

## Press Release

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# Record breaking year for ski resorts in Zillertal confounds theory of global warming

The Austrian Tourist Board has revealed statistics this week which show that the Zillertal region has had its busiest ski season ever this year, despite concerns about poor snow fall and global warming. The survey is part of the annual count carried out by the regional tourist boards who calculate the number of nights visitors stay in each area to assess the season's success.

Overall in the Tyrol, it was the warmest winter on record, with some Austrian resorts reporting that bookings were well down on previous years. However, the count in Zillertal showed that the area had broken the 2005/6 record of over 4 million nights stayed, making it the most lucrative season ever. Nina Hasinski of Redpoint Holidays, ski specialists who are located in the Ziller Valley, explains that her company also experienced a bumper year. "Last year we had fantastic snow conditions which brought a record number of visitors. However, this year was warmer and we had less snow. Despite this, we actually had our best season ever; many of our guests were surprised to find that there was plenty of snow on the pistes, as they had been reading reports in the press of resorts without snow."

The main reason why the Zillertal fared so well is due to the fact that the area is snow sure. The Hintertux Glacier at the top of the Zillertal offers year-round skiing and the rest of the valley is made up of predominantly North-facing slopes, which are less affected by the warm weather. In addition to nature's snow provisions, the areas have invested heavily in the latest snow making technology to keep the pistes in top condition. "These statistics, supported by our own experiences, just goes to show that the ski industry is thriving despite the press attention given to global warming and its impact on the ski industry," comments Nina.

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Note to Editor – the attached photograph shows Hochfugen in winter 2007.

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