

## **After successful winter the Tatras are preparing for the summer season.**

**DEMANOVSKA DOLINA (20th May 2011) – The Tatras’ people are preparing for summer and are balancing winter. The resorts Jasná Nízke Tatry and High Tatras have been visited during the winter season by almost 680 thou. of visitors, what signifies the visit rate increase by approx. 20% in comparison with previous winter season. The greatest absolute sales increase reported the Mountain resorts segment.**

The Tatras’ people are balancing, the winter season was successful. Consolidated **revenues of TMR Company increased by 55% to over 21 mil. EUR** in comparison with the same period last year. TMR divides its activities into three basic segments – