

Ski amadé 2020/21

Data & Facts



Ski **amadé**

Ski amadé = 5 regions = 25 ski resorts

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), Pruggern (Galsterbergalm)
GASTEIN	Bad Gastein, Bad Hofgastein, Dorfgastein, Sportgastein
HOCHKÖNIG	Maria Alm, Dienten, Mühlbach
GROSSARLTAL	Grossarl, Hüttschlag

Ski amadé = 271 lifts and cable cars

CHAIR LIFTS	91
CABLE CARS	48
DRAG LIFTS	80
PRACTICE LIFTS	52
TOTAL CAPACITY:	370,000 people/hour

Ski amadé = 760 kilometres of slopes

SLOPES	KM	NUMBER OF SLOPES
Easy (blue):	275 km	approx. 145
Intermediate (red):	390 km	approx. 181
Difficult (black):	95 km	approx. 30
Total:	760 km	approx. 356

Ski amadé = innovation

NEW: my Ski amadé Friends Club	Fantastic discounts on holiday offers and partner promotions with the exclusive Friends Card.
Contact-free ski pass purchase	Load your desired ski pass to a keycard from previous years or the new Friends Card. Buy your ticket online and receive it via post or from the machines on site using the pick-up function.
Free Wi-Fi hotspots	400

Ski amadé = hospitality

Accommodation providers	approx. 5,464
Guest beds	approx. 97,933
Ski huts & mountain restaurants	260
Ski & wine enjoyment huts	27
Ski huts with farmers' market	more than 28 (13. – 20.03.2021)

Ski amadé = revenue

Revenue 2017/18	€ 253,504,730
Revenue 2018/19	€ 257,658,491
Revenue 2019/20	€ 248,391,392

Ski amadé = investments

The Ski amadé regions are constantly investing in lift systems, service quality and snow guarantee.

Investments 2018/19	€ 108 million
Investments 2019/20	€ 70 million
Investments 2020/21	€ 73 million

This includes investments into new lift projects such as the construction of the new Lärchkogelbahn on the Planai/Schladming and the Schoberbahn on the Reiteralm/Schladming, as well as the connection between the Snow Space Salzburg and Flachauwinkl/Kleinarl ski areas with the Panorama Link.

Ski amadé = snow guarantee

- **90 % of the skiing area**, which is around 684 kilometres of slopes, can be **artificially snowed** in Ski amadé
- More than **4,300 snow cannons** produce around 15 million m³ of artificial snow
- Snow production using exclusively pure water and air, in line with the Austrian purity law
- Winter 2019/20: last season, valley runs were possible on an average of **126 days** from the beginning of December until the governmentally ordered early end of season in mid-March
- Cost of around one m³ of artificial snow: **approx. € 3.25**
- Proportion of **artificial snow costs** to total costs: **approx. 25%**
- Average **revenue** per day's skiing: approx. **€ 33.09**
- An average of around **€ 8.25** is put towards artificial snow per ski day / ski pass
- 300 members of staff & 170 snowcats guarantee perfect slopes!

Ski amadé Winter 2019/20:

- 6.68 million overnights (previous year 7.42 million)
- 1.36 million guest arrivals (previous year 1.52 million)
- 7 million first-time guest admissions (previous year 7.8 million)
- More than 2.8 million ski passes sold (previous year 3 million)
- Around 72 million lift journeys (previous year 78 million)
- 1,880 employed directly by the Ski amadé partner companies, including 1,000 year-round

Information for Ski amadé guests:

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