



**ABSOLUT PARK**





## **ABSOLUT PARK**



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## ABSOLUT PARK



# HISTORY

**1997 - The Beginning:** the first Park was built at the „Frauenalm Lift“.

**1999 - The Start of a new era:** The Park was shifted to the „Hubertus Lift“ – The beginning of the ABSOLUT PARK!

**2002 - SPRING BATTLE:** Introduction of the legendary Spring Battle.



## ABSOLUT PARK



# HISTORY

**2003 - JIB KING:** The traditional rookie and local jib contest has taken place the first time.

**2006 - A big milestone:** The ABSOLUT SHUTTLE and the unique CHILL HOUSE were built.

**2008 - The STASH:** The 2nd and all nature snowpark was built at the POWDER SHUTTLE.

**2008 - ABSOLUT SCHOOL:** The founding of the first Freestyle School.



## ABSOLUT PARK

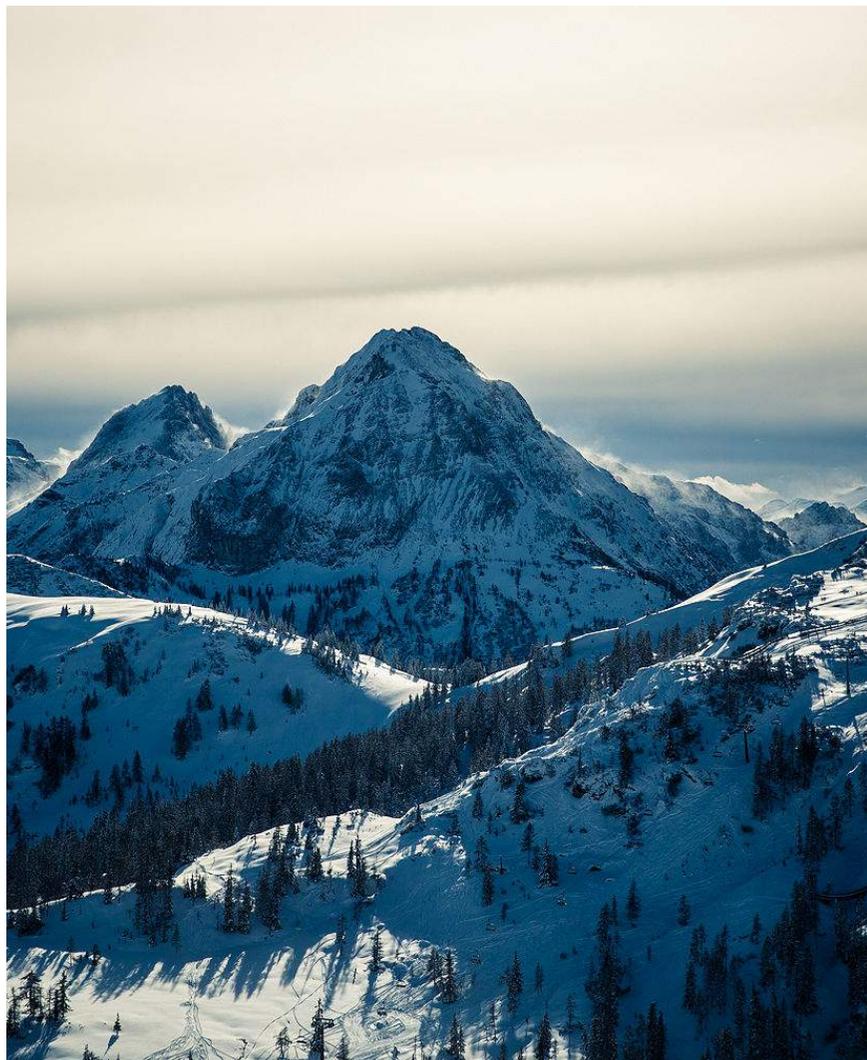


# HISTORY

**2011 - The building of the SUPERPIPE:** The ABSOLUT PARK reached new dimensions.

**2012 - AIRTIME:** Earth works for 5 jumps in a row were built and from this time on the ABSOLUT PARK became one of the leading Snowparks in the world.

