

WINTER 2023/24 Ski amadé Erleben



Ski amadé kicks off the 2023/24 winter season: Winter fun to be remembered

On the slopes, get set, go. Austria's greatest skiing starts off the new ski season with its popular Ski amadé classics. Guests can look forward to renowned quality offers of the Ski amadé SENSATIONS, TASTE Ski amadé, FAMILY Ski amadé, RIDE Ski amadé and FreeRIDE Ski amadé in all of the five regions. In these five regions of Salzburger Sportwelt, Schladming-Dachstein, Gastein, Hochkönig and Großarlal, an unforgettable skiing experience awaits our guests. With wide slopes, plenty of space and numerous ski adventures, skiers and snowboarders can enjoy the fresh mountain air and outdoor fun to the full. With a total of up to 760 kilometres of slopes, 270 modern lifts and 356 perfectly groomed slopes, there is plenty of room to let off steam and have fun. Ski amadé is therefore the ideal playground for families.

Ski amadé SENSATIONS – explore the most beautiful places in the mountains with this new challenge

The best winter holidays don't just begin when you arrive, but actually much earlier. They begin when you start planning your stay – when you create your personal bucket list. To assist, Ski amadé will be providing an overview of so-called SENSATIONS on its website this coming winter. Just one look will make it clear why Ski amadé is known as Austria's greatest ski paradise. The Ski amadé SENSATIONS are special places that you simply have to see or experience on your skiing holiday.

NEW: From the upcoming winter season there are cool prizes to be won with the new Ski amadé SENSATIONS Challenge. In the free Ski amadé Guide App all SENSATIONS collectors will find the ultimate challenge: the principle is quite simple and fun too! At each SENSTATION location, a board with a QR code is placed in a clearly visible position. After capturing the moments, all you have to do is scan the QR code with your mobile phone. This is then saved in the personal profile and the number of SENSATIONS visited determines the respective raffle pot with great prizes. The challenge is divided into three categories: Gold, Silver and Bronze. As the ultimate SENSTATIONS hunter, you can get the "Gold Status" with a matching certificate to share. Prizes awaiting participants: ski holidays incl. ski passes, Ski amadé ALL-IN Card Gold as well as White, Atomic skis, "Komperdell" poles and much more. So get going, simply download the Ski amadé Guide App and start your personal SENSATIONS Challenge!

At www.skiamade.com/sensations you will find the best tips for special moments, photo points with sensational views and other viewing platforms. There will also be speed track recommendations and further not to be missed runs such as the music-slope.

Some of the bucket list highlights for a ski holiday in Ski amadé:

Salzburger Sportwelt

- Start of the Zauchensee World Cup course
- Photospot Griessenkar in Flachau
- The Panorama Link on the Shuttleberg Flachauwinkl-Kleinarl
- Panorama spot on the Rossbrand in Filzmoos

Schladming-Dachstein

- Styrian heart photo point on the Reiteralm
- Natural jewel Kaiblingalm on the Hauser Kaibling
- Signix Baumhaus on the Galsterberg
- The Goliath oasis on the Fageralm

Gastein

- 140 meters long legendary suspension bridge
- Schlossalmblick – viewing platform
- Glocknerblick – viewing platform
- Photo Point GASTEIN

Hochkönig

- Box seats along the Königstour
- Königsplatz with 360° panorama
- Podium finish in one of the longest snowparks in Austria

Großarlal

- Ruhe Platzl (quiet mountain area): Glocknerplatzl
- Ruhe Platzl (quiet mountain area): Naturplatzl
- Ruhe Platzl (quiet mountain area): Sonnenplatzl

Those already thinking about the best images for their Instagram or other social media accounts will find creative tips and backdrop ideas at SENSATIONS online. The interactive 2D and 3D panoramas take you straight to Ski amadé, although being there for real cannot be topped, of course. All of the SENSATIONS tips are clearly marked throughout the ski area, so you will easily find the items on your bucket list once there.

All information about the Ski amadé SENSATIONS, as well as the Bucket List, is available at:
www.skiamade.com/sensations

Ski amadé SNOW EVENTS: Even more momentum on your skiing holiday

A winter holiday in the Ski amadé regions gets every guest in the swing of things. Where the mountains not only offer stunning landscapes but there is also an incredible range of events of all kinds that make a stay in the Ski amadé regions an unforgettable one. From culinary delights and sporting challenges to first-class music events and electrifying beats – every taste is catered for in Ski amadé.

