

## Press release

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### **Let's get k-onnected: New K-ONNECTION cable car connects Kaprun and the Maiskogel and Kitzsteinhorn ski resorts**

*Zell am See-Kaprun, 1 December 2019 (w&p) – K-ONNECTED: Generations have dreamt of a cable car connecting the town of Kaprun with Maiskogel and Kitzsteinhorn. This dream has now come true: The grand opening of the 3K K-connection cable car took place on 29 November 2019, in time for the first day of operation on Saturday, 30 November 2019. The MK Maiskogel cable car and the 3K K-connection cable car form together the connection from Kaprun uphill to the Kitzsteinhorn. The completion of the new cable car axis of superlatives was celebrated with a spectacular lighting installation as well as a special concert by the Austropop legend "Wolfgang Ambros & die No. 1 vom Wienerwald" and the popular Austrian band GRANADA in 1,570 metres above sea level. The launch of the 3K K-connection cable car introduces a new dimension of quality and comfort, including Ski-in Ski-out from the town centre of Kaprun directly uphill to glacier and back, for locals and guests alike.*

#### **Spectacular lighting event and live concerts at the grand opening**

Connecting the two Kaprun ski resorts on the Maiskogel and the Kitzsteinhorn has been a dream for generations. Following just 24 months of construction, the 3K K-connection cable car was launched on 30 November 2019, bringing now together that belongs together. To start with, Archbishop Dr Franz Lackner and Dean Mag. Olivier Dantine blessed the new cable car during an ecumenical ceremony on Friday, 29 November.

A special connection deserves a special opening: All winter sports enthusiasts enjoyed a cable car ride of the special kind at the opening of the first tricable gondola lift in Salzburger Land from 5:30pm on 30 November 2019: A unique lighting installation illuminated the new connection, shining clearly visible into the Zell Basin. Announcing the now established connection, the supports and the cabins of the MK Maiskogel cable car and the 3K K-connection cable car ensured that the entire 8-kilometre distance between the town centre and Kitzsteinhorn/Langwiedboden in 2,000 metres was covered in mysterious light.

Highlight of the opening weekend was a spectacular live concert in the Maiskogel upper terminus in 1,570 metres above sea level from 7:30pm on Saturday evening.

To start with, Austropop legend Wolfgang Ambros and his band "Die No. 1 vom Wienerwald" delighted fans with their popular super hits. With his skiing anthem "Skifoahn" is Wolfgang Ambros not only an internationally famous musical ambassador of skiers, he also provided the theme tune to the Kaprun K-ONNECTION generation project with his ballade "Langsam wach's ma z'amm". Coming full circle, Wolfgang Ambros rocked the glacier again after his Kitzsteinhorn debut at "Rock on the Rocks" in 1985.

Following that, the Austrian vernacular band GRANADA got the party going at the mountain and performed hits like "Pina Colada" and "E okay" in the sold out Maiskogel upper terminus.

From 10pm, the fun continued with live music at opening parties at Maisi Alm, Baumbar, Schneiderei or Kitsch & Bitter in the town centre of Kaprun.

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### **The launch of 3K K-connection creates a new dimension of quality**

With two new cable cars, K-ONNECTION creates the connection from the town of Kaprun via the Maiskogel uphill to the Kitzsteinhorn, thus directly to the glacier. The result of this connection is a top-modern Ski-in Ski-out from the town centre of Kaprun directly uphill to the Kitzsteinhorn and back. In that way, six cable cars manage 2,261 altitude metres over a total of twelve kilometres, which is unique in the whole Eastern Alps. Thanks to all-round glazing, the 32 comfortable cabins of the new 3K K-connection enables winter sports fans to enjoy spectacular panoramic views into the Salzach Valley, to Lake Zell and Austria's highest peaks. Up to 2,000 spaces at a modern ski depot and a spacious Bründl Sports shop and rental station are available in the Kaprun Center at the lower terminus, thus complementing a perfect infrastructure for the start into comfortable skiing pleasure. Locals and guests access the MK Maiskogel cable car, leaving from the Kaprun Center, from the town centre easily on foot. In addition, the [free ski and village bus service](#) has also been extended, thus many winter sports fans will no longer need their car for arrival. Traffic in the town will be noticeably reduced and CO2 pollution will be significantly lower.

The Kitzsteinhorn delights skiers and snowboarders with wide glacier slopes, three first-class snow parks – including Austria's biggest superpipe, and five freeride routes with powder lines, cliff jumps and natural pipes near the pistes – plus, 100% snow-reliability until early summer.

The Maiskogel family mountain, with its gentle slopes, complements the high-alpine glacier perfectly.

Further information at: [www.zellamsee-kaprun.com/de/region/orte-berge/kitzsteinhorn](http://www.zellamsee-kaprun.com/de/region/orte-berge/kitzsteinhorn)

### **Endless skiing pleasure with the Ski ALPIN CARD**

The Ski ALPIN CARD ski pass network, connecting Skicircus Saalbach Hinterglemm Leogang Fieberbrunn with the Schmittenhöhe in Zell am See and the Kitzsteinhorn in Kaprun from winter 2019/20, offers 408 kilometres of fun on the pistes, including glacier. With the ticket network, the three regions create a premium mountain experience in the Alps with an incomparable and diverse programme. From freeride tour at the glacier to panorama skiing with view to the lake, winter sports fans enjoy all possibilities.

Further information at:

[www.zellamsee-kaprun.com/de/aktivitaeten/winter/skifahren/ski-alpin-card](http://www.zellamsee-kaprun.com/de/aktivitaeten/winter/skifahren/ski-alpin-card)

Further information about the Zell am See-Kaprun tourist region at [www.zellamsee-kaprun.com](http://www.zellamsee-kaprun.com).

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### **About Zell am See-Kaprun**

Glaciers, mountains and lake – the all-year round destination of Zell am See-Kaprun in Austria brings together the diversity of the Alps. In the unique natural paradise at the edge of the Hohe Tauern National Park, sports enthusiasts, active holidaymakers, families and those seeking relaxation will discover a wide range of experiences in summer and in winter. These include the "Gipfelwelt 3,000" in 3,029 metres on the Kitzsteinhorn – the only glacier ski resort in Salzburg Land, the Maiskogel family region, the panorama and family mountain

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Schmittenhöhe, Lake Zell and the multi-award winning 36-hole golf course. In winter is Zell am See-Kaprun one of Austria's most attractive winter sports regions. Thanks to the Ski ALPIN CARD ticket network, snow enthusiasts can conquer a total of 408 kilometres of ski slopes including the glacier. Tradition and authenticity are reflected in the events and culinary specialties of the region. First-class sports events like IRONMAN 70.3 and Grossglockner Ultra Trail attract sports enthusiasts to the spectacular mountain world.

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