

# WINTER 2024/25 Ski amadé News

Ski amadé

## Ski amadé kicks off the 2024/25 winter season: Winter fun to be remembered

Austria's greatest skiing paradise rolls out the white carpet for the new 2024/2025 winter season. With Best Learn2Ski amadé, cool SNOW events, a celebration of fun, two new lifts and a new, unusual lifestyle hut, there are plenty of new features in store for you in the Ski amadé regions.

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: anticipation and top preparation for the 2024/25 winter season

Ski amadé can look back on a successful winter season in terms of the number of guests, which is partly due to the very well-received online early booking system. Ski amadé is thus optimistic and well prepared for the upcoming winter season. Austria's greatest skiing paradise firmly believes in the magic of winter sports and is looking forward to welcoming its guests.

Ski amadé is home to the most beautiful ski resorts in Salzburg and Styria. The five regions of Salzburger Sportwelt, Schladming-Dachstein, Gastein, Hochkönig and Großarlal are starting the 2024/25 winter season with numerous new features and offers. With just one ski pass, you can choose from up to 760 kilometres of slopes, 270 modern lifts and 356 perfectly groomed pistes with impressive mountain panoramas and a wide range of refreshment stops.

### NEW: Best Learn2Ski amadé: Skiing with certified professionals in Austria's greatest skiing paradise

Have an adventure, improve your skills, feel confident on your first turns: Ski amadé is setting new quality standards for learning to ski from this winter. With Best Learn2Ski amadé, skiers of all ages and ability levels will have certified professionals as instructors. The new certificate recognises certified ski schools and, in addition to the best individual support, ensures a guaranteed sense of improvement and success. From kids learning their first turns, to teens looking for action, to best agers wanting a sporting challenge: the various Best Learn2Ski amadé programmes offer the right thing for all abilities and ages.

[These courses are on offer at Best Learn2Ski amadé](#)

**'Bambinis on Skis'** is a fun way for beginners and slightly more advanced skiers aged between 4 and 6 to get excited about skiing. In limited small groups, split by language and age, the kids learn from trained ski instructors how to ski safely whilst having fun on the slopes. In addition to the international learning content and all-day supervision including a fun children's programme, there is also an exciting final ski race.

**'Juniors on Skis'** guarantees ultimate learning fun and success for beginners and advanced children aged between 6 and 13. In limited small groups, split up according to language and age, trained ski instructors show what it means to have fun. In addition to all-day supervision and learning content in line with international standards, the programme also includes a daily children's programme and an exciting final ski race.

Experience unlimited adventure whilst learning something at the same time. At the three to five-day **'Teens on Skis unlimited'** programme, ski-savvy teens aged between 12 and 16 improve their skills and learn new techniques. This is done in small groups, with cool coaches and on varying terrain. This includes all-day supervision, a learning experience according to international standards and lots of fun and action in a varied programme.

Back to the perfect turn with personalised support from qualified ski instructors: **'Back2Ski'** is just the thing for anyone who is over 18 and who is ready to take their skiing skills to the next level. In two-day private courses, targeted technique training leads to completely new experiences of improvement and success. This is personalised ski coaching at its best.

Get enthusiastic about the slopes and experience success after just a short time: **'Learn2Ski'** is for all adult ski beginners who want to find their way to safe and beautiful turns with individual and professional support. With targeted tips and tricks from highly trained ski instructors, you will experience your first successes on the mountain. In limited small groups for maximum fun and safety on the slopes.

It's never too late to get back into skiing. With **'Best Ager on Skis'**, ski-savvy seniors are guaranteed personalised coaching and maximum learning success. Highly trained ski instructors who know the local area will teach you how to ski in a fun and enjoyable way. The focus is on good company and absolute safety. For a special kind of ski group experience.

All information at: [www.skiamade.com/bestlearn2ski](http://www.skiamade.com/bestlearn2ski)

## NEW: Events, enjoyment and long days of skiing: sunshine skiing with the ultimate snow vibes in Ski amadé

When the sun slowly rises again in spring, it's the right time for a wonderful skiing holiday. Sun + skiing + mountain hut fun – that's sunshine skiing as it should be. The high-quality ingredients are 25 ski resorts in five top regions in Salzburg and Styria, up to 760 kilometres of slopes and 260 ski huts that provide guests with local delicacies.

### Feel the beat of the snow vibes

Sunshine skiing in Ski amadé can be experienced under the motto 'Snow Vibes'. Enjoy fantastic slopes in glorious sunshine and celebrate the end of the season with many varied musical events. From rock and pop to electronic music and folk music – there's something to suit every taste. With energetic live concerts, rousing DJ sets with a sunset atmosphere or traditional folk music performances, moments are guaranteed to be memorable. The variety of musical events and the unique atmosphere make the farewell to winter an unforgettable experience.

