

FIVE REASONS FOR A WINTER HOLIDAY IN ZELL AM SEE-KAPRUN

What makes a holiday in Zell am See-Kaprun so unique? Every guest could probably list 50 reasons. The five most frequently mentioned are listed here. Whether the glistening of the natural snow, the vista from the family and panorama mountain Schmittenhöhe as well as from the 3,203 m high Kitzsteinhorn, or the combination of glacier, mountain and lake - Zell am See-Kaprun is simply unique!

REASON #1: THE COMBINATION OF GLACIER, MOUNTAIN AND LAKE

This triad sounds unique! The striking peak of the Kitzsteinhorn literally scratches the sky at the very top. And mountain giants and the neighbouring Hohe Tauern National Park can be admired at close range in Gipfelwelt 3000 with the panorama platform Top of Salzburg. Anyone who waddles over wide glacier slopes on natural snow at 3,000 metres above sea level enjoys the feeling of being close to skiing heaven. More than 30 three-thousand-metre-high peaks also present themselves from the Schmittenhöhe - Zell's local mountain. Up here you can experience winter fun with the whole family, and ski-in/ski-out ensures convenience in both resorts. Those looking for a challenge to test their skiing skills get the chance to do so on the legendary Trass run on the Schmittenhöhe or the Black Mamba on the Kitzsteinhorn. Glacier? Check! Mountains? Check! That leaves Lake Zell. A romantic walk along the snow-covered shore, relaxed shopping in Zell am See or Kaprun, or a boat trip on the wintry Lake Zell - and a temptingly sweet Kaiserschmarrn to warm you up - are just perfect after a fun day of skiing.

REASON #2: ONE REGION - ENDLESS POSSIBILITIES

Fun on the pistes with panoramic view? Freeride and ski touring routes close to the lifts? Nordic cross-country skiing fun? The world's best snow parks and fun slopes? Not possible is impossible in Zell am See-Kaprun! Because the unique combination of glacier, mountain and lake simply makes it possible. Whether skiing, snowboarding, freestyle, freeride, ski touring or even ice swimming: Zell am See-Kaprun is the location for sporty activities. Kitzsteinhorn and Schmittenhöhe are predestined for skiing and snowboarding, for powder runs and for winter hikes with a five-star panorama. Ski tourers are drawn to the unique ski touring mountain Ronachkopf, freestylers to the superpipe and snow parks. International professionals as well as amateurs find their snow-covered playgrounds here. And plenty of cross-country ski track kilometres are waiting for classic skiers and skaters in the valley. Still not enough for an active and sporty holiday? Then head for the feel-good oasis TAUERN SPA Zell am See-Kaprun!

REASON #3: THE UNIQUE ATTITUDE TO LIFE IN ZELL-AM-SEE-KAPRUN

Zell am See-Kaprun stands for the very best in Alpine cuisine! 90 restaurants, including eight Gault Millau Toque award-winning establishments, treat the palates of their guests to wonderful taste experiences. Traditional classics at the mountain hut, top culinary art in a

stylish ambience or international specialities with a regional twist - between glacier, mountain and lake, guests are tempted with the very best of the world of culinary art.

REASON #4: EXCURSIONS TO UNIQUE SPECTACLES OF NATURE

"Variety" is synonymous with family holidays in Zell am See-Kaprun. The local mountains Schmittenhöhe, Kitzsteinhorn and Maiskogel beckon with endless possibilities to experience nature. Gipfelwelt 3000 on the Kitzsteinhorn, with its viewing platforms, cinema, and the highest-situated restaurant in SalzburgerLand, is the excursion destination at 3,029 metres above sea level with the most and best panoramic views. The 3K K-ONNECTION ensures a comfortable ride to the top. Alone the ride on one of Austria's most modern mountain railways is an experience. The family and panorama mountain Schmittenhöhe is reached in ultra-modern gondolas - one of them in Porsche design. A stunning view of 30 three-thousand-metre-high peaks is waiting at the top.

REASON #5: SURPRISINGLY SUSTAINABLE AND MINDFUL HOLIDAYS

The Schmittenhöhebahn started operating as the first cable car in the province of Salzburg in 1927. The development of the glacier ski resort on the Kitzsteinhorn in 1965 was another milestone in tourism. But one thing has always been important: nature in all its beauty and fragility. In Zell am See-Kaprun, top priority is the highest quality of life. The lake with its excellent water quality, the protected natural landscapes, the wildlife and forests, the rural cultural landscape, the lived hospitality, the liveable environment - all these are distinctive characteristics of the region. And that should be preserved! Therefore, Zell am See-Kaprun focuses on sustainability and conservation of resources: As a "Climate and Energy Tourism Focus Region", measures are taken, for example, regarding travel, local mobility, and climate-friendly tourism infrastructure. Many direct services from European cities to the centre of Zell am See make it easy for guests to do without their own cars. All mountain railways in the region run on 100 per cent electricity from renewable energy sources, and many of the businesses already feature the Austrian Eco-label. Plus, "green" electricity is generated in a climate-friendly way with the help of hydroelectric power at the high mountain reservoirs. This saves over 500,000 tonnes of CO₂ every year.