

## Background information

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### Glacier, mountains, lake – The region of alpine sights

Zell am See-Kaprun, right in the heart of Austria, is one of the most multifaceted year-round holiday destinations. There is no other region in the Alps that offers so many spectacular places for excursions and alpine sights located as close together. Mighty mountains, mellow pastures, the glistening expanse of Lake Zell, the eternal ice of the Kitzsteinhorn glacier and the untamed forces of nature in the Hohe Tauern National Park unfold their very special charm in every season. On 365 days of the year the region offers a wide choice of activities, entertaining family fun, tranquil scenery as well as culinary and cultural discoveries.

#### Alpine nature in all its facets

In Zell am See-Kaprun nature's magnificence can be experienced on all levels. Three cable cars bring visitors to the highest point of the region: the Kitzsteinhorn with the impressive Peakworld 3.000. On Salzburg's highest and most spectacular panoramic platform, visitors have a breathtaking view to the valley of Kaprun, Lake Zell and 30 3,000-meter peaks. The majestic alpine giants of Hohe Tauern, which border directly on the Zell am See-Kaprun region, seem almost close enough to touch. In the Cinema 3.000, the highest cinema in the Alps, a movie awarded a prize in Cannes in 2011 is shown on a panoramic screen. Here visitors can marvel at the beautiful impressions of Kitzsteinhorn throughout the seasons. The magical-mystical path of the 360-meter-long national park gallery gives some extraordinary insight and views to the Hohe Tauern National Park. All year round Austria's oldest national park can be explored in organized excursions with national park rangers that are familiar with the region. To celebrate the 50th anniversary, the new glacier jet 3 and 4 trains were built on the Kitzsteinhorn. Guests can now enjoy an impressive trip around the glacier with breathtaking views all year round.

The Mooserboden and Wasserfallboden high mountain reservoirs in Kaprun, which lie between the commanding cliffs of the Upper Tauern at a height of 2,000 metres, can be reached with Europe's largest open slant lift. During a guided tour of the dam wall on the 107 metre high and almost 500 metre long "Mooser-Sperre" visitors can discover how clean electricity can be generated from 160 million cubic metres of water. The "Electricity Adventure World" provides insights into the fascinating world of eternal ice and explains the interplay between the glacier, power plant construction and electricity generation.

The Schmittenhöhe is the local mountain of Zell am See. Visitors travel conveniently in comfortable cable cars, designed by Porsche Design, up to the peak. The 2,000-meter-high mountain is a natural observation deck that provides spectacular views across in the Salzburger Land: 360 degree panoramic view to thirty 3,000-meter peaks, among them Austria's highest peaks, the Großglockner (3,798 meters) and the Großvenediger (3,662 meters). A very special place to meet is the "Sisi chapel" on the summit. During her lifetime, Empress Sisi visited this place with views of Lake Zell on many occasions and spent a lot of time there.

A history-charged natural spectacle is the Sigmund Thun Gorge in Kaprun. Going down to a depth of 32 metres, the Kaprun Ache carved out its 320 metre long path through the

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Sigmund Thun Gorge and created distinctive smooth surfaces and deep holes. Moss-covered wood and cragged rocks with symbols and dates, which wood-cutters carved into the stone many years ago, transport visitors back into an earlier time.

Lake Zell also offers a unique natural spectacle. The surrounding mountains are reflected in its blue colour. For many years Lake Zell with its certified drinking quality water has been one of the purest stretches of water in Europe. A trip around the lake on board the MS Schmittenhöhe, the “pearl of the lake,” is an experience for all of the senses.

