



PRESS RELEASE
Summer 2018

ACTION MOUNTAIN PENKEN & LEISURE MOUNTAIN AHORN – A PAIR OF TYROLEAN MOUNTAINS AND PLENTY OF FAMILY FUN!

Mayrhofen. Let's be honest. Who doesn't dream of excitement, variety, fun, a fair bit of action, and lots of leisure? That's what a summer holiday with the entire family should be like, right? In 2018, the Mayrhofner Bergbahnen are once more offering the perfect package. Whether you're looking for action on Mount Penken or a chance to enjoy nature with your loved ones on Mount Ahorn – mountain enthusiasts can again look forward to a very personal experience this summer.

Everybody loves Action Mountain Penken and Leisure Mountain Ahorn, our two amazing mountains located in Zillertal in Tyrol. They offer endless possibilities and promise action-packed excitement, a variety of fun activities, and magical moments for ambitious athletes, nature-loving hikers, and tranquility-seeking pleasure seekers each and every day. With the Mayrhofner Bergbahnen, one of 20 award-winning Tyrolean Summer Lifts, summer fun for the entire family is guaranteed.

NEW & EXCITING ATTRACTIONS FOR YOUNG AND OLD

Agility, courage, excitement, and lots of leisure – those are the keywords for the 2018 summer season. Countless novelties as well as exceptional attractions make for unforgettable moments on both mountains. Test your balance in the all-new Moto Skills Park (12 stations, including training and warm-up stations) or attempt to negotiate the challenging E-Trial Parcours on our electric motorcycles – that is what fun for the entire family looks like on Mount Penken, at 2,000 meters above sea level. The twelve specially prepared E-Trials have been designed to meet the needs of children, youth, and adults. They are powered by eco-friendly electricity and they are extremely quiet. In order to ride the Trials, you'll need good coordination skills, a healthy dose of agility, as well as steady nerves. The Funsportstation on Mount Penken lives up to its name yet again with its unique offer of two different Mountain Scooters and Mountain Scooter tours, via ferrata sets for rent, and the Funballz at the Penken Reservoir. The new and idyllic Mountain Playground with swings, climbing towers, and water elements guarantees even more action this summer.

If that's too much excitement for you, we recommend exploring the surroundings at a leisurely pace using the new "Locandy App". Both young and old mystery fans will enjoy this interactive audio app while strolling along the Leisure Trail Ahorn. With the Mayrhofen Mountain App, you can now also get fascinating facts about the breathtaking Zillertal mountains in the summer. Both apps are available for free in the App Store and the Google Play Store. (Locandy App: German only)

ENDLESS POSSIBILITIES: ACTION MOUNTAIN PENKEN

You definitely won't get bored here. Rather, you'll go from one adrenalin rush to the next. The state-of-the-art 3S Penkenbahn will take you from the valley to 1,800 meters above sea level in only 8.2 minutes, and you'll also be treated



with WiFi and stunning views along the way. Anyone who feels like getting even closer to the summit of the mountain can then hop on the Kombibahn Penken and choose between 10-person or open-air gondolas.

Up on Mount Penken, mountaineers and bikers alike will find their perfect tour. Whether you're a beginner, at an advanced level, or a pro, Action Mountain will satisfy all of your needs with its endless possibilities. If you're looking for a more leisurely adventure, you'll also have your way. The newly designed Panorama Trail, which is suitable for baby buggies, has several lookouts equipped with binoculars where you can get incredible views of the mountains of Mayrhofen.

For all those who want to get as high up as possible, we recommend the two via ferratas at the Knorren: "Knorren Nadel" and "Steinbock". There are also more than 50 challenging rock climbs and at the Gschöss climbing area ranging between Grade IV and VIII (UIAA) that will surely test your nerves. Incredibly exciting, thrilling, and beautiful – that's Action Mountain Penken.

