We are not only the number one in Austria for selling ski property, but we also know how to really enjoy all the Alps have to offer. We would love to share some of this fun with you, so we have compiled a unique collection of the coolest events this winter to ensure your ski season is an avalanche of fun!

Best wishes,

Jessica Delaney
Advent in the Alps is a magical time of year. It starts in November with traditional market stalls selling an array of pretty decorations and festive gifts. There’s plenty of mulled wine to keep you warm and many of the towns also have brass bands playing. Ice skating in the central squares also makes visiting at this special time of year a must. Here are the dates for some of the best Christmas markets in the Alps:

Salzburg: November 23 to December 26
Innsbruck: November 15 to January 6
Kitzbühel: November 30 to December 26
December 1 to December 3
St Anton - Ski Season Opening Party

Kick start your winter ski season in St Anton with this fantastic party. Here you can enjoy traditional Austrian après-ski and the scent of mulled wine filling in the air. Dancing the night away to live entertainment, coupled with hearty Alpine food and drink make this a great way to begin your winter! Don’t miss out on the exclusive After-Show party held in several locations around St. Anton am Arlberg
December 1
DECEMBER 1

ISCHGL - TOP OF THE MOUNTAIN OPENING CONCERT

Ischgl is famous for its opening and closing concerts which attract big stars and even bigger crowds. Up to 20,000 people are expected to welcome in the new winter season at this spectacular concert. This year, German Schlager star Andrea Berg will take centre stage. She will join the Concert’s impressive Hall of Fame which includes international stars such as Katy Perry, Rihanna, Elton John and Robbie Williams.

Click here to see our ski property for sale in Ischgl
December 5
Throughout Austria - Krampus Run

While St. Nicholas used to go from house to house bringing presents to children who have been good over the year, the Krampuses carry birch rods and large cow bells and are said to beat the naughty ones.

The Krampuslauf is an old tradition in the Bavarian and Austrian Alpine region. Every year around December 5 the noisy Krampuses are guided through the streets by St. Nicholas who rings his bell to drive off evil spirits. Their elaborate costumes are made of sheep and goat skins and their masks are expertly handcrafted. These scary Alpine characters still follow every one of St. Nicholas’ commands - despite their taste for chaos. Whether you’ve been good or bad this year, the Krampus Run is not to be missed!
DECEMBER 14 TO 17
SAALBACH - RAVE ON SNOW

The world’s largest winter festival, Rave on Snow erupts on December 14 and runs until December 17. Thousands of eager ravers can lose themselves in the unique combination of snowboarding and electronic music which shakes the powdery snow in Saalbach Hinterglemm. Rave on Snow is no mere party, it’s more like the Christmas of the club scene. Despite the sub-zero winter temperatures, it promises to be one of the Alps’ hottest events.
DECEMBER 25
ZELL AM SEE - DIPPING THE CHRISTMAS TREE

It might be one of the less known annual Alpine Christmas festivities but on December 25 every year a majestic fir tree is submerged in the icy cold waters of ‘Oberschneidbucht’. A ring of swimming torchbearers then swim out to heave the tree safely back onto dry ground (quite why, we are not sure). True to style, Father Christmas will be on hand to visit the children in a boat!

Click here to see our ski property for sale in Zell am See
From December 31
Vienna - Viennese Balls

We know that Viennese balls are not strictly Alpine, but no winter season in Austria would be complete without experiencing one of these society events. Vienna stages more than 300 balls per year, mostly during the carnival months of January and February. This year the New Year’s Eve Gala is taking place in the Vienna City Town Hall. Mingle with high society as you waltz away 2017 to the beautiful sound of the Palace Orchestra.

There are many exciting balls throughout the winter season including the Rudolfina Masked Ball on February 12 where masks are obligatory. This famous ball involves top hats and tails, ball gowns and cocktail dresses. In short, it’s a ball that has it all and leaves absolutely nothing to be desired.
December 31 to January 1
Salzburg - New Year’s Eve Party

The city of Salzburg is the perfect venue for a romantic New Year’s Eve. Public squares are filled with open-air concerts whilst market stalls sell the finest Glühwein. All this before the partying kicks off with impressive fireworks, the sound of fire crackers and all-night light displays.

