

WINTER 2023/24 Ski amadé News

Ski amadé



Ski amadé kicks off the 2023/24 winter season: Winter fun to be remembered

Austria's greatest skiing is ready for the new winter season 2023/2024: with the new SENSATIONS Challenge, cool SNOW events, a ski comeback offer and the most important news from the Ski amadé regions.

In Ski amadé has the most beautiful ski resorts of Salzburg and Styria. The five regions of Salzburger Sportwelt, Schladming-Dachstein, Gastein, Hochkönig and the Großarlal are starting the winter season 2023/24 with plenty of news and numerous offers. Winter sports fans can choose from up to 760 kilometres of slopes, 270 modern lifts and 356 perfectly groomed slopes surrounded by impressive mountain panoramas and a variety of refreshment stops with just one ski pass.

Ski amadé: In anticipation and top preparation for the winter season 2023/24

After the previous Corona winter, Ski amadé experienced a clear boost in guest numbers last winter season. This was also thanks to the new online early booking system, which was very well received by ski guests. Ski amadé can therefore look back on a successful 2022/23 season and starts the new winter season optimistically and well prepared. Austria's greatest skiing destination firmly believes in the wonder of winter sports and is looking forward to welcoming its guests.

In the future, visitors can look forward to a number of innovations in the Ski amadé offer: in time for the start of the season, the new 10-seater gondola lift to Kieserl in the Großarlal ski area will go into operation and replace the existing 8-seater gondola lift. In addition, the Dachstein top station in the Schladming-Dachstein region is being rebuilt. So, there really is a lot going on in Austria's greatest skiing destination and the anticipation for the new ski season is growing and growing. With an impressive total investment of 96 million euros for the upcoming winter season, Ski amadé is consolidating its position as a leading ski resort.

NEW: SENSATIONS-CHALLENGE – Explore the most beautiful places in the mountains with this new challenge

The best winter holidays don't just begin when you arrive, but actually much earlier. They begin when you start planning your stay – when you create your personal bucket list. To assist, Ski amadé will be providing an overview of so-called SENSATIONS on its website this coming winter. Just one look will make it clear why Ski amadé is known as Austria's greatest ski paradise. The Ski amadé SENSATIONS are special places that you simply have to see or experience on your skiing holiday.

NEW: From the upcoming winter season there are cool prizes to be won with the new Ski amadé SENSATIONS Challenge. In the free Ski amadé Guide App all SENSATIONS collectors will find the ultimate challenge: the principle is quite simple and fun too!

At each SENSTATION location, a board with a QR code is placed in a clearly visible position. After capturing the moments, all you have to do is scan the QR code with your mobile phone. This is then saved in the personal profile and the number of SENSATIONS visited determines the respective raffle pot with great prizes. The challenge is divided into three categories: Gold, Silver and Bronze. As the ultimate SENSTATIONS hunter, you can get the "Gold Status" with a matching certificate to share. Prizes awaiting participants: ski holidays incl. ski passes, Ski amadé ALL-IN Card Gold as well as White, Atomic skis, "Komperdell" poles and much more. So get going, simply download the Ski amadé Guide App and start your personal SENSATIONS Challenge!

At www.skiamade.com/sensations you will find the best tips for special moments, photo points with sensational views and other viewing platforms. There will also be speed track recommendations and further not to be missed runs such as the music-slope.

NEW: „Back2Ski“ – The offer for a comeback on the slopes

Skiers who feel the need to refresh their passion for winter sports have reason to rejoice. The new "Back2Ski" offer provides the perfect opportunity to give skiing skills a new lease of life and relive the incomparable feeling of skiing. This is perfect for those who have decided to get back on the slopes.

From the 11th to the 19th of December 2023, the 8th to the 30th of January 2024 and the 4th to the 26th of March 2024, the offer includes 2-day courses with a private ski instructor with two hours each from 1pm to 3pm. The price is 299 euros and each additional person pays only 60 euros. Ideal for couples or friends who finally want to get back on the slopes. Registration takes place directly at one of the participating ski schools in the Ski amadé ski areas.

Ski amadé SNOW EVENTS: Even more momentum on your skiing holiday

A winter holiday in the Ski amadé regions gets every guest in the swing of things. Where the mountains not only offer stunning landscapes but there is also an incredible range of events of all kinds that make a stay in the Ski amadé regions an unforgettable one. From culinary delights and sporting challenges to first-class music events and electrifying beats – every taste is catered for in Ski amadé.

