

# Ski amadé 2018/19

## Data & Facts



Ski **amadé**

### Ski amadé = 5 Regions = 25 ski resorts

<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 lift and cableway installations

<b>HIGH-SPEED CHAIR LIFTS</b>	90 installations
<b>CABLE CARS</b>	47 installations
<b>DRAG LIFTS</b>	81 installations
<b>NURSERY SLOPE LIFTS</b>	52 installations
<b>TOTAL CONVEYING CAPACITY:</b>	<b>365.000 persons/hour</b>

### Ski amadé = 760 kilometres of pistes

<b>PISTEN</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>difficult</b> (black):	95 km	c. 30
<b>Total:</b>	<b>760 km</b>	<b>c. 356</b>

### Ski amadé = Innovation

<b>NEW: Ski amadé Mobile App</b>	Free for iPhone & Android, photo-realistic representation of ski area, routing possible, and so much more.
<b>Free WLAN Hotspots</b>	400
<b>Smart ski goggles App with pistes navi</b>	Free for RECON SNOW2
<b>Smart ski goggles hire</b>	Intersport RENT c. €19/day

## Ski amadé = Friendliness

Accommodation providers	c. 5,250
Guest beds	c. 97,250
Ski huts & mountain restaurants	260
Skiing & Wine Enjoyment huts	22
Ski huts with farmers' market	over 30 (16 - 23.03.2019)

## Ski amadé = Investment

The Ski amadé Regions are currently investing in aids to ascent, service quality and guaranteed snow.

Investment 2014/15	EUR 47 million
Investment 2015/16	EUR 44 million
Investment 2016/17	EUR 58 million
Investment 2017/18	EUR 68 million
<b>Investment 2018/19</b>	<b>EUR 108 million</b>

This includes investment in new lift projects: "Generationenprojekt Schlossalm NEU" in Gastein, as well as the Projekt Natrun-Aberg in Maria Alm or the new Sesselbahn Sonntagskogel 2 high speed chair lift in Snow Space Salzburg and the extension of guaranteed snow, purchase of snowcats as well as diverse quality improvements and so much more.

## Ski amadé = Snow guarantee

- **90 % of the piste surfaces**, which is c. 684 kilometres of pistes, in Ski amadé are **artificially snowed**
- Over **4,000 snow cannons** produce about 15M m<sup>3</sup> artificial snow
- Snow production only from pure water and air in accordance with Austrian purity law
- Winter 2017/18: In Ski amadé during the past season from the beginning of December to the end of April, a valley run was possible on an average of **125 days**
- Costs for one m<sup>3</sup> of artificially produced snow: **c. €3.25**
- Proportion of artificial snow costs to total costs: **c. 25%**
- Average revenue per day's skiing: **c. €31.63**
- Per day's skiing/ski ticket an average of c. **€7.90** is spent on artificial snowing
- 170 employees & 120 snowcats ensure perfect pistes

## Ski amadé Winter 2017/18:

- 7.55 million Nights (Previous year 7.12 million)
- 1.55 million Guest arrivals (Previous year 1.44 million)
- 8.01 million First guest admissions (Previous year 7.53 million)
- over 3 million Ski Tickets sold (Previous year 2.8 million)
- more than 82.6 million Lift rides (movements) (Previous year 78 million)
- 1,880 Direct Employees in the Ski amadé partner companies, including 830 full-time

### Information for media:

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