

Ski amadé 2017/18

Facts & Figures



Ski **amadé**

Ski amadé = 5 regions = 25 ski areas

SALZBURGER SPORTWELT	Flachau, Wagrain, St. Johann - Alpendorf, Radstadt, Altenmarkt-Zauchensee, Kleinarl, Eben, Filzmoos, Goldegg
SCHLADMING-DACHSTEIN	Schladming (Planai), Rohrmoos (Hochwurzen), Pichl (Reiteralm), 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 ski lifts and cable cars

CHAIR LIFTS	90 facilities
CABIN LIFTS	47 facilities
TOW LIFTS	81 facilities
PRACTICE LIFTS	52 facilities
TOTAL PASSENGER CAPACITY:	365.000 people/hour

Ski amadé = 760 km 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
Total:	760 km	c. 356



Ski amadé = innovation

Free Wi-Fi access points	400
Ski amadé „Ski amadé Guide“ mobile app	Free for iPhone & Android
Smart ski goggles app with Pistennavi	Free for RECON SNOW 2
Smart ski goggles hire	Intersport RENT c. €19/day

Ski amadé = warmth & hospitality

Tourist accommodation establishments	c. 5,250
Guest beds	c. 97,250
Ski huts & mountain restaurants	260
Skiing & Wine Enjoyment ski lodges	22
Ski huts with farmer's market stands	Over 30 (10th – 17th March 2018)

Ski amadé = investment

The five Ski amadé regions constantly invest in lift infrastructure, quality of service and snow-security.

2013/14 investment	EUR 70 million
2014/15 investment	EUR 47 million
2015/16 investment	EUR 44 million
2016/17 investment	EUR 58 million
2017/18 investment	EUR 68 million

Ski amadé = snow security

- **90 % of the ski slopes**, which equates to more than 684 km of Ski amadé's slopes, have snowmaking capacity.
- More than **4,000 pieces of snowmaking equipment** produce around 15 million m³ artificial snow per season.
- Snow is produced only from pure water and air, in accordance with the Austrian purity law.
- Winter 2016/17: In Ski amadé the previous season – which extended from the beginning of December until mid April – it was possible to ski the valley run on **122 days**.
- Costs per m³ of artificial snow: **c. € 3.25**
- Proportion of overall costs represented by snow making: **c. 25%**
- Average **revenue** per ski day: **c. € 31**
- Per ski day/ski pass an average of **c. € 7.70** is spent on snowmaking
- 170 employees & 120 pieces of ski piste equipment ensure the perfect slopes

Ski amadé Winter 2016/17:

- 7.12 million overnight stays
- 1.43 million arrivals
- 7.53 million individual passenger admissions
- 2.8 million ski passes sold
- More than 78 million lift rides (trips)
- 1,880 people directly employed by Ski amadé partner organisations, of which 830 people are employed the entire year around.

Media information:

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