

Feel the Winter Love in Austria – Now for Real!

Imagine standing on a snow-covered summit early in the morning. The exhilaration when whisking down the freshly groomed slopes before everyone else, the pit stop at a mountain hut at lunch time. And the mulled wine and crackling fire awaiting at your cosy hotel after a fun-packed day out.

Austria holds firm as a top skiing destination for British holidaymakers. And it's easy to see why: Skiing breaks in Austria are fun and authentic, the mountain resorts are great value for money, and many have snow-sure pistes well into springtime. And let's not forget about the traditional mountain restaurants, the Kaiserschmarren and the legendary Austrian "Gemütlichkeit".

This year we invite you – and your audience – to embrace everything winter has to offer with all your senses, on and away from the slopes. We don't just want to tell our guests about Austria's dreamy winter wonderland, we want them to experience the real deal first-hand, to hit the famous slopes or go off-piste, try out snowshoe hiking, husky sleigh riding and igloo building and mingle with the locals over mulled wine at night - or relax in a hot tube in the midst of the snow-covered Alps.

Thanks to [additional non-stop flight connections](#) between Austria and the UK throughout the winter as well as TUI's new overnight Ski Express from Amsterdam and Utrecht to the Austrian Alps, Austria's ski resorts are easier – and in the latter case more sustainably – to reach than ever.

Winter Love in Tirol

Tirol boasts over 80 ski areas and 3,000 km of skiable land, from expansive and famed resorts to local hidden treasures. 300 ski school programmes and hotels designed with children in mind make it an ideal destination for family holidays, while spotlessly maintained slopes, thrilling off-piste and terrain parks ensure winter sport fun for skiers of all abilities and preferences. Warm up in cosy hut with farm-to-fork Tiroler Gröstl and sweet Kiachl while planning tomorrow's adventures with your friends and family. No matter how you spend your holidays here, you're always guaranteed a warm Tirolean welcome.

The [Arlberg](#) region ranges from Tirol to Vorarlberg and is home to five legendary holiday destinations: Sporty **St. Anton**, the gourmet village of **Lech**, popular ski hideaway **Zürs**, historic **St. Christoph**, and family-friendly **Stuben** rank among the stars of the Austrian Alps and combine skiing fun with Tirolean charm and some of the best restaurants in Austria. Priding itself as a "cosmopolitan village", **Arlberg** is the world's fifth largest ski resort and offers no less than 305 km of slopes. **New in 2022/23** is a joint **culinary temple at the Galzig mountain station**, including the popular [Verwallstube](#), one of the highest gourmet restaurants in Europe. Lech gets **two new ski lifts**, the Zugerberg and Madlochbahn lifts, making skiing at the resort even more varied and comfortable.

If you like superlatives, [Zillertal](#) is your place to go. The valley boasts 544 km of slopes and the steepest run (max. gradient: 78%) in Austria. 180 modern cable cars and lifts will whisk you up to 3,250 m above sea level in no time. The best thing about it? The **Zillertal Superskipass** gives you unlimited access to all of it, covering four regions in total with slopes suitable for all ability levels: Hochzillertal-Hochfügen-Spieljoch, Zillertal Arena, Mayrhofner Bergbahnen and Ski- & Gletscherwelt Zillertal 3000.

[Innsbruck](#) combines urban amenities with the world-renowned winter sports of the Olympia SkiWorld. From skiing and snowboarding to tobogganing, snowshoeing and bobsleigh, visitors to Tirol's capital are spoilt for choice. The **SKI plus CITY** pass gives guests access to 13 ski areas with a total of 308 km of pistes, 111 lifts and cable cars. Off the slopes, it includes 22 sightseeing and cultural adventures, from the Swarovski Crystal Worlds to the alpine zoo, as well as entrance to three pools. **New in 2022/23** are a **10-person-gondola** in the nearby **Axamer Lizum** resort, as well as Innsbruck's [Culinary Craft Tours](#), the perfect après-ski activity for beer and cocktail fans.

[SkiWelt Wilder Kaiser – Brixental](#), just one hour from Salzburg, Innsbruck and Munich, is a region of superlatives: It's one of the largest, most modern, and sustainable ski resorts in the world, offering 288 km of ski runs, 90 lifts, over 80 mountain huts, 3 fun parks and Austria's [biggest night resort](#) (13 km!). And, together with [KitzSki](#), it also features the **world's longest ski circuit** – skiers can whisk

down the slopes from Going am Wilden Kaiser through the Kitzbühel Alps all the way to Hollersbach in the Hohe Tauern without once using the same piste twice – 80 km of winter fun!

One of the birthplaces of Alpine skiing and the home of the famous Hahnenkamm races, where Dave Ryding wrote history as the first Brit to ever win a World Cup ski race, charming [Kitzbühel](#) ranks among the best and most well-known winter resorts in the world. 233 km of slopes, 57 lifts, over 60 mountain huts and up to 200 days of skiing await. Add the three toboggan runs, the countless cross-country and winter hiking trails, the weekly activity programme for all ages, and the 13 award-winning restaurants – and you might have just found your new dream resort.

