

5 UNBEATABLE REASONS FOR AN UNFORGETTABLE SUMMER HOLIDAY IN ZELL AM SEE-KAPRUN

Of course, there are far more than five good reasons for a summer holiday in Zell am See-Kaprun. Every single guest could probably tell their own personal story. We reveal our own hit list of the top 5 holiday reasons - they perfectly reflect the essence of the region and bring its beauty and preciousness into focus. What makes Zell am See-Kaprun special, and what makes a holiday here so unique? Above all, it is an impressive and multi-faceted natural landscape, the unique attitude to life between glacier, mountain and lake. The countless possibilities and special mindfulness towards precious nature.

REASON #1 - THE UNIQUE COMBINATION OF GLACIER, MOUNTAIN AND LAKE

In the morning, at over 3,000 metres above sea level, you can whizz across glacier ice and play in the summer snow in the ICE ARENA on the Kitzsteinhorn, and in the afternoon, you can dive into the crystal-clear waters of Lake Zell, paddle across the waves or chill out in the lido. This is only possible in Zell am See-Kaprun: experience all seasons in different climate zones in one day! On the Kitzsteinhorn, the "Top of Salzburg" panorama platform with the "Gipfelwelt 3000" is a spectacular year-round excursion destination that can be comfortably reached by one of the most modern mountain railways in the Eastern Alps - the 3K K-ONNECTION, revealing a magnificent view of the glaciated peaks of the Hohe Tauern National Park. The high alpine landscape is a paradise for hikers and freeriders. With over 30 three-thousand-metre-high peaks, the panoramic view from the Schmittenhöhe - Zell's local mountain - is also impressive. Here nature is gentler, the flowering alpine pastures radiate in lush green, and flora and fauna delight with a great wealth of species. Down in the valley, Lake Zell promises variety and cooling refreshment: with excellent water quality and up to 24 degrees in summer, the lake beckons to go for a swim and to soak up the sun - from the early morning hours to sundowner.

REASON #2 - A REGION MADE FOR ACTIVE HOLIDAYMAKERS, AMATEUR AND PROFESSIONAL ATHLETES

Between glacier, mountain and lake you find all kinds of possibilities for sporty activities: Zell am See-Kaprun is a "perfect match" for everyone who likes to be active in their leisure time and on holiday. Mountain sports? Check! Water sports? Check! Extreme and fun sports? Check! Gravel biking? Check! The diverse mountains - from gentle to challenging - are predestined for hiking and trail running, but also for mountain biking, e-biking or fun on flow trails. In the valley there is a multitude of marked running trails and 240 kilometres of cycle trails, including perfect tours for road or gravel bikers. Lake Zell is an Eldorado for water sports enthusiasts: surfing, sailing, water skiing or wakeboarding, swimming, stand-up paddling or SUP yoga and kayaking are available around the lake. The Zell am See Kaprun-Saalbach Hinterglemm Golf Club is the only 36-hole "Leading Golf Course" in the Alps. Whether walking, Nordic walking, horse riding, fishing, paragliding or skydiving: Zell am See-

Kaprun is the ideal sparring partner for your own sporting enthusiasm. With regular workshops, camps and the diverse weekly programme, the region also offers the opportunity to try something new: For example, a sunrise hike on the mountain, the guided summit tour "My first 3,000-metre-high peak" or a freeride tour on the beginner-friendly Maiskogel Trail. Unique sports events such as IRONMAN 70.3, Grossglockner Ultra-Trail or the new SPARTAN Trifecta inspire athletes and spectators alike. The range of wellness and regeneration facilities in the TAUERN SPA feel-good oasis is perfect for complementing an active and sporty holiday.

