



# Austria

WHERE SKI TRADITION RUNS DEEP – WINTER 2016/17  
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ski club

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for prices and a full list of our holidays.

## If you *ask me*...



...a winter holiday in Austria always brings special enjoyment. The crunching of the glistening snow beneath your feet as you walk in clear, crisp winter air, the gentle gurgling of the frozen stream as you skate by on your cross-country skis, the silence of the snow-covered forest, only occasionally disturbed by a cloud of snow falling from a heavily laden branch, but also the pride of knowing the curves you carve are getting better every day. And in the evening, the happiness that comes from a companionable gathering around an open fire listening to the anecdotes of your host. All these moments produce a feeling of deep satisfaction and pure relaxation. After all, isn't that what we actually want from our holiday?

I wish you an enriching and unforgettable holiday in Austria!

*Sincerely, Petra Stolba*  
CEO, Austrian Tourist Board

## What lies in store

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### The art of gliding *Winter for the whole family*

Experience the feeling of infinite freedom when skiing down glittering slopes.

PP. 15-17



### Bookable offers *Something for everyone*

Glacier skiing, off-piste paradise, culinary highlights and Austria's biggest ski areas.

PP. 10-13



### Bookable offers *The perfect mixture*

Interested in a ski safari, family skiing or unrivalled hospitality? In Tirol you will find it all!

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### Austria at a glance *Map of Austria*

Where to ski and what to see; an overview of Austria.

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# The Art of Gliding

TEXT: MARTIN BETZ

*Winter brings people together.* The Ski Juwel Alpbachtal Wildschönau is a place where beginners, experts and those rediscovering the joy of skiing can all go on holiday together. *Very successfully*, in fact, because there are slopes here *to suit everyone*.

Two couples and two children on a skiing holiday. Now, that's definitely what I'd call an experiment. Especially since some have to learn to ski, others are taking it up again after 25 years, and we, the old hats, have to keep an eye on them all. The minute we drive into the hidden Alpbach valley, we instinctively know that something special awaits us. Tucked away off the beaten track, the valley is situated so high up in the mountains that snow is guaranteed and the villages are constructed in traditional timber style. When we awaken on our first morning, we're blinded by the glistening snow on our balcony and during breakfast we just can't keep our eyes off the glorious blanket of precipitation outside.

There is big drama, complete with tears and a temper tantrum, when we take our offspring to the toddler's ski course. But by the time an oversized penguin has helped the little ones put their skis on and got them acquainted with the snow, they've practically forgotten all about us. When the penguin turns out to be a ski instructor in disguise and takes them a few yards down the flat slope, it's as if we no longer exist. That's fine by us, as we're already sailing off on the cable car to the Gmahkopf in Alpbach. Our friends Erich and Daniela are with us, and they are looking forward to trying their hand at skiing again after several decades' absence from the slopes. Very brave, I think, as I see the narrow-waisted carving skis Erich has borrowed. He, meanwhile, is astonished at how short they are, not to mention how comfortable the ski boots feel!

SKI JUWEL ALPBACHTAL WILDSCHÖNAU











It's nothing like it used to be, when getting your ski boots on was a laborious process, accompanied by much moaning and groaning. Queuing for the lift has changed as well, and Erich is delighted at the speed with which we are able to take our seats. Now we're looking down at the natural terrain and perfectly groomed slopes below us. The piste is almost empty and we exchange conspiratorial glances, thinking that we want to keep this gorgeous place to ourselves.

As we carve our first curves in the powder snow, it's as if a pent-up longing for effortlessness and exhilaration is fulfilled in a single moment. This must have been how the first man on the moon felt, only it's not as beautiful there.

Erich and Daniela begin to carve their way down the slope, cautiously at first, and then faster and faster, but it's as if they've stepped straight out of a time machine from 1990. "Not bad," says Erich proudly, breathlessly swishing to a halt at my side after a few step turns. I discreetly intimate that his style is a little "old school". With the narrow-waisted carving skis you no longer

have to shift your weight so much from the uphill to the downhill ski. Instead, after entering the curve, you simply let the ski follow the edges. Erich is visibly offended, but when he and Daniela discover the new sensation they're full of enthusiasm: "I've never felt such freedom!"

