



ST VISTA at
AXAMER
LIZUM

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ST VISTA at AXAMER LIZUM

📍 Europe, Austria/Innsbruck

- Venue for the Olympic Winter Games in 1964 and 1976
- 10 cable cars and lifts
- Around 40 km of optimally groomed slopes

Thanks to its high-altitude location, Axamer Lizum is one of Austria's winter sports areas with the most reliable snow conditions. In summer, Axamer Lizum is a hiking paradise for outdoor enthusiasts, nature lovers, and summiters.

ST VISTA

Since summer 2018, the ST Vista is crowning the sunny Hoagl plateau at 2,340 m. Guests of the Axamer Lizum can enjoy the sight of the spectacular Kalkkögel massif, a protected alpine area where nature is more pristine than almost anywhere else, in a more intense way now.

„The SWAROVSKI OPTIK outdoor spotting scope is an absolute upgrade for the sunny Hoagl plateau. It gives all our guests a wonderful opportunity to experience the exceptional panorama of the Kalkkögel up close. Discover the countless marmots in the Dolomites of the North, the pristine Senderstal valley, almost the entire Inn valley, and – as a special highlight – Germany's highest peak, the Zugspitze!“

Michael Körber, CEO
Axamer Lizum



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ST VISTA at
SWAROVSKI
KRISTALLWELTEN

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ST VISTA at SWAROVSKI KRISTALLWELTEN

📍 Europe, Austria/Wattens

- Part of the Swarovski Group
- One of Austria's most popular attractions
- 14 million visitors since its opening in 1995

ST VISTA

Since spring 2018, two ST Vista spotting scopes are crowning the observation deck in the Giant's alpine garden. For free, visitors may enjoy the view of the entire premises and beyond.

"Our guests coming from 60 nations, are not only mesmerized by the Chamber of Wonder of the Swarovski Kristallwelten, but are also fascinated by the Tyrolean mountain scenery. By looking through the ST Vista on the observation deck in the Giant's garden, our visitors can immerse themselves into this natural spectacle and experience unique vistas thanks to the highest quality by SWAROVSKI OPTIK."

Stefan Isser, Managing Director
of D. Swarovski Tourism Services



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ST VISTA at
DIAVOLEZZA

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ST VISTA at *DIAVOLEZZA*

📍 Europe, Switzerland/Graubünden

- Corvatsch, Diavolezza, and Lagalb: cable cars open 365 days a year - seven months for skiing and five months for summer activities
- 19 cable car and lift facilities as well as 14 mountain restaurants
- In winter, Diavolezza is known as a Mecca for ski touring fans and paradise for freeriders
- In summer, alpinists and international guests alike are attracted by the impressive mountain scenery of the Bernina massif

ST VISTA

Since fall 2018, the ST Vista is crowning the viewing platform near the Berghaus Diavolezza restaurant at 3,000 m above sea level. Looking through the spotting scope is free of charge and allows all Diavolezza guests to linger longer and immerse themselves in the breathtaking mountain panorama!

Seen through the scope, the glaciers, Piz Palü, and Piz Bernina look even more magnificent and beautiful. Additionally, in the restaurant section of the Berghaus Diavolezza mountain inn, all guests may experience the unique view from the terrace with even more intensity thanks to the rentable CL Pocket binoculars.



„Our guests are very interested in the spotting scope and impressed by SWAROVSKI OPTIK’s outstanding optics. In summer, the ST Vista will inspire even more people, especially mountaineers.“

Katrin Schieck, Host
Diavolezza mountain inn



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ST VISTA at
'T IJ - SCHEELHOEK
NATURE RESERVE

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ST VISTA at 'T IJ - SCHEELHOEK NATURE RESERVE

📍 Europe, the Netherlands/Scheelhoek

- 'T IJ is an egg-shaped bird hide situated in Scheelhoek, a nature reserve close to the Haringvliet sluices near Stellendam in the Netherlands.
- 'T IJ is the biggest and most striking of a series of objects designed to celebrate the opening of the Haringvliet sluices in November 2018.
- 'T IJ observatory is part of a large scale landscaping plan where people can experience the Scheelhoek nature reserve by taking a walk from the parking area to the hide.

ST VISTA

Since opening its doors in April 2019, this extraordinary vantage point invites people to immerse themselves into the beauty of nature by looking through the ST Vista. Watching diverse birds of the Haringvliet sluices has become an unforgettable, breath-taking experience. With the ST Vista, you dive deeply into the unique landscape of the sluices.



