

10 Ski Resort Events That Have Nothing to Do with Skiing

Skiing may still be the headline act at Austria's winter resorts, but there is plenty happening once the skis come off – and, increasingly, for those who never put them on in the first place. Music festivals, polo matches, art events and even car races are finding their way onto the calendar, giving winter visitors more reasons to head to the mountains than “just” days on the slopes.

Here are ten reasons for holidaymakers to book a trip to the Austrian Alps, even if they don't ski, are travelling with family or friends who don't, or simply fancy adding something different to a winter break.

Westlife – Top of the Mountain Opening Concert, Ischgl (28 November 2026)

On Saturday, 28 November 2026, Ischgl turns into the place to be for pop and boyband fans. Irish band Westlife will celebrate their 25th anniversary at the legendary [Top of the Mountain Opening Concert](#), bringing their greatest hits to the heart of the Tyrolean Alps. Concert tickets include a day ski pass. Alternatively, ski passes for two days or longer double as gig tickets.

Rave on Snow, Saalbach Hinterglemm (10-13 December 2026)

[Rave on Snow](#) brings dozens of DJs and more than 50 hours of electronic music to Saalbach. The live sets take place across numerous venues, with the village effectively becoming a large-scale electronic music destination for the weekend.

Shapes in White, Ischgl (10-15 January 2027)

Every January, Ischgl hosts [Shapes in White](#), an international snow-sculpture competition that transforms the Silvretta Arena into an open-air gallery that can be visited free of charge. Artists from around the world spend several days carving enormous blocks of snow into detailed and imaginative sculptures. The 2027 theme is “Harry Potter x LEGO”.

Bendura Bank Snow Polo World Cup, Kitzbühel (15-17 January 2027)

3 days, 16 teams, more than 200 hours: The prestigious [Bendura Bank Snow Polo World Cup](#) combines dynamic equestrian sport with a glamorous atmosphere, all against the backdrop of the Wilder Kaiser mountain range. Away from the competitions, entertainment and fine-dining options await.

Mountain Beats Festival, Silvretta Montafon (15-16 January 2027)

The two-day [Mountain Beats Festival](#) at more than 2,100 metres sees international EDM acts play their sets at four open air stages. Hit the dancefloor in your ski and snowboard boots and celebrate right in the heart of the ski resort. There's also a pre party and an aftershow party in the Markthalle at the valley station.

Planai Classics, Schladming (14-16 January 2027)

A rally through the wintry Enns Valley with up to 50 vintage cars. Participants of the [Planai Classics](#) will tackle the snow- and ice-covered roads without all-wheel drive and electronic assistance, while wind gusts and icy windows put an extra challenge on both cars and drivers. Retro car fans are welcome to watch the spectacle and cheer on their favourites.

balloonalps, Zell am See-Kaprun (30 January – 6 February 2027)

Hot-air balloons take to the skies above Zell am See-Kaprun for [balloonalps](#), inviting holidaymakers to take a ride and enjoy the mountain views from above. The highlight of the festival is the Night of the Balloons, when ski and snowboard acrobats take to the pistes and illuminated balloons create a spectacular display accompanied by music.

Woodstock Brass Music Festival, SkiWelt (19-21 March 2027)

The [Winter Woodstock](#) brings brass music, live performances and festival atmosphere to Brixen im Thale in the SkiWelt region. Bands perform across several stages, with music ranging from traditional brass and folk to modern party sounds. The festival combines concerts with the snowy mountain setting, attracting both skiers and non-skiers.

Snowbombing, Mayrhofen (5-10 April 2027)

Fatboy Slim, Bicep, Basement Jaxx, Groove Armada and many others will take to the stage in Mayrhofen for the six-day [Snowbombing](#). The event blends electronic music, live performances, laser shows, parties and late-night events with skiing and snowboarding. Festival goers in need for some downtime can take part in outdoor yoga and pilates classes or chill in heated outdoor pools.

Electric Mountain Festival, Sölden (12-17 April 2027)

The [Electric Mountain Festival](#) transforms Sölden into an alpine electronic music hotspot each spring, think DJ sets, open air dancing and spectacular mountain scenery. From 12 to 17 April 2027, the festival will see international acts perform at more than ten venues across the region, with daytime open-air sets and aftershow parties scheduled on all six days.