts too. But how can you make a ski holiday as sustainable as possible and is a day on the slopes really as harmful to the environment as often claimed? The online platform www.skiamade.com/stay is all about resource-saving holidays. Here, Ski amadé dispels many a myth on the topic, provides interesting information and gives various tips on how to make your ski holiday more sustainable. The content is divided into the following holiday planning areas: arrival and public transport, environmentally certified accommodation, the ski bus, regional cuisine, ski passes and ski rental.

"my Ski amadé Friends Club": the bonus programme for loyal skiers

Austria's greatest ski paradise has existed for more than 20 years, during which a strong Ski amadé community has formed. Following the last two ski seasons in particular with their pandemic-related restrictions, Ski amadé would like to say thank you to its loyal guests. That's why the five top ski regions – Salzburger Sportwelt, Schladming-Dachstein, Gastein, Hochkönig and Grossarlal – are once again offering ski fans cool offers and plenty of advantages with the "my Ski amadé Friends Club" this year.

As a club member you receive your own "Friends Card", which acts as a KeyCard and can be topped up with the desired ski pass from home again and again. In addition, the club has exclusive benefits for its friends throughout the destination, such as partner promotions and ski passes. In the event of a slope rescue, the costs are covered (exception: helicopter rescue). The bonus programme also offers advantages to new ski guests who can register for it online. And as of this season, families can benefit from the programme too. With the FAMILY MEMBER CARD, all family members can now enjoy club benefits. Further information on the "my Ski amadé Friends Club" and how to join can be found at: www.skiamade.com/my

Ski touring in Ski amadé: new designated piste tour routes

Many skiers find that experiencing nature in a different and intense way on a ski tour enriches their ski holiday. However, this is usually not possible in Ski amadé to avoid dangerous situations with those skiing down the slopes. That is why there is a special offer for ski tourers this season. In a large joint initiative with the cable car companies, Ski amadé has created a total of 28 designated ascent routes with the opportunity of skiing back downhill safely on the prepared slopes. This not only ensures additional safety on the slopes, but also that nature is protected as the designated routes prevent the destruction of young forests and vegetation and guarantee the necessary rest that the wildlife needs. Use of these 28 ascent routes and downhill runs is integrated in the ski pass or in the ALL-IN Cards.

Find all information on the ski touring routes in Ski amadé at: www.skiamade.com/piste-tour-routes

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