

WINTER 2026/27

Ski amadé

Ski **amadé**

Ski amadé = 5 Regions = 25 Ski areas

SNOW SPACE SALZBURG – ZAUCHENSEE – SHUTTLEBERG	Flachau, Wagrain, St. Johann/Alpendorf, Radstadt, Altenmarkt, Zauchensee, Kleinarl, Eben, Filzmoos
SCHLADMING-DACHSTEIN	Schladming (Planai), Rohrmoos (Hochwurzen), Pichl/Gleiming (Reiteralp), Ramsau am Dachstein, Haus im Ennstal (Hauser Kaibling), Forstau (Fageralm), Pruggern (Galsterbergalm)
GASTEIN	Bad Gastein, Bad Hofgastein, Dorfgastein, Sportgastein
HOCHKÖNIG	Maria Alm, Dienten, Mühlbach
GROSSARLTAL	Großarl, Hüttschlag

Ski amadé = up to 260 lifts and impressive diversity

CHAIRLIFTS	70 facilities
CABLE CARS	60 facilities
T-BAR LIFTS	79 facilities
PRACTICE LIFTS	51 facilities
TOTAL TRANSPORT CAPACITY:	370.000 Persons/hour

Ski amadé = up to 760 kilometres of slopes

SLOPES	KM	NUMBER OF SLOPES
easy (blue):	275 km	approx. 145
medium (red):	390 km	approx. 181
difficult (black):	95 km	approx. 30
TOTAL:	760 km	approx. 356

Ski amadé = Family Fun

SNOWPARKS	11
FUNSLOPES & FUNCROSS	27
SKI SCHOOLS	44 certified ski schools for Best Learn2Ski amadé

Ski amadé = Best Service

TIP: Online Early Booking Bonus	Starting at the end of August 2026, Ski amadé guests will once again have the opportunity to secure their ski passes online at a discounted price with the Online Early Bird Bonus. Specifically, this means that the earlier you purchase your ski passes online, the greater your chance of getting a discounted price. At the ticket counters, ski passes will continue to be offered at the standard counter price.
my Ski amadé Friends Club	Great benefits on holiday offers and partner promotions with the exclusive Friends Card.
Free W-LAN Hotspots	400

Ski amadé = Comfort

Accommodation Providers	approx. 5.900
Guest Beds	approx. 107.436
Mountain Restaurants & Huts	250
Ski- & Wine Enjoyment Huts	25
Ski & Wine Enjoyment Week	06.03.- 13.03.2027

Ski amadé = Revenue

Revenue 2023/24	€ 319.6 million
Revenue 2024/25	€ 342.1 million
Revenue 2025/26	€ 369.1 million

Ski amadé = Investments

The Ski amadé regions continuously invest in lift infrastructure, service quality and snow reliability.

Investments 2024/25	€ 96 million
Investments 2025/26	€ 138 million
Investments 2026/27	€ 121.9 million

These include, among other things, investments in the future in new cable cars, such as the construction of the new 10-person Grafenbergbahn gondola lift at Snow Space Salzburg and the reconstruction of the existing 8-person Grafenberg Express I gondola lift at Monte Popolo in Eben i. P. Focus on Snowmaking for 2026/27: In addition to building new, modern, and high-performance lifts, there is a special focus on improving, renewing, and expanding the snowmaking systems. The investments include, among other things, the expansion of the snowmaking infrastructure, the modernization of technical equipment, and the construction and expansion of storage ponds.

Ski amadé = Snow Reliability

- 90 % of the ski slopes, corresponding to approx. 684 km of pistes, in Ski amadé are equipped with snowmaking systems
- Over 4,300 **snow cannons** produce around 15 million m³ of machine-made snow
- Snow production uses only pure water and air, in accordance with the Austrian environmental purity law
- Cost per m³ of machine-made snow (average over the last 5 years): **approx. € 4.00**
- Share of snowmaking costs in total costs (average over the last 5 years): **approx. 25 %**

Ski amadé Winter 2025/26:

- 7.3 million overnight stays (2023/2024: 7.2 million | 2024/2025: 7.1 million)
- 1.6 million guest arrivals (2023/2024: 1.5 million | 2024/2025: 1.5 million)
- Approx. 7.7 million first-time skier entries (2023/2024: 7.1 million | 2024/2025: 7.3 million)
- Approx. 3.1 million ski tickets sold (2023/2024: über 2.8 million | 2024/2025: über 3 million)
- Approx. 84 Mio. lift rides (transportations) (2023/2024: 74.1 million | 2024/2025: 81.2 million)

Information for Ski amadé Guests:

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Information for media:

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