With every downhill run, their movements become more fluid and they glide through the terrain as if they'd never missed a season. The slope is wide enough to carve fast, wide turns. Down in the valley again, we move to the Wildschönau ski area, taking a lift that has connected the two remote Alpine valleys and their wide network of slopes since 2012.

Long ago, silver and copper were mined in the highest mountain here, the Schatzberg. Nowadays, however, the real treasure is the magnificent view over the high valley of the Wildschönau, dotted with its mountain farms. Here the slopes are wider and not as steep, ideal for beginners, as well as carvers who want to up the speed.

THE BREATHTAKING VIEW OF THE  
MOUNTAINS FROM THE HEUHÜTTE  
ABOVE ALPBACH



The feeling of *infinite freedom* that rushes through you as you plough through the glittering *powder snow* is indescribable. You *simply have to experience it for yourself*.



RECHARGING OUR BATTERIES AT A LOG CABIN  
WITH HEARTY TIROLEAN SPECIALITIES

stolen? We can't, and don't, want to believe that.

Then at the edge of the summit station I catch sight of a single pair of skis in colours that are deceptively similar to Erich's. Erich checks whether his boot will fit into the binding. Like a glove! "Let's wait a while then," I suggest, which gives us a little more time to enjoy the view. It's not long before a distraught elderly man hurries over to us from the chair lift. He had taken the wrong pair of skis, he explains, and wondered whether we had seen his.

After apologies all round, the "ski thief's" wife laughingly professes that never before has her husband sailed downhill as magnifi-

cently as on the new, shaped skis. Tomorrow at the ski hire shop they would try out this model, she adds. The way is now finally clear for us to leave. Carving tight curves we race toward the valley over the moguls.

On the ski trails we have the opportunity to pause and take a breath or – like Erich in a flash of exuberance – take a short cut over the open country and plough through the deep powder. As we arrive in the valley, we see our children from a distance doing stem turns down the nursery slope. "Tomorrow they're going to put up gates for a finishing line," they exclaim excitedly, adding that everyone will have the opportunity to take part in a timed race. We can see in their eyes that they want us to come and cheer them on. Erich is the first to volunteer. Not that he just wants to play the passive ski fan at the side of the race track. After 25 years away from his skis, he can barely wait to glide across the finishing line himself using his newly found technique.

As we plan to tackle some rather more ambitious slopes in the afternoon, we return to the Alpbach valley to acquaint ourselves with what will soon become our favourite peak: the Wiedersberger Horn. With its undulating ridge and several steep downhill runs, this mountain blends harmoniously into the landscape. As we make our ascent to the summit, the deep snow glistens on the roofs of the mountain chalets. Once more we exchange furtive glances. When we reach the top, more than 2,000 metres above sea level, we have a breathtaking panoramic view over the Zillertaler Alps. Anyone who doesn't properly take the time to linger on one of the loveliest sun balconies in the Alps probably doesn't know how to appreciate the finer things in life. But it's here, of all places, that Erich experiences the worst shock of the day. Just as we are about to start skiing again after a break on the Asthütte's sun terrace, we discover that his skis are missing. Vanished. Not to be found. Gone! Can they really have been







AUTHENTIC CHARM, LOVELY VILLAGES AND VARIED SLOPES



## SKI JUWEL ALPBACHTAL WILDSCHÖNAU IN TIROL

# Skiing, boarding and Gemütlichkeit, *the perfect mixture*



The beauty of Austria's mountainous landscape knows no bounds and with its abundance of high quality ski resorts it's a tough ask to pick the best destinations for your next winter holiday. In the Tirol alone there are 87 ski resorts to choose from but two - the Alpbach and Wildschönau ski resorts - have combined forces and are jointly (and aptly) named 'Ski Juwel'. Just 45km from Innsbruck, the travel route leads to Alpbach, a town that has been voted the prettiest in the region, and the Wildschönau region with its picturesque little villages.

