

SKI AMADÉ 2023/24

Data & facts



Ski **amade**

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

Online Early Booking Bonus	From October 2023, Ski amadé guests have the chance to secure their ski ticket online at a special price with the new online Early Booking Bonus. In concrete terms, this means: the earlier you secure your ski tickets online, the higher your chance of getting a discounted ticket. At the ticket offices, ski passes will continue to be offered at the fixed ticket price.
my Ski amadé Friends Club	Great benefits on holiday offers and affiliated promotions with the exclusive Friends Card.
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	27
SKI HUTS WITH A FARMER'S MARKET	over 15 (09. – 16.03.2024)

Ski amadé = Turnover

Turnover 2020/21	€ 36,2 Mio.
Turnover 2021/22	€ 243,9 Mio.
Turnover 2022/23	€ 302,9 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 2021/22	€ 66 Mio.
Investment 2022/23	€ 44 Mio.
Investment 2023/24	€ 96 Mio.

This includes future investments in new cable cars, such as the new construction of the 10-person gondola lift Kieserlbahn in the Großarlal or new acquisitions in the ski resorts in the form of snow-making equipment and fleet expansions.

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. € 3,90**
- Share of **snowmaking costs** in total costs (average of the last 5 years): **approx. 25%**
- Average **revenue** per ski day: approx. **€ 41,55**

Ski amadé Winter 2022/23:

- 7,4 million overnight stays (2020/21: 0,3 million | 2021/22: 6,28 million)
- 1,5 million guest arrivals (2020/21: 0,03 million | 2021/22: 1,22 million)
- Around 7,3 million first-time admissions (2020/21: 1,5 million | 2021/22: 6,5 million)
- Around 2,8 million ski tickets sold (2020/21: 0,7 million | 2021/22: über 2,5 million)
- Around 77,3 million lift rides (transports) (2020/21: 15,9 million | 2021/22: 70,5 million)

Information for Ski amadé guests:

Ski amadé Serviceline:

T. +43 6452 4033366
E. urlaub@skiamade.com
www.skiamade.com

Information for media:

Ski amadé
Dr. Christoph Eisinger
Prehauserplatz 3, 5550 Radstadt
T. +43 6452 20202-0
E. presse@skiamade.com
www.skiamade.com

genböck pr + consult

Nina Genböck
Märkisches Ufer 28, 10179 Berlin
T. +49 30 22487701
E. nina.genboeck@genboeckpr.de
www.genboeckpr.de