

High honour for Ischgl: TIROLERIN Award for "Top of the Mountain Concerts"

Last Thursday, the TIROLERIN Awards were presented for the fourth time at the Imperial Palace in Innsbruck. In a festive setting, Alexander von der Thannen (Chairman of the Paznaun – Ischgl Tourism Association) and Günther Zangerl (CEO of Silvrettaseilbahn AG) accepted the award in the "Tourism & Regional Value Creation" category on behalf of the entire "Top of the Mountain Concerts" organisation team.

Over 200 guests from the worlds of business, culture and politics attended the event in the Riesensaal hall of the Hofburg. The prestigious award honours individuals, projects and companies that have achieved outstanding results in their respective categories. The joint honouring of the Paznaun – Ischgl Tourism Association and Silvrettaseilbahn AG underlines Ischgl's pioneering role in tourism in the Alpine region.

Tribute to three decades of music history in Ischgl

During the gala ceremony, **Karin Seiler**, Managing Director of Tirol Werbung, gave the laudatory speech for the winners in the "Tourism & Regional Value Creation" category: "For 30 years, the 'Top of the Mountain Concerts' in Ischgl have been combining music and winter sports. What once began as a vision is now a strong brand that extends the season and generates considerable added value in Paznaun. With the Easter Concert, the Spring Concert, a special anniversary concert and the Closing Concert, Ischgl once again set an international tone at the end of the past winter season, guaranteeing full beds even after Easter and consolidating the region's strong image. That is why the 'Top of the Mountain Concerts' are a more than worthy winner of the TIROLERIN Award on their 30th anniversary."

Confirmation for the region and its employees

Alexander von der Thannen, Chairman of the Paznaun – Ischgl Tourism Association, is delighted with the award, which confirms the region's successful strategic direction: "The idea for the 'Top of the Mountain Concerts' was born out of a desire to set ourselves apart from other ski resorts across Europe. Skiing alone as a promotional tool – anyone could do that. But concerts on the mountain were completely new territory back in 1994, and we were the very first to dare to do it. Ischgl was and is the tourism destination in the Alpine region that is considered a pioneer in staging events. Today, the events are an important catalyst for bookings throughout the entire season. Receiving the TIROLERIN Award is a great recognition for our entire organisation team, Silvretta Seilbahn AG, the Paznaun-Ischgl Tourism Association and the municipality of Ischgl."

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Günther Zangerl, CEO of Silvrettaseilbahn AG, adds: "Our investments in high-calibre concerts and events contribute significantly to value creation throughout the region. The 'Top of the Mountain Opening Concert' marks the official start of the winter season and boosts initial visitor numbers to the cross-border Silvretta Arena ski area. In this sense, the Easter and Spring Concerts, as well as the traditional closing concert, have also contributed over the years to establishing Ischgl as a destination with an exceptionally long winter season lasting until the beginning of May and strong skiing days until the end of the season. The unbroken popularity of the concerts we organised this year as part of our 30th anniversary celebrations has also clearly shown that this concept, which was revolutionary at the time, still works today."

The TIROLERIN Award is a great recognition not only for the region, but also for the employees involved, for their many years of commitment and hard work.

Further information is available at www.ischgl.com/en.

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