**2016 - BETTER SNOWCONDITIONS:** To make more snow and to be able to build the snowparks earlier a new water reservoir was built.



## **ABSOLUT PARK**



# OUR PASSION

### NATURE, MOUNTAIN, SNOW AND FREESTYLE SPORTS

Our Park Crew consists of dedicated and professional snowpark builders, who love their sports, the mountains and the nature.

All of them are passionate freeskiers and snowboarders.

Our common goal is to build the best and most fun snowpark setup and create new trends.



## ABSOLUT PARK



## THE PARK

Over the last years the **Absolut Park** has developed into one of **the biggest and best know parks** in the world. The **more than 100 obstacles** are attended to daily by a professional shape crew to ensure perfect conditions for the riders.

### **6 Sections:**

Kicker Line

Rail Yard

Beginner / Medium Line

Rail / Halfpipe Line

Jib Park

Superpipe

## ABSOLUT PARK



## KICKER LINE

5 Jumps in a row (8 – 25 metres) ensure maximum airtime at a top international level.



# ABSOLUT PARK



## RAIL YARD

All kind of **rail and jib obstacles**. For example: S-Rail, Double Kinked, Wallride and many more...



## ABSOLUT PARK



# MEDIUM / BEGINNER LINE

A perfect place for beginners and advanced riders to **learn or practice** new tricks.



## ABSOLUT PARK



# RAIL / HALFPIPE LINE

This line has been equipped with a most varied range of rails which flows into a fun pipe and ends at the Jib Park.



# ABSOLUT PARK



## JIB PARK

At the bottom of the Absolut Park and right in front of the **CHILL HOUSE** is the **ultimate playground** for all kind of riders.



## ABSOLUT PARK



# SUPERPIPE

Due to its dimensions (7 m high, 30 m wide and a length of 170 m) a Superpipe is **the most impressive obstacle** in freestyle sports today. This pipe has the official **Olympic standard**, is used by many national freestyle teams and international riders.





## ABSOLUT PARK



## CHILL HOUSE

The **ultimate freestylers' meeting point** at the end of the Absolut Park.

This impressive light-filled building extends over **two floors** and contains a **boulder wall** and various different **chill-out areas with video walls**.

Another highlight is the **world's first ever indoor mini skate ramp on the mountain** with panoramic view.



## ABSOLUT PARK



# ABSOLUT SCHOOL

LEARN IT, STICK IT, LOVE IT!

The Absolut School is **Absolut Park's own freeski and freestyle snowboard school.**

Absolute professionals from the snowboard and freeski scene will be coaching the youngsters, giving them valuable tips and advice as well as teaching them the real important tricks!



## ABSOLUT PARK



## SHRED TEAM

The Absolut Park Team has become one of the **biggest freestyle teams worldwide** and includes international top stars, Austrian big names and local rookies.

The Absolut Park always endeavours to support its riders as best as it can and in addition to financial assistance it offers them a range of possibilities to present their skills at an international level. In return they give the Absolut Park absolutely authentic and valuable feedback on the newest trends and must-haves in the freestyle sector. This close partnership is an essential element of the freestyle philosophy that we live and work by here on Shuttleberg.



