

WINTER 2024/25

Experience Ski amadé

Ski amadé



Winter season 2024/25 in Ski amadé: off to the slopes in Austria's greatest skiing paradise

Ski amadé is ready for the new winter season. In addition to the popular classics, such as Ski amadé SENSATIONS, TASTE Ski amadé, FAMILY Ski amadé, RIDE Ski amadé and Ski amadé MADE MY DAY, there is a new addition: the ski school initiative "Best Learn2Ski amadé". In the five regions – Salzburger Sportwelt, Schladming-Dachstein, Gastein, Hochkönig and Grossarlal – guests can look forward to unforgettable skiing experiences with the highest quality standards and exciting events.

A total of up to 760 kilometres of slopes, 270 modern lifts and 356 perfectly groomed slopes await skiers and snowboarders. Enough space to let off steam and have fun. Ski amadé is the ideal playground for families.

NEW: Best Learn2Ski amadé: Skiing with certified professionals in Austria's greatest skiing paradise

Have an adventure, improve your skills, feel confident on your first turns: Ski amadé is setting new quality standards for learning to ski from this winter on. With Best Learn2Ski amadé, skiers of all ages and ability levels will have certified professionals as instructors. The new certificate recognises certified ski schools and, in addition to the best individual support, ensures a guaranteed sense of improvement and success. From kids learning their first turns, to teens looking for action, to best agers wanting a sporting challenge: the various Best Learn2Ski amadé programmes offer the right thing for all abilities and ages.

These courses are on offer at Best Learn2Ski amadé:

'Bambinis on Skis' is a fun way for beginners and slightly more advanced skiers aged between 4 and 6 to get excited about skiing. In limited small groups, split by language and age, the kids learn from trained ski instructors how to ski safely whilst having fun on the slopes. In addition to the international learning content and all-day supervision including a fun children's programme, there is also an exciting final ski race.

'Juniors on Skis' guarantees ultimate learning fun and success for beginners and advanced children aged between 6 and 13. In limited small groups, split up according to language and age, trained ski instructors show what it means to have fun. In addition to all-day supervision and learning content in line with international standards, the programme also includes a daily children's programme and an exciting final ski race.

Experience unlimited adventure whilst learning something at the same time. At the three to five-day **'Teens on Skis unlimited'** programme, ski-savvy teens aged between 12 and 16 improve their skills and learn new techniques. This is done in small groups, with cool coaches and on varying terrain. This includes all-day supervision, a learning experience according to international standards and lots of fun and action in a varied programme.

Back to the perfect turn with personalised support from qualified ski instructors: **'Back2Ski'** is just the thing for anyone who is over 18 and who is ready to take their skiing skills to the next level. In two-day private courses, targeted technique training leads to completely new experiences of improvement and success. This is personalised ski coaching at its best.

Get enthusiastic about the slopes and experience success after just a short time: **'Learn2Ski'** is for all adult ski beginners who want to find their way to safe and beautiful turns with individual and professional support. With targeted tips and tricks from highly trained ski instructors, you will experience your first successes on the mountain. In limited small groups for maximum fun and safety on the slopes.

It's never too late to get back into skiing. With **'Best Agers on Skis'**, ski-savvy seniors are guaranteed personalised coaching and maximum learning success. Highly trained ski instructors who know the local area will teach you how to ski in a fun and enjoyable way. The focus is on good company and absolute safety. For a special kind of ski group experience.

All information at: www.skiamade.com/bestlearn2ski

NEW: Events, enjoyment and long days of skiing: sunshine skiing with the ultimate snow vibes in Ski amadé

When the sun slowly rises again in spring, it's the right time for a wonderful skiing holiday. Sun + skiing + mountain hut fun – that's sunshine skiing as it should be. The high-quality ingredients are 25 ski resorts in five top regions in Salzburg and Styria, up to 760 kilometres of slopes and 260 ski huts that provide guests with local delicacies.

Feel the beat of the snow vibes

Sunshine skiing in Ski amadé can be experienced under the motto 'Snow Vibes'. Enjoy fantastic slopes in glorious sunshine and celebrate the end of the season with many varied musical events. From rock and pop to electronic music and folk music – there's something to suit every taste. With energetic live concerts, rousing DJ sets with a sunset atmosphere or traditional folk music performances, moments are guaranteed to be memorable. The variety of musical events and the unique atmosphere make the farewell to winter an unforgettable experience.

Austrian sparkling wine in the snow with Ski amadé

Austrian sparkling wine is heading to the place where skiers' hearts beat faster in winter – the snow. From the 9th to the 10th of March 2025, sparkling wine lovers can look forward to a sparkling variety of the country's best producers in the Hochkönig region. As part of a sparkling wine rally, numerous sparkling wines can be tasted at various stations and for even more fun, there is a collector's pass with which you can win great prizes if you visit all the stations.

Culinary highlights during the Ski and Wine Enjoyment Week

Ski amadé sends out particularly enjoyable vibes during the Ski and Wine Enjoyment Week from the 15th to the 22nd of March 2025. The ski huts and restaurants will be transformed into culinary stages under the motto 'Skiing and Austrian wine'. Gourmets can look forward to a culinary experience with wine tastings and a special supporting programme at the ski and wine enjoyment partner huts in particular.