Ischgl - New Year’s Eve Party
New Year’s Eve in Ischgl is an unforgettable spectacle. Look forward to an extraordinary firework display, legendary parties and an excellent ski area. Ischgl isn’t famed for having the best club scene in the Alps for nothing!

Lech - New Year’s Day Winter Fireworks
This exclusive resort offers a superb range of celebrations to welcome in 2018. With plenty of fireworks, hot drinks and lots of music, Lech’s festivities offer a wonderful way to start the New Year.
JANUARY 1
Kitzbühel - New Year’s Day Fireworks

Expect tens of thousands of people to gather at the Rasmusleiten to embrace the start of the year with a spectacular firework show set to music. On January 1 the streets of this enchanting town will come alive with revellers welcoming in the new year in great style.

Salzburg - New Year’s Day Concert
This year Salzburg’s famous fortress, Hohensalzburg, opens its doors for a New Year’s Day concert. Join music-lovers in an evening of Mozart renditions, all before exploring the composer’s home town by night.
January 3 to 4
Innsbruck - Bergisel Ski Jump

Every year Innsbruck hosts the 3rd event in the Four Hills Tournament - the Bergisel Ski Jump. Now in its 66th year, the nine day event is held in four locations in Austria and Germany. As always the four events will be located at Oberstdorf on December 29 and 30, at Garmisch-Partenkirchen on December 31 and January 1, at Innsbruck on January 3 and 4, before finally finishing at Bischofshofen on January 6. The Four Hills Tournament is renowned as hosting Europe’s premiere ski jump event so if you’ve ever wanted to watch a skier fly through the air, this event is not to be missed.
This unique and breathtaking ice world extends over 5,000m$^2$ and sits at an altitude of 2,500m. Constructed from 60 tonnes of ice, this year’s camp will include an Ice-Art Exhibition by ice artist Max Seibald and a huge outdoor chill out zone where visitors can relax on the sunny plateau. The elaborately designed winter wonderland also boasts stylish ice lounges, an ice bar, freestyle park, ice climbing and even accommodation, should you fancy a night on the glacier!

Click here to see our ski property for sale in Zell am See
JANUARY 8 TO 12
ISCHGL - SHAPES IN WHITE

This event will see Ischgl’s Silvretta Arena transformed into an impressive open-air gallery with gigantic objects d’art decorating the pistes. During the four day event art fans and snow-lovers alike can observe artists creating everything from snow cars to snow castles. The masterpieces will sit proudly on the slopes right through until April when the snow finally melts...

Click here to see our ski property for sale in Ischgl
JANUARY 11 TO 14
Kitzbühel - 16th CORUM Snow Polo World Cup

This glamorous Alpine event takes place in centre of Kitzbühel in front of the “Hotel Zur Tenne”. Eight teams and hundreds of the world’s best polo horses will spend three days competing in this exciting event. The matches are open to all and free of charge, so there is every reason to join the crowds. If you desire VIP treatment however, there is also a Polo VIP tent. If you like the sound of included food and champagne get yourself to the Kitzbühel Polo website quick as these snap up fast.

Click here to see our ski property for sale in Kitzbuhel
JANUARY 14 TO 21
Kitzbühel - Red Bull 73rd Hahnenkamm Race

If you only go to one event in the Alps this winter, make sure it’s this one! Streif Ganslernhang is once again home to the international Hahnenkamm Race, the most spectacular event in the Ski World Cup. The week kicks off with the international Junior Race on January 14. This is then followed by days of world-class competitions, award ceremonies and numerous side events in Kitzbühel’s historic town centre. It promises to be a phenomenal show for a massive 85,000 spectators.

Click here to see our ski property for sale in Kitzbuhel
JANUARY 20
LECH - THE WHITE RING

The longest endurance race of its kind, The White Ring, tests skiers with an astonishing 22km of pistes and 5,500m of altitude difference. Up to 1,000 of avid skiers take on this challenge each year, making it a firm favourite on the ski circuit.

The White Party is held the evening before the race. On the night a multitude of venues celebrate The White Night with live music and parties. A real test of stamina and strength, The White Ring is not for the faint hearted and this year it provides the perfect celebration for the 50th anniversary of the ski circuit between Lech and Zürs.

