

Ski amadé 2016/17

Facts & Figures



Ski **amadé**

Ski amadé = 5 regions = 25 ski communities

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

Ski amadé = 270 cable cars and ski lifts

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

Ski amadé = 760 kilometres of slopes

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



Ski amadé = innovation

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

Ski amadé = warmth & hospitality

Lodging Establishments	c. 5.250
Guest Beds	c. 97.250
Ski Huts & Mountain Restaurants	260
Ski- & Winepleasure Huts	20
Skihuts with farmers market	more than 30 (18. - 25.03.2017)

Ski amadé = innovation

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

Investment 2012/13	EUR 42 Mio.
Investment 2013/14	EUR 70 Mio.
Investment 2014/15	EUR 47 Mio.
Investment 2015/16	EUR 44 Mio.
Investment 2016/17	EUR 58 Mio.

Ski amadé = snow you can rely on

- **90 % of ski slopes**, equating to c. 684 km of slopes in Ski amadé, have snowmaking capability
- More than **4,000 pieces of snowmaking equipment** generate about 15 million cubic meter man-made snow
- Snow production only from pure water and air according to the Austrian purity law.
- Winter 2015/16: 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 **116 days**.
- Costs per m³ of machine-produced snow: **c. € 3.25**
- Proportion of overall expenses represented by snow making: **c. 25%**
- Average earnings per ski day: **c. € 29.65**
- Per ski day/ski ticket, an average of **c. € 7.–** is expended on snowmaking capability
- 170 employees & 120 slope-maintenance vehicles guarantee perfect slopes

Ski amadé Winter 2015/16:

- 7.26 million overnight stays
- 1.43 million arrivals
- 7.58 million individual passenger admissions
- 2.8 million ski tickets sold
- More than 78 million lift rides (trips)
- 1.400 people directly employed by Ski amadé partner organisations, incl. 550 year-round

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