From Indoor Snow to Alpine Peaks: Austria Tourism and Snozone Team Up to Get More People Skiing

Skiing isn't just for kids or those who grew up on the slopes - it's never too late to start! From the thrill of gliding down a snowy mountain to the views, the alpine air and cosy après-ski moments, skiing is an incredible way to get active, challenge yourself and have fun. And there's plenty of appetite for giving it a go: According to a joint 2024 study by Austria Tourism, Switzerland Tourism, TUI and the Ski Club of Great Britain, almost 50% of people who have never skied are curious to try it, with interest particularly strong among under -35s.

Austria Tourism is thrilled about the strong interest and aims to make getting started as smooth as possible. After all, skiing is in the Austrians' DNA and part of the daily lifestyle – or the Lebensgefühl as we call it – and we love to share our passion with as many winter holiday guests as possible.

From October 2026, Austria Tourism therefore joins forces with European indoor snow slope operator Snozone to encourage even more people to try skiing for the first time. The year-long partnership includes beginner courses, holiday information and more, all aimed to make skiing widely accessible and spark interest in an Austrian winter holiday.

Learn at Snozone, then hit the pistes in Austria

Snozone operates indoor snow sports centres in the UK and Spain, providing outstanding skiing and snowboarding activities. Snozone is open all year-round and welcomes over 3-million guests to its venues in Milton Keynes, Yorkshire and Madrid annually.

Of particular interest is the Snozone Beginner Day Course, a full-day introduction to skiing or snowboarding delivered on real snow by qualified coaches. Guests will learn the essential techniques of skiing or snowboarding including balance, stopping, turning, speed control and using beginner lifts, all aimed to give them the confidence to enjoy their first mountain holiday. And if looking to work on more advanced techniques, there's also an Improver Day Course where skills can be improved with an expert coach.

Snozone are proud to offer snowsports for all, with children aged 3 and above able to learn to ski. Snozone also operates it's own disability snow school, ensuring that all guests regardless of their ability status, can enjoy snowsports!

This is just the beginning of an exciting partnership. Watch this space for further updates and announcements!

It's not the first time that Austria Tourism is teaming up with a British winter sports provider to encourage people to try skiing. Earlier this year, Austria Tourism and Snowsport Scotland

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introduced more than 150 primary school pupils across Scotland to the exciting world of skiing at local indoor facilities.

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