

Record Visit Rate at “Bear Days” Not Only Thanks to Bear Visitors.

STARÝ SMOKOVEC (August 8, 2011) – The unusual „bear“festival attracted thousands of children with teddy bears to Hrebienok mountain last weekend. The organizer, Tatry mountain resorts, a.s., added a traditional program with some novelties. The performance of TEATRO TATRO was a success. The record visit rate of the event, more than 20 thousand people, positively surprised the organizers, as well.

The 4th year of the Bear days at Hrebienok mountain confirmed that the event is the most visited event in the High Tatras. The record visit rate, more than 20 thousand people, is the proof. Families with children enjoyed the Bear days.



The weather was favorable, and the bears were peaceful, even a white bear from Canada, which actors from a theater named **TEATRO TATRO** brought. The actors entertained everybody and the audience was fully occupied. They presented a successful program, performed at the Olympic Games in Vancouver 2010. **They represented all the winter Olympic sports in a funny way.** The actors of the theater, Róbert Jakab, Lukáš Latinák and Milan Ondřík, played for the first time in the High Tatras, The idea of the event and its visit rate impressed the actors.



As usually, children played the bears; they could dig through a container, where they could find some goodies, they could climb into a bear's hole, stamp a bear's foot and the children, who came on the opening day on August 5, 2011, could dip into a sweet honey. The children could learn more about the life of our biggest predator via the "bear science". The stuffed exhibit of a brown bear showed the real appearance of the bear.

The Tatras' wilderness disclosed some of its secrets to thousands of children in an entertaining way and invited them to go trekking by following the Tatras' animals to Skalnaté pleso. The eco-mini park- the Marmot land- waited for them there, as well as **the next big event in the mountains**, in the most beautiful place in the High Tatras, at **Štrbské Pleso**. The event- **MARMOTS AT THE "PLESO"** will end the summer holidays in the last week of August there. On the other hand, the most beautiful tourist season in the High Tatras will begin. The autumn is a season, when the Tatras offer a breathtaking view for visitors.

Tatry mountain resorts, a.s. is already planning the fifth year of the Bear days and promises that the company will celebrate the fifth anniversary with the children and their teddy bears at Hrebienok mountain with an attractive program, great entertainment, and presents.

Tatry mountain resorts, a.s. is the largest subject in the tourism industry in the Slovak Republic. It owns and operates attractive ski resorts and hotels in the Low and in the High Tatras. TMR's portfolio includes the resort Jasná Nízke Tatry and the hotel Grand Jasná, Tri studničky and Ski Záhradky hotels in the Low Tatras. In the High Tatras TMR owns and operates the resorts Tatranská Lomnica, Grandhotel Starý Smokovec and Liptovská Teplička, as well as hotels Grandhotel Praha Tatranská Lomnica and Grandhotel Starý Smokovec, and Hotel FIS Štrbské pleso. TMR has already invested over EUR 70 million of capital expenditures into these resorts and plans to spend additional EUR 65 million on projects, which will be focused on increasing the standard and visit rate of our mountains in the following years. The last TMR's acquisition is the aquapark Tatralandia, the biggest Slovak thermal aquapark, which, besides water entertainment, also offers an entertainment in the Wild West style in the Western City, as well as accommodation in bungalows and apartments of Holiday Village Tatralandia.