*4,8 points, 19 awards – SkiWelt takes first place among 431 ski resorts tested worldwide*

**SkiWelt’s outstanding range of offers see it awarded first place by the world’s biggest ski resort reviewer**

**With improvements and new investments every year, during its 41-year existence SkiWelt has invested over 500 million euros in modernising lift facilities and piste quality, enhancing comfort and introducing new products and services. The thorough annual testing of all areas of SkiWelt Wilder Kaiser – Brixental has revealed the very high quality standards in place: a total of 19 awards were made for the overall offer and recent improvements, earning it the title of a “5-star ski resort”. SkiWelt is now up in first place together with the Arlberg and Kitzbühel ski areas.**

Congratulating the SkiWelt team for their outstanding achievements, Peter Krafft, head of Skiresort.de, the world’s largest ski area test portal, stated: “**You offer guests something quite exceptional**”. Its detailed test reports show that Skiresort.de performs very thorough testing of the ski resorts in question: reports are only produced and made available to the general public following inspection in person of the area under review.

Its new range of offers have allowed SkiWelt Wilder Kaiser – Brixental to improve its quality star rating from 4.7 to 4.8 out of 5, in the process receiving 19 awards and climbing from second place to top spot alongside the Kitzbühel and Arlberg ski areas – an achievement that owes its success to the entire SkiWelt team of over 500 employees.

SkiWelt is not just one of the world’s largest and most modern ski resorts: decisive factors in its favour included the **size** and **diversity of its slopes**, the **lifts and cable cars**, the **guaranteed snow cover**, the **piste grooming**, its status as an **environmentally friendly ski resort** and the additional special offers that SkiWelt has increasingly presented over the years.

SkiWelt is the ideal ski resort for all types of skier, from **beginners** to **experts**, fun skiers to families. SkiWelt once again proved itself to be exceptionally family-friendly in the **Family & Children** category, with a particular mention for the free practice slopes down in the valley where parents can try out their first runs with the children. There was praise too for the toboggan runs – with floodlighting and snowmaking facilities – the total of eleven adventure slopes and the “Witch Adventure Programme”. Excellent value-for-money deals helped round off the perfect package.

SkiWelt once again came out tops in the **environmentally-friendly ski resort** category. SkiWelt has earned this award in recent years thanks to its exceptional environmental protection measures, with all ski lifts using 100% renewable energy (hydropower). GPS-controlled slope management has also further improved the effective and resource-efficient production of artificial snow, leading last winter to a sustainable reduction of some 20% in energy consumption. SkiWelt is here showing the way with the construction in 2008 of the world’s first solar-powered lift (the “Sonnenlift” in Brixen), heat pumps located at the valley stations that recover heat for use in other stations, and free charging points for electric vehicles in the car parks. There are numerous projects planned for the future: these awards are a further incentive for the SkiWelt team to continue their work in this direction, inspiring and impressing our guests.

The full report is freely available at any time from the website of Skiresort.de: [www.skiresort.de/skigebiet/skiwelt-wilder-kaiser-brixental/testbericht/](http://www.skiresort.de/skigebiet/skiwelt-wilder-kaiser-brixental/testbericht/)

*With 90 cable cars and lifts, 284 kilometres of slopes for all ability levels and 81 cosy Alpine huts, SkiWelt Wilder Kaiser – Brixental is one of the largest and most modern ski resorts in the world.*

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