

Silvretta Montafon Press Release
October 2016

A winter full of thrills and fascination

The 2016/2017 season gets underway in Silvretta Montafon with a whole range of new features

Silvretta Montafon – the sportiest ski resort fully lives up to its name once again this season. The programme for the coming months features a wide range of sporting and musical highlights. The month of December itself is chock full of events, showcasing the passion of both top-level athletes and musicians. Adventurers will get their money's worth, as Silvretta Montafon offers something for everyone – whether it is ice climbing, freeride cross or skiing at sunrise.

Ice climbing, a night-time igloo adventure and a brand new freeride cross route are just a small part of what's awaiting you at the Silvretta Montafon this season. With more than 140 kilometers of piste, 37 lifts and more than 70 different freeride routes, the ski resort offers huge variety. Opening and closing parties have been added to the agenda of the jam packed winter season. The ski resort has a great new look, too: the new Silvretta lift – the fastest 8-seater chairlift in Vorarlberg – takes winter sports enthusiasts up to the top in just a few minutes, while snow cannons ensure reliable snow availability throughout the entire season.

Bigger, faster, further

Up to an altitude of more than 2,100 metres in 6.5 minutes: there's nothing faster in Vorarlberg. The new Silvretta chairlift opens for the 2016/17 winter season, replacing the Garfrescha lift II. In future it will no longer be necessary to change onto the Jöchle T-bar lift. Capacity has been more than doubled: the new sports lift carries up to 3,200 people in one hour to the Sonnen lift mountain station at an altitude of 2,145 metres.

The new season also has plenty to thrill action experts and those who'd like to try out some more adventurous feats: the freeride cross facilities have been expanded. Classic ski cross elements along with natural obstacles such as mogul runs, steep bends and jumps provide action galore – not just for the pros. The generously sized area allows both skiers and snowboarders to battle out their personal challenges – in any age group and at any skill level.

Sport and party in a single package

Silvretta Montafon offers the perfect blend of winter sports and musical highlights – and it lasts the entire season. The winter season officially gets underway on the weekend of 2 to 4 December 2016: for the first time, a grand season opening party featuring live acts will be held at Silvretta Montafon, separately from the annual World Cup event. On 3 December, the Swiss lads of the band Fäaschtbänkler provide the musical kick-off for the winter season before voXXclub gets the crowd rocking. The programme this year once again combines top-class music sport. At the Ski and Snowboard Cross World Cup from 15 to 18 December, it's not just the athletes that provide a breathtaking show: top acts SIDO and SDP set the stage on fire, too. And there's more in March – and here Silvretta Montafon has come up with something entirely new this season: Mountain Brass. From 24 to 26 March a whole weekend is dedicated to brass band music, with seven brass bands setting the tone on the mountainside. The groups include Die Fidelen Bludenzer Jazzknaben, Blech & Co. and the Brauhaus Musikanten, who provide musical entertainment at the numerous mountain restaurants after an exciting day of winter sports.



Silvretta Montafon

For the final stretch of the season, the song “Hulapalu” will echo through the mountains of Silvretta Montafon: popular Styrian rock’n’roller Andreas Gabalier takes to the stage once again on 8 April 2017, rocking the Nova area with thousands of winter sports enthusiasts for the third time.

Thrills at 2,000 metres

Climb to the peak with an ice pick or sleep like an Eskimo – these are two truly exceptional mountain adventures that Silvretta Montafon has to offer. The “Night-time igloo Adventure” takes place every Monday at an altitude of 2,000 metres. After the thrill of a torchlit walk, a delicious cheese fondue is served on a dining table made of snow and then you snuggle down on sheepskins to go to sleep. From January 2017 guests can take on an icy challenge every Thursday in the sportiest ski resort climbing up a vertical icefall. An experienced guide shows participants the necessary safeguarding techniques and how to set up a pitch. For all those who like active pursuits at the crack of dawn there is an opportunity to lay the first tracks in the snow three times a week. These breathtaking sunrise ski runs in the Silvretta Montafon area offer guests a thrilling experience on freshly prepared pistes. Every Wednesday, Friday and Saturday, the mountain adventures “HochjochTotale”, “Nova Exclusive” and “Vorarlberg Early Morning Sport” give active early risers the opportunity to enjoy the morning sun emerging from behind the peaks.

Press contact

Silvretta Montafon GmbH

Annika Hartmann

Marketing

A-6791 St. Gallenkirch | 198a

T + 43 5557 6300 206

F + 43 5557 6300 208

annika.hartmann@silvretta-montafon.at

www.silvretta-montafon.at

TOC Agentur für Kommunikation GmbH & Co. KG

Andrea Dohnal

Kolpingring 16

D- 82041 Oberhaching bei München

T + 49 89 1430 400 43

F + 49 89 1430 400 29

andrea.dohnal@tctoc.info

press-service.info

Silvretta Montafon Info Box

Ski resort	Silvretta Montafon 700 – 2,430 metres
Ski resort facts	140 kilometres of pistes, 37 cable cars and lifts, more than 70 different freeride routes
Programme	
03.12.2016	Silvretta Montafon Opening Open-air concert featuring Fäaschtbänkler and voXXclub
15. - 18.12.2016	FIS Snowboard Cross World Cup & Audi FIS Ski Cross World Cup
17.12.2016	Open air concert featuring SDP and SIDO
21.12.2016 - 15.04.2017	Sunrise skiing HochjochTotale Meet every Wednesday at 7.20 am at the Grasjoch cable car valley station Price: € 35.- per person including mountain breakfast Nova Exclusive Meet every Friday at 7.20 am at the ticket office of the Versettla cable car valley station Price: € 35.- per person including mountain breakfast Vorarlberg Early Morning Sport Meet every Saturday at 7.30 am at the Zamang cable car and at 7.45 am at the Panorama cable car Price: Only with a valid day, multi-day or season ticket
02.01.2017 - 13.03.2017	Night-time igloo adventure Meet every Monday at 4.30 pm in the Valisera Hüsli Price: Adults € 79.-, children € 49.- including guide, torchlit walk, evening meal, sleeping bag, breakfast Valid lift ticket required
12.01.2017 - 30.03.2017	Ice climbing Meet every Thursday at 9 am at the Intersport Hochjoch cable car mountain station Price: € 67.- including ice climbing equipment and guide Valid lift ticket required
24.- 26.03.2017	Brass am Berg ("Mountain Brass"): featuring the brass band groups: Die Fidelen Bludenzner Jazzknaben, Blech & Co, Brauhaus Musikanten, Böhmisch Damisch, Klostner 7er Partie, Brüggler Brass and Bludenzner Bauernkapelle
08.04.2017	Open-air concert: Andreas Gabalier

Directions

By car

From Munich approx. 2.5 hours / 260 km
From Stuttgart approx. 3 hours / 290 kilometres
From Lindau approx. 1 hour / 90 kilometres
From Frankfurt approx. 4.5 hours / 490 kilometres
From Innsbruck approx. 2 hours / 150 kilometres
From St. Gallen approx. 1 hour / 90 kilometres

By train

From Germany, Austria and Switzerland there are good ICE and EC services. These run via Munich, Lindau, Innsbruck and St. Gallen to Bludenz. The journey time from Bludenz on the Bludenz-Schrunds Montafon railway is approximately 20 minutes. For full details on the railway timetable, connections and services, see www.montafonerbahn.at.

By air

The nearest airports are in Munich (287 kilometres), Memmingen (145 kilometres), Innsbruck (150 kilometres), Friedrichshafen (105 kilometres), Zurich (170 kilometres) and Altenrhein (76 kilometres).