REASON #3 - A SPECIAL ATTITUDE TO LIFE AND PURE ALPINE DELIGHT

Zell am See-Kaprun in summer stands for pure lightness, for joie de vivre and alpine summer freshness. Life on the water is cheerful and carefree: the calm of the lake in the early morning is just as enchanting as the romantic sundowner in the beach club. "Sweet idleness" meets Alpine "laissez-faire". Enjoy an organic rose breakfast on board the MS Schmittenhöhe on Sunday mornings, spend the afternoon in one of the lido pools in search of summer freshness, and savour a romantic dinner at one of the excellent restaurants in the evening. The culinary delights of Alpine cuisine are celebrated at the highest level at eight Gault Millau award-winning restaurants: Take a seat in well-tended gardens, on Mediterranean-style sun terraces and in authentic restaurants between Alpine tradition and chic modernity. The "Glacier", "Mountain" and "Lake" gourmet trails invite you to stop and sample Alpine delicacies. Families and romantics love "Lake Zell Magic", a summer evening event on the lakeshore that showcases the zest for life and the beauty of the lake in a unique way with light and music. Life is celebrated in Zell am See-Kaprun.

REASON #4 - SPECTACULAR EXCURSION DESTINATIONS AND IMPRESSIVE SPECTACLES OF NATURE FOR THE WHOLE FAMILY

Variety and diversity are among the unbeatable reasons for a family holiday in Zell am See-Kaprun. The range of activities and excursion destinations is so great that the days seem to be too short. Especially the region's local mountains - the Schmittenhöhe, the Kitzsteinhorn and the Maiskogel - hold a multitude of possibilities to experience nature in a unique way. "Top of Salzburg" at 3,029 m is a unique excursion destination on the glacier of the Kitzsteinhorn: viewing platforms, cinema, the highest-situated restaurant in SalzburgerLand or guided national park ranger tours promise unique impressions. The new 3K K-ONNECTION takes you uphill and downhill in comfort and with a great view - the ride on the mountain railway alone is an experience in itself. The Schmittenhöhe is a family and panorama mountain par excellence. Whether sunrise yoga, 4 lakes art hike or a ride on Schmidolin's blazing wheels: the popular local mountain combines nature, play and fun in an ideal way. The Sigmund Thun Gorge, the Kaprun High Mountain Reservoirs, the many themed and adventure trails and Lake Zell also promise wonderful nature experiences and unforgettable encounters.

REASON #5 - SUSTAINABLE LIVING AND MINDFUL HOLIDAYS IN THE MOST BEAUTIFUL NATURAL LANDSCAPE

More than a hundred years ago, Zell am See-Kaprun was already a place of longing for summer visitors. A lot has happened since then, but the most important thing has never been overlooked: Nature in all its beauty and fragility. In Zell am See-Kaprun, great importance has always been attached to the highest quality of life: For the locals as well as for guests from all over the world. The lake with its excellent water quality, the protected natural landscapes, the wildlife and forests, the cultivated rural cultural landscape, the hospitality that is lived, the liveable environment - all of this characterises the region, and this is how it should remain in the future. More than ever, Zell am See-Kaprun is therefore focusing on sustainability and conserving resources: as a Climate and Energy Model Region, deliberate measures are being taken in areas such as travel, local mobility and climate-friendly tourism infrastructure. Numerous direct public transport services from European cities to the centre of Zell am See make it easy for guests to do without their own cars. All guests also receive the Mobility Card from the first day of their stay. With this card, all public transport in the region is free of charge. The Mobility Card can be accessed via the Zell am See-Kaprun App.

All mountain railways in the region run on 100% green electricity and numerous accommodation establishments and partners are implementing individual measures in the area of environmental and climate protection as part of the Climate and Energy Model Region. The Kaprun High Mountain Reservoirs - a popular excursion destination - generates "green" electricity in a climate-friendly way with the help of hydropower, saving over 500,000 tonnes of CO₂ annually. For generations, people have appreciated the quality of life in Zell am See-Kaprun: this is how it should remain in the future. Guests can actively participate in achieving this goal during their holiday, and contribute to reducing the CO₂ footprint and protecting the environment.