

5 UNBEATABLE ARGUMENTS FOR AN UNFORGETTABLE WINTER HOLIDAY IN ZELL AM SEE-KAPRUN

There are of course far more than just five good reasons for a winter holiday in Zell am See-Kaprun! Every guest could probably tell their own story. We put the spotlight on those five arguments that we think reflect the region perfectly and bring its beauty and uniqueness into focus. What makes Zell am See-Kaprun special? And what makes a holiday here so unique? Is it the glistening of the natural snow on downhill runs in knee-deep powder? Or is it the stunning views from the panorama mountain Schmittenhöhe or the 3,000 m high Kitzsteinhorn? Or the countless opportunities to experience your perfect day in the snow? It's all of this - combined with the impressive and multifaceted natural landscape, the unique attitude to life on the glacier, at the lake and in the mountains, and the special appreciation of all these treasures.

REASON #1 - THE UNIQUE COMBINATION OF GLACIER, MOUNTAIN AND LAKE

Enjoying turns on natural snow across wide glacier slopes at 3,000 metres above sea level on the Kitzsteinhorn or experiencing winter fun with the whole family on the fantastically groomed pistes on the Maiskogel and Schmittenhöhe. Racing downhill on legendary black pistes such as the Schmittentrass or the Black Mamba on the Kitzsteinhorn, or gliding through virgin powder snow. After the skiing fun, a romantic walk along the wintry shores of Lake Zell, relaxed shopping in Zell am See or Kaprun and a temptingly sweet Kaiserschmarrn to warm you up. The mystical peak of the Kitzsteinhorn rises prominently from the mountain silhouette and shapes the scenic backdrop of the region. And right up there, at "Gipfelwelt 3000" with the "Top of Salzburg" panorama platform, there is a magnificent view of the glacier giants and the neighbouring Hohe Tauern National Park. With over 30 three-thousand-metre-high peaks, the panorama from the Schmittenhöhe, Zell's local mountain, is at least just as impressive. And below, between glacier and mountain, the lake always sparkles like an emerald.

REASON #2 - A REGION MADE FOR ACTIVE HOLIDAYMAKERS, AMATEUR AND PROFESSIONAL ATHLETES

Between glacier, mountain and lake, almost anything is possible in terms of sporty activities: Zell am See-Kaprun is a "perfect match" for everyone who likes to exercise in their free time and on holiday. Spectacular panorama with top fun on the piste? Check! Freeride routes close to the lifts and sporty ski tours? Check! Nordic delight with cross-country skiing in the valley and on the mountain? Check! World's best snow parks and fun slopes? Check! The mountains are predestined for skiing and boarding, unforgettable powder runs across pristine glacier slopes, a winter walk with a 5-star panorama, but also for a ski tour in nature and the open countryside or on the unique ski touring mountain Ronachkopf. Freestylers are drawn to the pipe or snow parks for action-packed tricks. International pros and amateurs gather here to prepare for their competitions or simply enjoy freestyle action in parks and superpipes. In the

valley, a multitude of perfectly groomed trails await classic cross-country skiers and skaters. Explore the region on foot on well-cleared winter hiking trails, or enjoy the view of the mountain and glacier during a training run around the lake. Whether skiing, boarding, freestyling, Nordic walking, ski touring or even ice swimming: Zell am See-Kaprun is the ideal sparring partner for your own sports enthusiasm. The range of wellness facilities and regenerative treatments at the feel-good oasis TAUERN SPA complements an active and sports holiday perfectly.

REASON #3 - A SPECIAL ATTITUDE TO LIFE AND PURE ALPINE DELIGHT

Zell am See-Kaprun stands for Alpine delight in all its facets. You can divinely dine at 90 restaurants, including eight establishments that have been awarded Gault Millau Toques. Traditional classics at a quaint mountain hut, first-class cuisine in a stylish ambience or international specialities with a regional twist - between glacier, mountain and lake, guests are tempted in every culinary way! Specially created "Mountain", "Lake" and "Glacier" gourmet trails lead to a total of twelve culinary addresses of Alpine cuisine. Here, regional ingredients are used to cook according to the principles of Alpine cuisine. But enjoyment has many other facets in Zell am See-Kaprun: a perfect day on the pistes, cross-country ski tracks or in deep snow is topped with the cool concept of "Après Chill".

REASON #4 - SPECTACULAR EXCURSION DESTINATIONS AND IMPRESSIVE SPECTACLES OF NATURE FOR THE WHOLE FAMILY

Variety and diversity are among the unbeatable arguments for a family holiday in Zell am See-Kaprun. The range of activities and excursion destinations is so extensive that the days seem too short. Especially the region's local mountains - the Schmittenhöhe, the Kitzsteinhorn and the Maiskogel - hold a multitude of opportunities to experience nature in a unique way. "Top of Salzburg" on the Kitzsteinhorn is a unique excursion destination at 3,029 metres above sea level high up on the glacier: viewing platforms, cinema, the highest-situated restaurant in SalzburgerLand or guided tours with rangers, for example in the National Park Gallery or the Explorer Tour, promise unique impressions. The new 3K K-ONNECTION takes you uphill and downhill - the ride on the mountain railway alone is an experience in itself. The panorama mountain Schmittenhöhe is the highlight of a leisurely trip to the summit with state-of-the-art gondolas in Porsche design - the stunning view of 30 three-thousand-metre-high peaks included. The "Areit 1400" exhibition allows you a look behind the scenes of locomotion in the past and future. And in the valley, the museum in the medieval Vogtturm tower with a "Porsche Design" exhibition, or the local history museum in Kaprun beckon visitors to an exciting journey through time in the region.

REASON #5 - SUSTAINABLE LIVING AND MINDFUL HOLIDAYS IN THE MOST BEAUTIFUL NATURAL LANDSCAPE

In 1927, the Schmittenhöhebahn started its operation as the first cable car in the Federal State of Salzburg, and with the development of the glacier ski resort on the Kitzsteinhorn in 1965,

another milestone was laid for the region's tourism success. Much has happened since then, but the most important thing has never been overlooked: Nature in all its beauty and fragility. In Zell am See-Kaprun, great importance has always been attached to the highest quality of life: For the locals as well as for guests from all over the world. The lake with its excellent water quality, the protected natural landscapes, the wildlife and forests, the cultivated, rural cultural landscape, the hospitality that is lived, the quality of life here - all this characterises the region and this is how it should remain in the future. More than ever, Zell am See-Kaprun is therefore focusing on sustainability and the conservation of resources: as a "Climate and Energy Model Region", it is consciously taking measures in areas such as travel, local mobility and climate-friendly tourism infrastructure. Numerous direct public transport services from European cities to the centre of Zell am See make it easy for guests to leave their cars behind. All mountain railways in the region run on 100% green electricity, and numerous accommodation establishments and partners are implementing various measures in the field of environmental and climate protection as part of the "Climate and Energy Model Region". With the Kaprun High Mountain Reservoirs, "green" electricity is generated in a climate-friendly way with the help of hydropower, saving over 500,000 tonnes of CO₂ annually. For generations, people have valued the quality of life in Zell am See-Kaprun: this is how it should remain in the future, and guests can actively participate in this goal during their holiday. This makes Zell am See-Kaprun the ideal holiday resort for everyone who wants to do their bit for a better world, even on holiday.