LEISURE MOUNTAIN AHORN

If you're looking to unwind, rest, and relax, Mount Ahorn is the place for you. The adventure for all of your senses begins as soon as you ride the Ahornbahn, Austria's largest reversible ropeway, up to 2,000 meters above sea level in only 6.5 minutes. At the Ahorn Plateau, nature lovers and families will find a mountain paradise with countless opportunities.

The Leisure Trail (also suitable for baby buggies) is a great place to learn all about the diverse flora and fauna of the High Alps Nature Park Zillertaler Alps and to enjoy the breathtaking views. If you can't get enough of the impressive panorama, linger a little longer at Eagle's View panorama platform or re-energize at Leisure Square in front of the summit station. Another highlight is the Sinnespfad, where explorers of all ages can put their balance and coordination to the test.

Nature lovers will also be able to unwind at Lake Ahornsee and Ahornbachl stream, and last year we added lots of places to sit and play. This water oasis in the middle of the Tyrolean Alps is truly a welcome place to relax.

Be sure to visit the Eagle's Stage Ahorn for a truly exceptional experience. Watch eagles, eagle owls, and buzzards show off their spectacular aerial acrobatics at the impressive stage that was built out of natural materials and is located at 2,000 meters above sea level. The one-hour Birds of Prey Show takes place at 2:00 p.m. every Saturday to Thursday.

In July and August, we have even more leisurely highlights to offer on Mount Ahorn. Try our Sunrise Breakfast (every Thursday) or enjoy an open-air cinema with a romantic sunset (weekly from July to mid-August). Summer on Leisure Mountain Ahorn means lots of wonderful experiences.

Follow us on our "So müssen Berge sein" Facebook page or on Instagram with the hashtag #somuessenbergesein.

For more information, visit www.mayrhofner-bergbahnen.com.



ACTION, LEISURE, AND PLENTY OF FUN FOR THE ENTIRE FAMILY ON MOUNT AHORN AND MOUNT PENKEN WITH THE MAYRHOFNER BERGBAHNEN

ACTION MOUNTAIN PENKEN	Funsportstation, Panorama Trail, mountain bike routes, “Knorren Nadel” and “Steinbock” via ferratas
LEISURE MOUNTAIN AHORN	Leisure Trail with Lake Ahornsee and Ahornbachl stream, three viewing platforms, Eagle’s Stage Ahorn, Sinnespfad Sunrise Breakfast: Every Thursday in July & August / Ascent between 5:00 and 6:00 a.m. / mountain breakfast Mountaineer’s Gondola: July & August, in good weather / Ascent at 7:30 a.m.
2018 NEW ON AHORN & PENKEN	Ahorn: Albert Adler mascot, Locandy App – interactive audio app; (German only) Penken: Motor Skills Park, E-Trial Parcours & Mountain Playground at the Funsportstation; Karl Kraxler mascot; Mayrhofen Mountain App (Summer)
GUIDED ROPEWAY TOURS	Ahornbahn: Sundays, 11.00 a.m. Penkenbahn: Fridays, 11.00 a.m. Incl. ascent and descent, guided tour, coffee and cake
AWARDS	The Mayrhofner Bergbahnen is one of 20 award-winning Tyrolean Summer Lifts: www.tirol.at/sommerbahnen
SOCIAL MEDIA	Facebook: So müssen Berge sein Instagram: #somuessenbergesein
SOUVENIRS	Available at all ticket windows, in our online shop at www.mayrhofner-bergbahnen.com , and at the Mayrhofner Bergbahnen Shop on Hauptstraße (Main Street) in Mayrhofen
OPENING TIMES	Penkenbahn 19 May to 7 October 2018 from 9.00 a.m. to 5.00 p.m. Kombibahn Penken Ascent from 9.00 a.m. to 4.00 p.m., last descent at 4.30 p.m. Ahornbahn 9 June to 14 October 2018 from 8.30 a.m. to 5.00 p.m., every thirty minutes, with additional rides if demand requires. In good weather also open 20 & 21 and 26–28 October 2018.

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