

Skiing in Bratislava began earlier than in Tatras this year

BRATISLAVA (11th of November 2011) – Martin on the white horse showed up in the center of Bratislava the 11th of November. Although the air temperature wasn't around zero still the town center could be proud of skiing earlier than on the tatras hills. Tatry mountain resorts, a.s. (TMR) prepared for the professional and laic public a symbolic opening of the winter skiing season.

A prove of that the mountains came to Bratislava is a temporary exhibition of the Tatras in the town center. The biggest attraction of this exhibition is genuine 8 seated cable car, which attract the curious eyes from the begging of November. Blue 8 seated cable car will be the biggest news also this winter season in Tatras. There is more news prepared in Tatras. Slovak Tatras brings more comfort and also snow guarantee to the skiers thanks to artificial snow up system the recent years, but for the first time the mountains came for the skiers directly to the town center.

„I am glad, that this year skiing in Slovakia began so than never in the history, in the town center thanks to us”, Bohus Hlavaty, the TMR chairman of the Board said. A snow hill and 8 seated cable car showed up at the place where Obchodna Street is crossing Postova.

"This can be blamed on a date anomaly, as so many ones in the calendar day met this year right on the Martin's name day and it is said that he comes on a white horse. Therefore the Slovak number one provider of ski services is coming with the snow and Tatras directly to Bratislava town center”, Katarina Sarafinova, PR director said.

A non-traditional ski season opening and compete on the snow could see all people attending.

“We want people to know that in Tatras they have skiing guarantee and therefore we are not afraid to snow up Bratislava as well”, Sarafinova said.



News of the winter season

Skiers can look forward besides the 8 seated cable car in Tatranska Lomnica also for new slope and more km of artificially snowed up slopes from the official skiing season in Low and High Tatras. High Tatras are the winter paradise in beautiful mountain environment with total length of slopes almost 22 km, great skiing conditions, but also for mountain hiking in the altitude over 2000 m above sea level as well. You can ski with one ski pass in Tatranska Lomnica, Strybske Pleso and Strbske Pleso. *„This concept was successful in last winter season already, we were able to increase the visit rate in High Tatras significantly”, Hlavaty said.*

Transport capacity of the 20 cable cars and ski lifts in all three resorts is more than 21 thousand people per hour. The modern artificial snow up system provides the snow guarantee on 17th kilometers of slopes different difficulty. The winter fun lovers can enjoy the night sledding on Hrebienok or non-traditional entertainment on the snow attraction besides the skiing.

The highest located ski resort in Slovakia, Tatranska Lomnica will increase the transport capacity by 2400 persons per hour thanks to 7 million EURO investment into new 8 seated cable car. New 8 seated cable car with blue bubble will attract mostly families with children. Thanks to Kidstop system have parents less concern when transporting the kids. A special handle prevents restless little skiers in their uncontrolled movements. A new slope with moderate downhill grew up next to

the cable car. The heated cable car with orange bubble, which passed the premiere season and succeeds at skiers, offers a maximum comfort for the skiers. The visitors of Strbske Pleso can look forward for the resort's new look. New cashiers right under the ski jumps, mini square in front of the hotel FIS and free of charge parking directly in the resort will bring more comfort and safety for the skiers. A new TATRY MOTION operation is part of this complex, where everybody can find theirs – rental, ski school, service, depot, and sport shop under one roof.

Even more beautiful experiences in tatras hotels are waiting for visitors thanks to the new wellness and the rooms in Grandhotel Praha. Hotel expanded its capacity by 27 rooms and 6 suits. The combination of the traditional Art Nouveau style with modern elements and technology is their main idea. Relax will be even better thanks to new Grand Mountain Spa, a concept inspired by the healing power of nature and supplemented by the spectacular view on the high tatras peaks.

Jasná Nízke Tatry as the largest ski arena with great winter sports conditions in Slovakia offers never-ending possibilities for activities, entertainment and active relax on 36 km of slopes on the northern and southern side of Chopok. *„I am very pleased, that in the new winter season more kilometers of artificially snowed up slopes accrue, in the section under Chopok up to the altitude 1843 m. Almost 80% of the main trails in Chopok North resort will be snowed up by the most modern artificial snowed up system“*, Hlavatý said. All together, the resort offers 20 km of artificially snowed up slopes and skiing guarantee up to 5 months of the year on the north and south side of Chopok. A challenging construction of Funitel cable car also started, which result will be a comfortable connection between Chopok north and south by a cable car in winter season 2012/2013. System Funitel is one of the latest technologies in the world.

The cable cars with orange bubbles became most popular in the resort; The 8 seated gondola Grand Jet at Brhliska, which is the first of its kind in the world same as 6 seated cable car with orange bubble at Zahradky. Maxiland at Biela Put will delight the children visitors, it is the biggest children areal in Slovakia on the area of more than 6000 m² with convenient belt lift, and it is an ideal place for the first experiences on skis or snowboard.

Music club Happy END is the entertainment center in Jasna – it is operating as a restaurant with a terrace directly on the slope during the day and in the evening hours it is changing to après ski entertainment place with a disco. The resort gained more attraction for young people who are looking for a place of a good entertainment, music, drinks and food after the skiing. The new modern shopping zone with branded clothing and accessories on a total area of 1565 m² is new in the resort as well.

Wellness hotel Grand Jasna****, the most lucrative hotel in the resort passed major changes. The most important is the reconstruction of 27 rooms. Skiers can enjoy the stylish rooms in mountain design and in natural tones.

Good skiing holidays should include also possibilities of additional program. Therefore ski pass is also a ticket to the aquapark. The news of the season is the possibility to use all 2 and multiple days ski passes not only for skiing but also to bath in a nearby Tatralandia. The combination of skiing and batching in thermal waters is a great benefit for the skiers.

Some statistics

Previous winter season was one of the most successful in Tatras. It brought nearby double operating profit of the company. Investments into the resorts and hotels, which have been made before winter season, overreached 26 million Euros. TMR resorts, Jasna Nizke Tatry and Vysoke Tatry attracted almost 680 thousands visitors during the winter season 2010/2011, what is approximately 25% more comparing to the last winter season. The most notable increase recorded the resort Tatranska Lomnica. It was managed to change a negative decreasing trend of visit rate in High Tatras from the past days. A significant success has noticed also product ski courses, which was very attracted by Slovak schools and resorts visited almost ten thousand students thanks to this program.

Tatry Mountain Resorts, a.s. is the biggest subject in the tourism area in Slovakia, which owns and operates attractive ski resorts and hotels in area of Low and High Tatras. This includes resorts Jasna Nizke Tatry and hotels Grand Jasna, Tri studnický and Ski Zahradky, in Vysoke Tatry TMR owns and operates resorts Tatranska Lomnica, Stary Smokovec and Liptovska Teplicka and hotels Grandhotel Praha Tatranska Lomnica and Grandhotel Stary Smokovec and hotel FIS Strbske Pleso. Until these days Tatry Mountain resorts invested in already mentioned resorts more than 70 million Euros and more 65 million has to contribute by increasing the standard and visit rate of our mountains in the coming years. The last acquisition of TMR is Aquapark Tatralandia, the largest Slovak thermal aquapark, which offers besides the water entertainment also entertainment in Wild West style in Western City, same as accommodation in bungalows and apartments in Holiday Village Tatralandia.