### **Families welcome**

The Zell am See-Kaprun region is the perfect address for a holiday with the whole kit and caboodle. Numerous accommodation providers and children’s hotels have special offerings tailored towards families. The 4-Star Familotel Amiamo has even received the HolidayCheck Award 2017 and offers the perfect holiday package for families. Customised activities are offered all year round. In winter, for example, children can learn the basics of skiing in a playful manner in professional ski schools on the Schmittenhöhe, Kitzsteinhorn and Maiskogel. As from the 2015/16 winter season, the Kitzsteinhorn glacier ski region now also offers a new practice area at a height of 2,600 metres where snow is guaranteed. The area is ideal for families and winter sports novices. The so-called “snow bunnies lift” provides a connection to a wide, gentle slope that can be comfortably and easily accessed from the alpine centre with the new glacier jet 3. Schmidolin’s dragon tunnel and children’s area at the Areitbahn I valley station on the Schmittenhöhe offer a flat space to try out turns. Schmidolin’s dragon park and “kids’ slope” await at the valley station of the Glocknerbahn and offer different obstacles and figures for young skiers. Teaching and fun are combined in the practice area and winter fun is guaranteed. In summer, the special “Cool Kids Fun” holiday programme offers a wide range of activities for children and adolescents: as well as “Schmidolins Feuertaufe”, and “Schmidolins Feuerstuhl”, an E-motocross park for children, there are also countless other experiences with tests of courage, puzzles and exciting adventures. The new adventure playground at the Alpincenter on the Kitzsteinhorn evokes real feelings of joy.

### **Wellness oasis TAUERN SPA**

The TAUERN SPA is the base camp for all activities and excursions for all age groups. In the water and sauna oasis measuring roughly 20,000 square meters, young and old explorers are in their element. From active relaxation in the 25-meter-long sports pool to the soothing spa treatments, guests are offered anything that relaxes body and soul. Children can go on expedition in the children’s spa area “Kidstein” with activities ranging from a thrilling ride through the 127-meter-long water slide “Schlinge-Schlange-Röhre”, the exploration of adventure grottos to the conquest of the climbing wall. Thanks to the exquisite “Relax day’s holiday” offer daily guests can also enjoy the many comforts of the private hotel spa. Anyone wanting to spend the day outdoors can relax in the new “Relax! Outdoor Lounge.” The stylish cabanas with panoramic views of the surrounding mountain world offer the highest degree of comfort and relaxation.

### **The pleasure of arts on the natural stage**

Arts and culture have always been deeply rooted in Zell am See-Kaprun. In the Vogtturm, which houses the museum of local history in Zell am See, local tales about Zell have been carefully collected and now provide a fascinating glimpse of the history



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of the region and the lives of the former inhabitants. Annual events such as the Zell am See lake festivals or the traditional castle festivals behind the historical walls of Kaprun Castle are legendary. Art and nature combine to form an exceptional mountain experience in Europe's largest open air artistic space at a height of 2,000 metres. Over the past few years, international artists have created 29 over-sized sculptures in an area of 18 hectares on the Schmittenhöhe to form the "art on the mountain" exhibition. The "4 lakes artistic hike" unlocks the spectacular art project and combines hiking pleasure with an interest in art.

### **Conference center of international format**

The Ferry Porsche Congress Center which celebrates its tenth anniversary this year, is considered one of the most attractive business locations for congresses, incentives and events of international reputation. The sports car pioneer Ferry Porsche, whom the center was named after, lived in the vicinity of the new congress center until his death in 1998. The congress center is a tribute to the pioneer of the Porsche Group by the town and the tourist association. With nearly 1,400 square meters, it offers space for roughly 1,200 people. The Porsche family and the Zell am See-Kaprun region have a long and close connection, as the family has its home here. Over the past few years, diverse cooperations with the Porsche Design Studio, including the award-winning Porsche Design Gondola and the iconic Porsche Design Water Carafe, have helped to further intensify this relationship.

