



Relax. If you can ...

The destination Ischgl is promoted as a brand with an up market image.



Relax. If you can ...

Ischgl creates its own lifestyle
and visitors join in



Relax. If you can ...

Ischgl is...

...no romantic village

...not a quiet alpine resort

...not a family destination

...not cheap



Relax. If you can ...

Ischgl is...

...the opposition to all other tyrolean resorts

(USP – Unique Selling Proposition)

...lifestyle pure

...luxury

...loud / vibrant

...entertainment

...the pulse of the alps



Relax. If you can ...

Ischgl is not the ideal place for physical but mental and spiritual recovery.

The wide range of different experiences guarantees diversion from everyday stress situations.



Relax. If you can ...

Our philosophy is to:

entertain

inspire

create experiences



Relax. If you can ...

Ischgl turned into a famous brand due to its extraordinary and unique representation. The socio-cultural experience world which includes monumental spectacles as well as parties, etc. of excellent quality. Therefore, Ischgl gained a top position on the market.



Relax. If you can ...

Eventmarketing

presenting major stars in a
spectacular setting (Top of the
Mountain)



Relax. If you can ...

Guest structure
age 25 to 55
lifestyle orientated
high income
singles and couples
young at heart



Relax. If you can ...

36 x 4***** - 5***** hotels only in Ischgl
(highest density in Austria)

11.500 beds over all in Ischgl

3 award winning restaurants

additional system of parking lots for 4.500
cars

3 cable cars (direct connection between
village and ski area)



Relax. If you can ...

1.3 million overnights per each winter
occupied 100 % for 129 days per winter
average expenses per day € 155.- (highest in
Austria)
average stay: 5 days



Relax. If you can ...

Countries of origin

50% Germany

8 % Netherlands

7 % Switzerland

5 % Russia

5 % Austria

5 % Belgium



Relax. If you can ...

The Silvretta Cable Car Company AG achieved a turnover of € 62,2 mio. in winter 2012/13, which makes it one of most successful cable car companies in Austria.

The turnover of Samnaun Cable Cars AG accounts for an additional € 16,4 mio.

Together with the facilities from the Silvretta Arena, the Ischgl-Samnaun ski area can now carry 90.200 people per hour and carried a total of 24 million people last winter (2012/13).



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For season 2013/14 Ischgl was expanding its ski resort. The new 'Piz Val Gronda E5' aerial tramway links new terrain in the Fimbatal valley with a 3km red piste and access to previously unexploited deep snow slopes.

Plus: construction is due to begin on the new Pardatschgratbahn cable car. The tri-cable gondola will be complete in 2014/15 and will cover 1,257 m of altitude, the biggest height difference in the world for a tri-cable cable car.



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From 2003 to 2012, the SSAG was able to invest more than € 166,5 mio. in improving the skiing area (Samnaun: € 46,2 mio.).

Most of the shareholders are locals; so earnings can be ploughed back and reinvested into the infrastructure. Since the company was founded, no dividends have been paid to the shareholders.

Furthermore the Silvrettaseilbahn AG owns 51% of the cable car company in Samnaun.



Relax. If you can ...



- „Relax. If you can...”
- Ischgl the lifestyle capital



Relax. If you can ...



The highest density of 4**** and
5***** hotels in Austria



Relax. If you can ...

You are the star on this stage.



Relax. If you can ...



A lively, trendy resort.



Relax. If you can ...

Lifestyle and nightlife.



Relax. If you can ...



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Relax. If you can ...

Ischgl, where nights are longer
than days.



Relax. If you can ...



