

People in the High Tatras try to attract tourists also with the discounts cards

TATRANSKÁ LOMNICA (14 December 2011) – The High Tatras are a gem of Slovak tourism. In the third quarter of this year, the High Tatras recorded the most overnight stays in Slovakia. Innovative systems and monitoring of current trends are used to attract more and more tourists. The Region of the High Tatras tries to keep pace with the Alps and achieve their standards. As a result, there are already 10,000 beds in 150 accommodation facilities that offer visitors to the mountains attractive stays with ski passes and other services in the packages for more advantageous pricing.

High Tatras have a big potential for developing thanks to the fact that visitors can find a **wide range of services and activities offered in a relatively small area of the High Tatras**. In 2008, region of Liptov became the first region forming an association for tourism. 'Klaster Liptov' has offered discounts cards valid in the most attractive Liptov resorts since 2009. A year later, a similar card started to be used in the High Tatras as well.

Discounts cards are provided by associations like this all around the world. A newly reformed law about support of the tourism industry has been in effect since the beginning of the month. It is the basis for the possible formation of **regional organizations for tourism**. It is obvious, there are going to be **several of them in the High Tatras**. All the subjects active in the area of tourism are in favour of activities like that.

Despite the fact there is no such active association offering discounts cards in the High Tatras, this card already exists and is ready for its second winter season. *"Guests accommodated in almost 150 hotels and guest houses with the capacity of 10,000 beds can use advantageous services with this TATRY Card. During winter, the biggest enticement is the ski pass valid in the largest ski resorts in the High Tatras,"* said Lenka Maťašovská, the product manager of the company Tatry mountain resorts.



The biggest enticement of the TATRY Card is a discount up to 30% on 3 or 6 days skiing. Besides this, there are discounts valid in aqua parks, restaurants, ski equipment rentals and in sport stores for the visitors to the Tatras.

This winter holiday can be more attractive with this card. *"We are one step closer to the Alps resorts where a cooperation like this exists for decades,"* said Bohuš Hlavatý, president of the board of directors of the company Tatry mountain resorts.

There is a lot of competition in the High Tatras trying to attract a client. For a client, it is good to monitor good offers to be able to buy cheaper holiday in our Slovak mountains. TATRY Card is available for the guests for free right at the reception office at selected accommodation facilities.

Region of Liptov achieved the increased number of the overnights, too. But the statistics on the number of overnights are still in favour of the region of the High Tatras. High Tatras have the base to build on. They have showed the way of cooperation, too, that is very important for the success of the winter season.

Company Tatry Mountain Resorts, a.s. is the largest proprietor in Slovak tourism. It owns and is the keeper of appealing ski resorts and hotels in the area of the Low and High Tatras. It owns the ski resort Jasná, Low Tatras and the hotels, Wellness hotel Grand Jasná, Tri Studničky and Chalets Záhradky De Luxe. Company TMR owns and is the keeper of these ski resorts and hotels in the High Tatras as well: Tatranská Lomnica, Starý Smokovec and the hotels Grandhotel Praha Tatranská Lomnica, Grandhotel Starý Smokovec and Hotel FIS Štrbské Pleso. Company TMR owns and rents these hotels as well: Srdiečko, Liptov and Ski&Fun Záhradky and Bungalows. It closely cooperates with the mountain resort Štrbské Pleso as well. Towards the end of the year 2011, 100 mil. € were invested in these resorts and other 56 mil. € should contribute to increasing the standard and the number of visitors in our mountains in upcoming years. The last acquisition of the TMR is Aquapark Tatralandia that is the largest thermal aqua park in Slovakia offering not only water entertainment, but also fun in Wild West style in Western City and accommodation in bungalows and suites in Holiday Village Tatralandia during the whole year.