



PRESS RELEASE
Summer 2018

LEISURE MOUNTAIN AHORN – A BREATHTAKING SETTING FOR AN ADVENTUROUS SUMMER

Mayrhofen: Excitement, fun, and games, along with deceleration, relaxation, and recreation. That's what summer holidays on Ahorn are all about in 2018. Young and old alike can discover facts about the diverse flora and fauna of the Zillertal Alps and experience nature up close. It's an adventure for all of your senses. This year's novelty is the "Locandy App," an interactive audio adventure drama that allows visitors to explore the Leisure Trail in an unusual way.

Welcome to **Leisure Mountain Ahorn in the Zillertal** in Tyrol! Whether you're a hiker looking to connect with nature, a pleasure seeker eager for tranquility or a family full of energy – an adventurous summer awaits you on Mount Ahorn. The Ahornbahn, Austria's largest reversible ropeway, takes you up to nature's paradise. Once you reach the Ahorn plateau, located at 2,000 meters above sea level, you'll be welcomed by the breathtaking setting and the variety of activities on offer.

ALL-NEW: THE INTERACTIVE AUDIO ADVENTURE DRAMA ON THE LEISURE TRAIL

Listen up, all of you amateur detectives! If you love exciting crime stories and like to solve tricky riddles, the **Leisure Trail Ahorn** is the thing for you. With the help of the new "**Locandy App**", the leisurely family walking trail transforms into an **interactive audio adventure drama**. The app is available for free in the **App Store** and the **Google Play Store**. So, who will solve the mystery?

SUMMER ATTRACTIONS FOR 2018

In the **Zillertal Alps High Alpine Nature Park**, Austria's nature park of the year in 2015, guests from near and far can enjoy the truly impressive Alps, flower-filled meadows, and crystal-clear creeks. The wide variety of leisure and adventure programs on Mount Ahorn makes the region one of the top summer locations in Tyrol:

- **Leisure Trail Ahorn:** This walking trail, which is even suitable for baby buggies, promises plenty of relaxing wellness places as well as fun for the entire family. What are the names of the summits surrounding me? The Viscope, a pair of smart binoculars at the Eagle's view viewing platform, has the answer to this and many other questions. Mount Ahorn is simply the perfect place for families to discover the mountains.
- **Lake Ahornsee and Ahornbachl stream:** Take a deep breath and dip your feet in the refreshing water – that is what relaxing on Ahorn is all about! Lake Ahornsee and Ahornbachl stream are **great for playing, splashing, and resting**, and a welcome opportunity to relax on a hot summer day in the middle of the Tyrolean Alps.
- **Eagle's Stage Ahorn: Eagles, owls, and buzzards** show off their aerial acrobatics mere inches above the heads of guests. During the one-hour **Birds of Prey Show** (Saturday to Thursday at 2.00 p.m.), you'll learn all about these majestically beautiful animals.
- **Sinnespfad:** This fun and unusual trail is full of natural obstacles and will put your balance and coordination skills to the test.
- **Petting Zoo:** at the Filzenalm
- **Mountain playground:** Climbing tower, wooden skidoo, and swings, centrally located between the Ahornbahn mountain station, the Panorama mountain restaurant, and the Ahornhütte.



SPECIALS IN JULY & AUGUST

Active early birds can take the **hiker's gondola** whereas leisurely types can enjoy a hearty Sunrise Breakfast. Or how about an **open-air cinema evening including a romantic sunset?**

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

NEW: The free **Mayrhofner Mountain App** provides fascinating facts even in the summer season (available for free in the App Store and the Google Play Store).

Action tip: If you're looking for an adrenaline rush and want to prove your agility, head over to **Action Mountain Penken** on the other side of the valley. Starting this summer, you'll find an exciting E-Trial Parcours and a Motor Skills Park, along with many other fun-filled attractions.

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

AN EXCITING AUDIO ADVENTURE DRAMA, RELAXATION AND FUN FOR THE ENTIRE FAMILY ON MOUNT AHORN

LEISURE MOUNTAIN AHORN	Leisure Trail with Lake Ahornsee and Ahornbachl stream, as well as three viewing platforms, Ahorn Eagle's Stage, Sinnespfad Sunrise Breakfast: Thursdays in July & August / Ascent between 5.00 and 6.00 a.m. / mountain breakfast Hiker's gondola: July & August, only in good weather / Ascent at 7.30 a.m.
NEW ON AHORN IN 2018	The Albert Adler mascot, Locandy App – interactive audio app; Mayrhofner Mountain App (summer)
GUIDED ROPEWAY TOURS	Ahornbahn: Sundays, 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 cash desks, 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 to 28 October 2018.

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