## ABSOLUT PARK



## SHRED TEAM

### Snowboard

Marko Grile 

Aimee Fuller 

Seppe Smits 

Marc Swoboda

Max Preissinger 

Mathias Weissenbacher

Dominik Wagner

Max Zebe 

Antoine Truchon 

Clemens Millauer

Herby Thaler

Panka Gyarmati 

Kathrin Holzmann

Maja Löfvenmark 

Adrian Krainer

Seppl Ramsbacher

Simon Gschaider



## ABSOLUT PARK



## SHRED TEAM

### Freeski

Lisa Zimmermann



Dani Maurer

Luca Tribondeau

Achim Winter

Dennis Ranalter

Regi Rathgeb

Tobi Tritscher

Stefanie Mössler

Luggi Brucic

Lukas Eisl

Josh Absenger

Dominik Wilfling

Dani Walchhofer

Victor Moosmann

Tobias Gratz

Martin Hauck





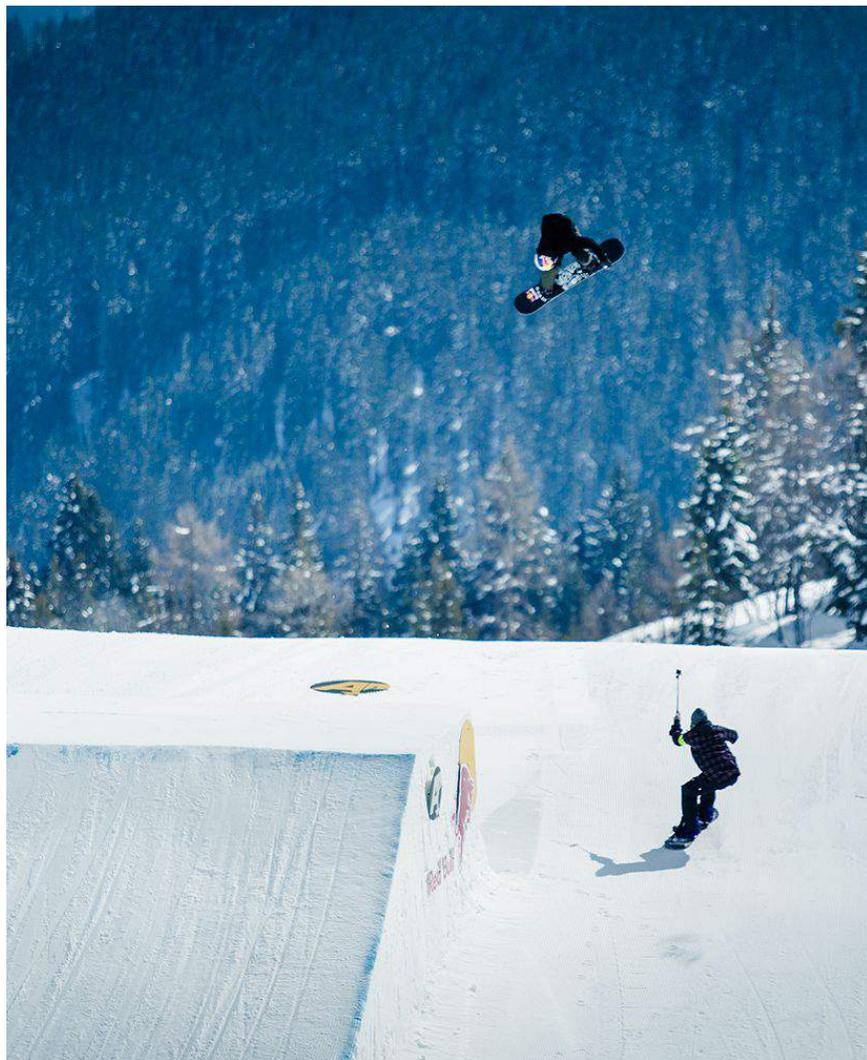
## ABSOLUT PARK



## JIB KING

- Traditional local and rookie contest
- More than 100 riders every year
- Categories: Snowboard / Rookie Men & Women - Freeski / Rookie Men & Women
- The biggest jib contest in Austria

Rookies have the opportunity to ride with local pros and make themselves a name in the scene. The riders can use the whole Jib Park right in front of the Chill House to be as creative, stylish and technical as possible.



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# SPRING BATTLE

The Spring Battle is the **annual contest highlight** in the Absolut Park and has been considered one of the biggest and best reputed snowboard and freeski events to take place on European ground for years.

The **unique contest format** is a **FOLLOW CAM JAM SESSION** held over the duration of **a week**. All participating teams get the chance to film their best run and hand in **their LINE** to the judges. The jam session format reduces pressure, pushes creativity and enables all contestants to show their full potential.



## ABSOLUT PARK



# SPRING BATTLE

- One of the biggest on-mountain contest
- Part of the **Associations of Freeskiing Professionals** (AFP) – Gold Level
- Part of **World Snowboard Tour** (WST) – Elite Level
- 4 Categories: Snowboard Men & Women - Freeski Men & Women
- Prizemoney: 60.000 USD
- 100 participants per year



## ABSOLUT PARK



# ZSAEP EXPERIENCE

The objective of this event is to hold the passionate Freeskier **RAINER LAA** in our **memories** and to give young Skiers the chance to experience **the passion, dedication and love** that Rainer felt for his sport.

