

**PRESS RELEASE**

Winter 2024-25

**IT'S NOT A QUESTION OF ONE OR THE OTHER:  
DISCOVER THE OTHER SIDE OF MOUNTOPOLIS AWAY FROM THE SLOPES!**

Easy adventures, exhilarating leisure-time and the appreciation of authentic natural landscapes in winter 2024/25

**Mayrhofen, 2024:** as a thick blanket of snow settles on the colourful Mountopolis World of Adventure by Mayrhofner Bergbahnen, the range of activities offered is by no means limited to just skiing. Luckily! During the 2024/25 winter holiday season, the two adventure mountains of Penken and Ahorn offer a mixture of many opportunities. It's not a question of one or the other in Mayrhofen in Zillertal, but instead the chance to discover the seemingly endless variety of activities available in the natural landscapes while winter hiking, tobogganing and more, well away from the hustle and bustle of the ski slopes. Because this is how the true spirit of mountain adventures is experienced by panorama and pleasure lovers, adventure-seekers, mountain sports enthusiasts and families alike.

Those seeking a conventional winter in 2024/25 are in the wrong place in **Mountopolis**. Others, however, keen to discover nature at their own natural pace whilst traipsing through glittering powder snow landscapes, will feel right at home.

**MORE THAN JUST ONE ALTERNATIVE**

Buckle up those skis and whizz down the slopes every single day? You certainly can if you want to in Mountopolis, but you don't have to. And why would you, when you also have the chance to sample the delights of idyllic adventures and the occasional adrenalin kick in excitingly tranquil landscapes? Every second of every day you are presented with a choice as multifaceted as each individual snowflake. Create your perfect mountain day, based on personal style and preference. Skiing today and winter hiking tomorrow? All that and more is possible on **Mount Penken** and **Mount Ahorn**. Come and see for yourself!

**STEP BY STEP TO WINTER BLISS**

Mountopolis has much to offer should you decide to swap your skis for some hiking boots. The unspoilt wintry landscapes on mounts Penken and Ahorn are perfect for a relaxing winter hike. The leisurely one-hour hike along **WinterHikingPath Penken** from the top station of the Kombibahn lift to Penkenjoch passes the impressive Granat Chapel and promises fabulous views of the surrounding mountains in a breathtakingly liberating and reassuringly invigorating hiking experience. The **BergWaldWeg** from Penkenbahn cable car mountain station to the Finkenberger Almbahnen cable car middle station takes you on an idyllic, two-hour hike through snow-covered landscapes. A hiking experience that will undoubtedly remain etched in your memory for time to come. The Penkenjoch Loop Hike

ticket is your perfect companion for this one-of-a-kind mountain hiking adventure. With its validity at four cable cars (Penkenbahn, Kombibahn and both sections of the Finkenberger Almbahnen lifts) there is nothing that stands in the way of a legendary circular hike. Nature-loving winter hikers can also enjoy a sensational view of the Zillertal Alps and Stillup Valley from Mount Ahorn. The extensive **WinterHikingPath Filzenkogel** includes a foray to the summit and some lovely spots where you can soak up the alpine ambience and the well-known feeling of “never wanting to leave!”

## THROUGH THE SNOW INTO SOME WILD FUN

**NEW: AlbertAdler AdventureTrail** is a new highlight that leads from the Ahornbahn cable car mountain station past the **WhiteLounge SnowBar** and on to **the Eagle’s Stage Ahorn**, which opens also in winter at its new location next to the Filzen Reservoir at 2,000 metres above sea-level. Europe’s **highest birds of prey sanctuary** is the source of much interesting information about these majestic animals, with their powerful agility, gentle strength and graceful joie de vivre. These kings of the skies can be admired in their winter aviaries together with the work of the dedicated falconers at the daily “**Meet & Greet**“ at **Eagle’s Stage Ahorn** (closed on Saturdays, weather-related changes possible). The equally new **FalkenSteig trail** (open depending on snow and weather conditions) takes you back to the Ahornbahn cable car mountain station via the impressive free-floating, over 60 metres long, **GreifenBrücke bridge**. Those preferring to glide effortlessly back to the starting point can take the 8SB Ahorn lift, before visiting the **ViewingPlatform Eagle’s Eye** - equipped with a viscope telescope.