The skiing options here prove that it isn't size that matters – it's quality of ski runs and accessibility that make all the difference to your experience. Traversing both sides of the valley is easy with gondola rides from one base station, there's some 109km of pistes to experience and plenty of ski lifts to maximise ski time. While the Schatzberg with its red runs and a generous beginners area is perfect for families, skiers and boarders can enjoy some free-skiing and sportive pistes in Alpbach.

Quick access to the slopes gives you so many options for your holiday itinerary and joining one of the five ski schools for a few days is highly recommended to help you make the most of your time on the slopes.

Austria is understandably proud of its 'Gemütlichkeit' and hospitality. Do not miss the 'Krautinger', a unique schnapps made out of beet/turnips.

There's a quiet dignity and self-assured quality found in the 'Ski Juwel' that the Alpbach valley and Wildschönau resorts proudly maintain. The perfect destination for your next ski experience and one that is sure to remain high on your list for many years to come.

### SKI JUWEL PACKAGE

7 nights in a 4-star hotel w/  
half-board, 6-day ski pass  
'Ski Juwel Alpbachtal Wild-  
schönau'

FROM

**GBP 695,- pp**

#### INFORMATION & BOOKING:

Alpbachtal:

T +43 5337 21200

Wildschönau:

T +43 5339 8255

E [travel@skijuwel.com](mailto:travel@skijuwel.com)

W [www.skijuwel.com/en](http://www.skijuwel.com/en)



## TIROLER ZUGSPITZ ARENA

### A family paradise



Small, charming and family friendly: these are the ski areas of the Tiroler Zugspitz Arena. A family holiday here is a guaranteed success for little ones and parents alike. Draped in mainly blue and red runs, these are stress-free practice areas for first timers and skiers in need of a refresher. Numerous ski courses and camps cater for children from the age of two and up. Indeed, all children under six ski free in all areas. Magic carpets and child-friendly lifts ensure those first turns are positive ones. Free ski buses go every half hour between ski areas and a valid guest card provides passage on the Snow Express railway line between Garmisch-Partenkirchen and the Tiroler Zugspitz Arena.

Family friendly accommodation and affordable holiday packages will suit every budget. Many packages also include child care, leaving little ones to discover the sparkling wintry Tiroler Zugspitz Arena by building snowmen, snowshoe hiking or simply exploring the magic of snow flakes. And while they play, parents can enjoy the slopes, relax in the hotel's wellness area, and be spoiled with tasty Tirolean delicacies and drinks. After all, what's a holiday really for?

#### 'PISTE-HOPPING'

Seven ski resorts, one ski pass, 210km of slopes  
1 week with Top Snow Card  
in a 4\* hotel incl. half-board

FROM

**GBP 699,- pp**

INFO & BOOKING

[www.zugspitzarena.com/  
winterurlaub](http://www.zugspitzarena.com/winterurlaub)



SKI INSTRUCTION FOR CHILDREN



BEAUTIFUL MOUNTAINS IN THE BIGGEST SKI AREAS OF AUSTRIA  
IN THE KITZBÜHEL ALPS

## KITZBÜHELER ALPEN IN TIROL

### On safari in the Kitzbühel Alps



This region is one of Austria's biggest and most varied ski areas. Whether the Holiday Region Hohe Salve, the Brixental Valley, St. Johann or the PillerseeTal, all are covered by the Kitzbüheler Alpen AllStarCard ski pass which covers 916 lifts and 2750km of runs. Perfect for your ski safari!

The whole area is a paradise for intermediates and there are good beginner areas. The slopes have plenty of natural snow and also snowmaking facilities; the grassy slopes only need 20cm of snow to be skiable so skiers and snowboarders are assured a long season.

Last season, Fieberbrunn in the PillerseeTal joined the big league ski areas. A new 10-person gondola and 3.5km red piste back down linked the local ski area to the Saalbach Hinterglemm Leogang area for the first time.

Salzburg and Innsbruck airports (100km) as well as Munich (160km) offer easy access to the centre of the region.

#### SKISAFARI IN THE KITZBÜHEL ALPS

Discover and explore the world's best ski resorts.

The AllStarCard ski pass offers you access to 2,750km of slopes.