### **Unforgettable casino experience in a unique atmosphere**

The dice have been rolling since 1st January 2016: the new Casino Zell am See covers an area of more than 1,000 square metres and has opened up its doors to guests wanting to try their luck. The Casino is located in the Grand Hotel Zell am See, which provides an incomparable atmosphere thanks to its unique location directly on Lake Zell. The range of games is diverse and international: Casinos Austria offers 50 gambling machines, twelve easy roulette terminals, five American roulette tables, four Black Jack tables and two EasyHold'em tables. There are also up to four poker tables to keep poker fans happy. Participants in the regular tournaments can expect to enjoy exciting evenings in an elegant atmosphere. Culinary pleasures can be enjoyed in the Grand Hotel restaurant or at the casino bar. Casino guests must not miss out on the best place in Zell am See: a visit to the terrace with its fabulous views of the surrounding mountain scenery rounds off the unforgettable casino experience.

### **Excellent restaurants and a large choice of accommodation providers**

The many traditional chalets located in the alpine pastures and mountain world around Zell am See-Kaprun serve regional specialties such as home-made cheese, self-distilled schnapps, Pinzgau cheese gnocchi, cheese dumplings, "Moosbeenidei" (blueberry gnocchi) and "Nidei" (potatoes with cabbage). During the "Red Turns" event every March, the Schmittenhöhe invites visitors to enjoy wine pleasure at 2,000 metres. Traditional local wine producers present their wines in countless chalets and mountain guesthouses on the local Zell mountain and offer tastings of top quality red wines.

Yet the culinary highpoint in Zell am See-Kaprun is not only on the mountain. As members of the "Via Culinaria," seven addresses in the region are included on the culinary map through the Salzburg area. There are more than 90 restaurants offering something for every taste: from award-winning, elegant gourmet temples to cosy mountain guesthouses with local Pinzgau specialties.



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The large selection of accommodation providers is also tailored to the individual needs of the holiday guests. Bookings can be made with a total of 790 accommodation providers across all categories: farms or camp sites, holiday apartments, guest houses, bed & breakfasts, and hotels in all categories up to a luxury five star superior hotel. The providers include multi award-winning family homes and “Via Culinaria” partner businesses.

### **More summer fun at the highest level: the Zell am See-Kaprun summer card**

The Zell am See-Kaprun summer card offers guests guaranteed adventure: you can use it to visit up to 40 attractions, including countless excursion destinations, places of interest and museums in the region and throughout the Salzburg region. These include lidos, indoor pools, mountain railways and highlights such as the Sigmund Thun gorge, Kaprun high mountain reservoirs, Krimml waterfalls or Großglockner High Alpine Road. Countless new evening bus lines, which are included in the bonus programme, offer even more service quality and make it easier for you to visit the numerous events and attractions. Guests can get the Zell am See-Kaprun summer card, which is valid from 15th May to 15th October, from 220 participating accommodation providers. As well as the attractions included it also offers preferential conditions with bonus partners.

### **About Zell am See-Kaprun:**

Glaciers, mountains and lake – the all-year round destination of Zell am See-Kaprun in Austria brings together the diversity of the Alps. In the unique natural paradise at the edge of the Upper Tauern National Park sports enthusiasts, active holidaymakers, families and those seeking relaxation will discover a wide range of experiences in both summer and winter. These include the 3,000 summit world on the Kitzsteinhorn, the only glacier ski region in the Salzburg region, the Maiskogel family region, the local Schmittenhöhe mountain, crystal-clear Lake Zell and the multi-award winning 36 hole golf complex. Tradition and authenticity are reflected in the events and culinary specialties of the region. Top class sporting events such as the Ironman 70.3 world championships 2015 and the Großglockner Ultra Trail continue to draw people to the breathtaking mountain world. The hotel industry impresses with the Salzburger Hof, the only five-star superior hotel in the region. Guests can find relaxation in the 20,000 square metre water and wellness world at the Tauern Spa and in many other traditional pampering hotels.

### **Press contact for further information and printable photo material:**

Zell am See-Kaprun Tourismus

Mag. Marina Latini

Brucker Bundesstrasse 1a

A – 5700 Zell am See

Tel. +43 6542 – 770

[welcome@zellamsee-kaprun.com](mailto:welcome@zellamsee-kaprun.com)

[www.zellamsee-kaprun.com](http://www.zellamsee-kaprun.com)

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