Young, up-and-coming youngsters under 15 years are invited to spend a day in the park with team riders and show their skills during a contest in the medium line.





## ABSOLUT PARK



# SOCIAL MEDIA

3 MAIN channels:

FACEBOOK

INSTAGRAM

YOUTUBE



Two full time employees take care of the content for our Social Media channels and produce high quality video and photo posts.

Both of them are former freeski and snowboard pros and experts in freestyle communication.

# ABSOLUT PARK

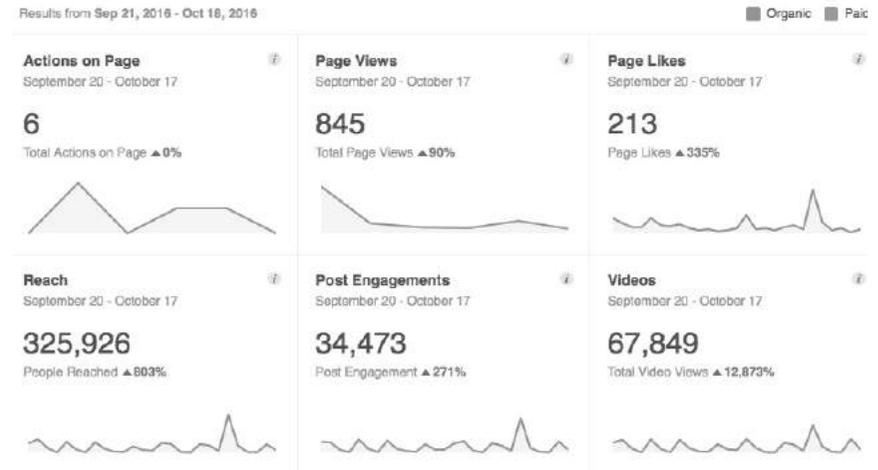


## FACTSHEETS



- Status Quo **pre season** (Sep. & Oct. 2016)

Published	Post	Type	Targeting	Reach
10/16/2016 5:30 pm	WELCOME WINTER #8 - Mediuline featuring Dan Maurer, Kath	Video	Global	19.2K
10/12/2016 5:30 pm	WELCOME WINTER #7 Snowboard Rail - featuring Max Zebel w	Video	Global	27.1K
10/12/2016 10:08 am	WELCOME 🎿🌨️ We are ready 📍 @shuttleberg www.a	Image	Global	45.6K
10/09/2016 5:30 pm	WELCOME WINTER #6 Freeski Kickerline - featuring Viktor Moos	Video	Global	32.2K
10/06/2016 9:25 am	When it is cold outside... First snow making in the beginner line.	Image	Global	11.6K
10/05/2016 5:30 pm	WELCOME WINTER #5 Snowboard Kickerline - featuring Carlos	Video	Global	49.3K
10/02/2016 5:00 pm	WELCOME WINTER #4 Freeski Rail - featuring Dennis Ranalter,	Video	Global	16.1K
09/28/2016 5:30 pm	WELCOME WINTER #3 Snowboard Rail - featuring Dominik Wag	Video	Global	34.6K
09/25/2016 5:30 pm	WELCOME WINTER #2 Freeski Kickerline - featuring Till Matti, K	Video	Global	26.9K
09/21/2016 6:00 pm	WELCOME WINTER #1 Snowboard Kickerline - A little foretaste t	Video	Global	51.2K



