

ALPS AT THEIR VERY BEST

ACTIVE AND ENJOYABLE RELAXATION IN ZELL AM SEE-KAPRUN

Everyone defines enjoyment on a holiday differently: one person looks forward to 90 restaurants - eight of them awarded with Gault Millau Toques. Another considers nature as the highest form of pleasure. For leisure sports enthusiasts, the winter mountains with perfect pistes and sunny panoramic trails, the glistening Lake Zell and the view of 30 three-thousand-metre-high peaks around the Hohe Tauern National Park come first. Others in turn like to hike through the winter forest quietly, enjoy a log fire and Kaiserschmarrn, appreciate relaxation at the TAUERN SPA Zell am See-Kaprun or a stroll through the charming pedestrian zone of Zell am See.

LEISURELY SKIING BETWEEN GLACIER, MOUNTAIN AND LAKE

Leisurely skiing is a priority in Zell am See-Kaprun. Ski-in/ski-out is the motto: the nearest lower terminus to the Kitzsteinhorn glacier ski resort or the Schmittenhöhe can be reached from the accommodation on foot or by public transport – so, the way to winter bliss is usually short in Zell am See-Kaprun. The Ski ALPIN CARD promises freedom, space and enjoyable turns on 408 kilometres of pistes. With just one card, you can ski from the Schmittenhöhe and the Kitzsteinhorn glacier up to 3,029 metres above sea level to the Skicircus Saalbach Hinterglemm Leogang Fieberbrunn. Countless huts and mountain inns - including the highest-situated restaurant in SalzburgerLand - invite to enjoy culinary moments.

ZELL AM SEE-KAPRUN BECKONS WITH ALPINE DELIGHTS

Preserving what is good, without ignoring the spirit of the times - this is what is called Alpine cuisine around Zell am See and Kaprun. Alpine cuisine is an umbrella term for the diverse culinary heritage in the Alpine region, and stands for intact nature and a wonderful variety of culinary traditions. This includes the great classics, such as Kaspressknödel, game dishes, Bauernkrapfen, as well as exciting new interpretations. The eight gourmet stations, as for example AreitAlm and AreitLounge, Franzl and the Sonnkogel Restaurant, located in the Schmittenhöhe ski resort, guarantee top Alpine delights. Up here, steaks from local beef as well as traditional Pinzgau delicacies, such as Kaiserschmarrn or Kasnocken are on the menu. For even more quality, the Gletschermühle Restaurant at Kitzsteinhorn was extensively renovated and redesigned. Therefore, excellent delicacies at 2,450 metres above sea level are waiting from this winter season – mountain panorama included.

ROMANTIC ENJOYMENT: STAR ADVENT UNDER THE WINTER SKY

Advent in Zell am See-Kaprun – magical, picture-postcard moments! Many lovingly decorated stalls invite to a stroll around the Zell Star Advent from 20 November to 31 December 2025. Wooden toys, fragrant mulled wine, freshly baked Christmas cookies, roasted almonds and home-made knitted goods will get anyone in the mood. And all this directly at the winterly tranquil Lake Zell. The Kaprun Parish Advent on the Kirchbichl hill as well as the Star Advent Market at Kaprun Castle radiate a real pre-Christmas atmosphere. Insider tip: the star cruise

on Lake Zell. From 30 November 2025 to 4 January 2026, the magic of Advent can be experienced in a particularly impressive way from the water every Sunday – with St. Nicholas cruises and special trips also on Christmas Day, New Year's Eve and Epiphany!

ENJOYING NATURE QUIETLY AND OFF-PISTE

Forests covered in deep snow, pristine mountains as well as the wintry shores of Lake Zell: winter transforms the landscape around Zell am See-Kaprun into a fairytale wonderland. Whether on foot or on snowshoes, on a toboggan or together with the national park ranger - the backdrop of the Hohe Tauern National Park guarantees an impressive winter nature experience. For example, the guided snowshoe hike along the high-altitude promenade on the Schmittenhöhe leads every Friday starting on 2 January 2026 from the mountain station of the Schmittenhöhe cable car below the ridge to Sonnkogel and reveals fantastic views of 30 three-thousand-metre-high peaks of Hohe Tauern.

OFF INTO NATURE: FROM WINTER YOGA TO TORCHLIGHT HIKES

Zell am See-Kaprun has a big heart for all activities that are fun in winter. For example, snowshoes, cross-country skiing or ski touring equipment as well as toboggans can be rented on site. Anyone who prefers professional guidance can join guided tours or check out the diverse winter weekly programme. This includes daily outdoor activities such as winter yoga, snowshoe hikes, evening hikes with torchlight or the spectacular Kitzsteinhorn Explorer Tour, which takes you together with a national park ranger to TOP OF SALZBURG, Salzburgs highest-situated excursion destination on the Kitzsteinhorn at 3,029 metres above sea level. The focus is on enjoyment and experiencing nature off-piste.

RELAXATION AT THE HIGHEST LEVEL: DIVE INTO THE TAUERN SPA ZELL AM SEE-KAPRUN

Twelve pools, ten saunas and the Skyline Pool - the TAUERN SPA Zell am See-Kaprun, which covers more than 20,000 m², is one of the most diverse and modern wellness facilities in the Alps. Nature's power is used to the full in the extensive beauty and treatment area. The Private SPA invites to exclusive hours for two - with wonderful time-out accompanied by massages or a forest berry milk bath. Families with children enjoy their own SPA at the Kidstein. And the exclusive FinESSEN restaurant, awarded with 2 Gault Millau toques, is an absolute highlight for connoisseurs.

THE TOP TIPS FOR HOURS OF ENJOYMENT IN WINTER 2025/26

- The Culinary Ski Days combine sports and culinary delights over two weekends (event date TBA). Skiers enjoy fantastic culinary delights from award-winning chefs and fine wines from top vintners in an impressive setting. In addition, there are mountain hut delicacies, BBQ, food markets, show cooking and much more.
- January and February 2026: Early birds are rewarded with freshly groomed pistes at the Ski'n'Brunch. The turnstiles to the Schmittenhöhe open at 7am every Thursday in

January and February. Lucky are those who are quick - this morning special can only be experienced in a small, exclusive circle after registration.

- The second edition of PEAKS 'N' BEATS Winter Edition (event date TBA) also offers fantastic views, but impresses even more with unique electronic music and a large dose of good vibes. At 1,400 metres above sea level, the sun terrace of the AreitLounge becomes a place for magical atmosphere and electronic beats in a winter setting.

TOP-TIP! ZELL AM SEE-KAPRUN APP - HOLIDAY COMPANION AND TICKET WALLET

The free Zell am See-Kaprun App (www.zellamsee-kaprun.com/app) is the indispensable companion for your winter holiday: the app contains all live information about the ski resorts (slope map, available parking spaces, etc.) and shows you the way to the best ski touring and freeride routes, winter hiking trails and cross-country ski tracks. It also stores all purchased tickets clearly in the digital wallet and contains all information about events, ski rental, ski schools, weather and much more. You can book mountain railway experiences via the app in seconds and avoid waiting times.

NEW: Through the turnstile with your smartphone ticket

Alps at their very best – directly on your smartphone: Simply download the Zell am See-Kaprun app, buy a smartphone ticket in the online shop, load it into the app, activate it and then walk through the turnstile.