### Austrian sparkling wine in the snow with Ski amadé

Austrian sparkling wine is heading to the place where skiers' hearts beat faster in winter – the snow. From the 8<sup>th</sup> to the 10<sup>th</sup> of March 2025, sparkling wine lovers can look forward to a sparkling variety of the country's best producers in the Hochkönig region. As part of a sparkling wine rally, numerous sparkling wines can be tasted at various stations and for even more fun, there is a collector's pass with which you can win great prizes if you visit all the stations.

### Culinary highlights during the Ski and Wine Enjoyment Week

Ski amadé sends out particularly enjoyable vibes during the Ski and Wine Enjoyment Week from the 15<sup>th</sup> to the 22<sup>nd</sup> of March 2025. The ski huts and restaurants will be transformed into culinary stages under the motto 'Skiing and Austrian wine'. Gourmets can look forward to a culinary experience with wine tastings and a special supporting programme at the ski and wine enjoyment partner huts in particular.

There are also these fine events in March: at the 'Folk Music Ski Hut Roas', guests are spoilt with real folk music and regional delicacies at all participating huts in the Hochkönig region. At the 'Gondola Dinner' in Grossarlal and Hochkönig, you can enjoy a 5-course meal at lofty heights. In addition, over 40 events are organised at the 28 'Enjoyment Partner Huts' during the Ski and Wine Enjoyment Week. These include, for example, wine tastings where fine wines from Austria can be savoured and live music that provides atmospheric entertainment. The Ski and Wine Enjoyment Week offers a perfect combination of sporting activity and culinary delight.

The 'Highest Farmers' Market in the Alps' is a popular tradition as part of the Ski and Wine Enjoyment Week. Local farmers and producers present their best delicacies – whether cheese, schnapps, jams or teas. You can taste, savour and also buy products at over 15 farmers' market stalls. Ski amadé turns your skiing holiday into a true voyage of discovery for gourmets and connoisseurs.

## Budget-friendly end to the season: Easter family promotion and Ladies Week

Free ski passes for the kids are available at the end of the season with the Easter family promotion. If at least one parent buys a 6-day ski pass, children up to the age of 15 (born in 2009 or later) ski for free. The Easter bunny also has many attractive events and offers for families in all Ski amadé resorts in his basket.

Ladies first, but not only. Despite its name, Ladies Week in Ski amadé is also for men. And it's worth it: from the 22<sup>nd</sup> to the 29<sup>th</sup> of March 2025, you get a second ski pass for free when you buy one. A price example for two people shows why Ladies Week is worthwhile: 7 nights in a double room in a 4-star hotel with half board, including a 6-day ski pass plus another 6-day ski pass for free from €1,162. In addition, ski tests and ski guiding are offered during this time, as well as a varied supporting programme.

All information can be found at: [www.skiamade.com/sunny-skiing](http://www.skiamade.com/sunny-skiing)

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

Ski amadé is Austria's greatest skiing paradise for good reason: In addition to lots of fun on the slopes, it also promises a diverse range of cool events. From culinary delights and sporting challenges to thrilling music events. The highlight is the ski opening in Schladming-Dachstein, when Bryan Adams, Sting and Simply Red will be performing.

### Musical events: Ski amadé doesn't just provide a buzz on the slopes

Ski amadé guarantees not only great turns on the slopes, but also the finest swing: the big ski opening in Schladming-Dachstein in December will feature three superstars. At 'The Grand Festival', Bryan Adams (6.12.), Sting (7.12.) and Simply Red (8.12.) will be performing on three consecutive evenings in Schladming's Planai Stadium. If you want to experience all the acts, you can even book special packages with accommodation and a ski pass.

Cool concerts can also be enjoyed during the Ladies Week in Großarl. Another unique experience awaits guests at "Palmen auf den Almen" in Sportgastein. Here visitors can relax in deckchairs under palm trees, enjoy colorful 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.

### Sporting events: Top stars compete in World Cups

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. Schladming-Dachstein impresses with the Ski World Cup Night Slalom and the Men's Night Slalom, while the Skicross World Cup is hosted at Reiteralm. 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.

### Culinary events: Highest flavour experiences in the Alps in Ski amadé

What do you need to round off a wonderful day on the slopes? An enjoyable evening with good food. And there's no question that Ski amadé can provide such enjoyment: one highlight is the Ski and Wine Enjoyment Week, which will take place for the 15<sup>th</sup> time from the 15<sup>th</sup> to the 22<sup>nd</sup> of March 2025. Then the motto 'Skiing and Austrian Wine' will be celebrated in the ski huts and restaurants. Wine tastings and a special supporting programme await all gourmets, especially at the Ski and Wine Enjoyment partner huts.

