

PRESS RELEASE

Summer 2024

**WELCOME TO MOUNTOPOLIS:
BOREDOM? NO CHANCE!**

Mayrhofner Bergbahnen Cable Car Co. is looking towards the alpine summer 2024 with **mountains** of enthusiasm

Mayrhofen, 2024: Ready? Ready for fun, action and memorable moments? For your very own adventure story? Then what are you waiting for? MOUNTOPOLIS by Mayrhofner Bergbahnen awaits you with fabulous adventures in nature. All snazzy and bright, as Mountopolis in Zillertal is an extraordinary thing. Derived from MOUNTain and metrOPOLIS, it playfully represents the sheer diversity of all that it offers. Progressive, traditional, combined with a vibrant zest for life. For memorable moments brimming with exhilarating tranquillity. Where the relaxing thrill of excitement in the bright adventure world in the heart of the Tyrolean mountains can be experienced. In summer 2024!

And the best part of it all? Mountopolis is the place to be for those who love mountain experiences: **Young "wild ones" and seasoned "pros". Adventurous families and ambitious athletes.** Everyone can write their very own summer fairy tale here. And how does each story begin? With the first (hiking) step of course - which is exactly how Mayrhofner Bergbahnen began their new chapter. A most promising one, because **Mountopolis** may be new, but it is already steeped in legend. It is proud of its deep roots, its remarkable heights and far-sightedness. Attributes that enable it to be welcoming, cosmopolitan and a home-from-home - all rolled into one.

PENKEN & AHORN - TWO MOUNTAINS, ONE MISSION!

It is a duo that certainly packs a punch. **Mounts Penken and Ahorn**, each superb in their own special way. Spectacular together, simply unbeatable when united under the Mountopolis umbrella. They are what is needed for a perfect **active holiday in summer**. Here, adventure lovers and those seeking the essential pleasures of rest and relaxation are equally well catered for with varied opportunities for active fun in the fresh mountain air, right in the heart of the alpine setting of the Zillertal Valley. The range of leisure activities are thrilling proof for guests and local day-trippers that there is absolutely no room for boredom on the **wide alpine pastures, bike routes and hiking trails** of Mounts Penken and Ahorn. Fun and adventure are the name of the game in Mountopolis!

GET ON FAMILIAR TERMS WITH EAGLES & CO - MOUNT AHORN MAKES IT POSSIBLE!

How to get started? Calculate kilometres covered on **hiking routes and mountain tours?** Although if we're really honest, who wants to hike every single metre? The **Ahornbahn cable car in Zillertal** whisks nature-loving hiking fans and families up to the **Ahorn plateau** and heart of all the action in a mere **6.5 minutes**. Whether embarking on

a challenging summit tour or savouring the view at one of the feel-good spots to relax - it's never an either or in Mountopolis. Because that's what connects people with nature and emotions with adventure. Early morning summit ascent? No problem, you can reach the dizzy heights as early as 7.30 a.m. with the **Hiker's Gondola**. Or are you an even earlier riser? Those interested can take the **SunRise Gondola** every Tuesday at dawn from July to mid-September. More of a night owl than an early bird? As from this summer, the mystical natural spectacle of sunset can be witnessed in all its glory - thanks to the **SunSet Gondola** every Friday evening.

As you can see, free spirits and wild "birds" feel at home all day long on Mount Ahorn. So much so, the **Eagle's Stage Ahorn**, Europe's highest **Birds of Prey Station** at 2,000 metres above sea level, has been in situ for over 10 years now. Eagles, buzzards, owls and the like can be admired here during the daily one-hour Birds of Prey Show at 2.00 p.m. (except Fridays). **NEW in Summer 2024**: For even more impressive moments, the **Eagle's Stage Ahorn** has been relocated and will now be at a new location in the mountain summer of 2024. Situated in the middle of the Filzen reservoir, it promises not only the best view of the spectacular peaks of the Zillertal Alps, but also of the majestic animals and their daring flight maneuvers. Another programme highlight was created in the form of **FalknerOase** around Filzen reservoir with the prestigious rating of: absolutely worth visiting!

By the way: mountains AND water go hand in hand on Mount Ahorn. The **water oases of Lake AhornSee** and **AhornBachl Stream** are exquisitely refreshing and perfect for playing and making a splash, or simply cooling your feet after a hike. Not only that, a very special **LeisureSquare** is waiting to be discovered at the Ahornbahn cable car mountain station.

Look forward to some new fun and games with **AlbertAdler** this summer at „FreiRaum“ next to the mountain station of the Ahornbahn. An exciting and varied indoor game world was created in a collaborative venture with Ravensburger on an area covering around 140 m². Equipped with a climbing wall, playhouse, listening stations, giant puzzles and many more.

