

## **WITH REFLECTION AND FORESIGHT INTO A SUCCESSFUL FUTURE: ZELL AM SEE-KAPRUN PRESENTS NEW STRATEGY 2025**

**Zell am See-Kaprun, 8 Jun 2021: Back in August 2020, Zell am See-Kaprun started a comprehensive strategy process to determine the future direction of the tourism region. A new strategy until 2025, which should indicate the long-term direction of Zell am See-Kaprun and realise the goals of the region, was finally developed together in the team and with over 200 opinions from the market.**

Zell am See-Kaprun is a holiday paradise par excellence that stands out from other destinations due to, above all, its fascinating experiences between glacier, mountain and lake. And it is precisely these strengths of scenic uniqueness and the wide range of activities that will be the focus of the region's future direction. Zell am See-Kaprun will be marketed nationally and internationally as a recognisable brand with a clear image. The content of the new Strategy 2025, with new goals, values, target groups and strategic fields of action, was officially presented on 7 June 2021 at a large event with all partners at the Ferry Porsche Congress Center. The new Managing Director of the Austrian National Tourist Office, Ms Lisa Weddig, also conveyed her appreciation of the future development in a video message.

### **VISION AND MISSION**

The new strategy was developed based on a portfolio review, guest surveys, expert discussions, the ongoing exchange with the team and online surveys. In total, more than 200 opinions have been incorporated into the strategy process of Zell am See-Kaprun. The new way ahead is a consistent continuation of the brand essence of glacier, mountain and lake. With the vision of being one of the top 3 year-round premium Alpine destinations, Zell am See-Kaprun aims to offer its guests fascinating, outstanding, sustainable and year-round experiences between glacier, mountain and lake. Quality and class lead the future work as new values. The focus for the future is on increasing the added value, the capacity utilisation of the partners and on all-year-roundness. Part of the mission is also to make guests, businesses and the population enthusiastic ambassadors of the Zell am See-Kaprun brand.

### **STRATEGIC FIELDS OF ACTION**

The brand essence of glacier, mountain and lake defines the strategic fields of action with individual programme and product areas. Completely new here is the important topic of sustainability and mobility, which plays a central role in the strategy. Zell am See-Kaprun wants to take bold steps and become a model region with foresight and innovative power.

In addition to the great variety of attractions and events, sports facilities and an extensive range of activities, top culinary venues and programmes for relaxation of body and mind are also part of Zell am See-Kaprun's range, which has now also been complemented by digital services.

## NEARBY MARKETS AND TARGET GROUPS

Guests from over 60 different nations spend their best time of the year in Zell am See-Kaprun. It was therefore all the more important to prioritise the markets in the new Strategy 2025 in order to secure and expand individual market shares. In the new market matrix of the future, the European local markets and neighbouring countries have become more relevant and have therefore been prioritised accordingly.

A clear definition and differentiation of the target groups was also part of the new product development and market approach. Three essential target groups of Zell am See-Kaprun were defined: The outdoor sports enthusiast and adventurer, the appreciative active holidaymaker and cool families.

With the defined new quantitative and qualitative goals of the Strategy 2025, Zell am See-Kaprun will succeed in inspiring guests in the long term, while maintaining the natural paradise through the highest standards of sustainability.

*Mag. Renate Ecker, Tourism Director:*

*In order for Zell am See-Kaprun to be successful as a region in the long term, we all have to pull together. The revised strategy clearly shows what good things can come about when all areas are included and the cooperation with stakeholders is strengthened. Zell am See-Kaprun offers great opportunities, let's seize them.*

*Maximilian Posch, Chairman of TVB Zell am See:*

*In addition to the quantitative goals of the new strategy, it is also important to increase the desirability and awareness of Zell am See-Kaprun. In addition, we want to promote the constant further development of the activities and lead products as well as professionalisation in various areas. Our common goal is to be among the top 3 year-round premium Alpine destinations in the long term.*

*Christoph Bründl, Chairman TVB Kaprun:*

*In Zell am See-Kaprun, this extraordinary paradise, it is the joint responsibility of each individual to continuously create important added value for guests with our products and services. This provides the decisive drivers for increasing the occupancy rate and added value as well as a steadily growing enthusiasm among guests.*

## ABOUT ZELL AM SEE-KAPRUN:

Glacier, mountains and lake – the all-year round destination of Zell am See-Kaprun in Austria combines 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 “Gipfelwelt 3,000” on the Kitzsteinhorn - the only glacier ski resort in SalzburgerLand, the Maiskogel family region, the panorama and family

mountain Schmittenhöhe, Lake Zell and the multi-award winning 36-hole Leading 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 pistes, including the glacier, with just one single ski pass. Tradition and authenticity are reflected in the events and culinary specialties of the region. [www.zellamsee-kaprun.com](http://www.zellamsee-kaprun.com)

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