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.

Another highlight is the Craft Beer Festival on the Hochkönig from the 27<sup>th</sup> to the 29<sup>th</sup> of March 2025, which presents a wide variety of beers. The beers will be served in the hotels and at numerous ski huts. There will also be live music and DJs.

Other delicious events in March: At the 'Folk music ski hut rallye' guests are spoilt with real folk music and local delicacies at all participating huts in the Hochkönig region. At the 'Gondola Dinner' in Großarl and Hochkönig, you can enjoy a 5-course meal at dizzying heights.

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

### New lifts in the Schladming-Dachstein region: comfort and efficiency at the highest level

The new 8-seater Kaiblinggrat chairlift means great added value for the Hauser Kaibling ski area and the entire Schladming-Dachstein region. In future, the most powerful chairlift in Styria will transport 3,600 people per hour to the transmitter plateau at 1,870 metres in just 4.5 minutes. Waiting times are therefore a thing of the past. An environmentally friendly and low-noise operation has been provided by the worldwide unique direct drive from Leitner ropeways called 'DirectDrive'. Another exciting novelty is the convenient access via a conveyor belt. This allows children under 1.25 metres to automatically grow by 15 centimetres and thus sit comfortably and safely.

The new state-of-the-art 10-passenger gondola lift Rohrmoos I in the Planai-Hochwurzen ski area promises an outstanding experience for all winter sports enthusiasts. The connecting lift from Schladming to Rohrmoos is designed to transport 2,400 people per hour. 30 panoramic gondolas ensure maximum passenger comfort, safe transport for children and the transport of alternative sports equipment. A first in the 4-mountain ski area is that skis can be taken into the gondolas on the new lift and can also be left there. This makes boarding and alighting quicker and, above all, easier and considerably increases passenger comfort, especially for families with small children.

### New lifestyle ski hut in Wagrain including a panorama lodge

On the 7<sup>th</sup> of December 2024, a new and exclusive lifestyle ski lodge will open in Salzburger Land: Aster's Mountain Club in Wagrain. An event location with the 'ultimate mix of tradition, style and fun in the snow'. The panoramic lodge and the large terrace with views over the Salzburg mountains alone are worth a visit. By the way, weddings are also possible at Aster's Mountain Club, which has an elegant function room.

### New hotels expand the range of accommodation in Ski amadé

Two hotels in the Salzburger Sportwelt are shining in new splendour. Following intensive renovation work, the Ferienwelt Kesselgrub in Altenmarkt-Zauchensee celebrated its reopening in spring 2024. At the family hotel, guests can look forward to state-of-the-art rooms and new wellness areas with a water world for children and the Mountain Adult Spa including an extensive sauna area. Gourmets can experience culinary moments of indulgence in Kesselgrub's gourmet world. The hotel continues to rely on its proven family charm and offers its guests a wide range of leisure activities in both summer and winter.

With the conversion of the Hotel Tauernhof in Flachau into 'DIPS&DROPS – The First Bike And Skihub', the hotel is realigning itself and targeting sports enthusiasts. The innovative approach of the new concept combines the comfort of a modern hotel with the requirements and wishes of active holidaymakers. From December 2024, 'DIPS&DROPS' will offer a wide range of sporting and culinary activities. The highlight is the publicly accessible LOFT GYM, which is open to both hotel guests and the public. The hotel in the centre of Flachau will particularly attract mountain bikers and skiers who appreciate both the first-class sports facilities and the varied culinary offerings.

---

#### Information for Ski amadé guests:

##### Ski amadé Serviceline:

**T.** +43 6452 4033366

**E.** [urlaub@skiamade.com](mailto:urlaub@skiamade.com)  
[www.skiamade.com](http://www.skiamade.com)

#### Information for media:

##### Ski amadé

Dr. Christoph Eisinger  
Prehauserplatz 3, 5550 Radstadt  
**T.** +43 6452 20202-0  
**E.** [presse@skiamade.com](mailto:presse@skiamade.com)  
[www.skiamade.com](http://www.skiamade.com)

##### genböck pr + consult

Nina Genböck  
Märkisches Ufer 28, 10179 Berlin  
**T.** +49 30 22487701  
**E.** [nina.genboeck@genboeckpr.de](mailto:nina.genboeck@genboeckpr.de)  
[www.genboeckpr.de](http://www.genboeckpr.de)

