

From the lake to the mountain: The 'Zell am See-Kaprun Card' grants guests free use of great services from May 2010

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Walking, swimming, exciting visits to the museum or the opportunity to experience the force of nature up close: in the summer months almost everything is possible in Zell am See-Kaprun. In the light of such a broad spectrum of activities to engage in it can be difficult to make a choice. Now the picturesque region in the heart of the province of Salzburg gives you a helping hand. In the warm months of 2010 the Zell am See-Kaprun Card grants guests free use of the most attractive services!

The new card is valid from 15th May to 15th October. During this period holidaymakers can use almost two dozen offers free of charge - anytime and as often as they like. The Zell am See-Kaprun Card is your door opener to discover all facets of the region comfortably and without spending extra money. A cable car ride up to the mountains' summits, a visit to the lido or the museum of local history: holders of the adventure card do not have to buy a ticket.

The Zell am See-Kaprun Card is available at selected hotels, guesthouses, and apartments of the region. More than 120 accommodation providers are already participating partners. On their arrival, guests are provided with the new adventure card free of charge and can use it during their entire stay - for a gratis pleasure boat trip on Lake Zell, a visit to the National Park Centre Hohe Tauern or a tour through Sigmund-Thun-Klamm and Kitzlochklamm gorges.

All those who stay overnight at one of the partner hotels save money, too, when heading for airy heights. The Zell am See-Kaprun Card is a ticket for the lifts and cable cars of the local mountains of Kitzsteinhorn and Schmittenhöhe as well. Lovers of the Alpine landscape can grab the opportunity to breathe mountain air as often as they like. An exception are the cable cars taking guests to the very summit of the respective mountains - they can be used only once during the stay.

The operator of the renowned Grossglockner High Alpine Road is one of the bonus partners of this new card, too, and offers motorists a discount on the toll from Ferleiten to Heiligenblut. Vötter's Vehicle Museum in Kaprun and the Museum of Local History at Vogtturm in Zell are participating as well and grant visitors substantial discounts.

For more information on the new card and a list of all participating partners please visit sommer.zellamsee-kaprun.com.

The holiday region of Zell am See-Kaprun with its 14,000 beds and two million overnight stays per year is one of the most important holiday destinations in Austria. The beautiful flora and fauna in the Alpine panorama and Lake Zell guarantee

relaxation and well-being. Golfing, hiking, and bathing are at the focus for the summer time programme, but visitors can choose from more than 40 other activities as well. During the cold season, fun on skis and boards make sure that there is no dull moment. Skiers can comfortably reach the 138 kilometres of slopes covered with powder snow by one of the 54 lifts. Snowboarders enjoy the perfect conditions of the Snowpark on the 2,600-metre-high glacier plateau. Even in the summer you can swish down the slopes here. And family-friendliness is a top priority in Zell am See and Kaprun. For this reason, the region has already received various awards.

Contact within the region

Guest Service Zell am See-Kaprun
Brucker Bundesstraße 1a
A-5700 Zell am See
Phone +43 (0)6542 - 770 0
welcome(at)zellamsee-kaprun.com
www.zellamsee-kaprun.com

Press contact

knoefler-journalist . media + communications GmbH
Mr. Benjamin Knöfler
Nordring 53-55
63843 Niedernberg
Phone +49 (0)6028 - 80729 0
zellkaprun(at)kj-media.com
www.knoefler-journalist.com

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