

SKI AMADÉ 2021/22

Data & facts



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

Ski amadé = 270 Lifts and Cable Car Facilities

CHAIR LIFTS	91 facilities
CABLE CARS	47 facilities
DRAG LIFTS	80 facilities
PRACTICE LIFTS	52 facilities
TOTAL TRANSPORT CAPACITY:	370,000 people/hour

Ski amadé = 760 kilometres of slopes

SLOPES	KM	NUMBER OF SLOPES
EASY (blue):	275 km	approx. 145
MEDIUM (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	Great benefits on holiday offers and affiliated promotions with the exclusive Friends Card.
Contactless ski pass purchase	Top up your existing key card or new Friends Card with the desired ski pass again and again. Buy your ticket in the online shop and receive it by post or via the pick-up function at the ticket machine on site.
Free WIFI Hotspots	400

Ski amadé = Comfort

ACCOMMODATION ESTABLISHMENTS	approx. 5.464
GUEST BEDS	approx. 97.933
SKI HUTS & MOUNTAIN RESTAURANTS	260
SKI & WINE GOURMET MOUNTAIN RESTAURANTS	28
SKI HUTS WITH A FARMER'S MARKET	over 25 (12. – 19.03.2022)

Ski amadé = Turnover

Turnover 2018/19	€ 257,7 Mio.
Turnover 2019/20	€ 248,4 Mio.
Turnover 2020/21	€ 36,2 Mio.

Ski amadé = Investment

The Ski amadé regions are constantly investing in lifts, service quality and ensuring that there is always plenty of snow.

Investment 2019/20	€ 70 Mio.
Investment 2020/21	€ 74 Mio.
Investment 2021/22	€ 66 Mio.

This includes, among other things, future investments in new cable cars, such as the renovation of the Flying Mozart lift in Wagrain/Salzburger Sportwelt and the 6 seater Mooslehen chair lift called "sixpack Mooslehen" in Filzmoos/Salzburger Sportwelt. Both cable cars were in operation for over 30 years and are now being replaced by a modern, comfortable and efficient gondola and 6 seater chair lift respectively.

Ski amadé = Snow guarantee

- **90 % of the slope areas**, i.e. approx. 684 km of slopes, in Ski amadé can be **covered with artificial snow**.
- Over **4,300 snow canons** produce around 15 million m³ of machine-made snow
- Snow production only from pure water and air in accordance with the Austrian environmental purity law
- Costs for one m³ of machine-made snow (average of the last 5 years): **approx. €3,25**
- Share of **snowmaking costs** in total costs (average of the last 5 years): **approx. 25%**
- Average **revenue** per ski day: approx. **€ 24,53**
- 300 employees and 170 piste bashers ensure that the slopes are perfect!

Ski amadé Winter 2020/21:

The effects of the Corona pandemic largely shut down winter tourism in the 2020/21 season. Despite a lack of cost coverage, the ski resorts in Austria, and thus also in Ski amadé, were nevertheless open to allow local guests to enjoy sporting activities in nature and in the fresh air. Guests from outside of Austria were unable to participate in the past winter season due to various factors such as travel regulations, or closures in the hotel and catering industry.

- 0.3 million overnight stays (previous year 6.68 million)
- 0.03 million guest arrivals (previous year 1.36 million)
- 1.5 million first-time admissions (previous year 7.0 million)
- Over 0.7 million ski tickets sold (previous year 2.8 million)
- Around 15.9 million lift rides (transports) (previous year 72 million)

Information for Ski amadé guests:

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