

## Winter Holidays the Austrian Way

Imagine standing on the summit early in the morning, watching the valley to your feet slowly coming back to life. Taking your first turns on the freshly-prepared slopes, the stunning mountain panoramas your constant companions – a glaring contrast to the high risers you are used to when sitting at your office desk. - **Skyline the Austrian way!**

Then there's the pitstop for a late breakfast at a traditional mountain hut. And the Tyrolean Gröstl and Kaiserschmarren to be shared on a sun terrace with your family or mates later in the day. - **Quality Time the Austrian way!**

And let's not forget the mulled wine, the crackling fireplaces when you are heading back to your temporary home away from home, after stretching your legs at the spa in style, a treat for both body and soul. The feeling of just enjoying the moment and living in the here and now instead of worrying about things that might never come. - **Time Out the Austrian way!**

This year, we invite you – and your audience – to experience a winter filled with happy moments around the clock, a memorable time you will still think about in many years.  
**Winter Holidays the Austrian Way!**

## WINTER 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 spots: Sporty St. Anton, Lech, famous for its award-winning restaurants, popular ski hideaway Zürs, historic St. Christoph, and family-friendly Stuben all combine winter fun with Tyrolean charm. Often dubbed the „cradle of alpine skiing“, this is a place where everything is top-notch. Arlberg is one of the snowiest regions of the Alps, the largest connected ski area in Austria (more than 300 km of marked ski runs and 87 lifts) and one of the top 5 worldwide. Skiing has been part of the locals' everyday day life here for more than 100 years – holidaymakers can look forward to an authentic winter experience with a tad of luxury. **NEW IN 2023/24:** A new **8-person gondola lift in Stuben** (Albonabahn I) and modern **snow-making facilities** in Schröcken.

[St. Johann in Tirol](#) and its neighbouring villages Oberndorf, Kirchdorf and Erpfendorf are located right in the heart of the Kitzbühel Alps and are a leading destination for family winter holidays. The mostly family-run hotels cater to the needs of even the youngest guests, there are ski schools, tobogganing, Segway tours and special kids' programmes, with the adventures accompanied by the region's mascot Yappy. And, of course, the region is excellent for skiing, too: Stay in 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 plus 3 glaciers).

**NEW IN 2023/24:** The [Dynafit Skitourenpark](#) for ski touring fans, with some trails also accessible in the evening.

[Gurgl](#) in Tirol's Ötztal valley sits amid snow-covered three-thousanders and scores with its snow-sure pistes, premium ski-in/ski out hotels, gourmet restaurants, and international flair – it has turned into an inside tip for holidaymakers cherishing the bright sides of life. Skiers can look forward to 112 km of pistes, 25 lifts and literally no waiting times to get whisked up the top of the mountains. And there's more: The [Ötztal Super Skipass](#) includes 5 additional winter resorts (Sölden, Hochoetz-Kühtai, Niederthai, Gries and Vent). Can't get enough of the fun in the snow? Try [early morning skiing](#) and [floodlit night skiing and tobogganing](#). Last but not least, Gurgl is also a popular spa destination, meaning skiers can relax their muscles in style after a long day on the slopes.

**NEW IN 2023/24:** Luxury hotel [Sportlers Lodge](#) in nearby Sölden with a **three-storey spa**, a 150 m<sup>2</sup> infinity rooftop pool and fabulous mountain views.

[SkiWelt Wilder Kaiser – Brixental](#), just one hour from Salzburg, Innsbruck, and Munich, unites nine mountain villages and is an award-winning XXL region: It's one of the largest, most modern, and sustainable ski resorts in the world! Featuring 270 km of groomed slopes and 20 valley descents, it has been powered by 100% green electricity for more than 20 years and has had one of the first solar-powered lifts in Austria since 2008, making it both a fun and sustainable resort. SkiWelt is also home to [Austria's largest night resort](#) (13 km!).

**NEW IN 2023/24:** The sign-posted [SkiWelt Tour](#) taking skiers and snowboarders around the whole region without having to take a single lift twice. It can be taken clockwise (69 km) or anti clockwise (84 km).

If you like superlatives, [Zillertal](#) is a go-to place in winter. The valley – consisting of the ski regions Fügen-Kaltenbach, Zell-Gerlos, Mayrhofen-Hippach and Tux-Finkenberg – boasts 544 km of slopes and the steepest run in Austria (max. gradient: 78%). 180 modern cable cars and lifts take guests up to 3,250 m above sea level in no time. And the best thing? The [Zillertal Superskipass](#) gives unlimited access to all of this, and includes ski buses and public transport on top. Plus, the snowy fun in Zillertal doesn't end with the groomed pistes: The ski region is also a hotspot for freeriders! Add the cross country and winter hiking trails, the traditional huts, family-run hotels, and adventures like the Hintertux Nature Ice Palace and Zillertal makes holiday dreams come true.

