



Mayrhofen Press Information
Winter 2018–19

A REAL SNOW PARADISE IN THE ZILLERTAL – THE 2018–19 MAYRHOFNER BERGBAHNEN WINTER SEASON

ENJOY UNFORGETTABLE EXPERIENCES IN ONE OF THE MOST ACTIVE REGIONS OF THE ALPS!

Mayrhofen 2018–2019: Action and leisure, relaxation and adrenalin – these are the basic ingredients of a successful skiing holiday. Once again this year, the Mayrhofner Bergbahnen promise a unique way to spend your winter holidays in the heart of the picturesque Zillertal Alps. Thanks to 58 modern lifts and 139 kilometers of perfectly prepared pistes of all difficulty levels, everyone from beginners to pros will have a variety of ways to have fun skiing and snowboarding. And if you're looking for entertainment off the pistes, romantic winter hiking trails and the thrilling Pistenbock Toboggan Run on Mount Ahorn are awesome alternatives. Several highlights and novelties, such as the new Möslbahn on Hochschwendberg, will be ready just in time for the season start on 1 December.

Winter sports fans can now look forward to even more comfort, fun, and variety. From December 2018, Mount Penken, the popular Action Mountain of the Mayrhofner Bergbahnen, is adding yet another highlight: the Möslbahn. This new gondola will connect the area between the village of Mösl on Hochschwendberg and the Horbergbahn. Doppelmayr's innovative, **10-person monocable gondola lift of the newest D-Line** generation will transport about 2,000 people per hour up to the heart of the ski resort on Mount Penken. Along with it comes the new slope no. 16, which includes a Ski Movie Course that gives you the opportunity to take home a souvenir of your skiing holiday.

2018 EVENT HIGHLIGHTS ON MOUNT PENKEN AND MOUNT AHORN

In addition to the new gondola, first-rate events, and fantastic lifestyle, the Mayrhofen Ski Resort in Zillertal offers an impressive combination of leisure and adventure plus fun and action. Whether you're a beginner or a pro, or a speed junkie or a freestyler, Mayrhofen has something for everyone.

On 15 December 2018 the legendary **"RISE&FALL"** sports event takes place. Top athletes form teams and compete in four disciplines against each other, the mountain, and, above all, themselves. 2018 marks the seventh edition of this legendary competition that puts body and mind to the test. New this year: the **Outdoor Guiding Days**, where professional guides will provide useful tips in different skill levels over the course of three days in the disciplines of ski touring, paragliding, biking, and skiing.

Every Tuesday (from January to April) you have the special opportunity to finish off your day with the exclusive Dinner on Ahorn as well as the White Lounge Igloo Parties. Whether on Penken or Ahorn, there's always something happening in Mayrhofen. If you want to stay up to date, check out the **Mayrhofner Mountain App**, which includes an integrated ski



navigation system, insider tips for the ski resort, and a photo challenge with great prizes. It's a must-have for winter sports enthusiasts of all ages.

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

ACTION MOUNTAIN PENKEN

Action Mountain Penken is the center of one of the largest ski resorts in the Zillertal and is easily and conveniently accessible via the Penkenbahn in Mayrhofen and the Horbergbahn in Schwendau. With various highlights and great panoramic views, it's the perfect place for fun and action on and off the pistes.

Penken is especially popular with self-described adrenaline junkies thanks to the **Harakiri**, Austria's steepest slope adventure with an average gradient of 78 percent. The **Racing Paradise Unterberg** has three permanent timed giant slalom courses, so you can see how you stack up to the competition. The **Fun Ride Gerent** at slope no. 11 plus the **Fun Ride Penken** guarantee fun and action for young and old with lots of waves and steep turns.

Penken is not just about going downhill fast, however. With its eight areas, the Penken Park is the place where elite snowboarders and freeskiers can catch major air and show off all of their latest tricks.

