



Mayrhofen Press Release **Summer 2017**

AHORN AND PENKEN: ACTION, LEISURE, AND FUN FOR THE ENTIRE FAMILY IN TYROL

ENJOY A PERFECT SUMMER IN THE MOUNTAINS WITH THE MAYRHOFNER BERGBAHNEN

Mayrhofen: This summer, the Mayrhofner Bergbahnen, one of 20 award-winning Tyrolean Summer Cable Cars, will once again be taking mountain lovers comfortably up to two summits: Mount Penken, for some action, and Mount Ahorn, for a relaxing day in nature with the entire family. Penken offers scenic hiking trails, a variety of mountain bike routes, and a Funsportstation, while Ahorn has Austria's largest reversible ropeway and is particularly popular with leisure lovers and families. The new Eagle's Trail leads down to the Eagle's Stage Ahorn, an impressive stage that is located at 2,000 meters above sea level and was built out of natural materials. The Eagle's View Viewing Platform provides incredible views of Penken and the surrounding mountains. The spectacular Birds of Prey Show, the Sinnespfad, and the Mountain Playground promise to entertain both young and old. There's also plenty of room to relax and have fun at the newly designed lake Ahornsee.

The possibilities around Penken and Ahorn are practically endless and promise to make every day different as well as full of action and excitement. Whether you're a sports enthusiast, nature lover, or quiet epicurean, the Mayrhofner Bergbahnen will take you to your desired destination this summer.

ACTION MOUNTAIN PENKEN

Penken is always full of action. There's no way you'll ever get bored on the mountain that knows how to satisfy adrenalin junkies. The 3S Penkenbahn takes you comfortably from the valley up to 1,790 meters above sea level in only 8.2 minutes, WiFi and panoramic views included. The Kombibahn Penken, which lets you choose between 10-person and open-air gondolas, takes mountain fans even higher. The spacious gondolas have plenty of room for mountain bikes too, so while families and leisurely bikers ride on the easy panorama trails, those looking for more of a thrill can put their cycling skills to the test on steep ascents and action-packed downhill runs. Of course, there are also plenty of hiking trails that allow you to explore Mount Penken on foot. From comfortable routes that are suitable for baby buggies to demanding hikes that require a great deal of fitness, there's something for everyone. Along the Panorama Trail, there are several lookout stations where you can check out the amazing scenery through binoculars plus interactive stations where you can experience for yourself the thrill of sports. The highlight for all adventure lovers is the Funsportstation at the Penken Reservoir. There, you can dare to roll on water without getting wet in one of our see-through, plastic Funballz. Our Mountain Scooters also give you those two options that you are used to for exploring Action Mountain, depending on your mood: slow or fast. If you're one of those people who likes to gain elevation, rent one of our via ferrata sets for free and climb the Via Ferrata at the Knorren. For a real rock climbing experience, visit the Knorren und Gschöss climbing areas, which offer climbers of different skill levels just the right challenge on more than 50 routes ranging from Grades 4 to 8 (UIAA).



LEISURE MOUNTAIN AHORN

Leisure Mountain certainly lives up to its name. The experience starts with the ride on the Ahornbahn, Austria's largest reversible ropeway, which takes you from the valley station at 680 meters up to the mountain station at 2,000 meters above sea level in just 6.5 minutes. The excitement doesn't end there, however, because a wide range of leisurely activities await you at the top. For example, you can indulge all of your senses on the Leisure Trail, which covers the entire Ahorn Plateau, is full of breathtaking scenery, and is even suitable for baby buggies. During the summer months, you can watch woodcarvers plying their craft along the trail. Bees and bugs are humming and buzzing around, the air is full of the scent of grass, flowers, and herbs, and a gentle breeze strokes your skin. The mountain peaks and valley floor spread out like a masterpiece. This summer, in addition to the Zillertal and Stilluptal Viewing Platforms, the new Eagle's View Viewing Platform provides visitors young and old with the feeling of sitting in a big eagle's nest equipped with binoculars. If you look closely, you will even be able to catch sight of all sorts of highlights in the distance. Along the trail, there are various stations where you can learn exciting facts about the flora and fauna of the Zillertal Alps Nature Park. Starting in July, the area in front of the Ahornbahn Mountain Station will serve as a Leisure Place to sit back and relax thanks to comfortable seating, a wishing well, and lots more. Practical and fun handcarts can be rented at the Ahornbahn Mountain Station.