Musical events give Ski amadé a unique touch

Ski amadé not only offers fantastic slopes, but also musical highlights. The big ski opening in Schladming-Dachstein in December starts with a bang when superstar Robbie Williams rocks the stage with his world hits.

During Ladies Week in Großarl, the stage is enlivened by cool concerts. The Voice star Alexander Eder and the well-known Austro artist Melissa Naschenweng will certainly get the crowd going. Another unique experience awaits guests at "Palmen auf den Almen" in Sportgastein. Here visitors can relax in deckchairs under palm trees, enjoy colourful cocktails and listen to hot sounds. This extraordinary combination of mountain panorama and pulsating music creates an inviting atmosphere full of joie de vivre.

In Ski amadé, sporting adventures merge with musical highlights that make the mountains resound and turn the winter season into an unforgettable experience.

Action-packed highlights: Sporting highlights in Ski amadé

With the highest number of sporting events in the Alps, Ski amadé is a magnet for sports enthusiasts from all over the world. This is where action meets passion. With a fascinating variety of disciplines – from skiing and snowboarding to freestyle - there is something for every sports enthusiast. The picturesque mountain backdrop provides the ideal stage for world-class events that thrill both athletes and spectators.

The region Salzburger Sportwelt hosts spectacular events such as the Ski World Cup Ladies Night Slalom in Flachau, where the piste is lit up by floodlights. In Altenmarkt-Zauchensee, the downhill and super-G challenge the female Ski World Cup athletes. Schladming-Dachstein impresses with the Ski World Cup Night Slalom and the Men's Night Slalom, while the Skicross World Cup is hosted at Reiteralp. Then there is the thrill of the Snowboard World Cup, which makes the Gastein region the meeting place for the best snowboarders in the world. The Absolut Park in Flachauwinkl-Kleinarl will once again host the Spring Battle, where freeski and snowboard professionals from all over the world come together to present their best tricks and lines.

The greatest gourmet experiences in the Alps: Culinary events in Ski amadé

In Ski amadé, the focus is not only on sport, but also on enjoyment. During the Ski and Wine Enjoyment Week, which takes place from the 9th to the 16th of March 2024, ski huts and restaurants are transformed into culinary stages under the motto "Skiing and Austrian Wine". Particularly at the skiing and wine enjoyment huts, all gourmets can expect a culinary experience with wine tastings and a special supporting programme.

Another highlight is the Craft Beer Festival on the Hochkönig, which presents a variety of beer flavours. The beers are not only served in the hotels, but also at numerous ski huts, where there is also live music and DJs.

Farmers' market meets skiing fun, this is how you could describe the motto of the "Highest Farmers' Market in the Alps". For years, it has been an integral part of the Ski and Wine Enjoyment Week and invites you to taste some local delicacies. Local farmers and producers present their best produce, whether cheese, schnapps, jams or teas. There are over 15 farmers' market stalls to taste, enjoy and also buy from.

Ski amadé thus combines the joys of winter sports with a feast for the senses, a true voyage of discovery for gourmets and connoisseurs.

Piste tour routes in Ski amadé: Designated routes ensure safety

Ski amadé approaches the new winter season with a real highlight for ski tourers. In a large joint initiative with the cable car companies, a total of 24 designated ascent routes have been created with the opportunity of skiing back downhill safely on the prepared slopes. The project was born from the desire to increase safety on the slopes. In recent years in particular, ski touring has gained in popularity. Many skiers are keen to embark on this unique outdoor adventure, but a harmonious coexistence between tourers and skiers had to be established. With the designated routes, Ski amadé not only ensures additional safety on the slopes, but also supports nature. The marked routes prevent the destruction of young forests and vegetation and guarantee the necessary rest that the local wildlife needs.

The routes can be found both along and off the slopes, sometimes even through the forest, throughout the five Ski amadé regions. Although the routes are designed to be as safe as possible, their use is at your own risk. Ascent is permitted with a valid ski pass for that day, including the Ski amadé ALL-IN Card White or Gold, a valid day or multi-day ticket or a slope tour ticket. On the Ski amadé website and in the 3D Panorama there is a comprehensive overview of all routes – from start to finish.