7 nights in a 3-star hotel  
w/ half-board and 6-day  
ski pass

FROM

**GBP 672,- pp**

INFO & BOOKING

E [info@kitzapls.com](mailto:info@kitzapls.com)

W [www.kitzapls.com](http://www.kitzapls.com)



FREERIDING IN KITZBÜHEL

## KITZBÜHEL IN TIROL

# Skiing in the tracks of greatness

## *180 ski days for unforgettable ski holidays*



In need of a new dinner-party story? Few adventures will wow your friends like skiing the fearsome Streif, Kitzbühel's icy downhill course where professional ski racers reach speeds of 140km/h. Some 60,000 spectators come to town for one weekend every January to watch the world's fastest skiers risk life and limb. Families can ski down the red run 'family Streif', while beginners can test their agility on the 'mini-Streif', a skills course at the bottom of the Hahnenkamm.

While Kitzbühel's Streif may be the official course of the wild and crazy – from Bode Miller to the Kaiser himself, Franz Klammer – both the route and the resort itself are bywords for Gemütlichkeit, that particular brand of Austrian hospitality that guarantees the warmest welcome in the Alps. The walled pastel-painted medieval town accommodates all tastes and budgets and its skiing is large and varied to suit all styles and energy levels. In addition to some great off-piste, there's a marked 35km circuit to follow from Kitzbühel or Kirchberg over the Hahnenkamm and Pengelstein to Jochberg and further on to Pass Thurn.

The birthplace of ski instruction, Austrians are enthusiastic about their beloved national sport and skilled at teaching it. Legendary ski schools like the 'Rote Teufel' (Red Devils) have been sharing the love for nearly 80 years. So too, the love of après ski beats long into the night. Après ski – which really isn't time dependant – in Kitzbühel's 50-plus cosy mountain huts is legendary and stopping for a pint in town at the local of the World Cup racers, The Londoner, is obligatory. No place lives and breathes skiing like Austria – and no one does the fairy-tale ski village better than Kitzbühel.

### SNOW FUN PACKAGE

1 week incl. 6-day ski pass

in a 4\* hotel  
FROM

**GBP 740,-**

in an apartment  
FROM

**GBP 325,-**

#### INFORMATION & BOOKING:

T +43 5356 66660

E [info@kitzbuehel.com](mailto:info@kitzbuehel.com)

W [www.kitzbuehel.com](http://www.kitzbuehel.com)

[booking.kitzbuehel.com](http://booking.kitzbuehel.com)





SKIING IN AXAMER LIZUM, OLYMPIA SKI WORLD INNSBRUCK, TIROL

## INNSBRUCK IN TIROL

### Best European Winter Destination



For a ski holiday with a very different feel, the stunning Habsburg university town of Innsbruck will not disappoint. Recently accoladed 'best European Winter Destination' by a leading luxury magazine, Innsbruck brings together two often very separate worlds – that of the adventurous thrill seeker and the culture loving metropolitan traveller. It's the ideal base from which to explore a new area each day: a single ski pass gives you access to all nine resorts and a combined 300km of pistes, and the free ski bus takes you there quickly and simply.

In recent years, a host of futuristic structures have shot up across the skyline including the iconic Bergisel ski jump and the Nordkettenbahnen cable car designed by the late Zaha Hadid. The city is peppered with small boutiques, beautiful museums and fabulous cafes and restaurants, making it perfect for those looking to combine culture and sport. This city has hosted the Winter Olympics three times, and is known as the 'Capital of the Alps'.