What would Mountopolis be without **themed trails**? One could almost say boring, which is why Mount Ahorn is never sparing with its wonderful attractions. **NEW in Summer 2024** - the **AlbertAdler AdventureTrail**: Immerse yourself in the story of "Albert, the eagle and the battle for Mayrhofen" together with mascot **AlbertAdler** at various interactive stations along the circular trail and discover the newly created **FalkenSteig** trail including the panoramic **GreifenBrücke** bridge. Enjoyable and delightful describes the pram-friendly **LeisureTrail** best. It runs across the entire Ahorn plateau and offers fabulous vistas from its four **ViewingPlatforms: Eagle's View, Zillertal, Stilluptal and Filzenalm**. Those who want to surpass themselves not only mentally but also athletically on Mount Ahorn can do so on the **HikingPath Filzenkogel**. The well-maintained trail takes hikers to the summit at 2,227 metres above sea level, with panoramic views of the mighty Zillertal Alps. Impressive and inspiring at the same time!

A FEAST FOR BOTH THE EYES AND EARS - WITH AN EXCITING MOUNTAIN SUMMER PROGRAMME ON MOUNT PENKEN!

Mount Penken in the Zillertal Valley is synonymous with multi-faceted action. This is where pulse rates quicken, and thrill seekers find just what they are looking for. The perfect dose of adrenalin can be enjoyed by all visitors at the **FunSportStation** with **MotorSkills Parcours**, **E-Trial Parcours** and **MountainPlayground**. People of every age can train their dexterity, balance and coordination at the **FunSportStation**. Young mountain enthusiasts will enjoy the water playground **LärchwaldBachl** and practising their play skills in Virginia's Treehouse, on the trail of **mascot AlbertAdler** and the climbing tower.

The **MusikInsel on Penken** is yet another novelty guaranteed to provide thrilling entertainment from summer 2022. Featuring events and **live music acts**, MusikInsel on Mount Penken's Reservoir promises some fabulous visual and acoustic pleasures. Surrounded by one of the most beautiful panoramas of the Zillertal mountains, traditional sounds and cool beats invite you to join the groove.

The **thermal lift on Mount Penken** is second to none, making it a magnet for the international **paragliding scene**. You can take to the skies above Mountopolis from two launch sites, where imposing views from a bird's-eye perspective are an integral part of the entertainment. **Mountain bikers** are also well catered for on Mount Penken, whether on an **e-bike**, under their own steam, or conveniently with **gondola bike transport**. Several routes in various degrees of difficulty for experts and aspiring pros whet the appetite and motivate. Scenic pleasure cycling or speeding up and downhill until your "calves burn"? It's each to their own when it comes to biking preferences!

But **Mount Penken** also has its **gentler side**: enjoyable and leisurely with numerous places offering refreshments alongside the trails, family-friendly with walks such as the pram-friendly **PanoramaTrail**, with its panoramic stops and views of the Mayrhofen mountains or experience the gently rugged mountain world along the recently constructed **BergWaldWeg** with magnificent views of Mount Ahorn opposite. There is so much to discover: by fun-loving sportspersons on their mountain scooters, mountain bikers, climbers and paragliders, who all fit perfectly into the Mountopolis picture.

Thanks to the **Penkenjoch Loop Hike Ticket**, which is valid on four cable cars (Penkenbahn, Kombibahn and both sections of the Finkenberger Almbahnen), a satisfying circular hike awaits, including special features such as Penkenjoch with its unique Garnet Chapel.

There's always something going on @mountopolis.at!

As befits a world of adventure, Mountopolis can be found on all usual social media channels. Always up to date, always connected and closer to the action. Everyone who wants to share their exciting happenings on Instagram, TikTok and Facebook, can do so by using **#mountopolis** and **@mountopolis.at**. You can too in the mountain summer of 2024?!

MAYRHOFNER BERGBAHNEN CABLE CARS

Mayrhofner Bergbahnen Cable Cars belong to the **26 Tyrolean summer cable car systems** and have been tested according to strict criteria and awarded the "**Best Austrian Summer Cable Cars**" **quality seal** by the Austrian Federal Economic Chamber's Association of Cable Cars: **Mount Ahorn** for its specific focus on "Family", as well as **Mount Penken** for "Adventure". The **Ahornbahn** is Austria's largest cable car and transports visitors to 2,000 metres above sea level in less than 7 minutes. Equipped with huge panoramic glass fronts, it offers unique views of Mayrhofen and the surrounding mountains. The modern **3S Penkenbahn**, also equipped with panoramic windows and additional WLAN in its 33 gondolas, whisks you directly from the town centre to an altitude of almost 1,800 metres in just 8.2 minutes.

PENKENBAHN OPENING HOURS SUMMER 2024:

18.05. to 06.10.2024 daily from 08.30 a.m. to 05.00 p.m.

AHORNBAHN OPENING HOURS SUMMER 2024:

15.06. to 29.09.2024 daily from 07.30 a.m. to 05.00 p.m. every 15 minutes

30.09. to 31.10.2024 daily from 08.30 a.m. to 05.00 p.m. every 15 minutes

Images and **press releases** can be downloaded free of charge from the **press portal**:

www.mayrhofner-bergbahnen.com/pressebereich/

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