Click here to see our ski property for sale in Lech
This year the Seefeld will play centre stage in the Nordic Combined World Cup. The world’s finest cross-country skiers will be travelling to the Tyrol for one weekend of three World Cup competitions. These competitions include single events with jumps before a five-kilometer and ten-kilometer cross country ski races. On the final day, 30 athletes from both these events will be pitched up against each other in the final “Nordic Combined Triple”. This includes two jumps and an impressive 15-kilometer cross country ski race!
26 JANUARY
February 5
Kaprun - Night of the Balloons

Giant hot air balloons bathe Kaprun in a sea of colour on the Night of the Balloons. This is one of the highlights on the region’s calendar and will hold thousands of spectators spellbound. The evening also sees the region’s ski and snowboard coaches showing off their skills in acrobatic formations. Drinks, fireworks, motor-cross shows and music all add to the event but the glowing balloons floating across the night sky are what make it truly special.
February 24
Kitzbühel - Streif Vertical Up

Every February the slopes of Hahnenkamm are climbed by ambitious sportsmen and women from all over Europe. Just one month before, this piste plays host to the World Cup race and, thanks to its sharp twists and turns, is known as the ‘Super Bowl of Skiing’. When it comes to February however, this piste is conquered in reverse. The tortuous climb sees competitors scale 3,312 meters, with over 860 meters of vertical gain to conquer.

Now in its 7th year, this year’s event is split into two divisions; the Speed Event and the Backpack Event. The former focuses on competitors’ speed, whereas the latter is all about the fun - there is even a Best Dressed ranking for those wishing to take on the course in costume!

Click here to see our ski property for sale in Kitzbuhel
February 24
MARCH 9 TO 15
Fiebrerbrunn - Swatch Freeride World Tour

Internationally renowned for its ideal snow conditions, Fiberbrunn is the Freeriding capital of Austria. In 2018 Fiberbrunn will pay host to the 11th edition of the Freewide World Tour (FWT), 10 years after the competition began in 2008.

The world’s finest Freeride skiers will gather in the Kitzbüheler Alps for the fourth stage of the worldwide competition. The stage is particularly important for both athletes and fans as it is here that the final qualifying competitors are decided.
March 9 to 18
Bad Gastein - Snow Jazz Gastein

Pack your sax, as well as your skis, it’s Bad Gastein’s international jazz festival! This event boasts loads of great artists and is set against the magnificent landscape of the Gastein Valley. Every year has a theme that adds to the jazzy atmosphere. Past motifs have included: ‘Goes East’, ‘Bella Italia’ and ‘Big Apple - music of NYC’.

Click here to see our ski property in Bad Gastein
April 9 to 14
Mayrhofen – Snowbombing Festival

Regarded by many as, ‘The Greatest Show on Snow’, Snowbombing is an entire week long party. Last year Chase & Status, MK, Gorgon City and Elrow all performed at this incredible event. This year Liam Gallagher, Craig David and Dizzee Rascal are set to make an appearance amongst a sparkling lineup of internationally renowned DJs. If you’re looking for the ultimate mix of music and mountains, this festival has it all.
April 30
Ischgl - Top of the Mountain Concert

At an altitude of 2,320 m, Ischgl’s Idalp stage is the place to be to celebrate the end of the winter season. Before Ischgl’s pistes bid farewell for their summer break, a host of top stars take to the stage to a rapturous reception with previous acts including Mariah Carey, Tina Turner and Kylie Minogue. This year’s headliner is Helene Fischer, the German superstar whose latest release has been the most successful album launch in Germany for 15 years.

Click here to see our ski property for sale in Ischgl
Winter Ski Season Opening Dates:

Bad Gastein - 2 December to 15 April
Gerlos - 2 December to 15 April
Ischgl - 21 November to 1 May
Kaprun - 29 September to July 26
Kitzbühel - 14 October to 1 May
Mayrhofen - 2 December to 15 April
Saalbach - 8 December to 15 April
Seefeld - 2 December to 2 April
St. Anton - 1 December to 22 April
Zell am See - 1 December to 8 April
Obergurgl - 16 November to 22 April
What’s Cool in the Alps

We are the number one specialists for ski property in the Austrian Alps, offering greater choice over more resorts than any other company. We have worked closely with top Alpine developers for many years and travel extensively to seek out the best property for our clients. To find out more about Alpine Marketing’s full range of ski chalets and apartments, please visit our website, email us or even give us a call, as we are always happy to chat!

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