

The Tatras are attracting tourists again

DEMÄNOVSKÁ DOLINA (September 26, 2011) – the Slovak Tatras had a fairy-tale summer from a tourism point of view. While the visit rate attacked record values in the resorts and aquapark Tatralandia at the beginning of the summer, it easily beat all of them at the end. The famous entertaining aquapark welcomed 347,162 visitors from June to August.

Our mountains are waking up with a new shine and attracting more and more visitors. Tatry mountain resorts play a great part on the success of so called New Tatras´ Era. TMR had operated primarily in the mountain environment but has extended its activities lately. TMR´s portfolio was expanded by Tatralandia, the biggest entertainment resort with an aquapark and accommodation in Slovakia.

Visit rate is one of the most important criteria in tourism. Especially the second summer month rapidly increased in the visit rate. The month of August has been excellent regarding the weather, which impacted not only the visit rate, but also TMR´s results. 389,040 visitors came to TMR´s mountain resorts and aquapark in August, which increased the revenues by 170% to EUR 5.9 mil. in comparison with last year. Revenues of June and July increased year-over-year by 149% to EUR 12.4 mil. The number of visitors in the mountain resorts and aquapark reached the amount of 760,692 people during the same months. The visit rate increased year-over-year by almost 16% in the mountain resorts in the High and Low Tatras during the summer.

TMR reached excellent results also thanks to the successful acquisition of Tatralandia in April 2011.

“Entertaining aquapark Tatralandia welcomed a record number of 347,162 visitors from June to August. Slovaks but also Polish and Czechs visited us”, Bohuš Hlavatý, chairman of TMR´s Board, said. The acquisition of Tatralandia was also an important step in fulfillment of the strategy of building a year-round tourist destination in the Tatras.

“We proved that it was not possible to have excuses due to crisis forever, and despite of difficult conditions we attracted those who were not thinking about holidays in the Tatras. We ran a deal campaign in Tatralandia in June, which gained a several thousand base of the visitors, with whom the resort worked marketing-wise during the whole summer”, Hlavatý confirmed.

Summer indicators are a positive promise before the winter season, from which TMR expects confirmation of its position on the market. Thanks to new investments into cableways, snowing equipment, hotels, and facilities in the High and Low Tatras, TMR created room for better services and better satisfaction for visitors. “I believe that more visitors visit the resorts than the last season, and we will persuade them that they made the right decision to spend the holiday in the Tatras”, Bohuš Hlavatý said.

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 resort Jasná Nízke Tatry and hotel Grand Jasná, Tri studničky and Ski Záhradky hotels in the Low Tatras. In the High Tatras TMR owns and operates 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 aquapark Tatralandia, the biggest Slovak thermal aquapark, which, besides water entertainment, also offers entertainment in the Wild West style in the Western City, as well as accommodation in bungalows and apartments of Holiday Village Tatralandia.