



## **Mayrhofner Press Release** **Winter 2017–18**

### **THIS IS HOW MOUNTAINS ARE MEANT TO BE – THE MAYRHOFNER BERGBAHNEN IN WINTER 2018** **PENKEN AND AHORN — ACTION, LEISURE, AND FUN FOR THE ENTIRE FAMILY**

**Mayrhofen:** If you want to make the most of your ski holidays this year, head on over to Mayrhofen. When the winter season begins on 2 December, a bunch of highlights and novelties will be waiting for all winter sports enthusiasts. By downloading the new Mayrhofner Mountain App, you will have access to helpful features such as customized tour suggestions, which include a navigation function for the slopes, as well as numerous insider tips. The app is a must-have for this year's ski season. Thanks to 136 kilometers of perfectly prepared pistes of all difficulty levels, everyone from beginners to pros will have all sorts of fun on skis and snowboards. And if you're looking for entertainment off the pistes, romantic winter hiking trails and the new Pistenbock toboggan run on Ahorn are awesome alternatives. The Mayrhofner Bergbahnen offer unforgettable mountain experiences in one of the most active regions of the Alps.

The large-scale ski resort comprising Horberg, Penken, Finkenberg, Rastkogel and Eggalm does justice to that claim with several top events that cater for all tastes. On 16 December, right at the start of the season, the legendary "RISE&FALL" sporting event takes place in Mayrhofen. That is when teams of elite athletes will once again compete in four different disciplines against the mountain and themselves. On 30 December, the Ö3 PistenBully stops by the White Lounge on Mount Ahorn. That is followed by the "Groms Open" for up-and-coming snowboarders on 6 January at the Penken Park. Then, on 10 and 11 March, the most daring snowboard pros come back to take over the snow park for the Zillertal-wide "Välley Rälley" snowboard competition. Furthermore, the SAAC camps also return this year. What is special about the SAAC camp in Mayrhofen is that it is also suitable for the deaf.

#### **ACTION MOUNTAIN PENKEN**

Action Mountain Penken offers more than just mountain air and panoramic views – it's the perfect place for fun and action on and off the pistes. Penken is the center of one of the largest ski resorts in the Zillertal and is easily accessible with the Penkenbahn in Mayrhofen and the Horbergbahn in Schwendau.

Once on the summit, you're in for some pure adrenaline. With an average gradient of 78 percent, the Harakiri is Austria's steepest slope experience. Those who feel the need for speed will also get their money's worth at the new Unterberg Racing Paradise at Piste 15, where three permanent timed giant slalom courses allow you to compare your results with those of your favorite international ski stars. Penken is not only about going downhill fast, however; it's also about reaching great heights. With its eight different areas, the Penken Park is where the who's who of the snowboard and freeski world hone



their new tricks. Before testing your skills on the challenging Fun Ride Penken, you should try out the all-new Fun Ride Gerent at Piste 11, which is suitable for intermediate-level riders.

With all the action going on around you, you don't want to forget about our photo points, which are located all over the ski resort. Using the Mayrhofner Mountain App (which you can download from the Apple Store or Google Play), you can upload your photos to the website and take part in a photo challenge. The best pictures will be rewarded with great prizes. By the way, the "30-3.000er Blick" is a very special photo point located near the summit station of the 6-person Schneckar chairlift. If you want to pose for even more perfect pics, feel free to take part in one of our free photo shoots which take place Wednesdays at the Penken Park, Thursdays at the Fun Ride Ahorn, and Fridays at the Harakiri. Afterwards, the photos can be downloaded from the Mayrhofner Bergbahnen website.

Besides fun on the slopes and park sessions for action heroes, Penken also offers plenty of idyllic places for families and leisure lovers. The new ice skating rink on the large panorama terrace at the Penkenbahn Summit Station provides an extraordinary experience for young and old — fantastic views included! If you're looking for even more winter atmosphere, go for a hike on the Penken Winter Hiking Trail which leads from the Kombibahn Penken to the Granatkapelle, a chapel at the Penkenjoch. The breathtaking mountain scenery and the views of Leisure Mountain Ahorn on the other side of the valley will leave even the most die-hard ski fans in awe.

## **LEISURE MOUNTAIN AHORN**

Beginners, families, and aficionados feel right at home at the Ahorn located below the Ahornspitze. The Ahornbahn, Austria's largest reversible ropeway with room for up to 160 people, takes you on a spectacular ride up to the Ahorn Plateau. Once atop the mountain, skiers are rewarded with incredible views as well as mostly blue and red slopes that are perfectly suited for carving in the sun. If you're looking for a challenge, however, try the demanding 5.5-kilometer-long Valley Run or the Ahorn Fun Ride, which is perfect for beginners.

Off the pistes, the Pistenbock toboggan run, located near the Ahorn Fun Ride, is a new adventure for the young as well as the young at heart. Adjust your hat, grab the sled, and tackle those turns. Practice makes perfect – a single run is definitely not enough. Tobogganing has evolved into more than just an alternative to skiing; it's an unforgettable experience for the entire family. The Pistenbock rental station is located at the White Lounge.

