

Background information

Facts and figures 2017

Overview

About Zell am See-Kaprun:

Glaciers, mountains and lake – the Austrian town of Zell am See-Kaprun combines all aspects of the Alps and is a place to visit all year round. In this unique natural paradise on the edge of the Upper Tauern National Park sports enthusiasts, active holidaymakers, families and those in search of relaxation will find a range of leisure activities in both summer and winter. These include the summit world 3,000 on the Kitzsteinhorn, the unique glacier ski region in the Salzburg area, the Maiskogel family region, the Schmittenhöhe local mountain, the crystal clear Lake Zell and the multi-award winning 36 hole golf course. Tradition and authenticity are reflected in the events and culinary specialties in the region. Sporting events of the highest quality (e.g. the Ironman 70.3 World Championship 2015 and the Großglockner Ultra-Trail) attract people to the breathtaking mountain world. The hotel sector can boast 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 in the Tauern Spa and in many other traditional pampering hotels.

Main towns

The “climatic spa” **Zell am See** has roughly 10,000 inhabitants and is situated at an altitude of 757 meters. **Kaprun** has roughly 3,000 inhabitants and is situated at an altitude of 786 meters.

Mountain tops

Kitzsteinhorn: 3,029 meters above sea level
 Schmittenhöhe: 1,965 meters above sea level
 Maiskogel: 1,855 meters above sea level

Distances

Munich: 170 kilometers, Salzburg: 85 kilometers

Tourism organization

Zell am See-Kaprun Tourismus GmbH in Zell am See is responsible for the tourism marketing of the destination Zell am See-Kaprun. Head of the team is CEO Mag. Renate Ecker.

Accommodation & overnight stays

Zell am See-Kaprun accommodates international guests and offers Austrian indulgence and good value for money in all areas. Accommodation options range from private rooms to campsites to excellent family houses and a five-star hotel. In the Zell am See-Kaprun region there are around 790 operators with 17,700 beds. Between November 2015 and April 2016, there were 1,3 million overnight stays in the region; between May 2016 and October 2016 there were 1,2 million overnight stays. In total, there were 2.5 million overnight stays in the region over the past tourism year, amounting to 616.000 guests.

Journey

By car: From Munich towards Salzburg - Siegsdorf - Lofer - Zell am See-Kaprun or via Kufstein - St. Johann i. T. - Paß Thurn - Zell am See-Kaprun. From Vienna/Linz on the Westautobahn via Salzburg - Bischofshofen - Zell am See-Kaprun.

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	By train: Express train station Zell am See (international train traffic); by plane: Salzburg Airport (80 km), Munich Airport (230 km), Zell am See Airport (for small aircraft only)
Restaurants, huts & bars	90 restaurants (4 of them award-winning), several restaurants and hotels are partners of the Via Culinaria in Salzburger Land 30 huts, snack bars and mountain restaurants 35 clubs, bars and pubs 18 cafés and pastry shops
Shopping opportunities	In the region Zell am See-Kaprun guests can look forward to numerous shops ranging from shops selling traditional costumes to art studios to sport outfitters and fashion boutiques.
Congress center	The multi-functional Ferry Porsche Congress Center, which was opened in July 2007, has 8 modern fully equipped conference rooms available with a total floor space of 2,100 square meters and flexible room layout, and accommodates a total of up to 1,200 people.
Sights & culture	<ul style="list-style-type: none"> - Peakworld 3.000 with observation platform "Top of Salzburg" - Design cable cars by Porsche Design up to the Schmittenhöhe - Kaprun Castle: 600 years of colorful history – setting of the annual medieval festival and backdrop for concerts and parties - Rosenberg Castle: today's town hall and landmark of Zell am See - The high mountain reservoirs Mooserboden and Wasserfallboden situated at an altitude of 2,000 meters in Kaprun with Europe's longest open inclined lift - The Sigmund Thun Gorge: a history-charged natural spectacle
Nature & surroundings	<ul style="list-style-type: none"> - Unique panoramic view to 30 peaks over 3,000 meters from the Schmittenhöhe and Peakworld 3.000 on the Kitzsteinhorn - Lake Zell is among the purest lakes of Europe and has drinking water quality - The region is situated in immediate vicinity of the National Park Hohe Tauern, the biggest protected area in Austria - The river Kapruner Ache runs through the reservoirs of Kaprun and the Sigmund Thun Gorge through the Kapruner Tal, one of the most intensively used alpine valleys in the Eastern Alps
Outdoor activities in summer	<ul style="list-style-type: none"> - Hiking & mountaineering on roughly 400 kilometers of trails - Climbing - New "Run & Walk Park": Trail running - Cycling, biking, racing bike cycling & e-biking 242 kilometers with connection to the 270-kilometer Tauerntal cycle path, 3 freeride trails on the Kitzsteinhorn - Water fun by and in Lake Zell with shipping, boat hire, kayaking, sailing, surfing, diving and swimming - Year-round toboggan run Maisiflitzer - Paragliding, horse-riding, climbing, tennis, golf, fun sports - Multiple award winning 36-hole golf course
Outdoor activities in winter	<ul style="list-style-type: none"> - Alpine skiing and snowboarding on a total of 62 slopes stretching over 138 slope kilometers – 25 slopes (54 km) blue/easy, 27 slopes (55 km) red/intermediate and 10 slopes (29 km) black/difficult - "Black Mamba" slope on Kitzsteinhorn with a gradient of up to 63%, "Trass Slope" on the Schmitten with a gradient of up to 70 %

