

Pro.Aktiv: For holiday and relaxation are really valuable / Europa-Sportregion: New service offer is a real novelty in the tourism industry

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

Agency: [knoefler-journalist](#) | media and communications



How about a holiday that promises absolute pleasure from the very first minute? How about having every arrangement taken care of and seeing time just fly by? And how would you feel if your only worry was that about having to leave at the end of your stay? Pro.Aktiv promises exactly that - absolute relaxation from the first to the very last second. The new premium programme offered by the 'Europa-Sportregion Zell am See-Kaprun' makes a difference: Pro.Aktiv puts the visitors and their very personal demands on an unforgettable holiday at the focus of attention.

The inventors of this unique premium service offer believe in 'individuality' - that is what the programme is all about. Pro.Aktiv does not aim at developing new, innovative activities for its guests - they are already there. Pro.Aktiv aims at making the extensive network of services, sports and leisure activities more easily experienceable. Wellness or activities, thrills or relaxation: the preferences of holidaymakers are as manifold as the advantages of the programme.

The idea behind all that is as simple as it is ingenious. Guests can compile their very personal holidays with the help of a catalogue, either on their PC at home or once they have arrived in the 'Europa-Sportregion'. The 'modular system' makes everything possible: there are 55 activities to choose from - from water sports to mountain trips to the tasting of local specialities. Every item on the programme has its key number, the Pro.Aktiv code. The various offers can be picked out online with the help of this code. They are then added to a 'shopping list', similar to a basket of goods in online shopping: thus one's personal schedule for a week's holiday in the 'Europa-Sportregion' slowly takes shape.

From then on luxury starts: in Zell am See and Kaprun, the guests' personal Pro.Aktiv guides take care of the arrangements and the realization of their tailor-made schedule. There are more than a dozen partner hotels where these special guides see to the well-being of their guests, give advice, make suggestions, and are always prepared to help. They take their guests to the chosen activities - just like Waltraud Totschnig, Pro.Aktiv guide from Kaprun: her motto is 'I specialize in perfectly happy guests'.

Within the close-knit network of partners in the region, Pro.Aktiv brings to bear its full strength. The successful cooperation of the chosen partners simply and easily gives the visitors everything they expect from a perfect holiday: top service that complies with all their wishes. This new idea, unique in the tourism trade, enables holidaymakers to get to know every single facet of the 'Europa-Sportregion' - stress-free and with their personal contact always by their side.

More information about 'Pro.Aktiv' can be found at www.proaktiv-partner.info on the Internet. The official website of the

'Europa-Sportregion Zell am See-Kaprun' is at www.europasportregion.info.

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.

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