

PRESS RELEASE

FINALLY ENJOYING WINTER HOLIDAYS AGAIN: REOPENING IN ZELL AM SEE-KAPRUN ON 17 DECEMBER

Zell am See-Kaprun, 9 December 2021 (w&p) - Snow, ski, culinary delights: a winter holiday in Zell am See-Kaprun offers the perfect, carefree experience in the snow. Between glacier, mountain and lake, skiers will find one of the largest ski resorts in wonderful surroundings and a diverse weekly programme full of activities. Hotels and catering establishments reopen on 17 December 2021. The Kitzsteinhorn and Schmittenhöhe ski resorts in Zell am See-Kaprun have been boasting perfect piste conditions for some time and can now share this premium offer with all guests again.

START OF THE WINTER HOLIDAY

Skiing on the Schmittenhöhe and on the Kitzsteinhorn glacier in Zell am See-Kaprun has already started in October and early December respectively - in a first step mainly for locals. In the second step, on 17 December 2021, the hotels and catering establishments will also be allowed to open their doors again. Winter sports enthusiasts will then finally be able to enjoy holidays in wonderful nature again, and discover a total of 408 kilometres of pistes with the Ski ALPIN CARD for every level of skills and for every occasion. Guests are taken directly from Kaprun via the Maiskogel to the Kitzsteinhorn and the glacier ski resort with the TOP OF SALZBURG excursion destination 3,029 metres above sea level. Ski-in/ski-out offers skiers and snowboarders the ultimate in convenience. On the Schmittenhöhe, winter sports enthusiasts enjoy above all the wide range of pistes and huts as well as the panoramic view of Lake Zell and over 30 three-thousand-metre-high peaks of the Hohe Tauern. Five long downhill runs, the black "Trass" - a piste with over 1,000 metres of difference in altitude and a gradient of up to 70 percent, night skiing or Ski'n'Brunch complement the programme of Zell's local mountain. In addition to ski-in/ski-out from Zell am See, the panorama and family ski resort also provides a connection to the Skicircus Saalbach Hinterglemm Leogang Fieberbrunn, making it the hub of the Ski ALPIN CARD with 408 kilometres of pistes.

QUIET EVENING WITH APRÈS-CHILL

This winter season, après-chill celebrates its premiere in Zell am See-Kaprun. 30 catering establishments in the Zell am See-Kaprun region have developed a new concept for a quiet, enjoyable evening as an alternative to après-ski. In compliance with all safety and hygiene regulations, the establishments invite you to stay and enjoy yourself outdoors - complete with a cool lounge atmosphere, Alpine finger

food, "Alpine Glow" signature drink and music. All partner establishments and further information can be found at www.zellamsee-kaprun.com/en/events/apres-chill

OFF-PISTE WINTER WONDERLAND: ACTIVITIES IN A UNIQUE LANDSCAPE

Winter in Zell am See-Kaprun turns nature into a fairy-tale wonderland that can be discovered off-piste in a variety of ways. Whether on foot or with snowshoes, on the toboggan or together with the National Park Ranger, whether on a guided snowshoe hike to the Plettsaukopf on the Schmittenhöhe or on a cross-country skiing taster course. The diverse weekly programme in Zell am See-Kaprun also includes daily outdoor activities such as winter yoga, snowshoe hikes, evening hikes by torchlight or the spectacular "Kitzsteinhorn Explorer Tour" with a National Park Ranger across four climate zones to the 3,029-metre-high TOP OF SALZBURG viewing platform on the Kitzsteinhorn.

DIGITAL SUPPORT FOR THE START TO THE SKI SEASON

The reopening of the hotels or the start to the winter season takes place under the highest safety measures. These can be found at any time at www.zellamsee-kaprun.com/en/service/safe-winter-holidays

To make the start of skiing fun easier with regard to the currently applicable regulations, the "Greenpass Check" enables uncomplicated proof of the stipulated 2G status (fully vaccinated or recovered from Covid-19) even before entering the mountain railway. The link between the 2G certificate and the ticket is made quickly and smoothly at all ticket sales points. Furthermore, the ticket can be linked with the 2G Check at ticket machines directly at the lower terminus or via the web portal zellamsee-kaprun.com/green-check

In addition, the new Zell am See-Kaprun app is an indispensable holiday companion, winter adventure planner, event calendar, restaurant guide and mobile info point for the restart of the winter season. New features this winter include a ticket shop and a digital Guest Card that is automatically transferred to the smartphone. For the first time, winter sports enthusiasts can use the app's digital route planner to get to the ski resort. It informs about public transport services that are included in the ski pass, but also includes the best routes on foot or by car.

Reopening video Zell am See-Kaprun: <https://youtu.be/VZ3bi4K4aBc>

Images for free download at: <https://www.zellamsee-kaprun.com/en/service/press/pictures>

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

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