

PRESSINFO

# balloonalps

THE ALPS CROSSING EVENT

Foto: balloonalps/Zugschwert

11.-18. Feb 2017  
Zell am See-Kaprun



presented by



Ventus Ballooning · CREATIVWERK · ddiederflingers.at

more info: [balloonalps.com](http://balloonalps.com)



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## The 3<sup>rd</sup> "balloonalps" IN ZELL AM SEE-KAPRUN!



Following the very successful first and second edition of balloonalps, the third edition "balloonalps 2017 – THE ALPS CROSSING EVENT" will take place February 11-17, 2017 in Zell am See-Kaprun. This year, visionary and balloonist Gerhard Hobinger will welcome more than 30 teams from 7 countries. He and his teams would like to establish this amazing ballooning event as an international model-event for balloonists in Zell am See-Kaprun for many years to come!

We would like to welcome you, as a representative of the press, at one of our event days on the airfield Zell am See. If you are interested in taking part in a press trip, please contact Mr. Heinz Derflinger to schedule a press balloon ride prior to the event.

Please give us your no. of press card and the media company you are working for. A balloon flight in the Alps is a unique experience. This press kit will give you all the relevant information.

As a press representative, we would also like to invite you to our social events:

- Welcome Cocktail (Saturday, February 11, 2017 / 7.30 pm / TAUERN SPA Zell am See-Kaprun)
- Casino night (Tuesday, February 14, 2017 / 6.30 pm / Casino Zell am See)
- Award ceremony (Friday, February 17, 2017 / 6.30 pm / Burg Kaprun)

**Please contact us to schedule an appointment if you are interested in taking a press ride or for access to our social events. [marketing@balloonalps.com](mailto:marketing@balloonalps.com) or +43 664 5169723 (Heinz Derflinger).**

See you at the balloonalps 2017! We look forward to seeing you!

Gerhard Hobinger  
OC-Director - Organiser

MMag. Heinz Derflinger  
Marketing – Project Management / Press



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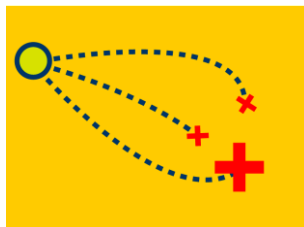
## The competitions – an overview

**The international ballooning week takes place in Zell am See-Kaprun February 11-17, 2017. Depending on the weather conditions, participants will be able to compete in three different disciplines during up to six competition days.**

**The Hare and Hounds:** One balloon starts first and the other balloons follow. The goal is to drop a marker as close as possible to the landing site of the hare.

At **maximum distance flights**, what counts is the distance flown, at the **Fly In**, pilots try to fly as close as possible to a targeted area. One of those dedicated goals will be the idyllic Lake Zell. “The target will be located on the boardwalk. This is a big challenge for the pilots and requires maximum concentration. The audience will experience the thrill of ballooning from up close”, says Mr. Gerhard Hobiger, OK-Chef.

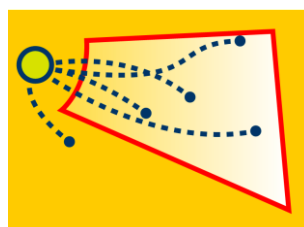
The launch sites of the daily scheduled passenger flights are located around the airfield of Zell am See. The excitement of ballooning lies in the fact that the actual location of the landing site is always uncertain. The journey is the award. Northerly winds are especially interesting when you take off somewhere in the region of Zell am See-Kaprun as winds might even take you across the Alps and for a cup of coffee to Venice.



### Hare and Hounds

One balloon – the hare- launches first and puts a target cross at the landing site for the other balloons.

The following pilots try to drop their markers as close as possible to the target cross (no throwing!). The shortest distance to the center of the target cross wins. Pilots continue their flights to make room for the other pilots.

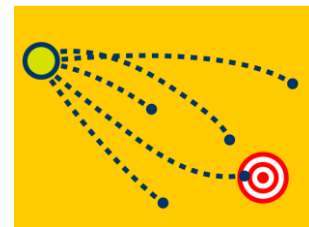


### Maximum/minimum distance flights

**balloonalps:** The area valid for competition is unlimited (crossing national borders is allowed) and flights will be undertaken as maximum distance flights.

Pilots try to fly as far as possible within a defined period of time. GPS recordings serve as proof for the distance flown.

**Alternative:** Pilots fly minimum distance flights within the scoring area and a defined period of time. The pilot who flew the shortest distance during a given period of time wins.



### Declared goals

**Declared goals:** The goal will be declared by the competition manager prior to the competition and all the participants try to get as close as possible to the targeted area.