44 cable cars and lifts
capacity per hour: 90.200 person



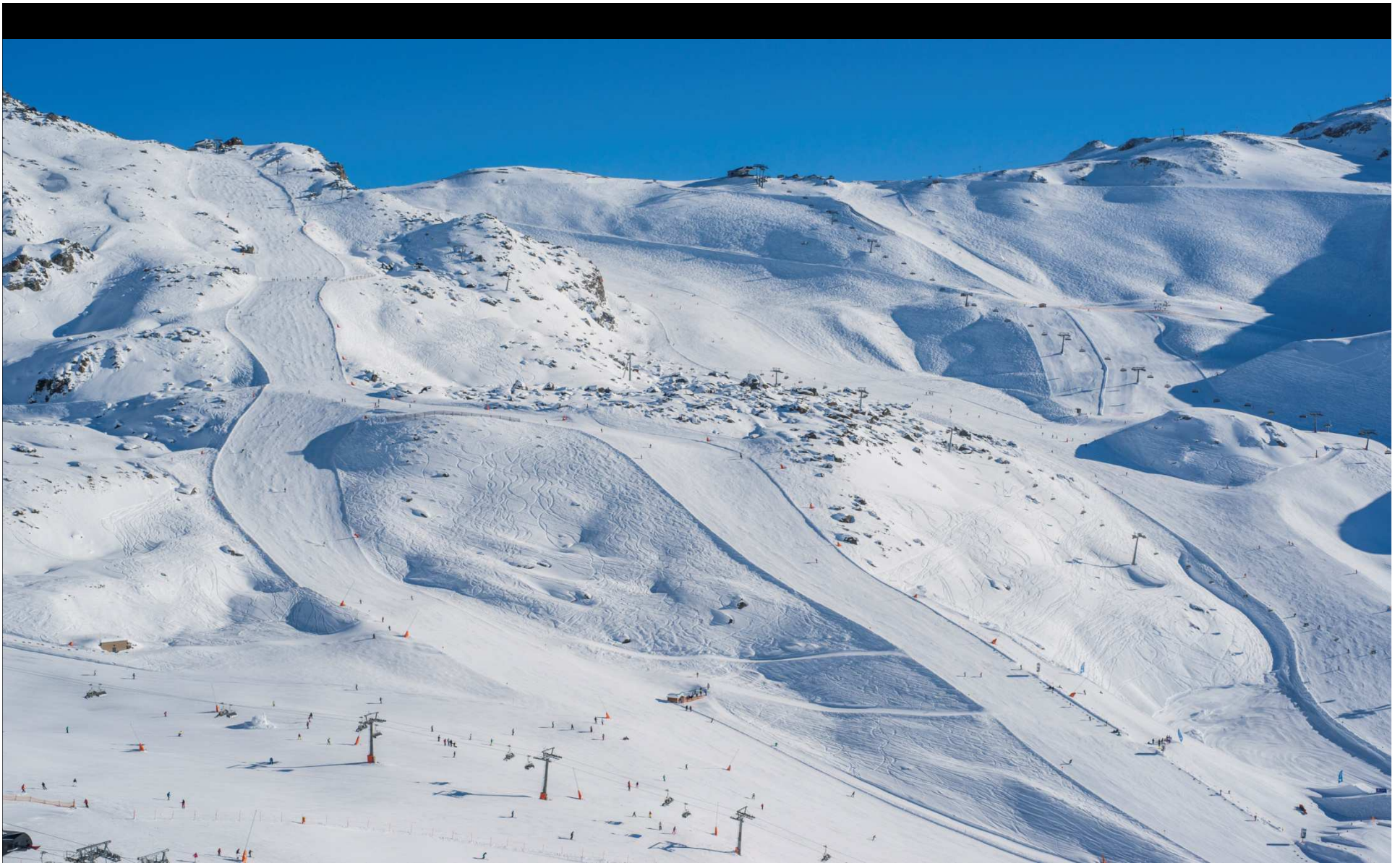
Relax. If you can ...



The most modern
lift sytems worldwide



Relax. If you can ...



238 km of slopes



Relax. If you can ...



