



Mayrhofen Press Release **Winter 2016/17**

THE STEEPEST SLOPE AND THE COOLEST SUITE

MAYRHOFEN OFFERS 100% WINTER MAGIC - FROM CHILLED-OUT TO SPECTACULAR

This is the way winter should be. Mayrhofen indulges its guests with 136 kilometres of piste and 57 lifts at the heart of the Tyrolean mountains, set amid mighty 3,000-metre giants. Impressive numbers - but then again, numbers don't say it all. Mayrhofen demonstrates just how sporty and diverse, how stylish and relaxed, how surprising and stimulating the winter can be: Austria's steepest slope adventure, an igloo with suites made of snow and one of the best snow parks in the Alps - all of this is waiting to be discovered. Action Mountain Penken and Leisure Mountain Ahorn each offer an inspiring world of their own.

It is really quite exceptional to have the choice of two such mountains. Action Mountain Penken convinces with the legendary Harakiri, the cool snow park and ski huts ranging from modern to romantic in style. And Leisure Mountain Ahorn has its superb panorama pistes, the Igloo Village White Lounge and the Funslope Ahorn. Even the ride up to the top is a highlight. Just a few steps from the town centre, Austria's biggest gondola glides up silently to the Ahorn Plateau at an altitude of at least 2,000 metres. Meanwhile the new Penkenbahn starts right in the town centre, taking guests up the Action Mountain to enjoy the snow.

ADRENALINE AND LOADS OF ACTION ON THE PENKEN

This is what Mayrhofen is all about: one moment you're sipping an espresso in the main street, the next moment you're sitting in the high-tech cable car with Wi-Fi enjoying a superb view of the scenery with its snow-covered 3,000-metre mountains - at the heart of the Alps and at the epicentre of winter fun. Thanks to the new Penkenbahn, getting to the snow from your accommodation in Mayrhofen is now much faster and more convenient. At the top of Penken awaits a world of action with the Vans Penken Park, which includes seven areas and its own four-man chairlift. From there it's just a stone's throw to another Mayrhofen legend: the Harakiri. With a 78 per cent gradient, you feel as though you were staring into an abyss. Those who make it down to the bottom can treat themselves to an "I survived Harakiri" T-shirt and have the memory captured in a photograph.

THE FAMILY MOUNTAIN WITH LOTS OF SURPRISES

The Ahorn is the Leisure Mountain - the perfect winter world for families and those who prefer a more relaxed style. This is the place to chill out, set off on an easy-going family outing or spend a few romantic hours as a couple. The wide pistes are ideal for elegant carving and first attempts by skiers and snowboarders with less experience. Parents appreciate the fact that their children are easy to see if they're out on their own. The Funslope Ahorn guarantees endless fun and the valley run down to Mayrhofen offers a more challenging descent. The Ahorn also has lots of leisure activities for those who don't wish to ski or snowboard. A winter walk on the panorama circuit trail offering a breathtaking view, for example, or a visit to the White Lounge. During the day the Igloo



Village is a hip location with modern sounds and a cult bar. In the evening it is transformed into a fascinating hotel made of ice and snow. Spending a night in one of the beautifully designed suites at an altitude of 2,000 metres is a truly unforgettable experience.

A PISTE EXPERIENCE WITH A DIFFERENCE

Why not get to know the skiing area from a totally different perspective offering added excitement and entertainment? The Ahorn is the perfect place for it. Snow Limo Tours were introduced last winter - and they are unique in Europe. The unusual vehicle – a sled on two skis – originally comes from Canada. Passengers are chauffeured over the pistes of the Ahorn Plateau by trained staff in comfort and safety, but still in sporty and individual style. It's perfect for non-skiers - or indeed anyone who wants to take a break from skiing.

Mayrhofen offers snow-bound fun to suit every taste, every age and every mood. And above all, everything is straightforward. Due to the central location of the two modern cable cars, guests enjoy perfect flexibility. Speed down the Harakiri in the morning and chill out at the White Lounge in the afternoon.

(737 words)



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Skiing area facts Mayrhofen 136 kilometres of piste
57 lifts
Zillertal 508 kilometres of piste in total
179 lifts



Start of season 26.11.2016 (Horbergbahn)
26.11.2016 (Penkenbahn)
17.12.2016 (Ahornbahn)

End of season 23.04.2017 (Horbergbahn)
23.04.2017 (Penkenbahn)
17.04.2017 (Ahornbahn)

Skiing areas Ahorn 670 m - 2,000 m
Penken 1,800 m - 2,500 m



3S Penkenbahn Opened December 2015
Cutting-edge cable car technology
Altitude difference: 1,135.3 metres
Travel time: 8:20 minutes

Vans Penken Park 7 areas offering various levels of difficulty
The very latest obstacles and kickers (jumps)
Fitted with two lifts of its own



Harakiri 78 % gradient on average (38 degrees)
Austria's steepest slope adventure

Funslope on the Ahorn Waves, banked runs, wells
The fun way to learn the coordination
and motor skills specifically required
for winter sports

Igloo Village White Lounge On the Ahorn Plateau at an altitude of 2,000 metres
During the daytime: chill-out area with inviting sun loungers
At night: Igloo Hotel



Snow Limo Tours Unique piste experience on Leisure Mountain Ahorn
Ride in a guided sled on two skis
Tours: 30-minute taster tour or 1-hour tour

Directions

By car From Munich approx. 1.5 to 2 hours
(149 km)

By rail By express train to Jenbach,
then another 35 kilometres to Mayrhofen
on the Zillertalbahn

By air The nearest airports are in Innsbruck (65 km),
Salzburg (170 km) and Munich (190 km)



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