There are also these fine events in March: at the 'Folk Music Ski Hut Roas', guests are spoilt with real folk music and regional delicacies at all participating huts in the Hochkönig region. At the 'Gondola Dinner' in Grossarlal and Hochkönig, you can enjoy a 5-course meal at lofty heights. In addition, over 40 events are organised at the 28 'Enjoyment Partner Huts' during the Ski and Wine Enjoyment Week. These include, for example, wine tastings where fine wines from Austria can be savoured and live music that provides atmospheric entertainment. The Ski and Wine Enjoyment Week offers a perfect combination of sporting activity and culinary delight.

The 'Highest Farmers' Market in the Alps' is a popular tradition as part of the Ski and Wine Enjoyment Week. Local farmers and producers present their best delicacies – whether cheese, schnapps, jams or teas. You can taste, savour and also buy products at over 15 farmers' market stalls. Ski amadé turns your skiing holiday into a true voyage of discovery for gourmets and connoisseurs.

Budget-friendly end to the season: Easter Family Special and Ladies Week

Free ski passes for the kids are available at the end of the season with the Easter Family Special. If at least one parent buys a 6-day ski pass, children up to the age of 15 (born in 2009 or later) ski for free. The Easter bunny also has many attractive events and offers for families in all Ski amadé resorts in his basket.

Ladies first, but not only. Despite its name, Ladies Week in Ski amadé is also for men. And it's worth it: from the 22nd to the 29th of March 2025, you get a second ski pass for free when you buy one. A price example for two people shows why Ladies Week is worthwhile: 7 nights in a double room in a 4-star hotel with half board, including a 6-day ski pass plus another 6-day ski pass for free from € 1,162. In addition, ski tests and ski guiding are offered during this time, as well as a varied supporting programme.

All information can be found at: www.skiamade.com/sunny-skiing

TASTE Ski amadé: The very best flavours from the Austrian mountains

A day on the slopes can be exhausting, but luckily there is a perfect way to recharge your batteries and enjoy the day to the fullest – stopping off for a bite to eat. When skiing, stopping off at a rustic hut or a modern mountain restaurant is simply part of the experience. Here you can relax, enjoy the beautiful mountain landscape and indulge in culinary delights. What makes taking a break in the ski areas of Ski amadé so special? Austrian hospitality and perfect service that you can trust. Another reason why stopping off in Ski amadé is so popular is because of the high-quality products that are used. The chefs place great emphasis on using local, seasonal and sustainable ingredients. The ski resorts of Ski amadé pride themselves on spoiling their guests with high-quality culinary experiences. The combination of local, seasonal and sustainable products with creative cooking skills creates many memorable moments.

The 13 Enjoyment Ski Routes, which exist in the five regions of Ski amadé, guide you to the best places to stop for refreshments in our ski areas. They combine the local's culinary top tips and lead you to where local ingredients are used and sometimes where they are even produced directly at the hut. Here you can immerse yourself in the culinary world of the mountains and enjoy unique taste experiences. From traditional dishes to innovative creations – there is something for every palate here.

Farmers' market meets skiing fun – that's how you could describe the motto of the 'Highest Farmers' 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. More than 15 farmers' market stalls are open for tasting, enjoying and buying.

Ski amadé becomes even more enjoyable as the days get longer at the end of the season and skiing in the sunshine is on the cards. From the 15th to the 22nd of March 2025, the most tasteful highlight of the winter season is on the programme: The Ski and Wine Enjoyment Week. Every year, numerous hotels put together special culinary packages and the certified partners of the culinary huts in the ski resorts of the five regions invite you to a culinary summit meeting under the motto 'Enjoy skiing and Austrian wine'.

A rich Austrian wine assortment, exquisite local dishes made with products from the region and sincere and competent service – these are the quality criteria that make a ski hut or mountain restaurant a certified gourmet partner establishment. Ski amadé has developed and implemented these criteria together with Austrian Wine Marketing. This ensures that guests receive first-class dining and is a great way to experience Austrian hospitality and the diversity of the local cuisine.

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

Ski amadé MADE MY DAY: Book experiences and experience true 'WOW' moments

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 lift companies.

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

Ski amadé SENSATIONS: The challenge for special moments

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.

Visit sensational places in Ski amadé and win cool prizes - that's possible with the SENSATIONS Challenge. In the free Ski amadé App all SENSATIONS collectors will find the ultimate challenge: the principle is quite simple and fun too. At each SENSATIONS location, a board with a QR code is placed in a clearly visible position.

After capturing the moments, all you have to do is scan the QR code with your mobile phone. This is then saved in the personal profile and the number of SENSATIONS visited determines the respective raffle pot with great prizes. The challenge is divided into three categories: Gold, Silver and Bronze. Prizes awaiting participants: ski holidays incl. ski passes, Ski amadé ALL-IN Card Gold as well as White, Atomic skis, 'Komperdell' poles and much more. So get going, simply download the Ski amadé App and start your personal SENSATIONS Challenge.

