

# Ski amadé 2014/15

## Facts & Figures



Ski **amadé**

### Ski amadé = 5 regions = 25 ski communities

<b>SALZBURGER SPORTWELT</b>	Flachau, Wagrain, St. Johann/Alpendorf, Radstadt, Altenmarkt-Zauchensee, Kleinarl, Eben, Filzmoos, Goldegg
<b>SCHLADMING-DACHSTEIN</b>	Schladming (Planai), Rohrmoos (Hochwurzen), Pichl (Reiteralp), Ramsau am Dachstein, Haus im Ennstal (Hauser Kaibling), Forstau (Fageralm), Gröbming (Stoderzinken), Pruggern (Galsterbergalm)
<b>GASTEIN</b>	Bad Gastein, Bad Hofgastein, Dorfgastein, Sportgastein
<b>HOCHKÖNIG</b>	Maria Alm, Dienten, Mühlbach
<b>GROSSARLTAL</b>	Grossarl, Hüttschlag

### Ski amadé = 270 cable cars and ski lifts

<b>CHAIR LIFTS</b>	90 facilities
<b>CABIN LIFTS</b>	47 facilities
<b>TOWS</b>	81 facilities
<b>PRACTICE LIFTS</b>	52 facilities
<b>TOTAL PASSENGER CAPACITY:</b>	<b>365,000 people/hour</b>

### Ski amadé = 760 kilometres of slopes

<b>SLOPES</b>	<b>KM</b>	<b>NO. OF SLOPES</b>
<b>easy</b> (blue):	275 km	c. 145
<b>intermediate</b> (red):	390 km	c. 181
<b>expert</b> (black):	95 km	c. 30
<b>Totals:</b>	<b>760 km</b>	<b>c. 356</b>

### Ski amadé = innovation

<b>Free Wifi Access-Points</b>	<b>More than 400</b>
<b>Reach per Access-Point</b>	c. 150 m
<b>Ski amadé Mobile App "Ski amadé Guide"</b>	Free for iPhone and Android
<b>Smart Ski Goggle App</b>	Free for RECON SNOW2
<b>Smart Ski Goggles</b>	Intersport RENT € 19/day

## Ski amadé = warmth & hospitality

Lodging Establishments	c. 5.250
Guest Beds	c. 97.250
Ski Huts & Mountain Restaurants	260

## Ski amadé = innovation

The five Ski amadé regions make ongoing investments in lift infrastructure, service quality and improved snow conditions.

Investment 2009/10	EUR 99 million
Investment 2010/11	EUR 73 million
Investment 2011/12	EUR 80 million
Investment 2012/13	EUR 42 million
Investment 2013/14	EUR 70 million
Investment 2014/15	EUR 47 million
<b>Investment 2015/16</b>	<b>EUR 44 million</b>

## Ski amadé = snow you can rely on

- **90 % of ski slopes**, equating to c. 684 km of slopes in Ski amadé, have snowmaking capability
- Over **4,500 pieces of snowmaking equipment** generate man-made snow
- Winter 2014/15: During the past season in Ski amadé – which extended from the beginning of December until mid of April – it was possible to ski the valley run on **110 days**.
- Costs per m<sup>3</sup> of machine-produced snow: **c. € 3.50**
- Proportion of overall expenses represented by snow making: **c. 25%**
- Average earnings per ski day: **c. € 28.87**
- Per ski day/ski ticket, an average of c. **€ 6.93** is expended on snowmaking capability
- 170 employees & 120 slope-maintenance vehicles guarantee perfect slopes

## Ski amadé Winter 2014/15:

- 6.94 million overnight stays
- 1.35 million arrivals
- 7.32 million individual passenger admissions
- 2.8 million ski tickets sold
- More than 75 million lift rides (trips)
- 1.400 people directly employed by Ski amadé partner organisations, incl. 550 year-round

### Media Information:

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