

## (LANGVERSION)

### **A HOLIDAY WITH MORE SUMMER - THE WIDEST RANGE OF ACTIVITIES BETWEEN GLACIER, MOUNTAIN AND LAKE**

**The unique combination of glacier, mountain and lake makes Zell am See-Kaprun one of the most exciting and sought-after holiday destinations in the Alps. The region boasts countless hiking, leisure and sports facilities as well as great excursion destinations in a magnificent natural landscape between the 3,203-metre-high Kitzsteinhorn on the edge of the Hohe Tauern National Park, the panoramic and family mountain Schmittenhöhe and the crystal-clear Lake Zell.**

The snow-covered glacier, the summerly green Schmittenhöhe all the way to the summit and the tempting Lake Zell: it is a magnificent backdrop that not only promises guests unforgettable holiday moments in Zell am See-Kaprun, but also reveals a wide range of possibilities. The region in the heart of the Austrian Alps with the two towns of Zell am See and Kaprun is truly blessed: with spectacles of nature and excursion destinations, with superlatives and sights worth seeing, with tradition and modernity. An impressive natural landscape meets modern lifestyle, alpine enjoyment meets serenity and Austrian hospitality. Whether on the lakeshore or in the mountains, whether slowing down or adventure: Zell am See-Kaprun is located at around 750 metres above sea level and meets all requirements for an unforgettable holiday in the mountains. With its diverse activities, the weekly programme for guests reflects the wide variety of the region. If you want to go uphill to dizzy heights, you can get directly from the village of Kaprun to the eternal ice of the glacier to one of the most exciting worlds of adventure in SalzburgerLand: the panorama platform "Top of Salzburg" with the "Gipfelwelt 3000" on the Kitzsteinhorn includes, among other things, a cinema, an ICE ARENA, the National Park Gallery and Salzburg's highest-situated restaurant at over 3,000 metres above sea level.

The Schmittenhöhe directly in Zell am See is a popular panorama and family mountain with a wide range of activities and experiences for all ages: these include Schmidolin's Adventure Park, modern summer mountain railways, guided herbal tours, numerous huts and mountain restaurants as well as yoga courses. Zell's local mountain offers an amazing view of over 30 three-thousand-metre-high peaks and Lake Zell. With its crystal-clear water of drinking water quality, lidos with heated pools, boat excursions and boat hire and a wide range of sports activities from sailing and surfing to water skiing as well as pleasant temperatures, the lake is one of the most beautiful swimming lakes in Austria.

### **THE PILLARS OF A HOLIDAY: 100 % ADVENTURE, REAL SUSTAINABILITY AND THE BEST DIGITAL SERVICES FOR GUESTS**

Zell am See-Kaprun focuses on sustainability at all levels: As a Climate and Energy Model Region, deliberate measures are 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 car at home. All guests also receive the Mobility Card from the first day of their stay, which entitles them to use all of the region's public transport free of charge.

All mountain railways in the region run on 100% green electricity and numerous accommodation establishments and partners implement 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.

### **APP, MOBILITY CARD AND SUMMER CARD**

The **Zell am See-Kaprun App** is the ideal digital companion for an active summer holiday: clearly structured, the app is a free of charge activity planner, event calendar, restaurant guide and mobile info point all in one. It provides information about current operating times of summer mountain railways, opening times of museums and excursion destinations, about the weather and events as well as the weekly programme. The Zell am See-Kaprun App is both a digital Mobility Card for all guests in Zell am See-Kaprun and a Summer Card for those guests who stay at one of the participating accommodation establishments.

In the period from 1 May to 31 October 2022, all guests in Zell am See-Kaprun will receive the **Mobility Card**: this card entitles to free of charge use of all of the region's public transport from the first night.

The **Zell am See-Kaprun Summer Card** is included exclusively for stays at participating partner accommodation establishments: The card is the key to a unique variety of experiences with more than 40 attractions for guests from 15 May to 31 October 2022. The offers of the premium partners are included in the card. These include the use of the mountain railways to the Schmittenhöhe and the Kitzsteinhorn, a boat trip on Lake Zell and admission to lidos and excursion destinations in the region. The bonus partners grant further attractive discounts. The card also includes participation in diverse activities of the weekly programme and the benefits of the Mobility Card.

### **HOLIDAYS BETWEEN GLACIER, MOUNTAIN AND LAKE - THE EXCURSION AND TOP TIPS FOR SUMMER 2022:**

- The **Kaprun High Mountain Reservoirs** are a monumental excursion destination of superlatives: the structure with two mighty dam walls in the midst of a magnificent, high alpine mountain backdrop is a "wonder world of technology". An excursion to an altitude of over 2,000 metres above sea level also provides an insight into state-of-the-art electricity generation with the help of hydroelectric power. The dimensions of the dam walls are gigantic: The "Moosersperre" dam is 107 metres high and 494 metres long. The visitor centre "Electricity and Ice Adventure World" is open daily during the summer months, admission is free. A guided tour of the dam

wall offers fascinating insights into the man-made structure. Here you will also find the world's highest-situated via ferrata on a dam wall as well as the "Höhenburg Climbing Arena" with further vie ferrate and sport climbing facilities.

- On its way from the mountain to the valley, the Kapruner Ache river roars through the rocky and mystical **Sigmund Thun Gorge**: this is a refreshing nature and hiking experience for the whole family. Once you have hiked through the gorge on well-secured boardwalks, you reach the Klammssee lake. The Sigmund Thun Gorge is open from May to October. On selected dates, mystical evening tours take place with "Klammlichter" (Gorgeous Lights) and "Sagenhaften Nacht des Wassers" (Legendary Night of the Water) as part of the weekly programme.
- "Zeller Seezauber" (Zell Lake Magic) is a spectacular water, light, music and laser show and a tribute to beautiful Lake Zell. The 20-minute show is staged in Elisabethpark several times a week in the evenings during the summer and fascinates with special effects. Admission is free. In addition to the evening shows, there are great trick fountain displays with music every hour on the hour during the day from 12pm to 6pm.

## (KURZVERSION)

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The snow-covered glacier of the Kitzsteinhorn, the summerly green Schmittenhöhe all the way to the summit with a view of 30 three-thousand-metre-high peaks and the crystal-clear Lake Zell: it is a magnificent backdrop that not only promises unforgettable holiday moments, but also reveals a wide range of possibilities. Zell am See-Kaprun in the heart of the Austrian Alps is truly blessed: with spectacles of nature and excursion destinations, with superlatives and sights worth seeing, with tradition and modernity. An impressive natural alpine landscape meets cool lifestyle, alpine enjoyment meets Austrian hospitality. With its diverse activities, the weekly programme for guests reflects the wide variety of the region.

If you want to go uphill to dizzy heights, you can get directly from Kaprun to the "Top of Salzburg" excursion destination at 3,029 metres above sea level on the Kitzsteinhorn, and thus to one of the most exciting adventure worlds in SalzburgerLand. The Schmittenhöhe on the other hand, is a popular panorama and family mountain with a wide range of activities and experiences for the whole family. Lake Zell, with its crystal-clear water of drinking water quality, lidos with heated pools, boat excursions, boat hire and sports activities, is one of the most beautiful swimming lakes in Austria.

### **HOLIDAY COMPANION, DIGITAL APP AND SUMMER CARD**

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