At www.skiamade.com/sensations and in the Ski amadé App (free download in the App Store) you will find the best tips for special adventures, photo points with sensational views and other viewing platforms. There are also recommendations for speed runs or suggestions for special descents such as the Planai sound piste. The ride is accompanied by your favourite hit – the latest sound technology makes this possible.

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

Salzburger Sportwelt

- Start of the Zauchensee World Cup course
- Photospot Griessenkar in Flachau
- The Panorama Link on the Shuttleberg Flachauwinkl-Kleinarl
- Panorama spot on the Rossbrand in Filzmoos

Schladming-Dachstein

- Styrian heart photo point on the Reiteralp
- Natural jewel Kaiblingalm on the Hauser Kaibling
- Signix Baumhaus (tree house) on the Galsterberg
- Sky toilet on the Planai

Gastein

- 140 meters long legendary suspension bridge
- Schlossalmblick – viewing platform
- Glocknerblick – viewing platform
- Photo Point GASTEIN

Hochkönig

- Box seats along the Königstour
- Königsplatz with 360° panorama
- Podium finish in one of the longest snowparks in Austria

Großarlal

- Ruhe Platzl (quiet mountain area): Glocknerplatzl
- Ruhe Platzl (quiet mountain area): Naturplatzl
- Ruhe Platzl (quiet mountain area): Sonnenplatzl

If you want to share your holiday with your friends via social media, you can get the best tips for photo motifs, photo points and many other suggestions that are simply 'instagramable'. The interactive 2D and 3D panoramas immediately transport you to Ski amadé and allow you to experience the beauty of the region virtually. But nothing can beat the real experience on site. The SENSATIONS tips are clearly marked in the ski area so that you can really find the items on your planned bucket list on holiday. This way, every guest can be sure not to miss anything in the Ski amadé ski resorts and create unforgettable memories that can be shared with friends and family.

All information about the Ski amadé SENSATIONS, as well as the Bucket List, is available at: www.skiamade.com/sensations

RIDE Ski amadé: Immerse yourself in the world of freestylers and snowboarders with the best tricks and jumps

Out and about in the ten snow parks, the 13 fun slopes and funcross trails, you quench your longing for action whilst experiencing a unique feeling of solidarity with the entire community. Because the real fun in the snow park only really starts when you jump, grind and slide together. Between January and March 2024, there will be a variety of popular snow park events to choose from, where you can experience the best RIDE adventures with friends.

Both professionals and amateurs have the opportunity to try out jumps in the snow park together. There is always a lot of action and you can meet like-minded people. If you are a boarder or freeskier and you can really do some cool jumps, you should take part in the 'Cash4Tricks-Tour', which makes a total of nine guest appearances in all the snow parks in Ski amadé, or take part in one of the other numerous freestyle events. By intensively focusing on the topic of RIDE and Freestyle, Ski amadé has succeeded in getting more and more children and young people interested in skiing. The share of this target group has shown a steady increase in recent years.

Cash4Tricks-Tour: Top up your pocket money and stand out amongst the best in the community

The Cash4Tricks-Tour has become one of the most popular events for fans of the snowboard and freestyle scene. From January 2025 it will be back in full swing and promises plenty of action and fun. Those who want to take part simply need to register at one of the snow parks in Ski amadé and then they can get started. An experienced jury will judge the best jumps and tricks. It's not only the difficulty that counts, but also the creativity and execution. The more good tricks you show, the more 'cash' you can win because the best jumps are rewarded with cash. The great thing about the Cash4Tricks-Tour is that you can take part as many times as you like.

Therefore, you have plenty of opportunities to improve your skills and try out new tricks. Not only can you prove your skills, but you can also earn money. The tour is very popular with fans because it not only offers exciting competitions, but also a cool and relaxed atmosphere. Spectators can experience the breathtaking jumps up close and cheer on the riders. It is always impressive to see what tricks the snowboarders and freestylers can perform on their boards. If you take part in at least four Cash4Tricks events, you can enter a prize draw for a Ski amadé ALL-IN Card Gold and a Blue Tomato shopping voucher using your collection pass. The 'Cash4Tricks-Tour' has a total of nine tour stops in the Ski amadé snow parks. The outdoor event has now achieved cult status, so that girls are also showing off cool jumps more and more often and are also among the best in their league.

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

FreeRIDE Ski amadé: The ultimate combination of freedom & fun off-piste

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

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 11th to 25th January 2025. Children up to the age of six receive a children's ski course, ski hire and children's ski pass for just € 179. 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 € 25,00 (born 2009 – 2018) or € 37,50 (born 2006 – 2008) 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 the 15th March 2025 until the end of the season, children up to the age of 15 (born 2009 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: 27 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

Piste tour routes in Ski amadé: Designated routes ensure safety

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 30 designated piste tour 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 piste tour ticket. On the Ski amadé website and in the 3D Panorama there is a comprehensive overview of all routes – from start to finish.

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

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