# ABSOLUT PARK



## FACTSHEETS



27.01.2016 18:47	TOP to BOTTOM with Seppe Smits, Roope Tonteri &			48,8K	7,2K 712
27.01.2016 14:58	Our friends of the Royal Army have a competition in o			762	141 11
27.01.2016 12:37	Mathias Weissenbacher likes kicker #2 #absolutpa			12,2K	770 338
27.01.2016 12:10	Aimee Fuller & Marko Grlic represent  #absolutpa			12,9K	762 365
26.01.2016 16:01	ABSOLUT BATTLE #2 Daniel Walchhofer vs. Julius G			69,4K	7,7K 463
26.01.2016 13:38	welcome boys!  Roope Tonteri Seppe Smits			26,5K	1,9K 706
24.01.2016 17:30	TOP to BOTTOM with Clemens Millauer			120,7K	12,4K 1,3K
21.01.2016 17:41	TOP to BOTTOM with Dominik Wagner			89,9K	8,8K 720
20.01.2016 16:45	TOP to BOTTOM with Daniel Walchhofer			89,7K	8,7K 990
18.01.2016 17:30	Jib King 2016 SNOWBOARD EDIT by MonEpic			19,7K	1,1K 144
18.01.2016 16:10	just finished jump #2			35,5K	2,3K 1,3K
18.01.2016 13:39	kicker #1 and #2 in process  READY TOMORROW			23,1K	2,5K 697
17.01.2016 17:30	Jib King 2016 FREESKI EDIT			28,4K	2,2K 198
17.01.2016 13:51	AWESOME POWDER today  @danmaurer5			69,3K	4,9K 905

- Main season January 2016: average post reach is about 300.000 per week (e.g. screenshot below)
- Daily post reach (e.g. screenshot left)

**748**  
„Gefällt mir“-Angaben für die Seite

**385.131**  
Beitragsreichweite



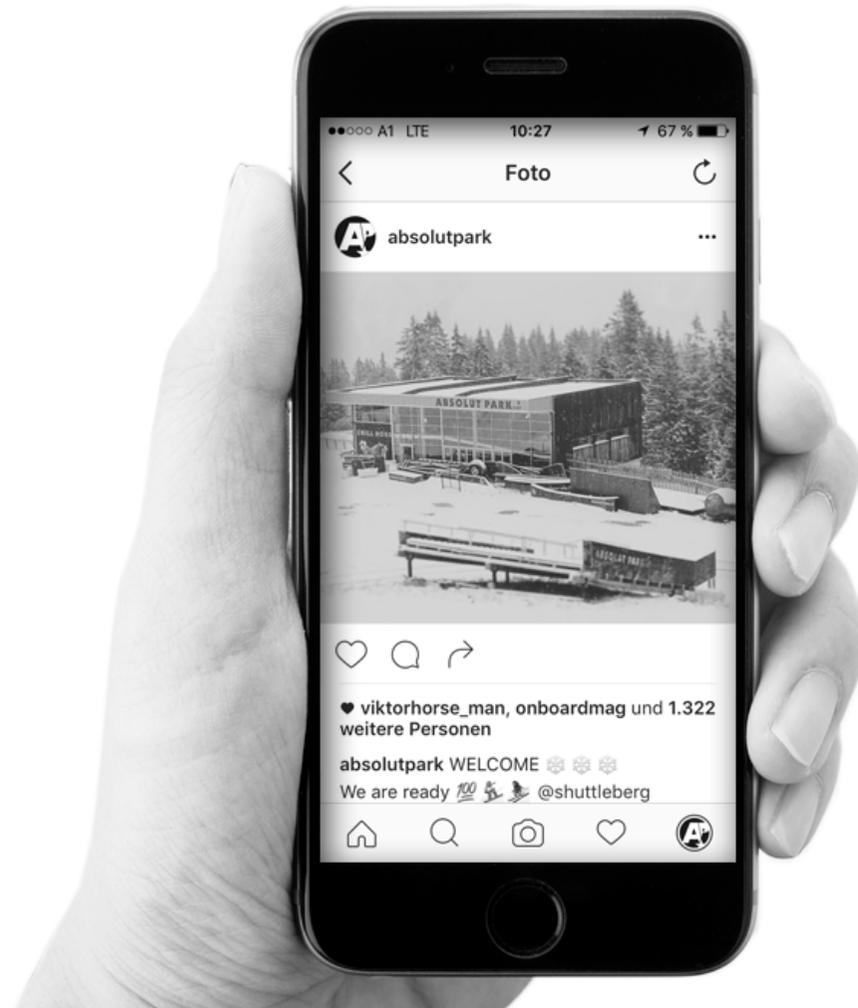
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## FACTSHEETS



- **13.151 followers** (Status Quo 18.10.2016 – 10:30 a.m.)
- On Instagram since 04.12.2013



