

## **'Lebensgefühl' at lofty heights: Austria Tourism presents 'Lift is Life'— the new video podcast series from Austria's ski gondolas**

- **New video podcast series:** "Lift is Life" focuses on stories from Austria's ski gondolas
- **Diverse guests:** Olympic champion Valentin Bontus, Austria's youngest ski instructor Charlotte and many more take a seat in the gondola
- **CMO Sandra Stichauner:** "We want to bring hospitality, humour and lightness to the world"

**Austria Tourism is launching the new video podcast series "Lift is Life", which focuses on exciting encounters, authentic stories and the Austrian "Lebensgefühl". In six episodes, diverse personalities - such as Austria's youngest ski instructor, a ski influencer or a mountain rescuer - meet in Austria's ski gondolas and share their stories. Hosted by the charming lift attendant Markus Schmid, the series offers a unique perspective on the fascination of the Alps and the Austrian winter feeling. All episodes are available for free on Spotify and YouTube.**

The name says it all here: in "Lift is Life", interesting people meet at lofty heights and talk about their life—hosted by the lift attendant Markus Schmid, who with his charming, authentic banter makes every gondola ride an unforgettable experience. In the six-part video podcast, the charming lifty chats with his guests about holidays, the fascination of the Alps, and encounters with people from all over the world. The aim is to position Austria as an attractive, authentic and humorous winter and ski destination.

### **Exciting guests, authentic conversations**

As varied as the guests are, they have one thing in common: their special relationship with Austria's Alps, which comes to life in their stories and experiences. On hand are Charlotte, Austria's youngest ski instructor, ski influencer René Sabathy, and mountain farmers Maria and Martin Grüner. In later episodes they are joined by artist Hannah Philomena Scheiber, mountain rescue worker Vanessa Riml, and kitesurfer Valentin Bontus. The guests embody the diversity and uniqueness of the people who make their home in the Austrian mountains.

### **Placing the spotlight on the Austrian "Lebensgefühl"**

"With Lift is Life, we show that Austria's winter offers more than just impressive landscapes - it tells stories," explains Sandra Stichauner, CMO of the Austrian National Tourist Office. "Our guests not only experience sporting adventures, but also immerse themselves in an attitude to life that is characterized by hospitality, humour and lightness. This video-podcast-series brings exactly this feeling to the world."

1/2

## An experience that perfectly represents Austria

The interviews take place in a setting that brings together the best of Austria: snowy mountain peaks, clear winter air, and an atmosphere that makes it possible to live completely in the moment. This campaign, which was realised along the WIEN NORD SERVICEPLAN creative agency, is based on a special moment familiar to any skier: queuing up for or riding on the ski lift. This is often where spontaneous conversations occur with people one would have otherwise never met. These encounters not only result in compelling stories and humorous anecdotes but also reflect the “Lebensgefühl” of the Austrian winter—full of lightness, joviality, and charming banter.

All episodes of “Lift is Life” are available for free on Spotify and the official YouTube channel of the Austrian National Tourist Office. The first three episodes are already online and invite viewers to discover winter in Austria from a new, fascinating perspective.

Link: <https://www.austria.info/en-gb/recommendations/liftislife/>

For further information, please contact [pressuk@austria.info](mailto:pressuk@austria.info).

### Austria Tourism

[pressuk@austria.info](mailto:pressuk@austria.info)

[press.austria.info/uk/](http://press.austria.info/uk/)

