

**SPECIAL MEDIA PROJECT  
WINTER VACATION IN THE MOUNTAINS  
Austria, April-December 2013**

The Press Tour in Austria is a traditional event that is held annually in March or April, i.e., at the end of the season. It is the best time to go to the Alps on vacation to enjoy a lot of sun, snow, and a bustling atmosphere. All report materials are published in the fall before the winter season starts to provide information support to the ski resort.

Sölden has a 3,000m elevation, 150 km of terrain, 34 mountain lifts, rope routes, and of course, guaranteed snow on the glaciers. Here, winter starts in October when the traditional World Cup races are held. Sölden is nicknamed the Hotspot in the Alps since it is a concentration of all the best that Europe has to offer in skiing and winter entertainment.

**Project Partners:**

**WINTER PRESS TOUR TO AUSTRIA (SÖLDEN).**

**SÖLDEN** is located in the very heart of the Alps. Ten years ago, it was the first Austrian ski resort that became available to Russian tourists. Sölden has a 3,000 elevation, 150 km of terrain, 34 mountain lifts, rope routes, and of course, guaranteed snow on the glaciers. At present, compared to other tourists, Russian tourists spend record number of days and money in Sölden showing their love to this unique ski resort that is also called the Hotspot in the Alps because it is a concentration of all the best that Europe has to offer in skiing and winter entertainment. It is proposed to make a BIG 3 Rally trip to three mountain peaks of Sölden, i.e., Gaislachkogel (3,058 m), Tiefenbachkogel (3,250 m), and Schwarze Schneide (3,340 m).

**PRESS TOUR DATE: April 2013**

**The Press Tour to Austria** is a traditional event that is held annually at the end of the season (in March or April). It is the best time to go to the Alps on vacation to enjoy a lot of sun, snow, and a bustling atmosphere. In April, the journalists attended the *Hannibal* performance with over 500 actors and backstage crew. The overall budget of the performance exceeds \$6 mln. All report materials are published in the fall before the winter season starts to provide information support to the ski resort.

**Project partners:**

TIROL THERME  
LÄNGENFELD



**Oetztal Sölden tourist information** ([www.oetztal.com](http://www.oetztal.com)). Sölden is located in Tirol, not far from Innsbruck. It is a great ski region with a very busy social life. Sölden offers over 40 cabins, *après-ski spots*, and shopping areas. The night life includes nightclubs, bars, and world-famous Tirol restaurants.

**AquaDome Spa Center** ([www.aqua-dome.at](http://www.aqua-dome.at)) is the most famous tourist attraction in Sölden. Two large pools on a ship deck, a 90m snake-shaped waterslide, tall walls for rock climbing, and an outstanding restaurant. There is a reason why it is called the Noah's Ark. The "heat" from the glacier is provided by AquaDome saunas. The AquaDome hotel currently has 140 rooms.

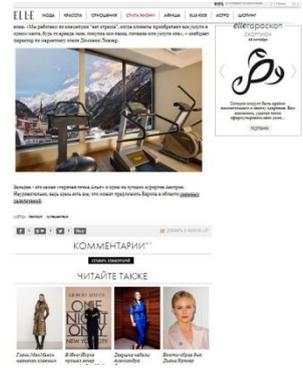
**Bergland Hotel** ([www.bergland-soelden.at](http://www.bergland-soelden.at)). The Bergland Design Hotel opened in place of the old hotel that operated there for 60 years. It is a very unique hotel of the "Alpine lifestyle of the future." It was built only from natural materials, i.e., wood, stone, and glass, and it follows the "no stress" principle when visitors can buy all services at one place (including ski rent, ski passes, meals, spa services, etc.).

I. During the trip, an **exclusive photoshoot** was conducted in Sölden and during the *Hannibal* performance. Photographer: Sergey Efimov.