Besides all of the fun and action, Penken also offers families and nature lovers idyllic spots to relax. The new “**Zeitreise**” **Winter Hiking Trail**, for example, provides interesting facts about the history of skiing as well as fantastic views. Another favorite is the **Penken Winter Hiking Trail** from the Kombibahn mountain station to the Penkenjoch.

LEISURE MOUNTAIN AHORN

The Ahorn is all about deceleration, relaxation, and recreation, which is why it's a great choice for beginners, families, and nature lovers. The Ahornbahn, Austria's largest reversible ropeway, takes you up to the Ahorn Plateau, where you'll be greeted with spectacular views and ideal carving conditions on mostly easy, wide, sunny slopes. There's also the more challenging 5.5-kilometer-long valley run as well as the more chill **Fun Ride Ahorn**, which is suitable for beginners. Mount Ahorn is just the right place for passionate leisurely skiers and the young stars of tomorrow.

Off the pistes, the **Pistenbock toboggan** run is a fun adventure for the whole family. Tobogganing is now not just an alternative to skiing but rather an unforgettable experience for winter sports fans of all ages. Practice makes perfect, so straighten your hat, hang on to the sled, and tackle those turns on the specifically designed course which is separated off from the other pistes.

If you're looking for even more peace and quiet and want to enjoy the beauty and serenity of nature on foot, we recommend the **Ahorn Winter Hiking Trail** or the all-new **Filzenkogel Winter Hiking Trail**. The **White Lounge Igloo Village** is the perfect place to take a quick break or to finish off an eventful winter day. The igloo won't just impress you with its looks but also with its sun terrace, where you can sit back and relax in deck chairs and sip on delicious drinks. If that's not enough, you can even spend the night – in the evening, the White Lounge turns into a cozy igloo hotel.



To top it all off, we present the newly designed **Kunstraum** at the mountain station, where paintings and works of local artists are exhibited, and the Café-Bistro, where you can enjoy regional delicacies along with stunning views of the Zillertal.

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



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ACTION, LEISURE, AND FUN FOR THE WHOLE FAMILY AROUND MOUNT PENKEN AND MOUNT AHORN WITH THE MAYRHOFNER BERGBAHNEN

++ SEASON START	1 December 2018
++ SKI AREA	139 kilometers of pistes 58 modern lifts
++ NEW	Mayrhofner Mountain App, with integrated ski navigation system, insider tips for the ski resort, and a photo challenge with great prizes (download in the App Store, available for iOS & Android)
++ ACTION MOUNTAIN PENKEN	NEW: Möslbahn on Hochschwendberg NEW: Piste no. 16 incl. Ski Movie Course NEW: "Zeitreise" Winter Hiking Trail
++ LEISURE MOUNTAIN AHORN	Perfect for families & nature lovers NEW: Filzenkogel Winter Hiking Trail NEW: Kunsträum at the mountain station
++ SOCIAL MEDIA	Facebook: So muessen Berge sein Instagram: #somuessenbergesein
++ SERVICE	Suggestions for tours through the ski resort (https://www.mayrhofner-bergbahnen.com/en/mountain-experience-winter/activities/skiing/tour-suggestions/ and on the app) Free ski buses with digital ski bus information
++ SOUVENIRS	Available at all cash desks and in our Online Shop at www.mayrhofner-bergbahnen.com
++ SEASON	Penkenbahn 1 December 2018 to 22 April 2019 Ahornbahn 15 December 2018 to 22 April 2019
++ EVENTS	14 to 16 December 2018: Outdoor Guiding Days 15 December 2018: RISE&FALL sports event (www.riseandfall.at) 6 January 2019: Groms Open in Penken Park (for up-and-comers) 23 to 24 February 2019: SAAC Basic Camp 24 February to 1 March 2019: SAACnd Step 2 to 3 March 2019: Völley Rälley Snowboard Competition (third stop on the Zillertal-wide tour) 9 March 2019: Ö3-PistenBully on Leisure Mountain Ahorn 16 March 2019: Go-Shred Penken Bingo 8 to 13 April 2019: Snowbombing

Last updated: September 2018