**NEW IN 2023/24:** The **10-seater gondola lift Krimml-X-Press** and the **2-seater chairlift 6 CLD Mitterleger** in Zillertal Arena, as well as [Visorium](#), an indoor leisure facility in Mayrhofen where visitors can learn interesting facts about the Zillertal in a playful way.

In [Innsbruck](#), skiing meets sightseeing, and urban amenities are combined with the world-renowned winter sports facilities of the Olympia SkiWorld. Every day is a new adventure - holidaymakers in Tirol's capital are truly spoilt with choice! The [SKI plus CITY pass](#) gives guests access to no less than 13 ski areas with a total of 308 km of pistes, 111 lifts and cable cars, many of them accessible right from the heart of the city. Away from the slopes, 22 sightseeing and cultural activities await, from the [Bergisel ski jump](#) to the [Swarovski Crystal Worlds](#) and the [alpine zoo](#). Families with children will especially value the huge variety of winter adventures.

**NEW IN 2023/24:** A new **family-friendly toboggan run** (over 1,300m) in nearby **Kühtai** and [H5 Studio](#), the new partner hotel of nearby Grauer Bär right in the heart of town.

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 race!), charming [Kitzbühel](#) ranks among the best and most well-known winter resorts in the world. 233 km of slopes, 57 lifts, 11 ski schools, more than 60 mountain huts and up to 200 km of skiing await. And the adventure starts right at the hotel door: The Hahnenkamm cable car is just three minutes away from the historic centre and several descents end in the heart of the village. Add the toboggan runs, the countless cross-country and winter hiking trails, the weekly

activity programme, and award-winning restaurants, and it comes with little surprise that guests come again and again.

**NEW IN 2023/24: Two 6-seater chairlifts** replacing the 6SB Trattenbach and 6SB Gauxjoch from December.

Four mountains, two valleys – one big winter adventure for the whole family! [SkiJuwel Alpbachtal Wildschönau](#), less than one hour away from Innsbruck and home to Austria's "most beautiful village" Alpbach, ranks among the most child-friendly ski resorts in Tirol. Skiers and snowboarders can look forward to 113 km of slopes (with plenty of options for all skill levels, including complete beginners, and designated pistes just for children), 45 lifts, 10 ski schools, snow parks and picturesque untouched nature. Special adventures include early morning and night skiing, co-piloting sessions on [piste bashers](#), tobogganing, and the Top of Alpbach, featuring an observation tower, a restaurant, and a platform with stunning panoramic views.

One of the largest linked, cross-border ski areas in the Alps, [Ischgl](#) and its neighbouring resorts Galtür, Kapp, and See give holidaymakers the full Alpine luxury experience. The resort features 364 km of snow-sure slopes (up until early May), 45 state-of-the-art gondolas and chairlifts, and thrilling off-piste freeriding. Winter sports enthusiasts can take their pick from countless four and five-star hotels, while foodies will enjoy dining at a different award-winning restaurant every night of their stay – Ischgl, home to more toque-awarded restaurants than any other destination in Austria, has been named the Tyrolean gourmet mecca by Gault-Millau restaurant guide "A la carte". Need a break from the slopes? Try the luxury spa [Silvretta Terme](#).

**NEW IN 2023/24:** New hotel [LUF Lodges](#), a mix of luxury, comfort, and closeness to nature amid the breathtaking alpine mountain landscape.

## WINTER 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 SalzburgerLand's only glacier ski resort, ensuring skiing fun from as early as October (and up until May) thanks to the Kitzsteinhorn. Winter sports enthusiasts await fun slopes for all ages, thrilling snow parks and freeride options and spectacular views of Lake Zell. The [Ski ALPINE CARD](#) connects three resorts and gives guests access to 408 km of slopes, including one of the world's largest fun piste on the Schmittenhöhe (1,3 km!). Alternative activities include the [Tauern SPA](#) (with a large heated outdoor pool), snowshoeing, torch-lit winter hikes, and [stunning viewing platforms](#). A special feature of Zell am See-Kaprun is "Après-Chill", the relaxed version of après-ski with open fires and lounge music.

[St. Johann in Salzburg](#) is just 60 km south of the city of Salzburg and makes an ideal destination for a family snow holiday. Guests can enjoy skiing like back in the day, including at the [Hahnbaum family area](#), where children and newbies of all ages will master their first turns at the platter lift free of charge. A highlight for families is the [SoKiWo St. Johann Kids Week](#), a fun-packed adventure programme on and off the piste

(3 - 7 April 2024). St. Johann is part of [Snow Space Salzburg](#), one of Austria's five largest ski regions, connecting it with Flachau, Wagrain and Flachauwinkl/Zauchensee and featuring a total of 210 km of slopes, including two World Cup runs. Bonus: Holidaymakers can ski-in/ski-out right from their hotel door!

As always, we are happy to assist you in planning your research trip. Please get in touch at [pressuk@austria.info](mailto:pressuk@austria.info).

**Austrian National Tourist Office**

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