

Investments of Cable Cars Generate Wealth in the Alps

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Ischgl around 1890



ETH-Bibliothek Zürich

Ischgl Today



TVB Ischgl

St. Anton 1900



St. Anton Today



Foto: TVB St. Anton am Arlberg

Gasthof Ranalt 1962



Foto: Sammlung Risch-Lau, Vorarlberger Landesbibliothek

Neustift im Stubaital Today



Foto: bergfex.at

Gross revenues from Cable-Car Users in Austria by Business

Accommodation

€ 2.331,5 Mio.

Leisure

€ 218,7 Mio.

Catering

€ 1.349,3 Mio.

Cable Cars

€ 1.473,4 Mio.

Ski Schools

€ 141,6 Mio.

Sports Shops

€ 867,7 Mio.

Mobility

€ 839,7 Mio.

Other Commerce

€ 673,8 Mio.

Total

€ 7,9 Mrd.

Tourism Expenditures Winter 2012/13

Expenditures of International and Domestic Tourists
14.706 mio Euro

International Tourism
8.156 mio Euro

Domestic Tourism
6.550 mio Euro

Overnigh Tourism
6.785 mio Euro

Day Trips
1.370 mio Euro

Overnigh Tourists
3.960 mio Euro

Day Trips
2.590 mio Euro

Skiing Then



Quelle: Deutsche Fotothek

Skiing Today



TVB St. Anton am Arlberg/Patrick Säly

Economic Factor Winter Sports

Tourism Expenditures (14,7 Mrd. €)

Accommodation 32,1%

Catering 29,2%

Cable Cars 10,0%

Direct and Indirect Value Added from winter tourism:

ca. 23 Mrd. €

ÖSV as a Driving Force

880 Mio. € direct and indirect value added generated by ÖSV's initiatives

Additional Employment

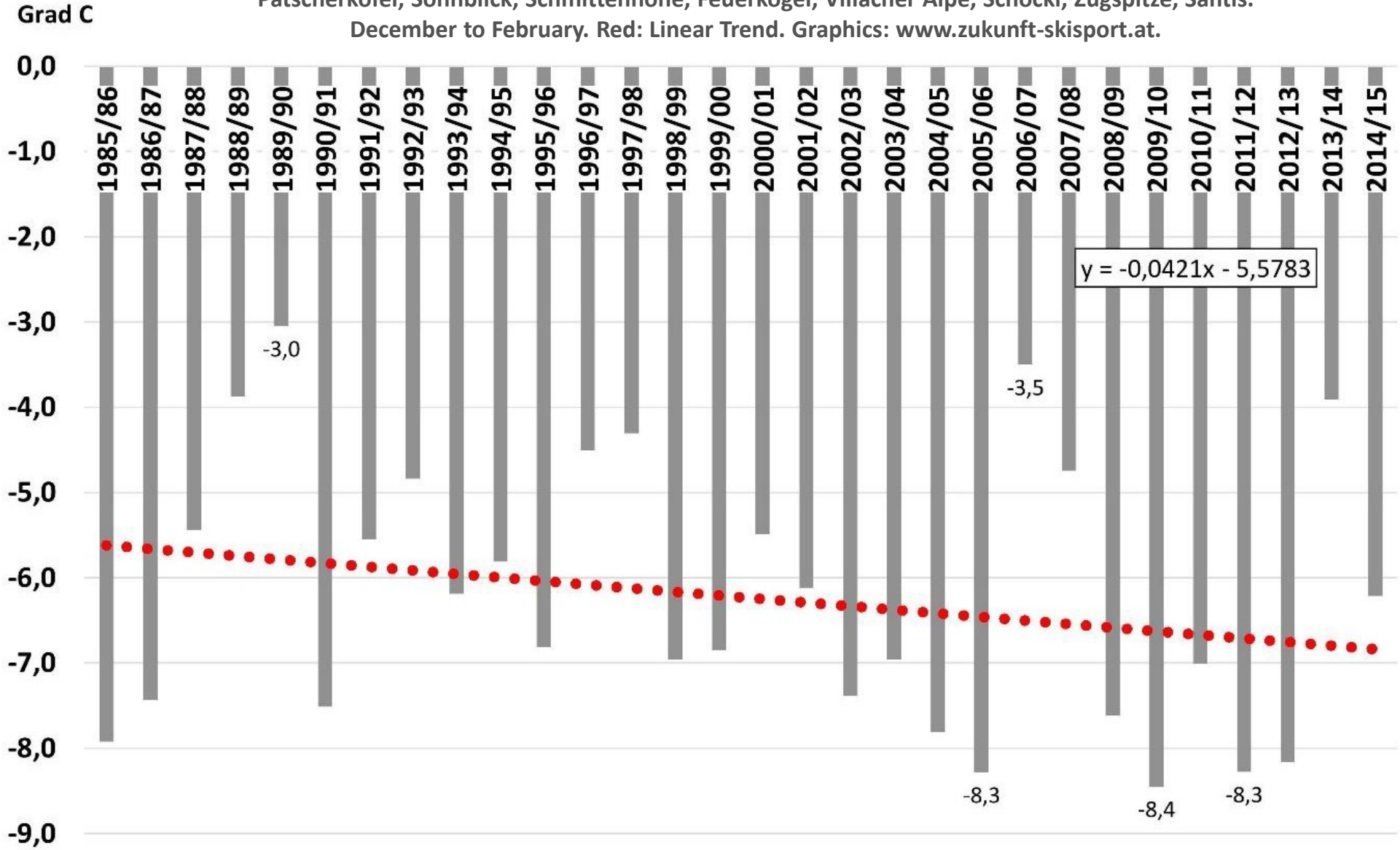
- **15.600** perennial full-time employees
- Total of **317 Mio. €** of earned income (gross) per year

