



## PRESS RELEASE

### NEW: SKI plus CITY Pass Stubai Innsbruck

New innovation promises fun on the slopes plus sightseeing, with just one ticket

**Innsbruck, 2019: Virtually unlimited pleasure on the pistes plus a wide range of sightseeing options with just one ticket – it's a unique world first! The SKI plus CITY Pass makes this possible, connecting 13 ski resorts in the Stubai Valley and Innsbruck Region with 22 attractions and three indoor swimming pools in and around Innsbruck. Connecting really is the operative word, because the existing ski bus routes and the hop-on, hop-off Sightseer bus are also included in the SKI plus CITY Pass Stubai Innsbruck.**

Whether you're looking for a welcoming family ski resort, panorama descents high above Innsbruck or pure glacial skiing fun at 3,000 metres above sea level – the new **SKI plus CITY Pass** guarantees snow from October to June in Austria's largest glacial skiing area, the Stubai Glacier, plus unique and varied piste experiences at 12 other ski resorts in the Innsbruck area. Not only will guests be welcomed by more than 300 kilometres of pistes with 111 slopes and lifts, they will also find a diversity that is second to none. It's easier to leave the car at home, because even the **ski bus transfer** is included in the price of the SKI plus CITY Pass. Yet a successful winter holiday for the whole family doesn't only include a wide range of experiences on the ski piste, but a lot more besides.

#### A holiday spanning piste, pool and pageantry

As a worldwide first, this ski pass also opens the doors to **22 experiences** away from the pistes. The **popular landmarks and attractions** in and around Innsbruck, such as Swarovski Crystal Worlds, the Alpenzoo, the Bergisel ski jump stadium or the majestic Hofburg Imperial Palace are all open to SKI plus CITY Pass holders. Have fun on the ski pistes in the morning, marvel at the varied cultural programme in the afternoon – this is the motto for winter holidaymakers in the heart of the Alps. And if the weather should decide not to play along, or you're in the mood for even more sporting activity, the **pools at the Neustift leisure centre**, the **StuBay sauna and bathing paradise** and the **Axams swimming pool** are also included in the package. Also especially popular is the **hop-on, hop-off Sightseer bus**, which conveniently chauffeurs guests from one attraction to the next.

#### An innovative partnership

The partnership between **Innsbruck Tourism**, the **Stubai Tyrol Tourism Association** and the **tourism associations of Hall-Wattens, Wipptal and Ötztal** clearly shows how far-reaching this collaboration is. Stefan Isser, managing director of D. Swarovski Tourism Services GmbH is therefore certain: *"With the SKI plus CITY Pass, more people holidaying in the Tyrol can benefit from what we offer. The pass is a perfect example of the way the unique offering of this entire region can be packaged to make it even more convenient for visitors. Innsbruck and its partner regions are therefore even better placed to position themselves as **the destination for a winter holiday with added value.**"*

## The guest of the future wants multiple options

*"Nowadays, many guests feel that a successful skiing holiday simply must also include a broad range of things to do away from the piste. We are responding precisely to these needs with the attractions offered by the SKI plus CITY Pass, once again demonstrating the innovative flair of the Tyrol tourism associations," concludes Karin Seiler-Lall (Innsbruck Tourism), hitting the nail on the head. "Our guests are increasingly demanding multiple options – winter holidaymakers don't just want to ski, but also to experience other activities too."*

Reinhard Klier, chair of the management board of the company that runs operations at the Stubai Glacier, also explains: *"As a glacial skiing area with guaranteed snow, the Stubai Glacier is an important component in this unique all-inclusive package. The region offers guests an outstanding range of experiences, and with the SKI plus CITY Pass, they can make full and extensive use of these."*

### One pass – maximum flexibility

It's not only the wide diversity of benefits that makes the SKI plus CITY Pass unbeatable, but also the price. A **two-day pass** for adults costs **€111**. For children, the all-inclusive winter holiday of superlatives costs €55 for two days. And when accompanied by a parent who is the holder of a SKI plus CITY Pass, children born in 2012 or later go absolutely free. Easy, flexible and convenient for your holiday – with the SKI plus CITY Pass Stubai Tyrol, people hungry for experiences will have the perfect companion for a 360° holiday experience, right there in their pocket. And there are also some fabulous additional discounts included in the price, such as, for example, 25% discount on the cost of night skiing in participating regions. The ticket is valid between **1 October 2019 and 10 May 2020**, and can be purchased online, from all participating cable car ticket offices, Innsbruck Tourism booking offices and participating partner companies.

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### **SKI plus CITY Pass: Fact box**

#### **SKI plus CITY Pass – a world first:**

Combined ticket, available from 2 days, including 13 ski resorts, 22 attractions and 3 indoor swimming pools

#### **Period of validity:**

1 October 2019 – 10 May 2020 (available online from the beginning of August 2019)

#### **13 ski resorts included:**

Stubai Glacier, Axamer Lizum, Schlick 2000 Ski Centre, Kühtai, Hochoetz, Muttereralp, Bergeralm, the Innsbruck Nordkettenbahnen, Serlesbahnen, Elferbahnen, Patscherkoferbahn, Oberperlfuss – Rangger Köpfl and Glungezerbahn.

22 lifestyle, cultural and sightseeing attractions included / one-time admission:

Alpenzoo, Hofburg Imperial Palace Innsbruck, Stadtturm, Swarovski Crystal Worlds, Goldenes Dachl Museum, Innsbruck City Archives, Innsbruck Folk Art Museum, the Court Church, Tyrolian State Museum Ferdinandeum, Armoury Museum, Tyrol Panorama with Kaiserjägermuseum, Bergisel ski jump stadium, Anatomical Museum, Grassmayr Bell Museum and Bell Foundry, Tyrol Cable Car Museum, Ambras Castle Innsbruck, Audioversum Science Centre, Taxispalais Art Gallery Tyrol, Hasegg Castle, Mint Tower, Per Pedes City Tours (1 tour), Die Börse bicycle hire (3 hours), ice skating – Olympiaworld Innsbruck

3 indoor swimming pools included:

Neustift leisure centre, StuBay sauna and bathing paradise (one-time admission to the swimming pool for a max. period of 4 hours), Axams leisure centre (one-time admission to the swimming pool for a max. period of 4 hours)

Mobility and bonus services:

Ski bus routes and Innsbruck Sightseer (hop on, hop off)

25% discount on night rides on all participating ski lifts and cable cars