

Snow and Skiing in Austria: how to adapt to a warmer climate

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Winter Tourism

- Is the single most important economy in rural Austria
- About 4% of Austrian GNP
 - In certain provinces like Tyrol and Salzburg much higher
 - Half of rural income during winter



Development of Winter Tourism

- Requires rich societies
- Enough income from tourists
- Austrian rural areas serve also countries like Germany or Netherlands for tourism
 - About 35% domestic tourists
 - About 65% international tourists
 - “Rural” and “mountains” is also an export product in Austria

Rural

- Some 85% of all Austrian tourism is rural



Winterlandscape

- Winter and snow are important factors of selling rural landscapes
- Higher value with appropriate activities



Natural Hazards

- Increased with intensity of use
- Even dangerous areas become frequented



Winter in lower altitudes and snow

- The skiing season is getting shorter
- Since 1980 major adaptation are in place



Kitzbuehel

- Is one of the oldest and most famous resorts in Austria
- Is situated in comparatively low altitude

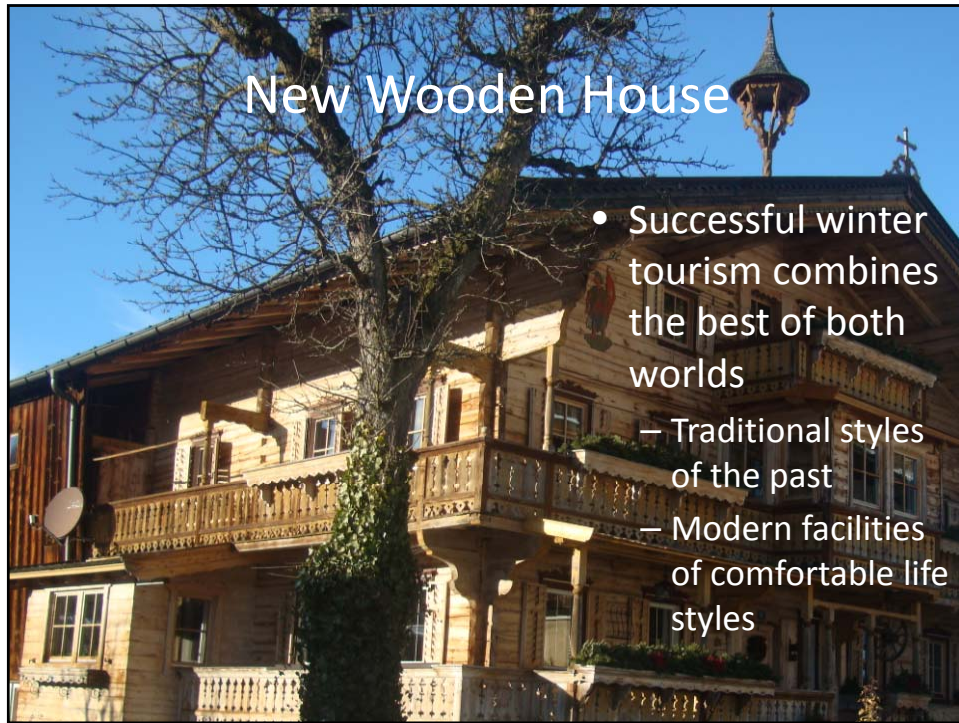


Apres-ski

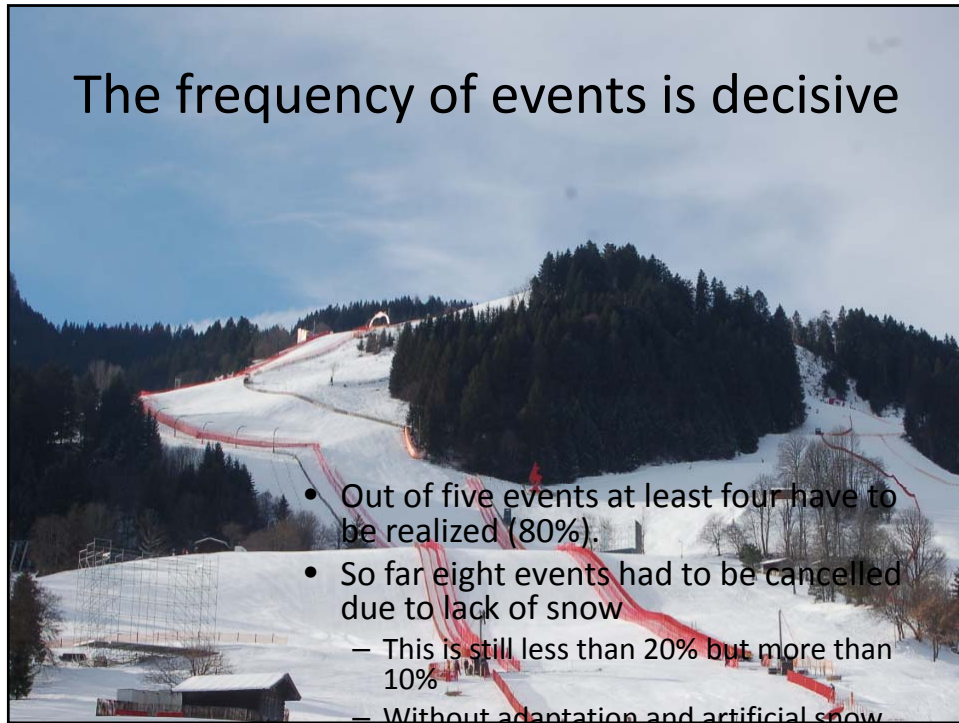
- Places like Kitzbuehel offer cozy atmosphere after skiing
 - Coffeehouses
 - Drinking and dining
 - Amusement and nightlife
 - Shopping







The frequency of events is decisive



- Out of five events at least four have to be realized (80%).
- So far eight events had to be cancelled due to lack of snow
 - This is still less than 20% but more than 10%
 - Without adaptation and artificial snow

Just watching

- Is a good business
 - Tickets are over 20 Euro
 - To see...
 -and to be seen



Heroes of past get a monument

- Kitzbuehel has winter tourism for more than 100 years
 - First observed skiers in 1892
 - Skiing association founded in 1902
 - First international races 1930/31
 - First cancelling of race due to lack of snow
 - First world cup races 1966/67
 - 1993 decision to entirely equip racing area with snow making facilities
 - Adaptation not enough for seasons 2005 and 2007



The Change

- Previously, nature did most of the job for a good skiing experience
- Today the local people have to help a lot if they want to remain successful



