

# PRESS RELEASE



## **“We live for that” — your ultimate winter bucket list**

*In search of something extraordinary? SalzburgerLand at its winter finest.*

**Winter in SalzburgerLand is simply irresistible: pristine ski slopes and exhilarating toboggan runs, world-class events like the upcoming FIS Alpine World Ski Championships in Saalbach 2025, and awe-inspiring landscapes that take your breath away. Add to that a wealth of unforgettable snowy adventures, and you have the recipe for winter moments that will last a lifetime. We live for that.**

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### **#1 The world’s longest illuminated toboggan run on the Wildkogel mountain**

Get ready to feel the burn! Tobogganing on the world’s longest illuminated run in the Wildkogel Arena, Bramberg, isn’t just a workout for your abs — it’s a full-on laugh-fest too! Because let’s face it, tobogganing is pure joy. This thrilling 14-kilometre natural run starts at an elevation of 2,100 metres on the Wildkogel mountain and winds its way down through countless twists and turns to the valley in Bramberg. Whether in daylight or under the glow of floodlights, the panoramic views of the towering peaks of the Hohe Tauern National Park are nothing short of spectacular. [www.wildkogel-arena.at](http://www.wildkogel-arena.at)

### **#2 Europe’s steepest mogul slope in Obertauern**

The “Gamsleiten 2” is not for the faint of heart — or legs! This black run in the Obertauern ski area is one of the steepest and most challenging slopes in the Alps, with a gradient of up to 100 percent. At 45 degrees over a 1.3-kilometre stretch, it’s as close to free fall as you can get on skis. As the day progresses, the slope naturally transforms into a mogul field, adding an extra layer of difficulty to an already intense descent.

Top tip: Don’t miss the “Gamsleiten Kriterium”! Every April, Austria’s biggest treasure hunt takes place on this very slope. [www.obertauern.com](http://www.obertauern.com)

### **#3 The ultimate Nordic winter experience in Saalfelden Leogang**

Saalfelden Leogang’s Nordic Park lives up to its “Nordic by nature” reputation, offering a wealth of winter sports activities off the slopes. A vast network of perfectly groomed cross-country trails, biathlon experiences, cleared winter hiking paths and the idyllic ice-skating paradise on the frozen Ritzensee lake make this a true haven for winter enthusiasts. And new for this year: the Nordic Puzzle Rally, a cross-country skiing adventure around the Ritzensee lake, where you can test your skills and solve riddles as you go. For beginners looking to get a feel for cross-country skiing, the Fun & Snow Park is the ideal starting point. With hills, jumps and curves, it’s the perfect place to take a course and build your confidence. [www.saalfelden-leogang.at](http://www.saalfelden-leogang.at)

#### **#4 Marcel Hirscher's home slopes in Dachstein-West**

Marcel Hirscher excelled in giant slalom and slalom, but he also claimed top spots in Super-G and the Super Combined. With 20 World Cup globes adorning his trophy cabinet and 54 World Cup victories, he has even surpassed fellow SalzburgerLand skiing legend, Hermann Maier. Hirscher's hometown is Annaberg-Lungötz in the Lammertal valley, where he first learned to ski at his father Ferdinand's ski school. The Dachstein-West ski resort, with its 160 kilometres of pistes stretching between SalzburgerLand and the Salzkammergut region, is known for being particularly family-friendly.

#### **#5 The highest alpine pit top at the Kitzsteinhorn mountain in Zell am See-Kaprun**

At the Kitzsteinhorn mountain's "Gipfelwelt 3000", perched at an altitude of 3,029 metres, you'll find SalzburgerLand's highest restaurant. Whether it's a summit breakfast, a light snack or a leisurely lunch, you'll be treated to stunning views of the Hohe Tauern National Park's towering peaks. "Gipfelwelt 3000" also includes the "Top of Salzburg" viewing platform, the National Park Gallery and the immersive Cinema 3000. For a truly scenic ride, the 12-kilometre K-ONNECTION cable car takes you up to the glacier, offering spectacular views along the way.

[www.kitzsteinhorn.at](http://www.kitzsteinhorn.at)

#### **#6 The first ski school in SalzburgerLand, in the Hochkönig region**

Ski lessons have been a tradition in Mühlbach am Hochkönig, at the foot of the jagged Mandlwand peaks, since 1923, when Peter and Mizzi Radacher opened SalzburgerLand's first ski school on the Mitterberg. Today, you can still ski on 100% natural snow in this family-run ski area, with five lifts powered entirely by the family's own hydroelectric plant. [www.arthurhaus.at](http://www.arthurhaus.at)

#### **#7 The first cable car in SalzburgerLand, in Zell am See-Kaprun**

Nearly 100 years old, the Schmittenhöhebahn cable car was the first cable car in SalzburgerLand and only the fifth in Austria. It started taking skiers and hikers up Zell am See's local mountain on 31 December 1927. And it's still going strong today, now with stylish Porsche-designed gondolas added in 2009. [www.schmitten.at](http://www.schmitten.at)

#### **#8 Europe's highest suspension bridge in Bad Gastein**

Got a head for heights and a taste for adventure? Then don't miss the iconic suspension bridge on the Stubnerkogel in Bad Gastein. Spanning 140 metres and perched at 2,300 metres above sea level, this steel cable bridge is just a short walk from the Stubnerkogelbahn's mountain station and is a must-visit spot all year round — not to mention a spectacular photo opportunity! [www.gastein.com](http://www.gastein.com)

### **#9 Austria's steepest steam cog railway at Lake Wolfgang**

For a truly festive Advent experience, take the Schafbergbahn cog railway from St. Wolfgang up to the Schafbergalm mountain pasture, located at an elevation of 1,364 metres above sea level. The historic cog railway, built in 1893, climbs gradients of up to 26 percent. Its original steam locomotives, still running today, are some of the oldest in the world. The Schafbergbahn cog railway also operates between Christmas and New Year, and is a popular attraction in summer too. [www.5schaetze.at](http://www.5schaetze.at)

### **#10 The highest farmers' market in the Alps at Ski amadé**

From 15 to 22 March 2025, during Ski amadé's "Ski and Wine Week", foodies can hit the slopes and discover the highest farmers' market in the Alps. With 18 market stalls spread across various mountain huts, you can ski or snowboard your way around sampling and buying local favourites like smoked ham, cheese, freshly baked farmhouse bread, game specialities and plenty of other regional treats.

[www.skiamade.com](http://www.skiamade.com)

### **#11 The most exciting winter sports event of the 2024/25 season**

From 6 to 14 February 2025, Saalbach will host the FIS Alpine World Ski Championships, bringing together 600 athletes from 75 countries. Under the banner "One Mountain — All Events", all 11 medal races will be held on the Zwölferkogel mountain. The finish area can hold up to 15,000 fans, and the fan zone and Medal Plaza are just a short walk from the centre of Hintertglemm. The best part? You can watch all the races from the slopes with a valid ski pass, and there's no disruption to the usual skiing. Plus, skiers from Leogang and Fieberbrunn can even ski in and out, keeping it eco-friendly. [www.saalbach2025.com](http://www.saalbach2025.com)

Tip: Don't miss the premiere of "**Skiverliebt**", a musical debuting on 1 February 2025 at the Salzburg State Theatre — a great cultural addition to the event. For more info, check out: [www.salzburger-landestheater.at](http://www.salzburger-landestheater.at)