

White Pearl Mountain Days in the Skicircus Saalbach Hinterglemm Leogang Fieberbrunn presented by Visa from March 24th to April 2nd 2023

White Pearl Mountain Days 2023 - Alpine lifestyle at its finest

Sun, ski, sound and the best culinary delights on the mountain at the most relaxed sun skiing event in the Alps!

The White Pearl Mountain Days transform one of Austria's most stunning ski resorts into the season's greatest pleasures for skiers and snowboarders who want to enjoy sun skiing deluxe in spring 2023. With 270 kilometers of perfectly groomed slopes in the Skicircus Saalbach Hinterglemm Leogang Fieberbrunn, more than 30 international DJs, a diverse health and fitness program for winter sports enthusiasts as well as specially created culinary specialties by top regional chefs, the White Pearl Mountain Days guarantee to impress with Alpine lifestyle at the highest level - and all that with free admission!

Homebase for all winter sports enthusiasts

Skiing, snowboarding, freeriding, ski-touring, cross-country skiing and snowshoeing: The Skicircus Saalbach Hinterglemm Leogang Fieberbrunn offers an impressive variety of sporting activities. The White Pearl Mountain Days, organized by IXXALP Touristik and Event GmbH, will take place from March 24 to April 2 2023 in the midst of this incomparable sugar iced paradise. During these ten days, sunny skiing will be celebrated in the Skicircus in a lively atmosphere. In close cooperation with the mountain railways, hotels, and restaurants, a new innovative highlight has emerged in the region in recent years with the White Pearl Mountain Days, which appeals to a new target group: young winter sports enthusiasts, music lovers, health and environmentally conscious festival goers who are in for silky slopes and high-quality cuisine.

Alpine lifestyle instead of après-ski

The recipe for success for the unique 'Alpine Lifestyle' during the White Pearl Mountain Days in the Skicircus Saalbach Hinterglemm Leogang Fieberbrunn presented by Visa: take a large portion of 'Home of Lässig' and mix it with a ton of fun on the slopes including health and fitness programs such as mountain yoga or guided snowshoe hikes. Add international top DJs and impressive live performances for chillout sounds and relaxing extravaganza and garnish the whole experience with culinary specialties from the regional gastronomy, created only for this event. The picturesque landscape and warm hospitality provides a unique feel-good atmosphere amidst the Austrian Alps and some of your most-unforgettable moments.

"With the 'White Pearl Mountain Days', we have created an innovative event concept, which also attracts young winter sports fans to the Skicircus in between the peak skiing seasons at Christmas or during the semester or Easter vacations," says Georg Hartberger, Managing Director of IXXALP Touristik und Event GmbH, based in Hinterglemm.

"It's all about the unique mountain experience in the Skicircus Saalbach Hinterglemm Leogang Fieberbrunn. We deliberately focus on the synergies of sports and exercise, culinary experiences, regionality and entertainment at the 'White Pearl Mountain Days' and start the day with a mountain yoga session. Afterwards we take you onto the sunny slopes and in the afternoon into the ski hut with relaxing live music", explains Martin Enn, chairman of the tourism office Saalbach Hinterglemm.

Enjoy unique mountain experiences

The unique event with 17 different locations and more than 30 international DJs in combination with spectacular live performances attracts guests from all over Europe, who do not want to miss out on this sensory experience.

Fans of electronic beats can look forward to DJs moving mountains with deep house, jazz and soul. To top it all off, unique live performances are provided by a blend of musicians, singers and DJ beats.

The perfect skiing day at the 'Home of Lässig'

Skiing in the morning and enjoying the sun on your face in the afternoon in a lounge chair on a ski hut: Perfect snow conditions and spring-like temperatures offer the dreamlike environment for sun skiing deluxe. The White Pearl Mountain Days in the Skicircus Saalbach Hinterglemm Leogang Fieberbrunn presented by Visa celebrate the 'Alpine Lifestyle' at all levels for all ages, and thus, create a new 'high season' in the Skicircus shortly after the calendrical start of spring and before the Easter vacations.

- All further information on the White Pearl Mountain Days can be found at:
www.wpmdays.at

- Social Media Channels

Instagram: <https://www.instagram.com/wpmdays/>

Facebook: <https://www.instagram.com/wpmdays/>
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