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Relax. If you can ...

large freeride area



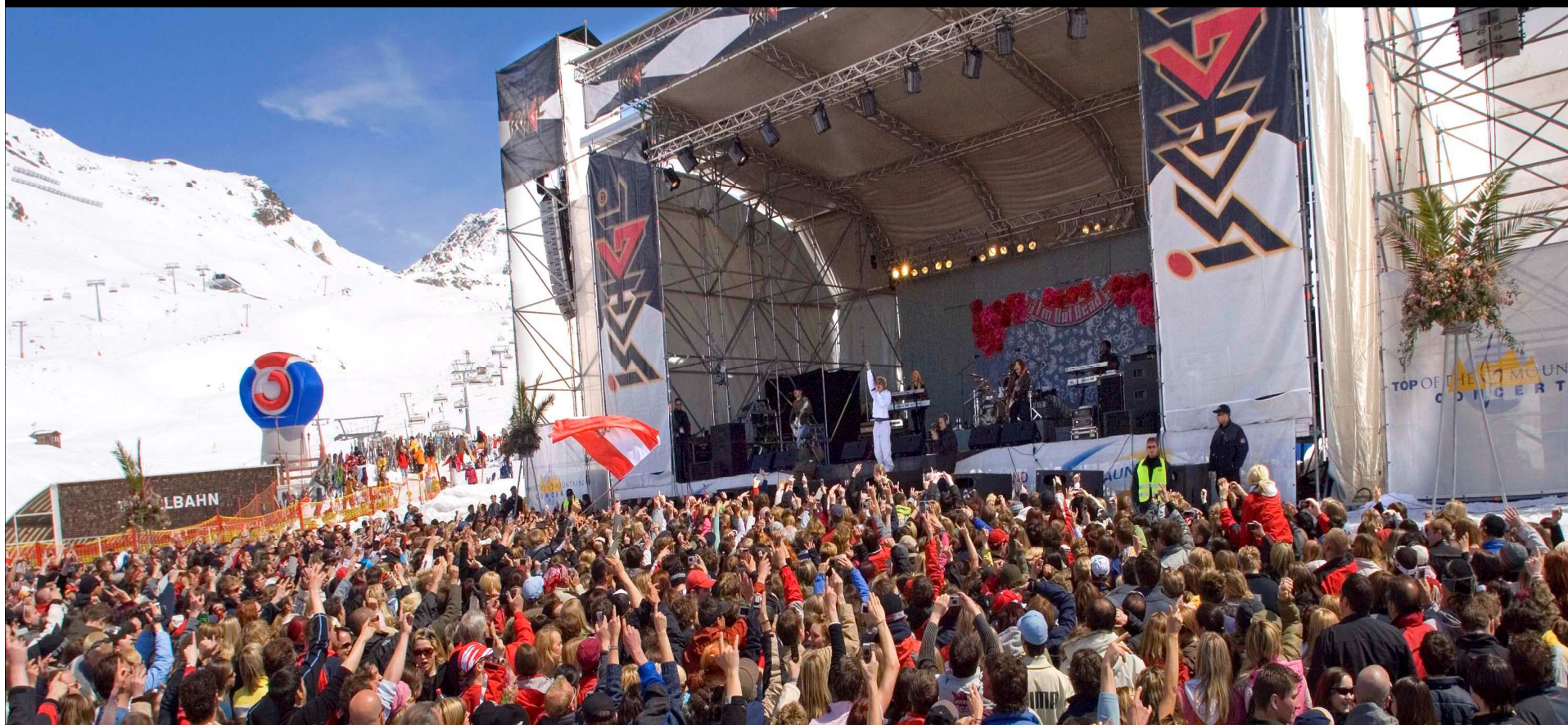
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Biggest Snowboardfunpark in Austria



