

One Holiday, Two Ways to Enjoy it: Winter Trips for Skiers and Non-Skiers

So, you find yourself craving a winter holiday but feel bad because not everyone in your circle is a ski aficionado. Maybe your partner's idea of a perfect holiday is soaking in a hot tub surrounded by snow rather than catching the first lift up the mountain. Or some of your friends or family are more interested in chilling on a sun terrace than sweating on freeriding terrain.

Luckily, winter in Austria isn't *just* for the die-hard skiers, it's also about cosy chalets, alpine spas, Christmas markets, and culinary adventures.

Here's a list of winter holiday destinations that offer something for everyone, whether your group wants to carve powder, sip glühwein, try ice bathing or just admire the view.

Innsbruck - The city in the mountains

[Innsbruck](#) is a dream for groups who can't quite decide between a ski holiday and a city break, because here, you can have both. The city is surrounded by no fewer than 13 ski areas, all accessible with the [Ski Plus City Pass](#). While the skiers can head to the likes of [Patscherkofel](#) or [Kühtai](#) for the day, non-skiers can wander the medieval old town, marvel at the Golden Roof, or take the Hungerburg funicular up to the Nordkette for panoramic views and a hot chocolate in the sun.

Culture lovers will enjoy the [Swarovski Crystal World](#) or [Ambras Castle](#), while those after some pampering can check into one of the alpine wellness hotels dotted around the valley. In the evening, everyone can reunite for a hearty Tyrolean dinner, a cocktail along the Maria-Theresien-Strasse, or mulled wine at a [Christmas market](#).

Zell am See-Kaprun - Lakeside luxury meets glacier adventure

If variety is what your group craves, [Zell am See-Kaprun](#) delivers in buckets. Skiers and boarders can choose to tackle the Kitzsteinhorn Glacier, which is open almost year-round, or cruise the wide runs on the Schmittenhöhe above Zell. Non-skiers can enjoy a [winter cruise](#) across Lake Zell, stroll the charming lakeside promenade, or relax in the [TAUERN SPA Kaprun](#), one of Austria's most beautiful modern wellness resorts.

The scenery here is pure magic, think mirror-like lake framed by snow-covered peaks. And when the sun goes down, Zell's lively centre offers everything from rustic alpine taverns to chic bars and restaurants. It's also family-friendly, with [ice skating](#), [tobogganing](#), and [winter hiking trails](#) for all ages.

Kitzbühel – Where tradition meets glamour

[Kitzbühel](#) is one of Austria's most famous ski towns, and for good reason. The skiing is world-class with more than 200 km of pistes, including the legendary Streif downhill run but it's just as appealing for those who never clip into a pair of skis.

Off the slopes, Kitzbühel offers luxury boutiques, art galleries, and spa. Wander the cobbled streets lined with pastel facades or head on a [winter hike](#) through the forest. Foodies will love the town's gourmet side, from mountain huts serving homemade Kaiserschmarren to Michelin-starred dining at [Neuwirt](#) or [Les Deux Kitzbühel](#). When the skiers roll back into town, the après-ski scene comes alive, expect everything from elegant champagne bars to lively mountain huts blasting party hits.

St. Anton am Arlberg – The classic all-rounder

[St. Anton am Arlberg](#) often hailed as the birthplace of modern skiing - and it's still one of the best places for it. With over 300 km of interconnected pistes and access to the vast [Arlberg ski region](#), serious skiers will be in heaven. But this isn't just a destination for the hardcore.

Those interested in outdoor activities, just not skiing, can try [winter climbing](#), [night tobogganing](#), [snowshoeing](#), and [ice skating](#) in the village, while the spa crowd will love wellness centres such as [Arlberg WellCom](#). The pedestrianised main street in St. Anton is filled with stylish shops and cafés, and nearby St. Christoph and Lech are easy day trips for anyone wanting to explore further. It's all about the views? Take the Galzbigbahn cable car takes guests up the mountain for stunning panoramas.

SalzburgerLand – An outdoor hub with a sightseeing bonus

SalzburgerLand is home to popular ski resorts such as [Hochkönig](#), [Obertauern](#) and [Grossarlal](#), with each of them offering pistes for everyone from youngsters to grandparents, modern lifts, and traditional huts for Kaiserschmarren stops.

But the holiday fun doesn't stop there: Family-friendly Hochkönig region is big on [winter hiking and snowshoeing](#), giving holidaymakers the chance to explore their surroundings at their own pace, while Obertauern embraces all the latest trends including [snow biking](#), [ski biking and ski kiting](#). Over in Grossarlal, guests can head on guided [winter hikes that include stops at fitness stations](#), try [forest bathing](#), or jump out of a plane for a [tandem paragliding flight](#). The city of [Salzburg](#) makes the perfect destination for [history buffs](#), [Mozart](#) and [The Sound of Music](#) fans, as well as those keen on [Christmas market](#) hopping.