#### SKI & CITY PACKAGE

2 nights incl. half-board or breakfast, 2-day ski pass for 5 ski areas, free ski bus

FROM  
**GBP 134,-**

INFORMATION & BOOKING  
T +43 512 562000  
E [hotel@innsbruck.info](mailto:hotel@innsbruck.info)  
W [www.innsbruck.info](http://www.innsbruck.info)



INNSBRUCK OLD TOWN WITH THE NORDKETTE SKI AREA IN THE BACKGROUND

*Whether your idea of winter is fast, fun and free-spirited, or one with a more gentle, relaxing approach to appreciate the essence of the season, Austria is unsurpassable in its ski and snowboarding opportunities, family-friendly resorts, genuine culture of hospitality and a foodie scene that stretches from valley to mountain top.*







SKIING IN LECH ZÜRS AM ARLBERG, TOBOGGANING FUN IN THE BRANDNERTAL, TRADITIONAL AND MODERN ARCHITECTURE IN THE BREGENZERWALD

## VORARLBERG

# Something for everyone *Surprise and sophistication, winter's glory in Vorarlberg.*



In the far west of Austria, bordering Germany, Liechtenstein and Switzerland, is a region with one of the best snow records not only in the country but much of the Alps. Yet, with one world-famous exception, the winter resorts of Vorarlberg are largely overlooked by the British market in favour of neighbouring Tirol.

A visit to three separate ski areas in as many days proved that the overused cliché 'something for everyone' is justified here. On the eastern edge of Vorarlberg is Lech Zürs am Arlberg, the region's best-known resort, and the most exclusive in Austria. With the new cableway link between Zürs and Stuben/Rauz, the Arlberg area will be the largest contiguous skiing area in Austria! You can ski 305km of pistes without taking a bus. Lech is also a gourmet's delight, with numerous award-winning restaurants.

Brand and Bürserberg, with their 55km of linked pistes, could hardly be more different. The Brandnertal ski area is aimed at families, most of the terrain consists of easy cruising blue and red runs. There are children's races and plenty of other activities for the very young, including an animal walking trail through Brand village.

If you want something smaller than Lech but bigger than Brand, try Damüls-Mellau in the Bregenzerwald. Its terrain is double the size of Brand-Bürserberg and the Gipfelbahn gondola linking Mellau with Damüls ensures that moving between the shadier north-facing slopes and the sunny south-facing ones is quick and easy. Bregenzerwald is renowned for its innovative architecture, design and craftsmanship, particularly its carpentry using timber from the region's abundant forests. But skiing is the main draw and the resorts of Vorarlberg are a real alternative to the Tirol. [www.vorarlberg.travel](http://www.vorarlberg.travel)

### ARRIVING IN VORARLBERG

Vorarlberg is easily reachable from the airports of Friedrichshafen, Memmingen, Innsbruck and Zurich.

### DISCOVER VORARLBERG

Mountain adventure night: take the cable-car up the mountain and a toboggan back down. [www.brandnertal.at/en](http://www.brandnertal.at/en)  
Find out more about architecture, craftsmanship and nature on one of the Umgang Bregenzerwald village walks. [www.bregenzerwald.at/en](http://www.bregenzerwald.at/en)  
New this winter: with the new Flexenbahn all resorts on the Arlberg can be easily reached on skis. [www.lechzuers.com](http://www.lechzuers.com)





FREERIDING ON THE KITZSTEINHORN

## ZELL AM SEE-KAPRUN

Between glacier and lake *A beautiful lakeside town and snow-sure slopes.*



Zell am See is an attractive medieval town on the shore of a beautiful lake in Salzburgerland, just one hour's drive from Salzburg Airport. Some 8km along the road and sharing the same lift pass is the village of Kaprun, which has snow-sure skiing on the Kitzsteinhorn Glacier.

The 2,000m Schmittenhöhe mountain in Zell am See itself offers intermediate skiing. It is reached by a combination of gondola and chair-lifts from the town centre, and also directly by gondola from the satellite of Schuttdorf. There are nursery slopes at the base of both areas and the Zell am See-Kaprun area is home to an astounding 16 different ski schools.

Kaprun has its own small ski area, the Maiskogel, but the resort is best known for the Kitzsteinhorn Glacier, where the lifts and slopes rise to 3,030m and are open not only during the winter but also from late September to the middle of July each year.

Zell am See has some chic shops lining its cobblestoned high street. Kaprun is a more down-to-earth, albeit quite large, village. Just outside Kaprun you will find the impressive 20,000m<sup>2</sup> SPA Water and Sauna World.