**Pilto declared goals:** The goal will be declared by one of the pilots prior to or during the flight.

**Fly in:** At balloonalps the pilots find their own launch sites at least 5km away from the target area declared by the competition manager and try to drop their marker as close as possible to the scoring area. They continue their flight to find an appropriate landing site.

## Perfect conditions for participants – will it be possible to cross the Alps in 2017?

**Andreas Lanzinger, an expert meteorologist, will be on site for the whole week in Zell am See-Kaprun. He will provide the most detailed weather forecasts for the competing teams. In 2015, when the first balloonalps took place, some teams even made it to Italy!**

Flying over the Großglockner (Austria's highest mountain) to Italy with **more than 100km/h!** Will the participants of "**balloonalps 2017 – THE ALPS CROSSING EVENT**", February 11-17, 2017 get this chance? Only a few days in winter offer the special weather conditions that make this possible.

What pilots need are strong northerly winds above the mountains, a gentle breeze close to the ground and only scattered clouds until high above the mountain ridge. Sometimes these conditions can be found after a winter front has passed by, which has been the case several times this winter already. The (usually) missing thermals in winter make it possible to fly all day; in summertime, balloon rides are only possible in the morning and the evening hours. Favorable flying weather for short rides in the vicinity can be found on a sunny day: high-pressure weather, no fog, dry, clear air and light surface winds.

### Safety requires up-to-date weather details

In order to offer the best weather forecasts available to all participants, Mr. Andreas Lanzinger will be on site during the event. *"Weather forecasts are challenging, conditions and risks are different with hot air balloons than other aircrafts."* explains Andreas Lanzinger, an expert on the weather of the main chain of the Alps.

Pilots take their decisions according to the presented information, especially the wind directions of the respective altitude. Also, assessing weather and wind conditions in the expected landing area are of great importance. Valley winds and thermal developments, influenced by sunlight, play key roles for landing safely with a hot air balloon.

Launches are only possible with wind speeds of less than 8 knots (15km/h) and for landings, wind speeds should not exceed 10 knots (19km/h). Andreas Lanzinger evaluates the first data already at 5 a.m. and passes this information on to the pilots during briefing. He constantly observes current developments: *"My work has to be done before the balloons launch. Once they are in the air, there is not much I can do anymore. Pilots have to react to the conditions during the flight."* In 2015, it was possible to cross the Alps, in 2016 teams made it to Carinthia and this year we really hope for the perfect wind conditions again!



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## Highlight: Night of the balloons

**One of the biggest highlights of “balloonalps 2017 – THE ALPS CROSSING EVENT” will be the Night of the balloons in Kaprun (Monday, February 13, 2017, 8.00pm, Lechnerberg) and the Night of the balloons in Zell am See (Wednesday, February 15, 2017, 8.00pm, valley station cityXpress).**

The Night of the balloons will wow spectators after nightfall with its spectacular and colorful show. Visitors and locals will be able to marvel at the night sky lit by colorful hot air balloons. February 13, in Kaprun, Lechnerberg, February 15, at the valley station of the cityXpress in Zell am See.

Free admission! Spectators will experience a great show on both evenings. The colorful light show is one of the highlights of the season and will put a spell on thousands of people. The Night of the balloons offers a great show, many sportive highlights, music and glowing balloons. Don't miss it!



„Ballooning is my life“



**Werner Schrank, one of the country's best pilots will again be the competition manager of "balloonalps 2017 – THE ALPS CROSSING EVENT".**

Already as a child, Werner Schrank found his passion for hot air balloons. His family comes from the area around Puch bei Weiz where hot air ballooning started off in Austria. This was the perfect foundation, the rest just happened. *"It has always been my biggest dream"* says Werner Schrank, the youngest hot air balloon pilot in Austria at the age of 17. Until today he has participated in several European and World Championships. For **"balloonalps 2017 – THE ALPS CROSSING EVENT"**, February 11-17, 2017, he will assume the task of the competition manager and will be working closely with the event's safety manager and the meteorologist. *"I will assign the tasks that pilots will try to accomplish. This year, it will not be too complicated but pilots will need sound knowledge and good skills. There is no point in asking too much of the pilots, I have to make sure that they stay safe, for example that they can always land safely."*

### **The rising popularity of ballooning**

The competition manager himself will take part in one competition, as he will be the hare in the competition "Hare and Hounds". Also, he will participate in the attempt to cross the Alps. *"Of course, there will be long distance competitions. This event is called THE ALPS CROSSING EVENT, so balloon rides in the mountains are an important part of this. Maximum distance flights are the supreme discipline of ballooning competitions. Zell am See- Kaprun is a very good location for that and with strong northerly winds it is possible to fly as far as Venice"*. Thanks to the beautiful mountains, ballooning in Austria is world-famous and Austria has a long tradition in hosting competitive sports events. Americans and Germans are leading the international rankings but this sport is getting more and more popular in Austria too.

