



The Digital Leisure Companion

myZillertal advantages

Digitalisation has become an indispensable part of leisure and holiday planning. From wellness hotels to alpine huts, from ski passes to tandem flights, from day spas to breakfast. No service, no experience is too big or too small to be searched for and booked online. By creating the myZillertal platform, we have succeeded in giving guests and locals alike an all-in-one leisure companion that provides comprehensive support when arranging leisure options. The numerous options offered are constantly growing and create additional added value for providers and customers alike.

Pocket-sized leisure planner

Wait less, enjoy more - this is especially true when booking lift passes, entrance tickets, ski and sports equipment, courses and guides. However, tickets for events, concerts and much more can also be booked on myZillertal.at. Users will also find attractive adventure packages or put individual day trips together themselves: there are no limits to its versatility. MyZillertal offers guidance and inspiration at the same time!

Adventure and service platform

MyZillertal offers all event organisers a new way of marketing and thus an additional presentation and sales platform. Maintenance of the services functions independently and online. Contact persons in the local tourism associations are available for direct support. There are no booking commissions (excluding service fees) and the customer has the option of booking directly with the provider at any time via telephone or e-mail.

All on board

What began as a pilot project by the Mayrhofen-Hippach Tourism Association under the working title "myZillertal.app" has now established itself valley-wide as the first shopping address for leisure experiences in Zillertal. All tourism associations as well as Zillertal Tourismus GmbH and all cable cars in the valley are now working together digitally. Joining forces and benefiting from synergies is the motto of the valley-wide partnership when it comes to advancing towards the next milestones in digitalisation.



MyZillertal - the adventure platform

MyZillertal.at is also accessible as a website and is available to download as a free APP version for Android and iOS devices.

Press contact:
Mayrhofen-Hippach Tourist Board:
Christina Kaponig
E: christina.kaponig@mayrhofen.at
T: +43 5285 6760 - 644
H: +43 664 614 06 06