Winter Temperatures at Summit Stations in Austria

30 years: 1985/86 to 2014/15 Data: ZAMG, DWD, MeteoSchweiz

Patscherkofel, Sonnblick, Schmittenhöhe, Feuerkogel, Villacher Alpe, Schöckl, Zugspitze, Säntis.

December to February. Red: Linear Trend. Graphics: www.zukunft-skisport.at.



Demand in Winter Tourism

Number of nights in winter tourism as a hard fact

Domestic: increase of overnight stays during the last decade by **17%**

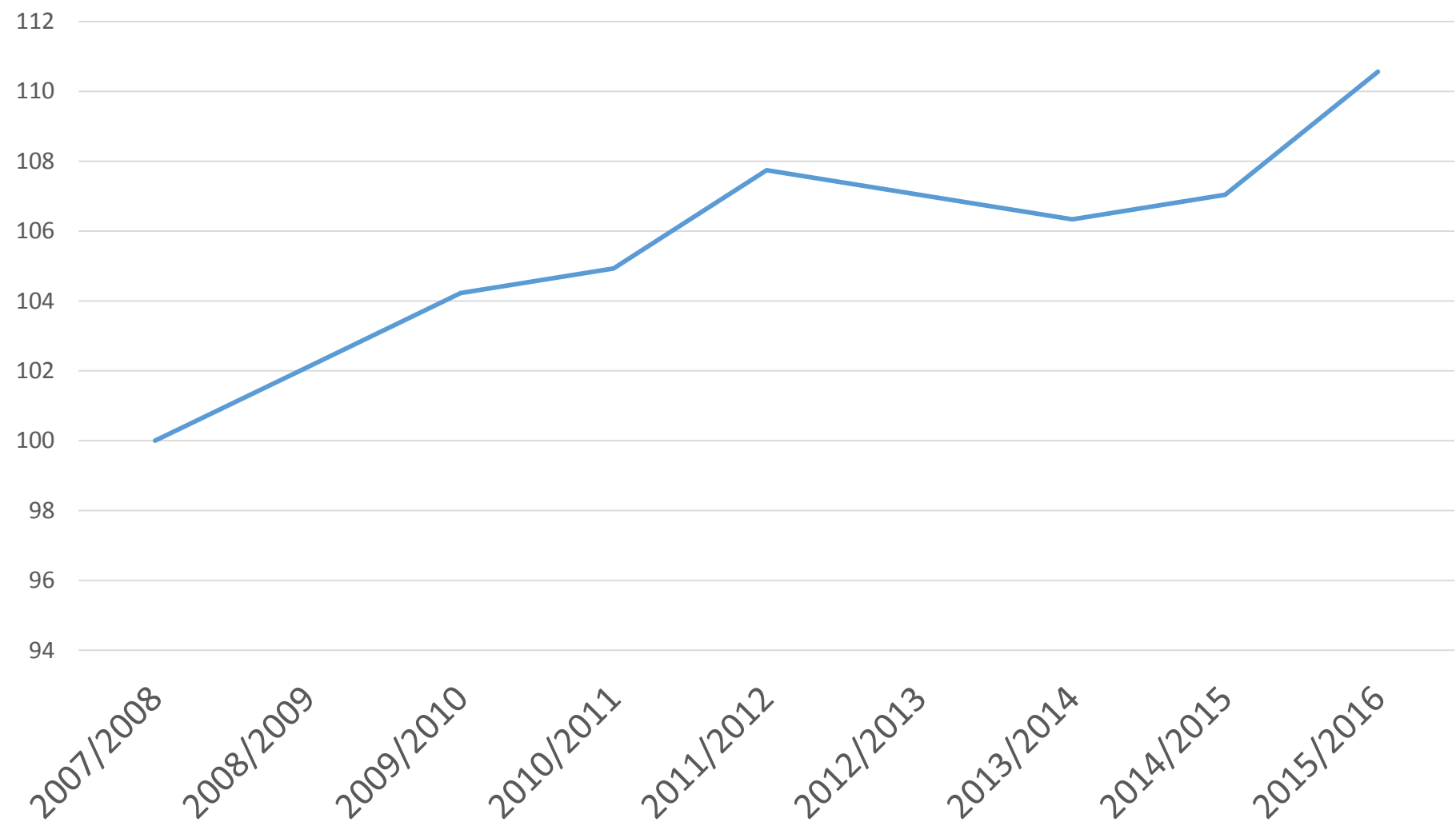
2015/2016: ca. **15.700.000** nights

International: ca. **52.700.000** nights

Different degrees of growth potential among „new“ markets

Ca. **1,2%** perennial growth during the last 20 years

Development of domestic overnight stays during winter seasons Number of overnight stays (Index: 2007/2008=100)



China