More information about the routes: www.skiamade.com/piste-tour-routes

TASTE Ski amadé: Just come in and enjoy

A day on the slopes can be exhausting, but luckily there is a perfect way to recharge your batteries and enjoy the day to the fullest – stopping off for a bite to eat. When skiing, stopping off at a rustic hut or a modern mountain restaurant is simply part of the experience. Here you can relax, enjoy the beautiful mountain landscape and indulge in culinary delights. What makes taking a break in the ski areas of Ski amadé so special? Austrian hospitality and perfect service that you can trust. Another reason why stopping off in Ski amadé is so popular is because of the high-quality products that are used. The chefs place great emphasis on using local, seasonal and sustainable ingredients. The ski resorts of Ski amadé pride themselves on spoiling their guests with high-quality culinary experiences. The combination of local, seasonal and sustainable products with creative cooking skills creates many memorable moments.

The 13 Enjoyment-Ski-Routes, which exist in the five regions of Ski amadé, guide you to the best places to stop for refreshments in our ski areas. They combine the local's culinary top tips and lead you to where local ingredients are used and sometimes where they are even produced directly at the hut. Here you can immerse yourself in the culinary world of the mountains and enjoy unique taste experiences. From traditional dishes to innovative creations – there is something for every palate here.

Farmer's market meets skiing fun – that's how you could describe the motto of the "Highest Farmer's Market in the Alps". It has been an integral part of the Ski and Wine Enjoyment Week for years and invites you to come and graze. Local farmers and producers present their delicacies, from cheese to schnapps, jams and teas. More than 15 farmers' market stalls are open for tasting, enjoying and buying.

Ski amadé becomes even more enjoyable as the days get longer at the end of the season and skiing in the sunshine is on the cards. From the 9th to the 16th of March 2024, the most tasteful highlight of the winter season is on the programme: The Ski and Wine Enjoyment Week. Every year, numerous hotels put together special culinary packages and the certified partners of the culinary huts in the ski resorts of the five regions invite you to a culinary summit meeting under the motto "Enjoy skiing and Austrian wine".

A rich Austrian wine assortment, exquisite local dishes made with products from the region and sincere and competent service – these are the quality criteria that make a ski hut or mountain restaurant a certified gourmet partner establishment. Ski amadé has developed and implemented these criteria together with Austrian Wine Marketing. This ensures that guests receive first-class dining and is a great way to experience Austrian hospitality and the diversity of the local cuisine.

In the upcoming winter, there are three new certified huts that guests can look forward to. The StarchenStadl in Wagrain and the SternAlm in St. Johann im Pongau in the Salzburger Sportwelt region as well as König&Kuh in Dienten in the Hochkönig region are part of this special experience. A total of 26 culinary partners now contribute to making the unique "Ski and Wine Enjoyment" possible. The Ski and Wine Enjoyment huts offer the perfect opportunity to relax and enjoy Austrian wines after an exciting day on the slopes.

Browse plenty of tasty treats at: www.skiamade.com/taste

FAMILY Ski amadé: All the fun of the slopes on a family-friendly budget

Ski minis, slope juniors and their parents, of course – all family members are warmly welcome in Ski amadé. With numerous initiatives, all five regions of Austria's greatest ski paradise promise family-friendly offers and that the family holiday budget is protected in times of rising prices. Young slope enthusiasts can start skiing in Ski amadé at very reasonable rates and in certain periods even for free.

Family holidays in Ski amadé are well spent at the certified family hotels, which accommodate the needs of both young and old guests. From there, it's off to the slopes. The Mini's Week takes place from 13th to 27th January 2024. Children up to the age of six receive a children's ski course, ski hire and children's ski pass for just € 164. And at most accommodations they can also stay in their parent's room for free. At the weekend, on Saturdays and Sundays, children and teens get a day ski pass for € 24 (born 2008 – 2017) or € 36 (born 2005 – 2007) with the "Junior Weekend Bonus". There is a mega bonus for slightly larger families throughout the entire ski season: if one parent and two older siblings already have a ski pass, the ticket for the third or all younger siblings is free for the same period. And the Easter Bunny promises savings to wrap up winter too: from 16th March 2024 until the end of the season, children up to the age of 15 (born 2008 or later) ski for free if one parent has a 6-day ski pass.

Accommodation and ski passes are booked, you are starting to get excited – until you realise that the kids' equipment no longer fits or that there is not enough space in the suitcase. Or perhaps the older family members simply fancy trying newer ski models. Whatever the situation, there is an online service you can make use of before your holiday has even begun: 32 INTERSPORT Rent Shops across Ski amadé are happy to reserve skis, ski boots or even the complete gear for all family members prior to arrival. You can then collect your reservation quickly and easily on site at the start of your holiday.