The new Eagle's Trail, with information panels about the indigenous Birds of Prey, starts at the Ahornbahn Mountain Station and leads right down to the Eagle's Stage Ahorn, an impressive stage located at 2,000 meters above sea level that was built out of natural materials. From Saturday to Thursday, the Birds of Prey Show takes place there at 2:00 p.m. with the imposing Zillertal Alps serving as the backdrop. While the falconers give all sorts of details about the habits of the eagles, buzzards, and eagle owls, visitors can enjoy the spectacular aerial acrobatics of the majestic birds up close. Every Wednesday, you also have the opportunity to participate in the Falconry Backstage Workshop and accompany the falconers for one morning.

Two other novelties on Mount Ahorn: Lake Ahornsee and Ahornbachl stream. There's a beautiful walking trail around the lake with various playgrounds and relaxation oases, making it a great place to enjoy yourself on your way to the Eagle's Stage Ahorn. Moreover, there's the Sinnespfad, where you can put your senses to the test. You will need to focus and balance while walking on tree logs and overcoming other obstacles on the Ahorn Plateau. If you keep your eyes open you might even find some hidden wild animals. For those who are looking for some more action, there's the Mountain Playground, located between the Ahornbahn Summit Station, the Panorama Mountain Restaurant, and the Ahornhütte hut. While the adults enjoy a well-deserved cup of coffee and a piece of cake on the sun terraces at the huts, the little ones can play on the climbing tower, the wooden skidoo, or the swings, all within eyesight of their parents. And to round off a perfect family holiday on Ahorn, be sure to visit the new petting zoo at the Filzenalm hut. In July and August, there are even more special highlights on Ahorn. Every Thursday, the Ahornbahn takes you up the mountain between 5:00 and 6:00 a.m. for a Sunrise Breakfast, starting off with a warm cup of tea at the Zillertal Viewing Platform, where you can watch the sunrise in peace and quiet. That is followed by a hearty breakfast, your reward for getting up so early. In good weather, the Mountaineering Gondola brings early birds up the mountain at 7.30 a.m.



SUMMER IS GOING TO BE HOT ON AHORN AND PENKEN

This summer, a fantastic new highlight awaits visitors on Ahorn: In July and August, the open-air Silent Cinema will open its doors on the mountain. Moreover, technophiles will have the opportunity to take part in exciting guided gondola tours. Tickets for the behind-the-scenes tours are available at the cash desks. Tours of the Ahornbahn take place on Sundays at 11:00 a.m. and tours of the Penkenbahn take place on Fridays at the same time. Tickets include the ascent and descent, the guided tour, and coffee and cake.

Use the hashtag #somuessenbergesein to follow the Mayrhofner Bergbahnen on Instagram and Facebook.

Ahorn and Penken – leisure and pleasure, fun and action. An incredible mountain experience for the entire family!

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



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Action, leisure, and fun for the entire family around Ahorn and Penken with the Mayrhofner Bergbahnen

ACTION MOUNTAIN PENKEN

Funsportstation, Panorama Trail, mountain bike routes, via ferrata, and two climbing areas

LEISURE MOUNTAIN AHORN

Leisure Trail, Eagle's Stage Ahorn, Sinnespfad, Mountain Playground

Sunrise Breakfast: Every Thursday in July & August, ascent between 5:00 and 6:00 a.m. / Mountain Breakfast

Mountaineering Gondola: July & August, in good weather / Ascent at 7:30 a.m.

NEW ON AHORN FOR 2017

Eagle's Trail, Leisure Place, Eagle's View Viewing Platform, lake Ahornsee and Ahornbachl stream, petting zoo at the Filzenalm hut, live wood carving along the Leisure Trail, Silent Cinema in July & August

GUIDED GONDOLA TOURS

Ahornbahn: Sundays, 11:00 a.m.

Penkenbahn: Fridays, 11:00 a.m.

incl. ascent and descent, guided tour, coffee and cake

AWARD-WINNING

The Mayrhofner Bergbahnen are one of the 20 awarded Tyrolean Summer Cable Cars: www.tirol.at/sommerbahnen

SOCIAL MEDIA

Facebook: So muessen Berge sein

Instagram: #somuessenbergesein

SOUVENIRS

At all cash desks, in our Online Shop at www.mayrhofner-bergbahnen.com, or in the new Mayrhofner Bergbahnen Shop on the main road in Mayrhofen

OPENING HOURS

Penkenbahn: May 25th to October 8th, 2017, 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: From June 10th to October 15th, 2017, from 8:30 a.m. to 5:00 p.m., every full and half hour. Additional rides on demand. In good weather also from October 21st to 26th, 2017

For more information, an RSS newsfeed, and downloadable material and pictures, visit

www.press-service.info/mayrhofen

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