

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

There are far more than five good reasons for a summer holiday in Zell am See-Kaprun. Every single guest could probably tell his or her own story. We will limit ourselves to those five arguments that to us seem to be the most important: Because they perfectly reflect the essence of the region, bringing its beauty and uniqueness 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 on the glacier, on the lake and in the mountains, the countless possibilities and a special attentiveness towards all these treasures.

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

Whizzing across glacier ice and playing in the summer snow at an altitude of over 3,000 metres above sea level in the morning and using a SUP on Lake Zell or chilling out at the lido in the afternoon: This is only possible in Zell am See-Kaprun. Holidaymakers can experience all seasons and several climate zones in just 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, and reveals a magnificent view of the glacier giants of the Hohe Tauern National Park. With over 30 three-thousand-metre-high peaks, the panorama from the Schmittenhöhe, Zell's local mountain, is also impressive: here nature is gentler, the meadows lush green. While the high alpine landscape can be explored all summer long on the Kitzsteinhorn, families and hikers enjoy the diverse range of activities on the Schmittenhöhe. Lake Zell in the valley promises variety and cooling down in equal measure: With excellent water quality and up to 24 degrees in summer, the lake beckons to go swimming and soak up the sun - from the early morning hours until sundowner.

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

In terms of sports activities, almost anything is possible between glacier, mountain and lake: Zell am See-Kaprun is a "perfect match" for all those who like to be active in their spare time and on holiday. Mountain sports? Check! Water sports? Check! Extreme and fun sports? Check!

The mountains 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, plus 240 kilometres of cycle tracks, including challenging tours for road cyclists or gravel bikers. Lake Zell is an Eldorado for water sports enthusiasts: from surfing and sailing to water skiing, swimming and stand-up paddling, everything is possible. 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 or parachuting: Zell am See-Kaprun is the ideal

sparring partner for your own sporty passion. With regular 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" and much more. Unique sports events such as IRONMAN 70.3, Grossglockner Ultra-Trail or the new SPARTAN Trifecta inspire athletes as well as spectators. The wellness and relaxation facilities in the feel-good oasis TAUERN SPA ideally complement an active and sporty holiday.

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

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 quietness of the lake in the early morning is just as enchanting as the sundowner in the beach club. "Dolce far niente" meets alpine "laissez-faire". On Sunday mornings, an organic Rosen breakfast is served on the excursion boat, in the afternoon, flirting is in the air at beach volleyball matches and romantic dinners are celebrated in the evening. The culinary delights of Alpine cuisine are enjoyed at the highest level in eight Gault Millau award-winning restaurants: Take a seat in well-tended gardens, on Mediterranean-style sun terraces and in authentic restaurants between tradition and modernity. The "Glacier", "Mountain" and "Lake" gourmet trails invite you to stop and sample Alpine delicacies. Families and romantics love the "Zeller Seezauber" (Zell Lake Magic), a summer evening event 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 arguments for a family holiday in Zell am See-Kaprun. The range of activities and excursion destinations is so great that the days simply seem too short. Especially the local mountains in the region - the Schmittenhöhe, the Kitzsteinhorn and the Maiskogel - offer a multitude of opportunities to experience nature in a unique way. "Top of Salzburg" on the Kitzsteinhorn is a unique excursion destination at 3,029 metres above sea level high up on the glacier: viewing platforms, cinema, the highest-situated restaurant in SalzburgerLand or guided tours with rangers, for example in the National Park Gallery, promise unique impressions. The way uphill and downhill is managed by using the new 3K K-ONNECTION - the ride on the mountain railway alone is an experience in itself. The Schmittenhöhe is a family and panorama mountain par excellence, and is home to Schmidolin the Dragon. Whether sunrise yoga, herbal tours or a ride on Schmidolin's blazing wheels: the popular local mountain combines nature, fun and play in an ideal way. The Sigmund Thun Gorge, the Kaprun High Mountain Reservoirs 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. Much 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 lived hospitality, the healthy surroundings - all 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 conservation of resources: as a Climate and Energy Model Region, deliberate measures are being taken in terms of 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 leave their own cars at home. All guests also receive the Mobility Card from the first day of their stay, with which they can use all public transport in the region free of charge. The Mobility Card is also included in the Zell am See-Kaprun App.

All of the region's mountain railways run on 100% green electricity and numerous accommodation establishments and partners are implementing various measures in the area of environmental and climate protection as part of the Climate and Energy Model Region. The Kaprun High Mountain Reservoirs - by the way, a great summer adventure and excursion destination - generate "green" electricity in a climate-friendly way with the help of hydropower, saving over 500,000 tonnes of CO₂ annually. For generations, people have valued the quality of life in Zell am See-Kaprun: this is how it should stay in the future, and guests can actively participate in this goal during their holiday. This makes Zell am See-Kaprun the ideal holiday resort for everyone who wants to do their bit for a better world, even on holiday.