New for 2016-17 is a piste going 3/4 of the way down towards the village of Viehhausen, served by Zell am See Xpress gondola. You can ski an itinerary run the remainder of the way to the main road between Zell am See and the Saalbach valley. From there it's a five-minute bus ride to the edge of Saalbach's lift system.

If you want plenty of intermediate skiing whilst staying in a beautiful lakeside town, the best place to stay would be Zell am See. For those seeking snow-sure slopes – especially late in the season - then Kaprun is the choice for you.

### SNOW OK PACKAGE

7 nights in a 4\* hotel w/  
breakfast incl. 6-day ski pass

FROM  
**GBP 424,- pp**

VALID:

2.12.-24.12.2016; 7.1.-11.2.2017;  
11.3.-8.4.2017; 15.4.-23.4.2017

### INFORMATION & BOOKING:

T +43 6542 770

E [welcome@zellamsee-kaprun.com](mailto:welcome@zellamsee-kaprun.com)

W [www.zellamsee-kaprun.com](http://www.zellamsee-kaprun.com)



SKIING HOLIDAYS AT THEIR BEST



## SKICIRCUS SAALBACH HINTERGLEMM LEOGANG FIEBERBRUNN

A resort of many surprises *Unlimited fun*  
in Austria's coolest ski resort.



Set in the heart of the Salzburgerland, the Skicircus Saalbach Hinterglemm Leogang Fieberbrunn is surrounded by wide and mainly intermediate pistes, with an enjoyable circuit that can be skied in either direction.

But, last winter everything changed when the ski area shared by Saalbach, Hinterglemm and Leogang were linked by the state-of-the-art Tirol-S 10-seater gondola to the Tirolean resort of Fieberbrunn to create a total 270km of piste.

This immediately hoisted the Skicircus onto the list of the top ten biggest ski resorts in the world. It also made the whole area a prime destination for every standard of skier; with the addition of Fieberbrunn bringing to the mixture some much needed steeper off-piste skiing that the area didn't have before.

Apart from the extensive skiing, the Skicircus is also well known for its mountain restaurants, a wide choice of accommodation dotted in the resort, and for its lively après-ski. To start with, there is an astonishing choice of more than 60 mountain eateries, all of them reasonably priced.

### SKI LION PACKAGE\*

7 nights in Saalfelden  
Leogang

FROM **GBP 317,-**

VALID: 24.12.2016-17.04.2017

### FAMILY HIT\*

7 nights in Saalbach Hinterglemm (2 adults, 2 children in a family room / appartement)

FROM **GBP 858,-**

VALID: 18.3.-17.4.2017

### XXL-SKI FUN\*

7 nights in Fieberbrunn

FROM **GBP 291,-**

VALID: 7.-21.1.2017; 18.3-17.4.2017

#### INFO & BOOKING

info@saalfelden-leogang.at  
contact@saalbach.com  
info@pillerseetal.at

www.saalbach.com

\*all packages include a 6-day  
ski pass for the Skicircus



# Austria at a glance



Here you will find the *contact details* of all regions listed in this magazine and *where they are located* in Austria.

① **VORARLBERG** (p. 15)  
T +43 5572 3770330  
E [info@vorarlberg.travel](mailto:info@vorarlberg.travel)  
W [www.vorarlberg.travel/en](http://www.vorarlberg.travel/en)  
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[www.lechzuers.com](http://www.lechzuers.com)  
[www.bregenzerwald.at/en](http://www.bregenzerwald.at/en)

