Spring Blanc 2027: Ischgl's new campaign focuses on spring fever, skiing in the sunshine and retro charm

Excellent slope conditions, firn snow and spring sunshine until 2 May: with a new, colourful campaign, Ischgl is whetting the appetite for first-class skiing fun in spring. Inspired by the retro style of skiing holidays of yesteryear, Spring Blanc 2027 combines sporting experiences with sunny moments of enjoyment and a distinctive zest for life.

Whilst the ski season is already drawing to a close elsewhere, the high-altitude Silvretta Arena in Ischgl continues to offer ideal conditions for long days on the slopes right up until 2 May 2027. Modern lift facilities, superbly groomed slopes and excellent snow conditions ensure first-class skiing well into spring. Added to this are longer days, pleasant temperatures and numerous sun terraces that invite you to relax and enjoy yourself.

A new look for a special way of life

With the new Spring Blanc campaign, the Paznaun – Ischgl Tourist Board is putting this special combination in the spotlight. The creative imagery is inspired by nostalgic skiing and holiday posters and, with its bright colours, eye-catching outfits and a touch of vintage elegance, evokes the carefree spirit of past decades.

Rather than classic winter sports imagery, the campaign embraces a distinctive retro aesthetic with a modern twist. Against a backdrop of gleaming white snow, warm sunlight and laid-back spring moments, a unique visual language emerges that whets the appetite for sunny days on the slopes. Skiing always takes centre stage – complemented by those special moments of enjoyment that define Spring Blanc.

Anna Fröhlich-Kurz, Deputy Chair of the Paznaun–Ischgl Tourist Board, sums up the idea behind the new campaign:

"Spring skiing in Ischgl is a way of life in its own right: firn snow, glorious sunshine, a laid-back atmosphere and plenty of enjoyment – and it lasts right up until 2 May! With our new Spring Blanc campaign, we capture exactly this feeling in a cool retro style. Vibrant colours, a touch of nostalgia and plenty of springtime vibes get you in the mood for sunny days on the slopes. Because Spring Blanc isn't just the end of winter, but one of the best times to experience Ischgl."

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PRESS RELEASE

Skiing fun, top concerts and culinary delights until 2 May

Spring Blanc embodies perhaps the most enjoyable aspect of winter: carving down perfectly groomed slopes in the morning, soaking up the sun in spring-like temperatures and rounding off the day's skiing in a relaxed atmosphere on a sun terrace. The guaranteed snow conditions in the high-alpine Silvretta Arena Ischgl/Samnaun make **this popular winter sports resort** the ideal destination for anyone who doesn't want to miss out on first-class skiing even in spring.

But Spring Blanc offers far more than just skiing in the sunshine: the legendary 'Top of the Mountain' concerts, featuring international superstars, provide unforgettable musical moments against a stunning mountain backdrop. Ischgl also shows itself at its best when it comes to cuisine – from regional specialities on sunny mountain terraces to exclusive culinary experiences and award-winning gourmet cuisine in the valley.

Spring Blanc thus combines first-class winter sports, top-class live music, exceptional cuisine and alpine lifestyle to create a unique spring holiday in the Tyrolean mountains.

The message: ***whilst winter is coming to an end elsewhere, in Ischgl people will still be skiing, partying and enjoying themselves right up until 2 May 2027.***

Further information at www.ischgl.com.

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