In 2016, Werner Schrank turned out to be the best Austrian participant at the World Championship in Japan (Saga). He ranked 27th out of 105, which proves that he is among the best in this country. Right now, all his attention goes to **balloonalps**. *"It is so great to feel this freedom every time again. You are completely at the mercy of nature, the weather, all the elements, with no possibility to steer. There are not many things in life like that anymore, which is why ballooning is my life"*.



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## A different kind of class

### Hot air balloon education programs for children



**At the third edition of “balloonalps – THE ALPS CROSSING EVENT” the organizers will once again offer a unique program for children: A program developed especially for children to get an understanding of the world of hot air balloons, held by Karl-Joseph Hein. He will visit schools and kindergartens in the area and give presentations at the airfield in Zell am See. Children and their parents on holiday or from the area, who are interested in learning more about hot air balloons are more than welcome to join the fun!**

Karl-Joseph Hein will visit several charitable institutions to give children with difficulties an understanding of his hobby and the sport ballooning. Close-up learning and understanding is Mr. Hein’s shows main focus.

Organizer Gerhard Hobiger explains: *“We are very happy that he will offer his very popular shows to several institutions of the region in the context of balloonalps here in Zell am See-Kaprun. Mr. Hein is volunteering, so there will be no costs for his shows.”* A small model balloon will be put up either outside or in a big room (gym or entrance hall).

Especially the little visitors will then ask: How does a hot air balloon work? And they will get the answer! Mr. Hein is the only German model-balloon pilot who has developed a special education program for children. He explains on the model of a 5m hot air balloon how hot air balloons work and how they are used. Children will learn by play and hence get an understanding of hot air balloons.



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## Public Balloon flights



**Flaggl ballooning will offer passenger flights at the third balloonalps “THE ALPS CROSSING EVENT” again.**

Flying can be so easy! This is the perfect opportunity to take a balloon ride in the winter wonderland of Zell am See-Kaprun. If the weather is right balloons will lift off daily February 11-18, 2017 at 8:30 a.m. at the airfield in Zell am See. Preparations will begin 30 minutes prior to launch.

“The Alps”: € 290,-/person or

“The Valleys”: € 220,-/person

Tickets: +43 3176 8801

E-Mail: [ticket@balloonalps.com](mailto:ticket@balloonalps.com)

WhatsApp: +43 664 1358338



Reduced prices: BRÜNDL PLUS CARD, Hotel guest of TAUERN SPA, SN-Card

### **Details – High up in the Alps!**

Climb up to more than 3000m over the top of the mountains around Zell am See-Kaprun. Driven only by the wind the view of the majestic mountain range is breathtaking.

We will be up in the air for about 2-3 hours and will then find a suitable landing site in a valley. The chase vehicle will pick us up from there and take us back to the launch site (around noon). The traditional champagne toast will await us when we come back.

### **Details – The valleys low!**

This is the perfect flight if you don't want to climb to high altitudes. The balloons will float in the winds of the valleys. This offers great views of the basins of Zell am See-Kaprun and Saalfelden. The traditional champagne toast will await us when we come back.



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## NEW at balloonalps: AIRSHIP!!!

**We are thrilled to welcome an airship for the first time at "balloonalps-THE ALPS CROSSING EVENT. This is the perfect ride of all those who do not want to climb too high.**

The airship flies in a different way than hot air balloons. The airship floats with speeds between 5-30 km/h above ground and will raise up to 50-300m. In contrast to the hot air balloon, it is possible to steer the airship. The semi-open gondola of the airship offers full view in all directions and is therefore the perfect platform for those who want to make films and take pictures

Jens Großmann, manager of Ballon Sachsen, has always wanted to operate airships: "I have always been fascinated by airships, floating like a balloon, but being able to steer the vehicle – and the high media attention is wonderful."

Take-offs are scheduled daily February 12-18, 2017, 9-9.30, depending on weather conditions. The preparations for take-off will begin 30 minutes before take-off.

Airship ride € 190,-/person

This includes: Airship ride in the valley around Zell am See, 40-45 min in the air, traditional ceremony after the flight with certificate and small gift, 20% tax and insurance.