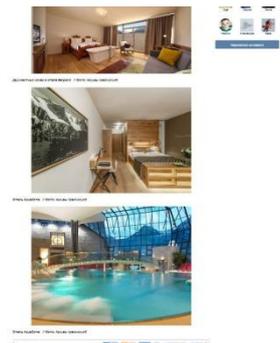
II. Based on the press tour results, an **Internet promotion campaign** was conducted on the platforms of the Hearst Shkulev Media for various target groups (men, women, families with children, etc.):

A) **the overview article** "Travel Guide: Sölden ski resort in Austria" with the news of the upcoming winter season in Sölden and in partner hotels in the Travel section of the ELLE website ([www.elle.ru](http://www.elle.ru)):



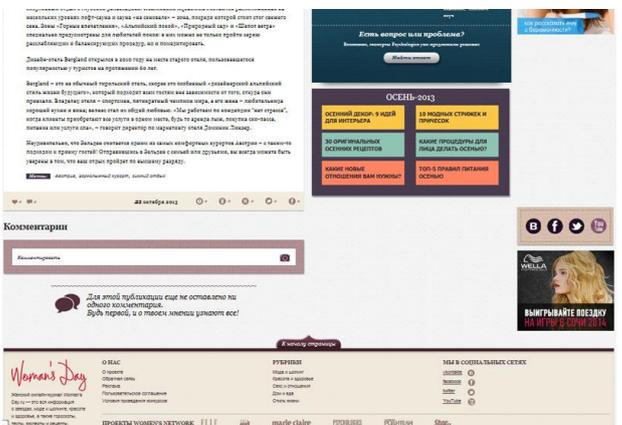
Direct link: <http://www.elle.ru/stil-zhizni/puteshestviya/travel-guide-gomolyjnyiy-kurort-zelden-v-avstrii/>

B) **the overview article** "Winter vacation. We go to Austria" with the news of the upcoming winter season on the Sölden ski resort and in partner hotels in the Travel section of the StarHit website ([www.starhit.ru](http://www.starhit.ru)):



Direct link: <http://www.starhit.ru/style/zimniy-otdyih-edem-v-avstriyu/>

C) **the overview article** "Winter vacation in Austria: Sölden ski resort" with the news of the upcoming season in Sölden and in partner hotels on the MarieClaire, Parents, Psychologies website ([www.wday.ru](http://www.wday.ru)):



Direct link: <http://www.wday.ru/stil-zhizni/vibor-redakcii/zimniy-otdyih-v-avstrii-gornolyjnyiy-kurort-zelden/>

Prepared by OOO SKTS © (Travel, Media & Promotion Projects)

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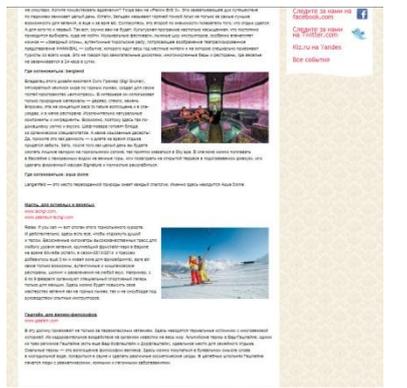
D) the overview article "Sölden is calling" with the news of the upcoming winter season on the Sölden ski resort and in partner hotels in the Travel section of the MAXIM website (www.maximonline.ru):



Direct link:

<http://www.maximonline.ru/promo-i-konkursy/article/soelden-calls/?timp=6b59ee3d176dead68d6f32a148f43ed7>

E) a report article "Mountain Love" on the Krasota I Zdoroye [Beauty and Health] magazine website (www.kiz.ru):



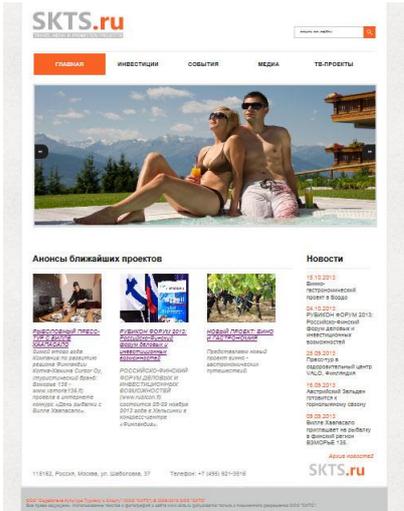
Direct link: [http://www.kiz.ru/content/beauty/gornaja\\_ljubov.html](http://www.kiz.ru/content/beauty/gornaja_ljubov.html)

III. After the Hannibal Event, a two-page overview article on the Sölden ski resort and Bergland and AquaDome hotels was prepared and published as an announcement of the upcoming winter season.

In Issue 01/2014 of the Krasota I Zdoroye magazine, a two-page article on the Sölden ski resort and the partner hotels was published in the special announcement of the winter resorts of Europe:



Project summary is also published on the OOO SKTS website [www.skts.ru](http://www.skts.ru).



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