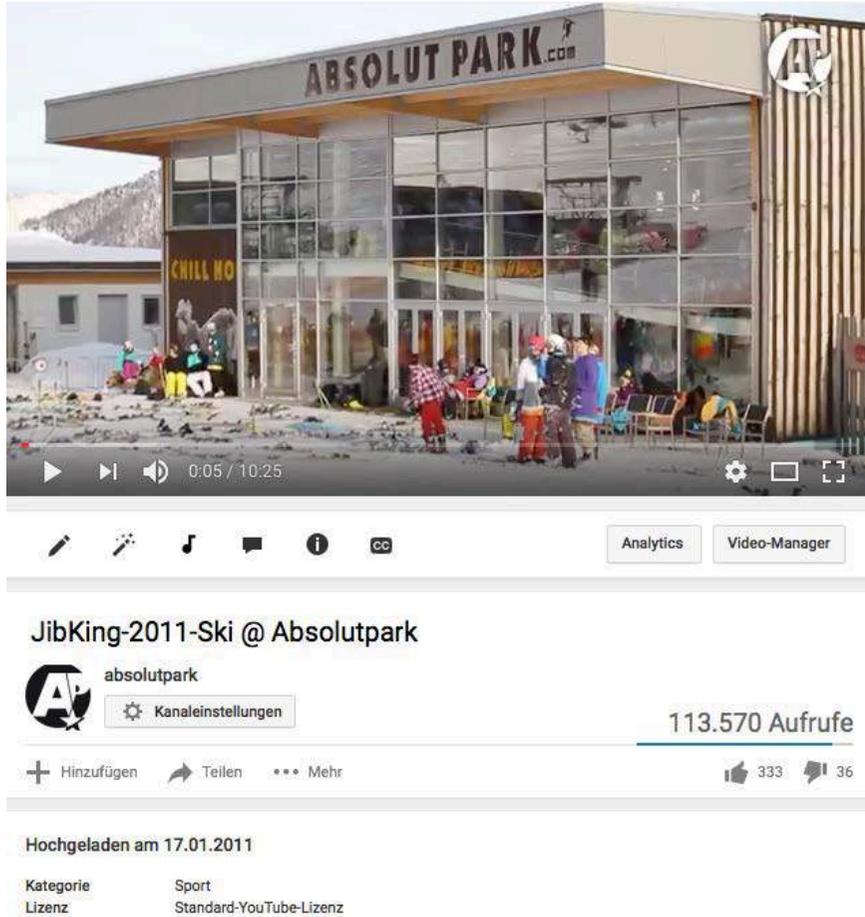
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## FACTSHEETS



- **Top post: 1.324 Likes** (Status Quo 18.10.2016  
- 10:30 a.m.)
- **Average Likes: about 800 per post**



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**YOUTUBE**



Status Quo (19.10.2016):

- 2.154 Subscribers
- 822.927 Views
- 271 clips
- Best clip: 113.570 views





## ABSOLUT PARK



# PRINT & MEDIA COOPERATION

SHUTTLEBERG Magazine

our own annual print media

It serves as a kind of review of what has happened, a look ahead at what is planned and of course a summary of the wide range of facilities and services available on the mountain which become more comprehensive and more varied each season.

- Magazine #6 - 20.000 editions (2016)



## ABSOLUT PARK



# PRINT & MEDIA COOPERATION

**pleasure**  
SNOWBOARD MAGAZIN

5 x one page

THE RED  
**BULLETIN**

4 x one page

PRIME  
**Snow  
boarding**  
MAGAZINE

6 x double page

PRIME  
**Skiing**  
MAGAZINE

6 x double page

PRIME  
**Mountain  
biking**  
MAGAZINE

7 x double page

BOARDSPORTS TRAVEL CULTURE  
**Golden Ride**

2 x one page





## **ABSOLUT PARK**



## **OUR VISION**

**MAKE THE WORLD A BETTER PLACE WITH  
FREESTYLE SPORTS.**

We want to bring more people to the mountains to make them aware of nature's beauty and show them how important it is to protect it.

We are convinced that freestyle sports are the best way to exercise outdoors and that it makes a lot of people happy and healthy.

**ABSOLUT PARK**



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