"Experiencing nature in 'T IJ is great, but what makes it even better is the sublime SWAROVSKI OPTIK spotting scope ST Vista. The images of the Sandwich Terns (Thalasseus sandvicensis), the Spoonbills (Platalea) and many other birds appear up close before your very eyes. You feel as though you were right among them. A wonderful experience for all visitors!"

Ad Kil, RO&AD Architecten, Bergen op Zoom -
RAU Architecten, Amsterdam

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ATX INTERIOR at
SHANGRI-LA HOTEL
*AT THE SHARD******

SEE *THE UNSEEN*



ATX INTERIOR at SHANGRI-LA HOTEL *AT THE SHARD******

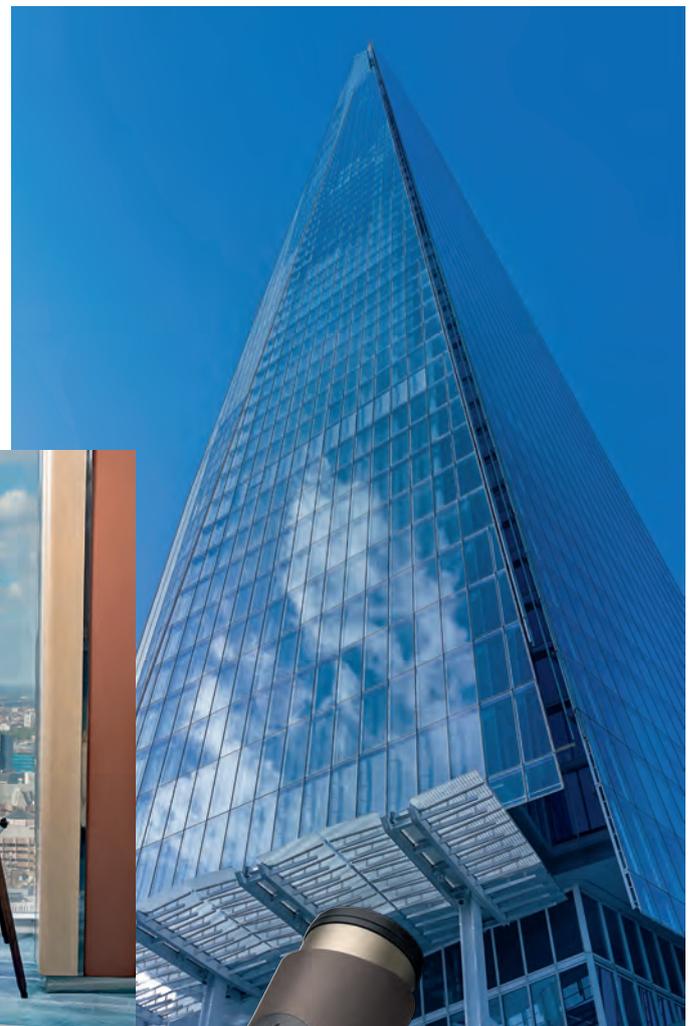
📍 Europe, UK/London

Shangri-La Hotels are five-star luxury properties with premier city addresses across Asia Pacific, North America, the Middle East, and Europe.

The Shangri-La At the Shard***** hotel is London's highest hotel and offers 202 rooms and suites.

ATX INTERIOR

During a six-month launch phase in 2018 and 2019, SWAROVSKI OPTIK showcased the new ATX Interior spotting scope in four of the hotel's most luxurious suites. Additionally, one scope was placed at the reception for guests to use at their leisure.



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ATX INTERIOR at
ANDBEYOND
BATELEUR CAMP

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ATX INTERIOR at ANDBEYOND BATELEUR CAMP

📍 Africa, Kenia/Masai Mara National Park

- Luxury lodge set among the very edge of the Masai Mara
- 2 camps with 9 tented suites in each camp
- andBeyond is one of the world's leading luxury experiential travel companies, designing personalised high-end tours in 15 countries in Africa, five in Asia and four in South America
- andBeyond owns and operates 29 extraordinary lodges and camps in Africa's iconic safari and island destinations

ATX INTERIOR

Since 2018, the ATX Interior enriches the andBeyond Bateleur Camp in Kenia, the andBeyond Sossusvlei Desert Lodge in Namibia, and the andBeyond Ngorongoro Crater Lodge in Tanzania.



"The SWAROVSKI OPTIK scopes have really enhanced the experience of our guests at Bateleur Camp. Our residents are now able to see more game roaming around close to the camp. Thanks to the ATX Interior, they have seen lions, zebras, and giraffes. It has created a great interaction between guests and staff, thus adding a new dimension to the overall travel experience."

Lodge Manager andBeyond Bateleur Camp



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