



Winter Delights in the Alpbachtal

Nine authentic villages and Rattenberg, Austria's smallest town, make the Alpbachtal the ideal destination for anyone seeking genuine Alpine charm without missing out on quality and modern ski slopes.

Nestled in the Kitzbühel Alps, the large Ski Juwel Alpbachtal Wildschönau ski area shines with excellent accessibility and outstanding pistes. The Ski Juwel impresses with both easy and challenging runs, making it one of Tyrol's most diverse ski areas. Wide beginner slopes, tricky descents, endless deep-snow terrain, and three snow parks set every winter sports enthusiast's pulse racing. While some show off their skills in the halfpipe or explore the generous freeride zone, others are taking their very first turns on skis.

Take a break in 25 cozy mountain huts

Those in need of a rest will find plenty of inviting huts and mountain restaurants throughout Ski Juwel Alpbachtal Wildschönau, all serving regional Tyrolean specialties. Fancy some *Kasspatzn* from the largest pan on the mountain at the Böglalm? Or a sweet *Kaiserschmarrn* that brings rosy cheeks to both kids and adults? With 25 huts to choose from, everyone will find their own personal moment of indulgence.

Ski courses for the whole family

If you're looking to enjoy a ski holiday in one of Tyrol's largest ski areas, appreciate variety on the slopes, and love rustic charm, the Alpbachtal is the place for you. Ski Juwel Alpbachtal Wildschönau offers everything from kid-friendly to challenging terrain—pure variety—and guests can enjoy all the advantages of the always-included Alpbachtal Card.

In the Alpbachtal, children learn the snowplough from the “coolest nannies” in the world. Experienced children's ski instructors ensure excellent supervision and plenty of fun with peers. While the kids practice their turns, parents can refine their own technique with a private instructor and safely explore the varied slopes. This way, the whole family learns from true ski pros.

Speaking of enjoyment: with the Alpbachtal Card, all guests receive great benefits. From the very first overnight stay, the card is automatically included. It allows free use of all regional buses and ski buses, as well as snowshoe hikes and many additional perks.

Snowshoeing – Light-footed through the snow

Step by step, you wander through the deeply snow-covered mountains with snowshoes—escaping the rush and exploring winter corners you'd otherwise never reach. With modern snowshoes and poles, you can easily traverse the enchanting winter landscape.

Tip: Families can join guided snowshoe hikes including equipment in Alpbach, Reith im Alpbachtal, and Brandenberg. Dates can be found in the weekly program.

Experience Tyrol in its purest form

If time allows, take a stroll through the mountain village of Alpbach, known as “Austria's most beautiful village” thanks to its unified wooden architectural style. The world knows Alpbach for hosting the European Forum Alpbach, where leaders, Nobel laureates, and thinkers discuss the big questions of our time.

Alternatively, visit the historic town of Rattenberg, famous for its high-quality glass craftsmanship for centuries. No matter where you go, you'll experience Tyrol from its most authentic side.

About the Alpbachtal

The Alpbachtal includes Alpbach—famous for its traditional wooden building style and known as Austria's most beautiful village—along with eight other authentic villages and Rattenberg, the smallest town in Austria. The charming winter scenery offers plenty of activities beyond the slopes. With the automatically included Alpbachtal Card, guests benefit from numerous free activities such as



guided snowshoe hikes, childcare, and various additional advantages. From the Kramsach exit on the Inntal motorway, the ski area is just a 10-minute drive away.

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