Tickets: +49 172 3430739

E-Mail: [info@ballon-sachsen.de](mailto:info@ballon-sachsen.de)



## PROGRAM ROUND-UP balloonalps 2017

Sat, 11.02.	From 8am	Passenger flights	Airport Zell am See
	3.00-6.00pm	Arrival of the teams – Registration	Airport Zell am See
	6.30pm	Briefing & Welcome – closed event	TAUERN SPA Zell am See-Kaprun
Sun, 12.02.	from 8am	competitions & passenger flights & model balloon	Airport Zell am See
Mon, 13.02.	from 8am	competitions & passenger flights & model balloon	Airport Zell am See
	8.00pm	Night of the balloons – free entry	Lechnerberg Kaprun
Tue, 14.02.	from 8am	competitions & passenger flights & model balloon	Airport Zell am See
	6.30pm	Casino Night – closed event	Casino Zell am See
Wed, 15.02.	from 8am	competitions & passenger flights & model balloon	Airport Zell am See
	8.00pm	Night of the balloons – free entry	Valley station cityXpress Zell am See
Thu, 16.02.	from 8am	competitions & passenger flights & model balloon	Airport Zell am See
Fri, 17.02.	from 8am	competitions & passenger flights & model balloon	Airport Zell am See
	6.30pm	Award ceremony – closed event	Kaprun Castle
Sat, 18.02	From 8am	Passenger flights	Airport Zell am See
		Departure of the teams	
Sun, 19.02.	from 8am	passenger flights	Airport Zell am See

### **balloonalps: Area/Location**

Flugplatz Zell am See  
Kaprunerstraße 1  
5700 Zell am See

N 47 15,15 / E 012 47,2


### **For further information please contact (photos, etc.):**

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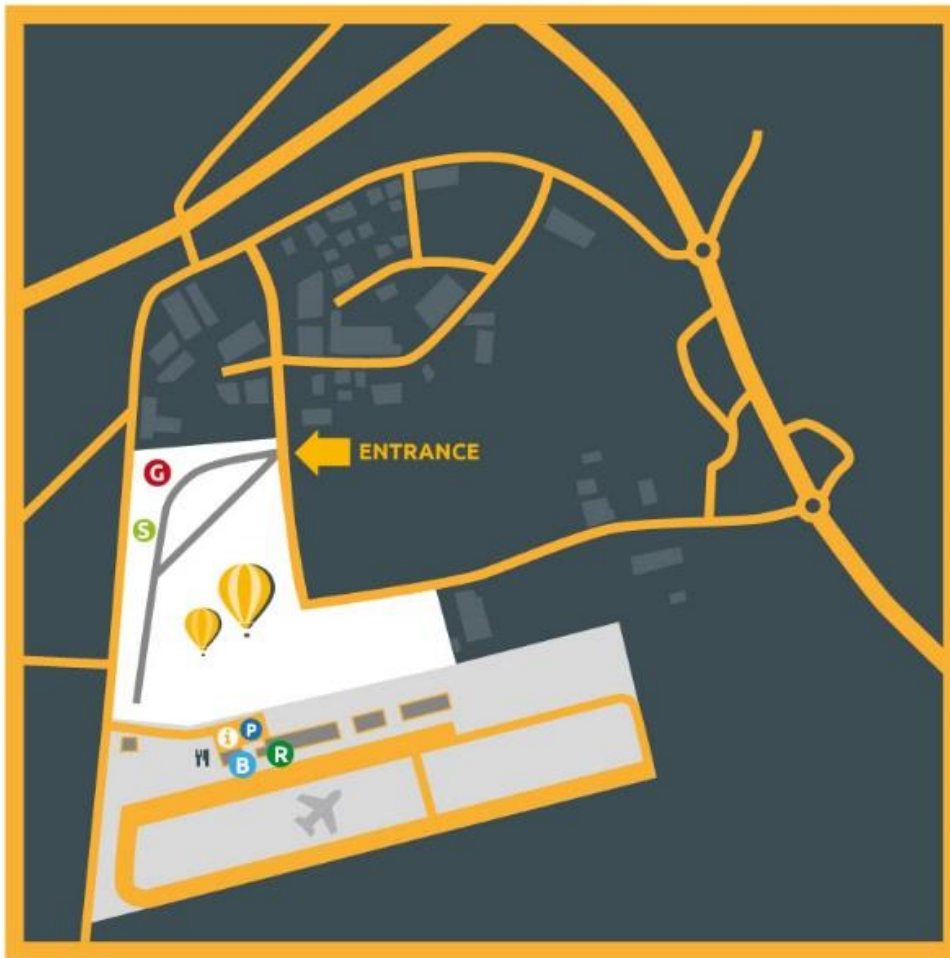


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# LOCATION PLAN

# Zell



# Kaprun

- B** Büro/Briefing/PRESSE
- G** Gas/Stickstoff
- R** Reparaturen
- P** Parkplatz
- i** INFOpoint - Publikumsfahrten











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# Ballooning



-  Adventure | Excitement
-  The journey is the reward.
-  Freedom | bird's eye view
-  Looking at the world from above | being free
-  Teamwork | togetherness
-  Fun for the whole family
-  Highlight | big attraction to tourists
-  „Happy children“



The event is only possible thanks to the great support of partners and sponsors. Thank you so much for making balloonalps 2017 possible!



In cooperation with:  



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