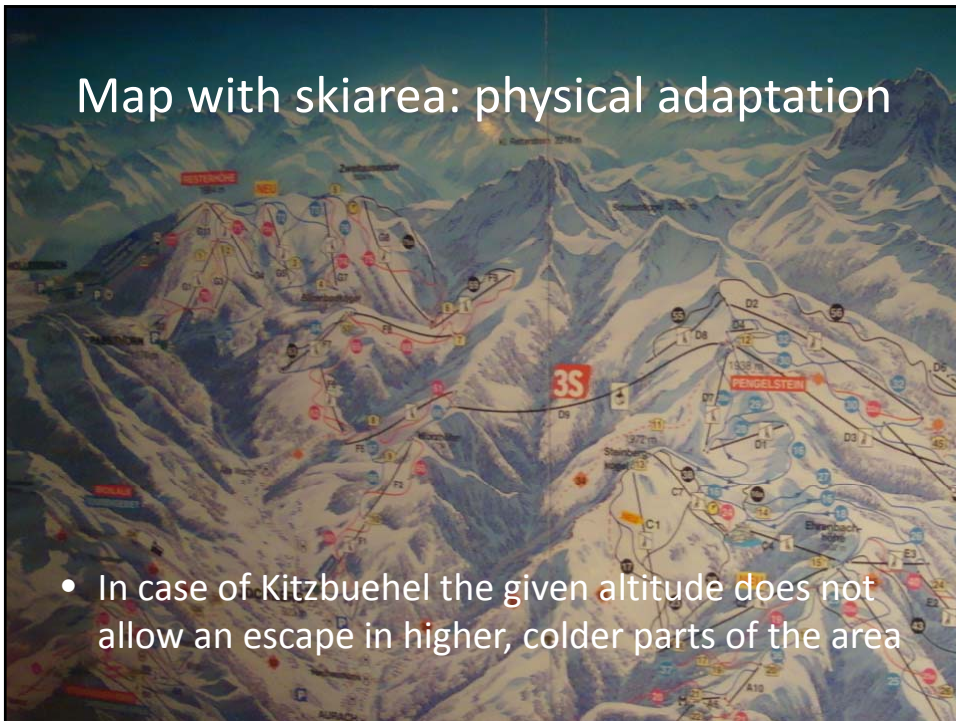
Adaptation is required

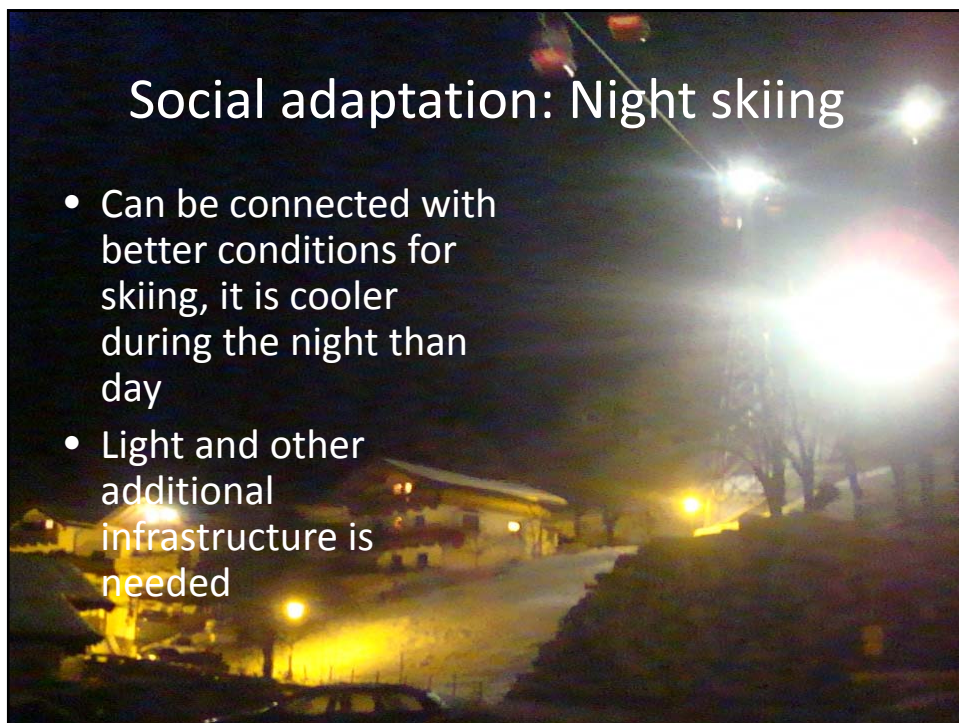
- Several possibilities of adaptation
 - Physical adaptations
 - Technical adaptations
 - Social adaptations



Map with skiarea: physical adaptation

- In case of Kitzbuehel the given altitude does not allow an escape in higher, colder parts of the area





Social adaptation: winter tourism without skiing



- There do exist alternatives to snow based skiing
 - But only if this is not the regular case
 - people will no longer come in case skiing is over

Partial Pleasure



- Generally in a resort there are patches of areas suitable and non suitable for skiing



Proportion skiers and ski area

- To find balance between skiers and ski areas
 - Not easy to assess
 - Climate dependent
 - Market dependent



Skiing as activity

- Local component becomes less pronounced
 - Skiing becomes more expensive
 - There are more foreign skiers
- Teaching how to ski
 - Provided extra income opportunities for locals
 - Requires today international language skills

