

## 'Pro-Aktiv' - more experience / A novelty in the market: premium programme focuses on the guests' individuality

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

Agency: **knoefler-journalist | media and communications**



Bringing things up to date and introducing new concepts: the 'Europa-Sportregion Zell am See-Kaprun' is once again blazing the trail for the trade. As one of the most important holiday destinations in the Austrian Alps, the region intends to intensify the service idea and to offer its guests even more services in the future. 'Pro.Aktiv' is a specially developed premium programme which is starting in the summer season of 2006. 'We are taking our guests by the hand and making our region more easily experienceable for them', says Thomas Linder, in charge of 'Pro.Aktiv' on behalf of the Europa-Sportregion Marketing GmbH.

The 'Pro.Aktiv' idea pursues the very simple concept of 'as much service as desired, as much peace and quiet as possible'. Guests are given their personal contact who helps them to plan their individual holiday. Whether the visitors would like to ride a mountain bike up hill and down dale, to go on a leisurely mountain tour in walking boots, or to water-ski on crystal clear Lake Zell - the 'Pro-Aktiv' guides attend to all the individual interests of their charges. That way, a 'tailor-made' holiday is guaranteed. The motto is 'Everything is possible, nothing is obligatory'.

Every day the region offers various activities which the 'Pro-Aktiv' guests can put their names down for - either when they are planning their holiday at their PC at home, or day by day at short notice once the holiday has started. The region's three well-known holiday categories 'relaxation', 'active vacation' and 'sports with a kick' are the basis of the daily programme. 'Visitors who would like to simply relax and lie in a deck-chair can do so. And those who are looking for adventure will not be disappointed either', says Mr Linder. The 'Europa-Sportregion' is the very first holiday destination to offer such a full-service package that can come up to the various preferences of its guests.

The keyword for 'Pro.Aktiv' is individuality. The concept does not aim at developing new, innovative activities for the region's guests, but at making the already extensive network of services and sporting activities in the 'Europa-Sportregion' more easily experienceable for them. The 'Pro.Aktiv' guides are the central contacts for one's complete holiday programme. No

only do they take the guests personal likings into consideration, they can also make alternative plans in a flash if e.g. the weather changes. The result is the perfect holiday – true to the motto 'Experience more holiday...'

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General Information:

With 13,500 beds and two million overnight stays per year, the 'Europa-Sportregion Zell am See - Kaprun' is one of the most important tourism centres in Austria. In winter as in summer, guests find all kinds of leisure activities to choose from. For ski fans there are 130 kilometres of finest pistes in thick powder snow. In the summer months Zell am See and Kaprun captivate with ideal conditions for more than 40 different kinds of sports - from hiking and golfing, cycling and all water sports to extreme sports like canyoning and, last not least, summer skiing on the glacier of Kitzsteinhorn. In recent years the region has also hosted many races of the Mountain Bike World.

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