

Europa-Sportregion now calls itself 'Zell am See-Kaprun' / Leading holiday region in a new guise

Date: 02-07-2008 08:09 PM CET

Category: [Tourism, Cars, Traffic](#)

Press release from: [Europa-Sportregion Zell am See-Kaprun](#)

Agency: **knoefler-journalist . media + communications GmbH**



Change accomplished: the popular holiday region in the heart of the province of Salzburg has been using its new name for several weeks already for internal purposes and on press releases. Now it finally makes its big entrance on the public stage with its new name: Zell am See-Kaprun. From now on it comes without the addition 'Europa-Sportregion'. There have been some slight changes to the concept as well: the region is going to lay its focus on three core elements.

'Glacier, Mountain, Lake' are the catchwords which emphasize the uniqueness of Zell am See and Kaprun. In the heart of Pinzgau, all the advantages of a holiday in Austria come together: the glacier on Kitzsteinhorn offers skiing fun all year round, and the local mountains of Schmittenhöhe and Maiskogel, as well as picturesque Lake Zell spoil our visitors for choice. When the marketing agency of the holiday destination decided to prioritize its Alpine features, it was only logical to discard the name of 'Europa-Sportregion'.

'From now on we want to focus on the features which are typical for Austria', says Hans Wallner, managing director of the marketing agency of Zell am See-Kaprun Marketing GmbH. But it is not only the name that changes: 'The region offers perfect conditions for some sports and leisure time activities. It is those activities that we want to put emphasis on in the future.'

For guests this means that offers like skiing, hiking, golf, and water sports are going to be improved and expanded. With these measures, Zell am See-Kaprun intends to stand out from other competitors and to kindle the interest of visitors who look for pleasure and relaxation in their holidays. Nevertheless, niche sports like caving, paragliding, and snow kiting will continue to be part of the programme.

'In the future we are going to turn on our original charm', says Wallner. The new slogan 'That's Austria' goes hand in hand with this promise. The relaunch of the trademark has brought some visible changes to the layout as well. The region's new logo is emblazoned on letterheads, banners, and adverts. Its colours - white, green, blue - correspond to the core elements 'Glacier, Mountain, and Lake'. You can find the new logo on the internet, too. See for yourself at www.zellamsee-kaprun.com and discover the new look of the region's website, the user-friendly navigation, and special treats like podcasts and a weblog.

For more information on the relaunch of the trademark of Zell am See-Kaprun and further interesting topics, please visit us at www.zellamsee-kaprun.com.

Contact within the region

Guest Service Zell am See-Kaprun

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

Phone +49 (0)6028 - 80729 0

zellkaprun(-at-)kj-media.com

www.knoefler-journalist.com

Information summary:

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 136 kilometres of slopes covered with powder snow by one of the 56 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.

[You can find this press release here](#)