Family-friendly [Ski Juwel Alpbachtal Wildschönau](#), home to 113 km of slopes and Austria's "most beautiful village" Alpbach, celebrates its **10th birthday** this year. **New in 2022/23:** The resort, less than one hour from Innsbruck, marks the anniversary with the opening of a **brand new detachable 6-seater chairlift** with weather protection bonnet and seat heating, whisking up skiers to the highest point of the region in just 3.45 minutes. The top station "**Top of Alpbach**" features an observation tower, a restaurant, and an platform with stunning panoramic views. Also new: The [Schatzberg Zwergenland](#) at the mid-station of the lift in Auffach, a mix of skischool and fun park for the little ones.

One of the largest linked, cross-border ski areas in the Alps, [Ischgl](#) and its neighbouring resorts **Galtür**, **Kapp**, and **See** don't only feature a total of 364 snow-sure slopes, thrilling off-piste freeriding, and an extra-long skiing season, they also give you the full **Alpine luxury experience**. When in Ischgl, take your pick from its many four and five-star hotels, whisk up the mountains with the 45 state-of-the-art gondolas and chairlifts during the day and dine at a different award-winning restaurant every night. **New in 2022/23** are Ischgl's [Silvretta Therme](#), a luxury spa featuring 1,000 m2 of water surface, a 1,500 m2 sauna area, a massive gym, and an ice rink around the building, all run by green energy (opening in December), and an **8-person-gondola** at See's Furglerblick.

[St. Johann in Tirol](#) and its neighbouring villages Oberndorf, Kirchdorf and Erpfendorf are located right in the heart of the Kitzbühel Alps and are well-known as exceptionally family-friendly. Ski courses, tobogganing, Segway tours, kid-friendly hotels, you name it, the region as it all. And, of course, it is also excellent for skiing. Stay in the cosy St. Johann (42 km of slopes), choose the **3 Länder Freizeit Arena ski pass** (171 km), or go big with the **Super Ski Card** (2,750 km including 3 glaciers!).

Winter Love in SalzburgerLand

SalzburgerLand in winter is a symphony of fresh snow underfoot, the whistling of wind while gliding down slopes, glasses tinkling in cozy mountain huts serving up organic delights and gleeful cheers from children on toboggans. 1,140km of blue runs, 1,305km of red and a tremendous 305km of black – all accessible with the Salzburger Super Ski Card – render this region a playground for every kind of skier.

[Zell am See-Kaprun](#) is Salzburg's only glacier ski resort, the Kitzsteinhorn, guaranteeing perfect skiing conditions from as early as October. Thanks to the **Ski ALPINE CARD**, connecting three resorts, guests have unlimited access to 408 km of pistes, including five long downhill runs and one of the world's largest fun slopes on the Schmittenhöhe (1.3 km!). Many of the slopes come with spectacular views of Lake Zell. There's also plenty of freeride routes close to the lifts, and a wide range of off-piste and family-friendly activities. **New in 2022/23:** The Kaprun-Maiskogel-Kitzsteinhorn cable car takes you directly from Kaprun to the Kitzsteinhorn Glacier resort.

Travel a mere 60 km south of the city of Salzburg to the pristine slopes of [St. Johann in Salzburg](#), an ideal setting for a family holiday in the snow. St. Johann is part of **Snow Space Salzburg**, one of Austria's five largest ski regions connecting it with **Flachau**, **Wagrain** and **Flachauwinkl/Zauchensee**. It offers 210 km of snow-sure slopes, 12 peaks, 5 valleys and 16 hotels and guest houses. Many of the latter, especially in St. Johann, specialize in families, think children's buffets, meals, games, and cribs. The Snow Space Salzburg features a variety of slopes, including two World Cup runs, modern lift facilities and internationally known freestyle and freeride spots.

Ski amadé, spanning across SalzburgerLand and Styria, offers a whooping 760 km of slopes, 270 modern lifts, 356 perfectly groomed runs, 260 mountain huts and 60 ski schools in its five joint resorts **Salzburger Sportwelt, Schladming-Dachstein, Gastein, Hochkönig** and **Großarltag**, making it not only one of the largest ski regions in Austria but in the whole of Europe. And the best thing about it? You get access to all of it with just **one single ski pass**. Try out a new piste, lift, or even resort every day of your stay! **New in 2022/23**: A **10-person gondola on the Galsterberg** in the Schladming-Dachstein region, a **combined lift on the Rittisberg** to mark its 50th anniversary, an online booking service with discounts for early bookers, and the “**my Ski amadé Friends Club**”, offering special deals for regulars.

Inspired to experience your perfect ski trip to Austria in line with a commission? We look forward to hearing from you!

Austrian National Tourist Office UK

Marie de Waal / Astrid Hofer

pressuk@austria.info

press.austria.info/uk