

Tatralandia Breaks Records

DEMÄNOVSKÁ DOLINA (July 19, 2011) –Positive results of Tatralandia in the first season with a new management confirm that the acquisition was the right decision made by Tatry mountain resorts, a.s. Almost 76% more visitors visited the water park in June than in the same period last year. This significant increase also impacted sales.

Tatralandia is the largest water park in Slovakia and one of the largest water parks in Central Europe. Except for the swimming pools and toboggans, Tatralandia also offers many entertaining attractions for the whole family. The entertainment and accommodation can be enjoyed in the beautiful scenery of the mountains.

Summer holidays are the peak season for Tatralandia. The June results have already confirmed that Tatralandia started to do well under TMR's management. **In June 86 782 visitors** entered through Tatralandia's gates, which is a **76% increase** in comparison with the same period last year, when 49 317 people visited Tatralandia. The sales significantly **increased y-o-y by 81%**.

Before the summer season started Tatralandia introduced some novelties regarding entertainment and comfort. **The family rafting toboggan- Trio- is the novelty of this summer season.** It offers a triple ride experience, which can be enjoyed by the young and adults since June 11, when the resort commenced summer operation. Tatralandia also offers a rafting U-ramp and a rafting funnel toboggan – the only one of its kind in Eastern Europe. Tatralandia promises higher comfort during this summer. There are 4000 deck chairs available for guests. A chip system will assure better **freedom of movement during the stay.**

Visitors will not be burdened with carrying cash. On the contrary, they can postpone paying cash and with credit cards until the check-out time, since they receive an electronic chip upon entering. The chip will record all the consumption or other additional purchases. The visitors will pay when they leave the water park. They appreciate the new non-cash system. Investment into a system called **Express Pass**, thanks to which the visitors can enjoy toboggans without waiting, also seems right.

Free entrance into **the Western City** near the water park is an important novelty of this summer.

The visitors can see the Wild West show including many actor- and stunt performances in the city. The main attraction is a natural open air theatre for 3000 visitors, where there are many different performances during the day. Stylish restaurants, bars and typical western stores are not missing. The visitors can also enjoy attractions, such as archery, tomahawk throwing, gold washing, riding on a horse or an electric bull.

„The results of Tatralandia confirm that the acquisition was the right decision made by TMR. We achieved them thanks to synergies with mountain resorts and hotels operated by TMR and thanks to the right steps in marketing and business,“ said Bohuš Hlavatý, chairman of the TMR Board.

Tatralandia's positive results in June confirm the trend in accordance with TMR's estimated sales increase of 75% during the summer season.

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.