## FOLLOWING THE FUN FACTOR

The name says it all when it comes to **PistenBock Toboggan Fun**. Suitable for people of all ages, this steerable toboggan is the source of some thrilling action. Take it out on the special **PistenBock** track on Mount Ahorn, where you must skillfully master the bends to complete the downhill run in perhaps your personal best time. Be careful though, because mascot Albert is also out and about here, just like he is on Mount Penken. **AlbertAdler on Tour** promises fun encounters this winter season with the Mountopolis mascot once again and even more amusing souvenir photos. The **Mountopolis BigChair Challenge** is yet another source of entertainment, where five giant chairs are waiting to be discovered in the Mountopolis World of Adventure. A letter is hidden on each chair which, when strung together, form a secret word. Those willing to embark on this challenge are rewarded with a little surprise when they reveal the correct word to staff at the Mayrhofner Bergbahnen ticket offices. An extraordinary experience can also be enjoyed by the littlest guests in Mountopolis, even when the weather gods don’t want to play ball. The **AlbertAdler PlayWorld by Ravensburger**, a 140 m<sup>2</sup> indoor play facility is equipped with a climbing wall, playhouse and eagle's nest, among other things, where having fun always takes top priority. **Guided cable car tours on the Ahornbahn**, on the other hand, are exciting and technical and where technology buffs really get their money’s worth. Here, visitors are given a glimpse behind the scenes of Austria's largest cable car and exciting facts such as the conveyance capacity, volume of concrete and number of columns required for its construction are revealed (every Sunday at 10.30 a.m., German only). So, are you ready for Mountopolis?

## DISCOVER THE FEELING OF BOUNDLESS FREEDOM

Snowflakes remind us that some of the best things come from above. But they are by no means the only positive manifestation in the skies high above the valley floor in the world of Mountopolis. A **paragliding flight** from Penken

to Mayrhofen is yet another truly extraordinary winter experience and probably the most spectacular way to savour the impressive winter panorama. The sheer vastness of an empty ski slope can be experienced after the last skiers have rolled off their final ski run on a **PistenbullyRide** daily on Mount Ahorn from 04.00 p.m. to 05.00 p.m. (prior registration required). It's fascinating to see how the slope groomers, also known as the "heroes of the night", steer these giant vehicles seemingly effortlessly over the steepest downhill runs, leaving a trail of corduroy in their wake! So be sure to join the ride and maybe even lend a hand!

## A COOL BREAK EVEN WITHOUT SKIS

Chilled lounge music, the finest drinks, comfy deckchairs: sounds good, tastes good, feels good? It certainly does and the best part about it – dress code doesn't matter at all! Nobody cares whether you're on skis or wearing a snug winter outfit at the **WhiteLounge SnowBar** on Mount Ahorn's plateau, because what matters more is enjoying the fabulous panoramic view in the very best company. That's what makes a perfect off-piste moment – nothing else can quite compare!

## MOUNTOPOLIS

MOUNTOPOLIS World of Adventure by Mayrhofner Bergbahnen is a byword for fabulous adventures in nature. All snazzy and bright, because Mountopolis in Zillertal is a what one could call an extraordinary phenomenon. Derived from MOUNTain and metrOPOLIS, it playfully represents the sheer diversity of all that it offers. Progressive, traditional, with a vibrant attitude to life. For memorable moments full of thrilling tranquillity, where you can experience the relaxing adrenalin kick in this lively World of Adventure in the heart of the Tyrolean mountains.

### MAYRHOFNER BERGBAHNEN CABLE CAR CO.

Mayrhofner Bergbahnen Cable Car Co. comprises of the Ahornbahn, Penkenbahn, Horbergbahn and Möslbahn cable cars. 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 ultra-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.

Mayrhofen-Hippach Holiday Region also has an extensive free ski bus network that transports you to the cable cars in comfort.

#### **Penkenbahn and Horbergbahn opening hours winter 2024/25:**

06.12.2024 to 24.12.2024 daily from 08.30 a.m. to 05.00 p.m.

25.12.2024 to 21.04.2025 daily from 08.00 a.m. to 05.00 p.m.

#### **Ahornbahn opening hours winter 2024/25:**

14.12.2024 to 21.04.2025 daily from 07.30 a.m. to 05.00 p.m.

#### **Möslbahn opening hours winter 2024/25:**

14.12.2024 to 24.12.2024 daily from 08.30 a.m. to 05.00 p.m.

25.12.2024 to 30.03.2025 daily from 08.00 to 05.00 p.m.

#### **Ticket office opening hours**

Our ticket offices are open daily from 08:00 a.m. to 05:00 p.m.

Tip: ski passes can also be purchased at any time of the day or night from the ticket machines at the Ahorn, Penken and Horbergbahn cable cars, as well as via [mayrhofen.at/tickets](https://www.mayrhofen.at/tickets).

A compilation of all **detailed offers, accommodation, guided tours and alpine adventures in the Mayrhofen-Hippach destination** in both summer and winter can be found at [www.mayrhofen.at](https://www.mayrhofen.at).

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

<https://www.mayrhofen.at/en/stories/press-releases>.

#### **FURTHER PRESS INFORMATION:**

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