For those who prefer the silence and beauty of nature up close, we recommend the Ahorn Panorama Trail, a spectacular winter hiking trail which will be extended for the coming winter season by including the Zillertal und Stilluptal viewing platforms that provide stunning views of the surrounding mountains. Since the summer, the Leisure Trail has been decorated with wood carvings of indigenous wildlife such as the ibex that will remain along the trail during the winter season.



The White Lounge Igloo Village is not only a real eye-catcher but also the perfect place to take a break or finish off an exciting day on the slopes. With deck chairs, delicious drinks, and lifestyle in its purest form – the ice palace high above Mayrhofen is the place to be. At night, the White Lounge transforms into a cozy igloo hotel. Be sure to check out the intricate ice carvings inside the igloos that depict indigenous wildlife. Moreover, there are daily guided tours, and this winter there will even be a model igloo. With all the information about ice and igloos, you could probably build your own; however, it's much easier to just book an overnight stay right away and enjoy a comfortable and romantic night.

### **ACTION AND RELAXATION ON PENKEN AND AHORN**

The Mayrhofen Ski Resort in Zillertal offers top-of-the-line events, fantastic lifestyle, and, above all, an impressive combination of leisure and adventure, fun and action. Whether you're a beginner or a pro, a speed junkie or a freestyler – we have something for everyone. With 136 kilometers of pistes, 57 modern lifts, three Fun Rides, the Penken Park for freestyle pros, a toboggan run, two winter hiking trails, and an ice skating rink, every day is sure to bring at least one new adventure for young and old. Toss in Austria's steepest slope experience on Mount Penken plus fun for families on Mount Ahorn and it's no wonder Mayrhofen is known as one of the most active regions of the Alps — unforgettable mountain experiences are guaranteed.

With the new Mayrhofner Mountain App (which you can download from the Apple Store or Google Play), visitors can immerse themselves in a whole new world. Whether you take advantage of the integrated ski navigation system, insider tips for the ski resort, or the photo challenge with great prizes, the new app makes your day on the slopes in Mayrhofen even more lively and exciting.

To follow the Mayrhofner Bergbahnen, fans can visit the Facebook page "So müssen Berge sein" or use the hashtag #somuessenbergesein on Instagram.

With the Mayrhofner Bergbahnen, the winter season becomes an adventure for the entire family — relaxation and leisure, fun and action. This is how mountains are meant to be!

For more information, visit [www.mayrhofner-bergbahnen.com](http://www.mayrhofner-bergbahnen.com).



## ACTION, LEISURE, AND FUN FOR THE ENTIRE FAMILY ON PENKEN AND AHORN WITH THE MAYRHOFNER BERGBAHNEN

|                                  |   |
|----------------------------------|---|
| <b>++ SEASON START</b>           | 2 December 2017   |
| <b>++ ENTIRE SKI RESORT</b>      | 136 kilometers of pistes<br>57 modern lifts   |
| <b>++ NEW</b>                    | <b>Mayrhofner Mountain App</b> with integrated ski navigation system, insider tips for the ski resort, and a photo challenge with great prizes (available as a download in the App Store for iOS & Android)   |
| <b>++ ACTION MOUNTAIN PENKEN</b> | <b>NEW:</b> Fun Ride Gerent with waves and steep turns<br><b>NEW:</b> Unterberg Racing Paradise<br><b>NEW:</b> Ice skating rink on the panorama terrace at the Penkenbahn Summit Station, Penken Winter Hiking Trail, photo points  |
| <b>++ LEISURE MOUNTAIN AHORN</b> | Ideal for families & aficionados<br><b>NEW:</b> Pistenbock toboggan, fun for young and old  |
| <b>++ SOCIAL MEDIA</b>           | Facebook: <a href="#">So muessen Berge sein</a><br>Instagram: <a href="#">#somuessenbergesein</a>   |
| <b>++ SERVICE</b>                | Tour suggestions for the ski resort ( <a href="http://www.mayrhofner-bergbahnen.com/de/info-und-service/rundenvorschlaege">http://www.mayrhofner-bergbahnen.com/de/info-und-service/rundenvorschlaege</a> and in the app)<br>Free ski busses with digital ski bus information   |
| <b>++ SOUVENIRS</b>              | Available at all ticket windows and in the Online Shop at <a href="http://www.mayrhofner-bergbahnen.com">www.mayrhofner-bergbahnen.com</a>  |
| <b>++ WINTER SEASON</b>          | <b>Penkenbahn</b> 2 December 2017 until 15 April 2018<br><b>Ahornbahn</b> 16 December 2017 until 15 April 2018  |
| <b>++ EVENTS</b>                 | <b>16 December 2017:</b> RISE&FALL sporting event ( <a href="http://www.riseandfall.at">www.riseandfall.at</a> )<br><b>30 December 2017:</b> Ö3 PistenBully at the White Lounge on Mount Ahorn<br><b>06 January 2018:</b> Groms Open in the Penken Park<br><b>03 February 2018:</b> Penken Battle – Qparks Tour Stop<br><b>17 February 2018:</b> Go-Shred Penken Bingo<br><b>03 to 04 March 2018:</b> SAAC Basic Camp<br><b>04 to 09 March 2018:</b> SAACnd Step<br><b>10 to 11 March 2018:</b> Völley Rälley Snowboard Competition (third stop on the Zillertal-wide tour) |



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