Well accommodated and equipped, you can hit the skiing fun which is boundless in Ski amadé. On top of the perfectly prepared slopes, various themed and timed courses await skiers of all ages. And there is even more of an adrenaline rush to be had on the 13 fun slopes and funcross courses or in the ten snowparks across Ski amadé.

Find all family offers for the perfect ski holiday in Ski amadé with just one click at: www.skiamade.com/family

Ski amadé MADE MY DAY: Book experiences and experience true "WOW" moments

There are days you love thinking back to and these most certainly include holiday days with the title "Ski amadé MADE MY DAY". Under this motto, the five regions offer unique experiences for every preference, regardless of whether you are looking for the ultimate adrenaline rush or simply want to indulge. And you don't just get to choose the type of WOW moment, but also whether you would like to book an individual offer or a whole day package.

Ideally, you should take the entire day for a very special day of skiing and leave the organisation to a professional guide – from morning to night. These day packages take place in exclusive small groups, such as the freeride powder day, enjoyment day or taking a look behind the scenes of the mountain railways.

You are accompanied on the individual offers too – for a truly personalised day with highlights. You could get up at the crack of dawn for early bird skiing, for example, or experience breakfast on the highest peak in the "Panoramakugel" glass-aluminium dome. How about a very special yoga class with a fascinating mountain panorama? Ski amadé makes it possible – always with the aim of drawing a "you made my day" from the guest at the end of the day.

All individual offers and day packages can be booked with the ski pass: www.skiamade.com/mademyday

RIDE Ski amadé: Immerse yourself in the world of freestylers and snowboarders with the best tricks and jumps

Out and about in the ten snow parks, the 13 fun slopes and funcross trails, you quench your longing for action whilst experiencing a unique feeling of solidarity with the entire community. Because the real fun in the snow park only really starts when you jump, grind and slide together. Between January and March 2024, there will be a variety of popular snow park events to choose from, where you can experience the best RIDE adventures with friends. Both professionals and amateurs have the opportunity to try out jumps in the snow park together. There is always a lot of action and you can meet like-minded people. If you are a boarder or freeskiier and you can really do some cool jumps, you should take part in the "Cash4Tricks Tour", which makes a total of nine guest appearances in all the snow parks in Ski amadé, or take part in one of the other numerous freestyle events. By intensively focusing on the topic of RIDE and Freestyle, Ski amadé has succeeded in getting more and more children and young people interested in skiing. The share of this target group has shown a steady increase in recent years.

Cash4Tricks-Tour: Top up your pocket money and stand out amongst the best in the community

The Cash4Tricks tour has become one of the most popular events for fans of the snowboard and freestyle scene. From January 2024 it will be back in full swing and promises plenty of action and fun. Those who want to take part simply need to register at one of the snow parks in Ski amadé and then they can get started! An experienced jury will judge the best jumps and tricks. It's not only the difficulty that counts, but also the creativity and execution. The more good tricks you show, the more "cash" you can win because the best jumps are rewarded with cash. The great thing about the Cash4Tricks tour is that you can take part as many times as you like.

Therefore, you have plenty of opportunities to improve your skills and try out new tricks. Not only can you prove your skills, but you can also earn money. The tour is very popular with fans because it not only offers exciting competitions, but also a cool and relaxed atmosphere. Spectators can experience the breathtaking jumps up close and cheer on the riders. It is always impressive to see what tricks the snowboarders and freestylers can perform on their boards. If you take part in at least four Cash4Tricks events, you can enter a prize draw for a Ski amadé ALL IN Card Gold and a Blue Tomato shopping voucher using your collection pass. The "Cash4Tricks Tour" has a total of nine tour stops in the Ski amadé snow parks. The outdoor event has now achieved cult status, so that girls are also showing off cool jumps more and more often and are also among the best in their league.

Find all snowparks, offers and dates at: www.skiamade.com/ride

FreeRIDE Ski amadé: The ultimate combination of freedom & fun off-piste

If you are in the mood for a special outdoors experience and would like to swap the perfectly groomed slopes for an adventure in deep snow, you will find numerous designated routes in Austria's greatest ski paradise. There are also 15 freeride, freeski and snowboard schools with special offers for freeriders. Safety is the top priority when it comes to this type of skiing, which is why there are experienced guides who are happy to pass on their knowledge. 16 selected INTERSPORT Rent locations have the best equipment for freeriders and you can rent all the safety gear here such as avalanche transceivers, shovels, probes and freeride backpacks (without ABS) for a safe FreeRIDE day.

Find all offers and dates at: www.skiamade.com/freeride

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