

PRESS RELEASE

FINALLY, BACK ON THE PISTE: THE KITZSTEINHORN STARTS INTO THE WINTER SEASON ON 09 OCTOBER

Zell am See-Kaprun, 5 October 2021 (w&p) – Looking forward to fun in the snow: Now in October, when the days get colder, the yearning for a winter holiday increases. In Zell am See-Kaprun, wide pistes on the Kitzsteinhorn, Salzburg's only glacier ski resort, will be tempting visitors as early as 9 October. The glacier in Kaprun traditionally starts the winter season early and guarantees 100% snow-reliability until early summer. For a relaxing break, visitors can enjoy a treat at the TAUERN SPA in Kaprun. Relaxing with a view of the mountains in the infinity pool or in one of the panorama saunas - the hearts of wellness fans beat faster here. At the new Bründl flagship store in the heart of Kaprun, guests will find everything they need for the start of the skiing season at the Alps' most innovative sports shop on 2500m², with sustainable fashion plus an adventure world with restaurant, giant slide, bouldering wall and a skywalk at a height of 20 metres.

NEW EVENT FOR THE START OF THE SEASON

This year, the start of the 2021/22 season will be heralded with a new event format. At the first edition of the "Snow-How Days", the leading winter sports brands will make their brand-new equipment available for free testing on the Kitzsteinhorn glacier for one weekend. From 5 to 7 November 2021, visitors can put the season's latest skis and boards through their paces in the glacier snow before winter. At the same time, ski and snowboard technique workshops of the Kaprun ski schools, a "Cash4Tricks" snow park contest and the skiline.cc Snow-How Cup ensure an exciting and informative programme on the Kitzsteinhorn. In addition to the sporting offers, gourmets will also discover many culinary highlights such as tasting experiences or themed dishes during the Snow-How Days. Kaprun Castle becomes the stage for the Snow-How Days in the evening. On Friday, the Freeride Film Festival will make its tour stop here surrounded by the venerable castle walls. On Saturday, a limited number of guests can look forward to the absolute highlight of the weekend: Marcel Hirscher will talk about his projects, motivations and visions in an exclusive talk in the castle's Knights' Hall. The Salzburg native, who has 67 World Cup victories to his name and has won 12 medals at the World Championships and Olympics, presents his new, self-developed ski brand VAN DEER at the end of September. These skis, which combine everything needed to compete at the top of the World Cup, will only be available at selected Bründl Sports Shops.

Further information on the Snow-How Days at: <https://www.zellamsee-kaprun.com/snowhowdays>

TOP OF SALZBURG WORLD OF EXPERIENCE

Finally skiing and snowboarding again in October - with 100% snow-reliability, the Kitzsteinhorn invites all winter sports enthusiasts to enjoy their first turns. Ski tourers will

also soon find their first opportunities on the glacier. The first skins are put on the touring skis to discover the "Eisbrecher" (Icebreaker) or "Schneekönigin" (Snow Queen) tours as soon as the snow conditions are right. Thus, endurance athletes can soon conquer their first metres of altitude of the coming ski touring season on secured pistes. However, Salzburg's only glacier ski resort not only offers early winter fun, but also delights with its high alpine TOP OF SALZBURG world of experience at 3,029 metres, right on the border of the Hohe Tauern National Park. With Salzburg's highest-situated panorama platform as well as the National Park Gallery, the Cinema 3000 and many other attractions, the excursion destination offers a unique nature experience. Salzburg's highest-situated restaurant, the Gipfelrestaurant, provides culinary delights.

SAFE WINTER HOLIDAYS AND BOOKING WITHOUT WORRIES

In addition to fun and sports activities between glacier, mountain and lake, the focus this winter continues to be on the safety of all guests, locals and employees. In addition to the national [regulations](#), the Zell am See-Kaprun region and the local cable car companies have therefore developed [various measures](#) in close cooperation with the health authorities to ensure the best possible protection of all snow enthusiasts. For the safety of all guests, the catering businesses in the ski resort have invested in a variety of hygiene and cleaning measures. The same standards apply to shops and other commercial establishments as well as to the accommodations in the region. For the safety of all guests, 3-G certificates are required in the ski resort and in catering establishments. FFP2 masks are compulsory in enclosed areas, terminus areas, in the access and exit areas as well as while travelling on the cable cars and lifts (with the exception of T-bar lifts).

Further information is available at www.zellamsee-kaprun.com/en/service/safe-winter-holidays.

Numerous establishments in Zell am See-Kaprun offer free cancellation and rebooking options up to 48 hours before arrival as part of the "Booking Without Worries" campaign. In addition to the highest hygiene standards, flexible rebooking options at these accommodations guarantee a holiday without worries. Find out more at www.zellamsee-kaprun.com/en/landingpage/booking-without-worries

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/en

Wilde & Partner Communications GmbH
Michaela Gerganoff
Tel. +49 89 - 17 91 90 17
michaela.gerganoff@wilde.de
www.wilde.de

Zell am See-Kaprun Tourismus
Johanna Klammer, BA
Tel. +43 6542 - 770 28
j.klammer@zellamsee-kaprun.com
www.zellamsee-kaprun.com