Musical events give Ski amadé a unique touch

Ski amadé not only offers fantastic slopes, but also musical highlights. The big ski opening in Schladming-Dachstein in December starts with a bang when superstar Robbie Williams rocks the stage with his world hits.

During Ladies Week in Großarl, the stage is enlivened by cool concerts. The Voice star Alexander Eder and the well-known Austro artist Melissa Naschenweng will certainly get the crowd going. Another unique experience awaits guests at "Palmen auf den Almen" in Sportgastein. Here visitors can relax in deckchairs under palm trees, enjoy colourful cocktails and listen to hot sounds. This extraordinary combination of mountain panorama and pulsating music creates an inviting atmosphere full of joie de vivre.

In Ski amadé, sporting adventures merge with musical highlights that make the mountains resound and turn the winter season into an unforgettable experience.

Action-packed highlights: Sporting highlights in Ski amadé

With the highest number of sporting events in the Alps, Ski amadé is a magnet for sports enthusiasts from all over the world. This is where action meets passion. With a fascinating variety of disciplines – from skiing and snowboarding to freestyle – there is something for every sports enthusiast. The picturesque mountain backdrop provides the ideal stage for world-class events that thrill both athletes and spectators.

The Salzburg Sports World hosts spectacular events such as the Ski World Cup Ladies Night Slalom in Flachau, where the piste is lit up by floodlights. In Altenmarkt-Zauchensee, the downhill and super-G challenge the female Ski World Cup athletes. Schladming-Dachstein impresses with the Ski World Cup Night Slalom and the Men's Night Slalom, while the Skicross World Cup is hosted at Reiteralp. Then there is the thrill of the Snowboard World Cup, which makes the Gastein region the meeting place for the best snowboarders in the world. The Absolut Park in Flachauwinkl-Kleinarl will once again host the Spring Battle, where freeski and snowboard professionals from all over the world come together to present their best tricks and lines.

The greatest gourmet experiences in the Alps: Culinary events in Ski amadé

In Ski amadé, the focus is not only on sport, but also on enjoyment. During the Ski and Wine Enjoyment Week, which takes place from the 9th to the 16th of March 2024, ski huts and restaurants are transformed into culinary stages under the motto "Skiing and Austrian Wine". Particularly at the skiing and wine enjoyment huts, all gourmets can expect a culinary experience with wine tastings and a special supporting programme.

Another highlight is the Craft Beer Festival on the Hochkönig, which presents a variety of beer flavours. The beers are not only served in the hotels, but also at numerous ski huts, where there is also live music and DJs.

Farmers' market meets skiing fun, this is how you could describe the motto of the "Highest Farmers' Market in the Alps". For years, it has been an integral part of the Ski and Wine Enjoyment Week and invites you to taste some local delicacies. Local farmers and producers present their best produce, whether cheese, schnapps, jams or teas. There are over 15 farmers' market stalls to taste, enjoy and also buy from.

Ski amadé thus combines the joys of winter sports with a feast for the senses, a true voyage of discovery for gourmets and connoisseurs.

News from the regions: A look at the news in Ski amadé

New hotels expand the accommodation offer in Ski amadé

In Gastein, real hotel tradition is coming back to life: From September, just in time for the new ski season, the hotel ensemble at Straubingerplatz, the Grand Hotel Straubinger (from the 1st of September 2023) and the Badeschloss (opening October 2023) will open after years of standing vacant. After renovation and conversion, the Badeschloss, which will have a new 14-storey tower embedded in the Alpine backdrop, will have around 100 rooms. The Grand Hotel Straubinger will have just under 50 rooms and will be renovated close to its original style. The new boutique hotel "The cómodo" has already opened in the former Habsburgerhof.

New gondola lift in the Großarlal and a second life for the existing one

Ski amadé continues to believe strongly in winter tourism and is investing steadily in the improvement and upgrading of all five regions in Ski amadé. The biggest innovation for the coming ski season will be the new 10-seater gondola lift to the Kieserl in the Großarlal ski area. A more modern lift with which the cable car companies will create sustainable jobs in tourism. It replaces and extends the previous 8-seater gondola lift, which is getting a second life. The lift will be dismantled in the Großarlal and rebuilt on the Fageralm, also a Ski amadé ski area. Another project: In the Schladming-Dachstein region, the Dachstein top station is being rebuilt and will be up to 80 per cent self-sufficient in the future thanks to photovoltaics. The work will begin in autumn and continue until around May 2024. Until then, operation of the glacier cable car will be suspended.

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