

## THE NEW WAY TO ENJOY WINTER: "APRÈS CHILL" IN ZELL AM SEE-KAPRUN

**Zell am See-Kaprun, 20 January 2022: Zell am See-Kaprun has developed a new concept for enjoying the end of a day of skiing on the glacier, mountain or in the valley in a beautiful atmosphere and with all safety precautions. In doing so, the original idea of getting together after skiing was taken up again and thus "Après Chill" was brought to life.**

"Après Chill" is the name of the new concept and service in Zell am See-Kaprun, which provides winter sports enthusiasts with a cosy end and a get-together in an exclusive and safe atmosphere after a day on the pistes. Around 20 regional establishments - on the mountain and in the valley - have joined forces to make the "skiing after-hours" possible until 10pm. Chill-out areas under the open sky, uncomplicated guest registrations with QR code and assigned seating ensure 100% safety. In addition, warm fur blankets, Alpine finger food, special background music and the specially created Red Bull cocktail "Alpine Glow" guarantee relaxing hours.

All participating venues can be viewed online and are easy to find. A digital map shows guests the way from the lower termini or pistes to the designated après-chill hosts.

*Mag. Renate Ecker, Tourism Director Zell am See-Kaprun, is very pleased to be able to offer guests this new concept: "The cosy get-together at the end of a day on the pistes has always been an important part of the shared skiing and nature experience. With Après Chill these days, we in Zell am See-Kaprun enable winter sports enthusiasts to do just that: with safety and distance."*

More information at <https://www.zellamsee-kaprun.com/en/events/apres-chill> and in the blog post at [https://www.zellamsee-kaprun.com/en/live/blog/apres-chill-alpine-glow\\_b-4932416](https://www.zellamsee-kaprun.com/en/live/blog/apres-chill-alpine-glow_b-4932416)

Locations/digital route: <https://www.zellamsee-kaprun.com/en/events/apres-chill/locations>

Contact:

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