

Press release

Grand opening: zellamseeXpress connects Schmittenhöhe and Skicircus Saalbach Hinterglemm Leogang Fieberbrunn

Zell am See-Kaprun, 8 December 2019 (w&p) - Beyond the valleys: Section 1 of zellamseeXpress was taken into operation for the first time in the presence of many famous guests of honour yesterday morning, Saturday, 7 December 2019. The new shuttle cable car, with the ski centre in Viehhofen, creates a direct connection from Glemmtal valley, and therefore from the Skicircus Saalbach Hinterglemm Leogang Fieberbrunn, to the Schmittenhöhe panorama and family ski resort. The start of this new era was celebrated with a ceremony at the lower terminus of zellamseeXpress and a concert by Austropop legend Rainhard Fendrich and the Danish singer-songwriter Aura Dione at the areitXpress upper terminus in the evening.

Ceremony and festival atmosphere

The official part of the opening signalled the start of the celebrations, taking place in Viehhofen on Saturday, 7 December: 250 invited guests from politics, business, the cable car sector and the tourist industry attended the blessing of the new cable car and the ceremonial cutting of the ribbon. Afterwards, all guests enjoyed the first uphill rides by zellamseeXpress to the champagne reception at the upper terminus.

Locals and guests were able to experience the advantages of the new cable car already from lunchtime on 7 December 2019. Schmittenhöhebahn AG invited winter sports fans to free rides and served Austrian specialities for all guests at the lower terminus.

The spectacular highlight of the "Winter start at the mountain" weekend was provided by the Austropop legend Rainhard Fendrich and singer-songwriter Aura Dione who performed live 1,400m above sea level in the evening. Starting the open-air concert at the areitXpress upper terminus, the Danish pop and folk singer performed in front of more than 2,000 enthusiastic fans for around an hour. Performing her world hits "I Will Love You Monday", "Geronimo", "Friends" and her latest song "Shania Twain" on the open-air stage at the mountain, the exceptional artist got her fans into proper party mood.

With cult hits like "Schickeria", "Macho, Macho", "Weus'd a Herz hast wia a Bergwerk" and Austria's unofficial hymn "I Am from Austria", Rainhard Fendrich thrilled his fans during an almost two-hour best of concert in front of a stunning scenery afterwards. He also performed the first songs of his brand-new album "Starkregen" live in front of the audience.

New connection to the Schmittenhöhe panorama & family ski resort

With the direct connection of the Schmittenhöhe panorama & family ski resort to Glemmtal valley, a long-cherished dream becomes true in Zell. The modern 10-seater monocable gondola lift can carry up to 2,800 persons per hour from the new lower terminus Viehhofen uphill to the Schmittenhöhe within just twelve minutes. Starting from the upper terminus at Salersbachköpfl, winter sports fans enjoy a wide range of downhill runs into the valley to Zell am See as well as lift connections in all directions. The connection presents not only significant added value for guests, it also lays the foundation for one of Austria's biggest and most diverse skiing area. There is, for example, a connection to the Skicircus Saalbach Hinterglemm Leogang Fieberbrunn

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via the ski route X4 and by ski bus 680 from the lower terminus, or the Kreuzerlehengraben. Winter sports fans then get from the ski circus back to the zellamseeXpress lower terminus in Viehhofen via the natural snow piste 168.

In the Schmittenhöhe panorama & family ski resort, winter sports enthusiasts can choose from five long downhill runs with more than 1,000 altitude metres and test many adventure pistes for the entire family, various photo points or Austria's only Audi Ski Run. Playing your favourite song, one of the Jukeboxx gondolas of zellamseeXpress takes you back uphill to the mountain. If you are still looking for even more excitement and variety afterwards, then is the Schmitten Action Cup just perfect for you. In this competition, you have to collect badges for various tasks across the entire ski resort. If you are lucky, then you get the chance of winning one of the highly coveted prizes.

Further information at: www.zellamsee-kaprun.com/de/region/orte-berge/schmittenhoehe

Endless piste pleasure with the Ski ALPIN CARD

408 kilometres of fun on the piste, including glacier, offers the Ski ALPIN CARD ski pass network which will be connecting Skicircus Saalbach Hinterglemm Leogang Fieberbrunn with the Schmittenhöhe in Zell am See and the Kitzsteinhorn in Kaprun from winter 2019/20. With the ticket network, these 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 here.

Further information at:

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.

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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 Salzburger Land, the Maiskogel family region, the panorama and family mountain 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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