



## **10 years of Ski Juwel Alpbachtal Wildschönau**

**The new flagship in the Ski Juwel Alpbachtal Wildschönau ski area is called "Top of Alpbachtal". The newly built observation tower and the new Hornbahn 2000 go into operation just in time for the start of the anniversary season on 3 December.**

Alpbach/Innsbruck - The Alpbachtal and Wildschönau are celebrating an anniversary. 10 years ago, the two ski areas in Alpbachtal and Wildschönau were connected by a modern gondola lift. The Ski Juwel Alpbachtal Wildschönau has become one of the largest ski areas in Tyrol. To mark its anniversary, the ski area is investing in a new chairlift and opening a new landmark with "Top of Alpbachtal".

After 23 years, the Hornlift 2000 has had its day. A new detachable 6-seater chairlift with weather protection bonnet and seat heating has now been built. The chairlift takes skiers up to the highest point in the ski area at 2030 metres in 3.45 minutes. A new blue slope was created so that the new lift can also be used by beginners.

The new chairlift is a replacement investment. "With this, Alpbacher Bergbahn is not investing in expansion in the Ski Juwel Alpbachtal Wildschönau, but in the quality of the offer with the aim of providing guests with a special mountain experience," emphasises Reinhard Wieser, Managing Director of Alpbacher Bergbahnen. "The new lift is state of the art. It has a direct drive that saves up to 10 per cent energy," explains Wieser. The investment volume is 10.5 million euros.

### **Top of Alpbachtal**

The new mountain station promises to be an absolute highlight. Named "Top of Alpbachtal", it will have a 13-metre-high observation tower with an interior with panoramic windows and a viewing platform with a unique 360-degree panoramic view. Snøhetta, an internationally renowned architectural firm with an office in Innsbruck, is responsible for the architecture. "We planned as resource-conserving and sustainable as possible," explains architect Patrick Lüth from Snøhetta. In keeping with the tradition of the Alpbachtal, the tower is built of wood and clad with handmade shingles. Large glass fronts provide light and a far-reaching view of the surrounding mountains. The interior corresponds to an informal seating landscape. A Tyrolean parlour that is architecturally re-interpreted. "The parlour is protected from the wind, but not heated," says Lüth. That also saves energy, because skiers already wear warm clothes. Visitors can take a short rest there and enjoy the view.

### **Regional investments**

In this project, great importance is attached to sustainable and efficient implementation. The start was originally planned for 2020. However, the corona-related delay allowed more time for careful planning and preparation of the investment. "Every invoice for the 10.5 million project comes from Tyrol," explains Wieser. The railway is constructed by Leitner GmbH from Telfs, many regional trades were used and the wooden shingles that cover the tower are handmade by Hans Hauser from Alpbach. From 3 December it will be possible to reach the highest point in the entire ski area and get an overview of the snow-covered landscape from there.



### 83 million in eleven years

The construction of the connecting lift between the ski areas in Alpbachtal and Wildschönau was the starting signal for the Ski Juwel Alpbachtal Wildschönau. The foundation stone for a positive economic development was thus laid. A total of about 83 million euros have been invested in the last 11 years. These include: The new construction of the connecting cable car in 2012, the new construction of the Gmabahn in 2014, the construction of the new Schatzbergbahn in 2017 and the currently ongoing construction of the new Hornbahn 2000.

Furthermore, numerous investments were made in the summer and year-round offer. The highlight here was the Alpine Coaster "Alpbachtaler Lauser-Sauser" in 2017.

The mountain railways in Alpbachtal and Wildschönau are among the leading companies and largest employers in the region. They employ 105 people all year round, and during the winter season 220 people work for the mountain railways. 98 percent of all employees come from the region.

## FACTBOX „HORNBAHN 2000“

### FACTS & FIGURES of the new Hornbahn 2000

- Type of lift: 6-seater chairlift with weather protection bonnet & heated seats
- Speed: 5 m/s
- Altitude of the valley station: 1,638 m
- Altitude of the top station: 2,030 m
- Difference in altitude: 391.00 m
- Length: 1123,11 m
- Length of the trip: 3 min 45 sec
- Number of pillars: 11
- Number of chairs: 61
- Capacity: 2600 persons per hour
- Investment: approx. € 10.5 million
- Location: Alpbach
- Manufacturer: Leitner GmbH, Telfs
- Architect / Planning: Snøhetta, Innsbruck & Seilbahnbüro Gröbner, Kitzbühel
- Start of construction: June 2022
- Completion: Start of winter season 2022/23

**Pictures for Download:**  
**Winterpanorama 2022-23:**  
**Pictures of „Hornbahn 2000“:**

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