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Top Events

„Top Of The Mountain Concerts“



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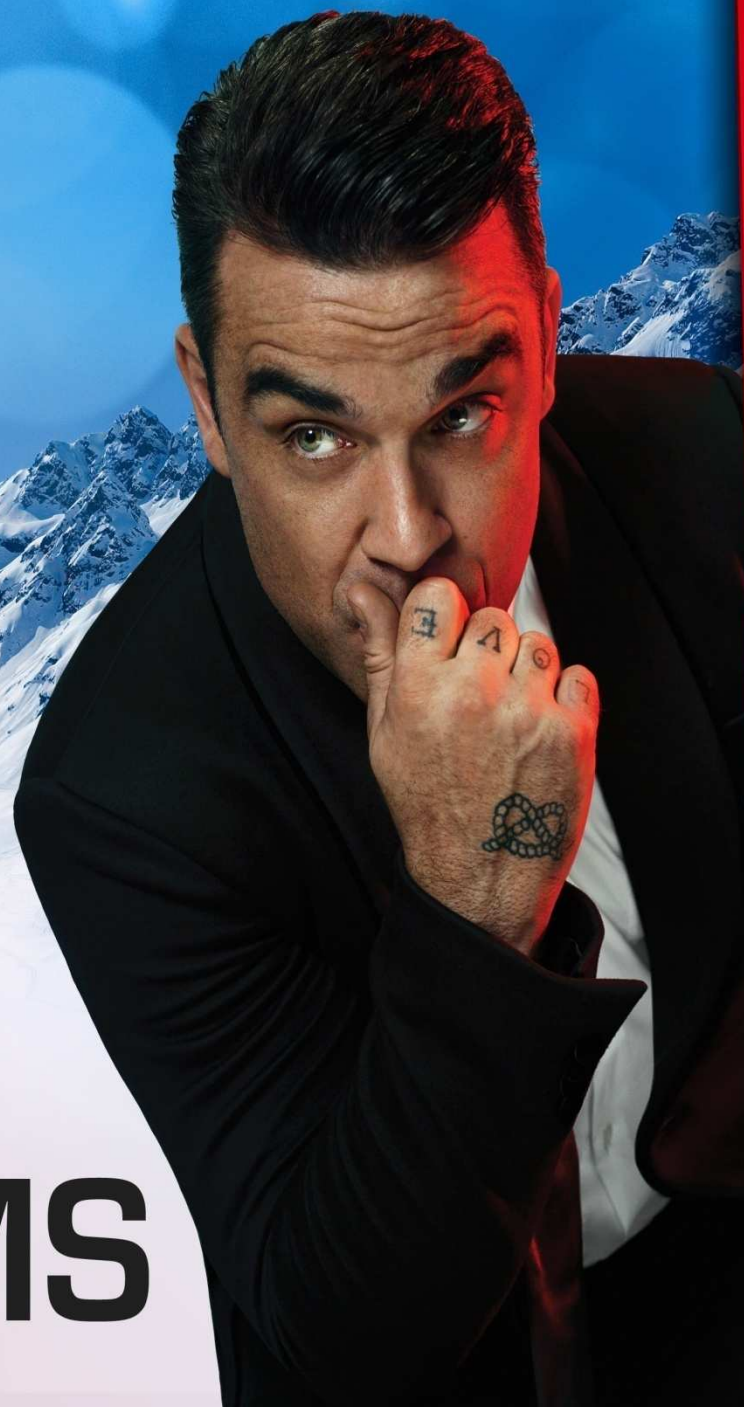
Performers between 1995 and today

- Elton John
- Tina Turner
- Diana Ross
- Jon Bon Jovi
- Bob Dylan
- Sting
- Alanis Morissette
- Pink
- Anastacia
- Mariah Carey
- Deep Purple
-



03. MAI 2014

ROBBIE
WILLIAMS



spectacular Shapes in White



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Ischgl – Luxury and Lifestyle





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The longest night-time toboggan run in Tyrol



Relax. If you can ...



Shopping de Luxe



„Ischgl – an incomparable winter
experience “



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Thanks for your attention.

See you soon in Ischgl -
the lifestyle capital of the Alps!



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