



Mayrhofen Press Information **Winter 2019-20**

MOUNT PENKEN & MOUNT AHORN – TWO SKI MOUNTAINS AND ENDLESS POSSIBILITIES

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

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 142 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. The new Mayrhofen Trophy is the best possibility to get to know the diverse range of highlights – and the best of all: you can win great prizes! And if you're looking for entertainment off the pistes, the romantic winter hiking trails and the thrilling Pistenbock Toboggan Run on Mount Ahorn are awesome alternatives.

ACTION MOUNTAIN PENKEN

Action Mountain Penken is the center of one of the largest ski resorts in the Zillertal valley and is easily and conveniently accessible via the Penkenbahn in Mayrhofen, the Horbergbahn in Schwendau and the Möslbahn at Hochschwendberg. 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 11 plus the **Ski Movie Run** on slope 16 – the challenging Black Attack near the Möslbahn – guarantee fun and action for both young and old.

Penken is not just about going downhill fast, however. With its six areas, the **Penken Park** is the place where elite snowboarders and freeskiers can catch major air and show off all of their latest tricks. You'll never be bored in the snowpark thanks to the numerous events. Even for those who do not dare themselves over the obstacles, it is worthwhile to look over and admire the daring stunts of others.

Besides all of the fun and action, Penken also offers families and nature lover's idyllic spots to relax. The **Winter Hiking Trail Zeitreise** provides interesting facts about the history of skiing as well as fantastic views. Another favorite is the **Winter Hiking Trail Penken** from the Kombibahn Penken mountain station to the Penkenjoch. **New in winter 2019-20:** Guided Cable Car Tours at the 3S Penkenbahn. Every Wednesday you can take a look behind the scenes of our gondola.

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 cable car, takes you up to the Ahorn Plateau, where you'll be greeted with spectacular views and ideal carving conditions on mostly easy, wide and sunny slopes. The **Fun Ride Ahorn** with its new Family Park including child-friendly obstacles is the perfect place for children and beginners to acquire the coordination and motor skills



necessary for successful skiing and snowboarding. And on the brand new **Albert Adler Tour** on slope 4a our mascot Albert Adler accompanies you through easy, fun obstacles – boundless skiing pleasure for young and old alike is guaranteed!

There's also the more challenging 5.5-kilometer-long valley run and our new Early Bird service. During the 2019-20 winter season, the Ahornbahn will be operating from 7.30 a.m., before all our other gondolas and lifts. Take advantage of this service and enjoy the perfectly prepared pistes of the valley run early in the morning. **Tip:** After some downhill runs treat yourself with a delicious mountain breakfast at the Café-Bistro Kunstraum next to the mountain station of the Ahornbahn.

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 more peace and quiet and want to enjoy the beauty and serenity of nature on foot, we recommend the **Winter Hiking Trail Ahorn** or the **Winter Hiking Trail Filzenkogel**. 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 look 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 on the mountain – in the evening, the White Lounge turns into a cozy igloo hotel.

EVENT HIGHLIGHTS ON ACTION MOUNTAIN PENKEN AND LEISURE MOUNTAIN AHORN

On 14 December 2019 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. 2019 marks the 8th edition of this legendary competition that puts body and mind to the test. **Tip:** The **Outdoor Guiding Days** from 12 to 15 December, where professional guides will provide useful tips in different skill levels in the disciplines of ski touring, paragliding, biking, and skiing for free.

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 Mount Penken or Mount 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**.

Please find further information under www.mayrhofner-bergbahnen.com.



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

++ SEASON START	7 December 2019
++ SKI AREA	142 kilometers of pistes 58 modern lifts
++ APP	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 or Google Play Store)
++ ACTION MOUNTAIN PENKEN	NEW: Guides Cable Car Tours at the 3S Penkenbahn, every Wednesday NEW: Mayrhofner Trophy: Tackle all challenges and make the most of the opportunity to win great prizes!
++ LEISURE MOUNTAIN AHORN	Perfect for families & nature lovers NEW: Family Park with child-friendly obstacles at the Fun Ride Ahorn NEW: Albert Adler Tour on slope 4a NEW: Early Bird on Mount Ahorn: During the 2019-20 winter seasons, the Ahornbahn will be operating from 7.30 a.m.
++ SOCIAL MEDIA	Facebook: So müssen 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 Mayrhofner Mountain App)
++ SOUVENIRS	Free ski buses with digital ski bus information Available at all cash desks and in our online shop at https://www.mayrhofner-bergbahnen.com/en/shop/holiday-souvenirs
++ SEASON	Penkenbahn 7 December 2019 to 19 April 2020 Ahornbahn 14 December 2019 to 19 April 2020
++ EVENTS	12 to 15 December 2019: Outdoor Guiding Days 14 December 2019: RISE&FALL sports event (www.riseandfall.at) 03 January 2020: Austria Freeski Day 06 January 2020: Groms Open 01 February 2020: Penken Battle 15 February 2020: Girls Shred Session 22 to 23 February 2020: SAAC Basic Camp 23 to 28 February 2020: SAACnd Step 29 February to 1 March 2020: Völley Rälley Snowboard Competition 8 March 2020: Ö3-PistenBully on Leisure Mountain Ahorn 14 March 2020: go-Shred Penken Bingo 20 to 22 March 2020: Penken Knuckle Huckle 13 to 18 April 2020: Snowbombing



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