② **INNSBRUCK TOURIST BOARD**  
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③ **SKI JUWEL ALPBACHTAL  
WILDSCHÖNAU** (p. 10)  
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Wildschönau:  
T +43 5339 8255  
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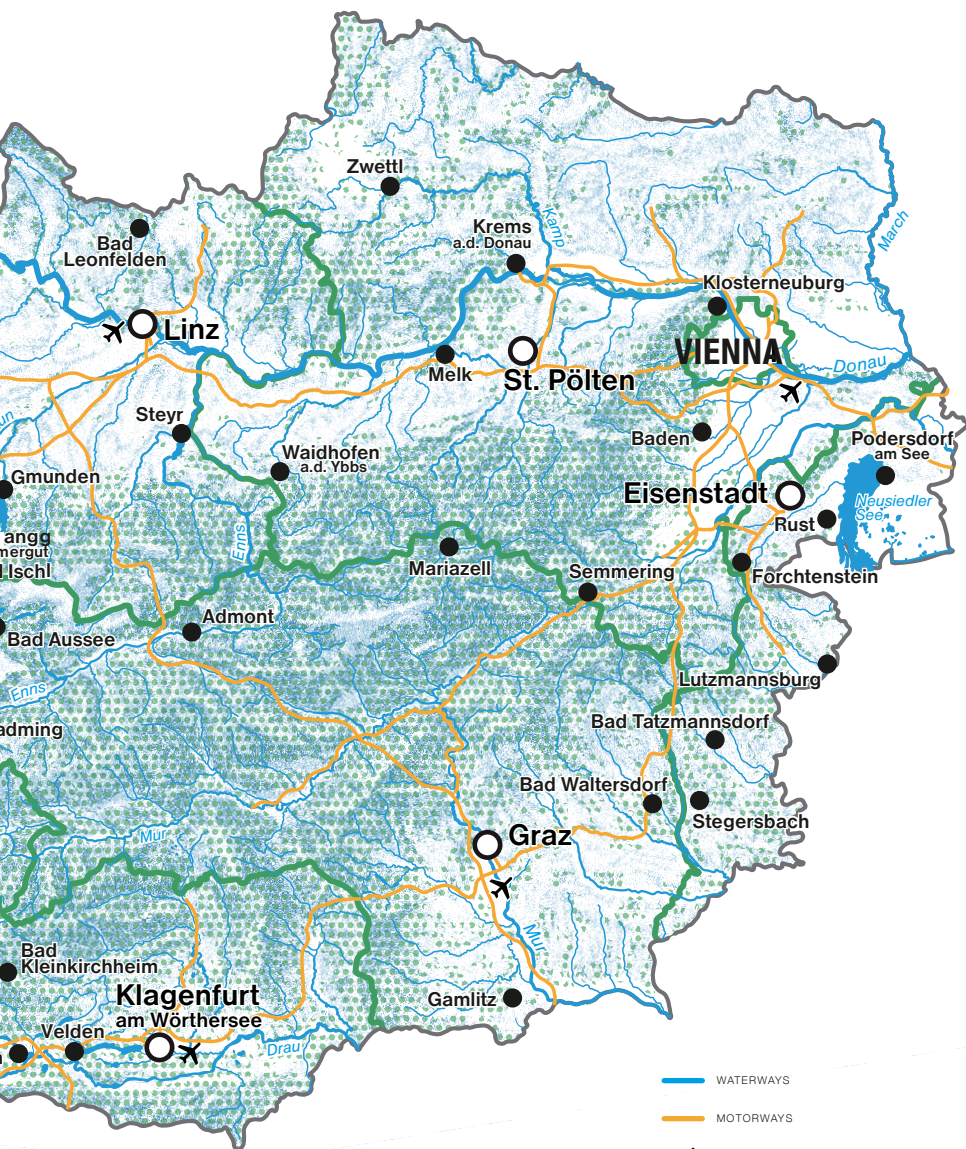
④ **KITZBÜHELER ALPEN  
TOURIST BOARD** (p. 11)  
T +43 57 507  
E [info@kitzalps.com](mailto:info@kitzalps.com)  
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⑧ **SKICIRCUS SAALBACH HINTERGLEMM  
LEOGANG FIEBERBRUNN** (p. 17)  
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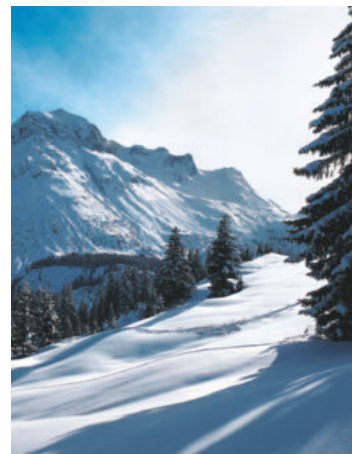


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