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- Freeriding in deep snow and free-styling in three snow parks, Austria's biggest super pipe
 - Two trails and a new Info Point for ski tourers on Kitzsteinhorn
 - New ski touring access to the Ronachkopf mountain
 - The world's longest funslope with bridges, snails and banks at 1,300 meters
 - Cross-country skiing (classic & skating) on 30 kilometers of primed cross-country skiing trails including glacier and night trails
 - Tobogganing and winter hiking, amongst others guided snowshoe and Nordic Walking tours
 - newly laid-out skiing area on the Kitzsteinhorn: "Glacier Round Trip" with the Glacier Jets 3 and 4
 - New slope on the Schmittenhöhe to the valley Viehhofen
 - winter 2017/2018: new gondola "areitXpress"
- Skiing areas**
- Skiing area Schmittenhöhe (Zell am See): www.schmitten.at; Lifts operated from end of November to mid-April, 757 to 2,000 meters difference in altitude, 77 slope kilometers
 - Kitzsteinhorn Glacier (Kaprun): www.kitzsteinhorn.at; Operated all year, 800 to 3,029 meters difference in altitude, 41 slope kilometers
 - Family skiing areas Maiskogel and Lechnerberg (Kaprun): www.maiskogel.at; Lifts operated from the beginning of December to mid-April, 800 to 1,750 meters difference in altitude, 21 slope kilometers
- Skiing & snow services**
- A total of 49 cable cars and lifts with a total capacity of 86,531 people per hour
 - 100 per cent artificial snow capacity guarantees snow on all 138 slope kilometers
 - Free ski bus service at regular intervals in and between Zell am See and Kaprun
 - A total of 12 ski, carving, snowboard and cross-country ski schools
 - Skis, cross-country skis and snowboard rental in sport outfitters, skiing schools and many hotels
- Family offers**
- Excellent family hotels with child care and special family offers
 - "Kidstein" adventure world in the TAUERN SPA
 - 6 children's ski schools with ski kindergarten and ski lessons for all age groups
 - Ice Arena at the Kitzsteinhorn in summer
 - Family adventure path "Schmidolin's Baptism of Fire", Schmidolin children's program and "Schmidolin's Fire Chariot", and E-motocross park on the Schmittenhöhe
 - Lama trekking tours, "Tobi Turbi Educational Trail for Kids" at Mooserboden and a varied program of great activities for kids in the entire region between May and September
- Indoor activities**
- Indoor swimming pool Zell am See
 - Wellness in selected hotels and in the TAUERN SPA
 - Ice rink Zell am See (ice skating, ice hockey, curling)
 - Fitness centers, tennis/squash, shooting ranges, bowling alleys
 - "Club Kitzsteinhorn": 20.000² of a multi-sport indoor paradise: boulder area, indoor climbing and more.

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Destinations in the surrounding area:

Großglockner High Alpine Road (20 km) and wildlife park Ferleiten, gorge Lichtenstein in St. Johann i. Pongau (50 km), Krimmler Wasserfälle - the highest waterfalls of Europe (55 km), world of ice giants Werfen, fortress Hohen-Werfen (60 km), salt mine Hallein (80 km), Bad Reichenhall, Berchtesgaden/Königssee (80 km), Salzburg - city of Mozart (100 km), Olympic city Innsbruck (150 km)

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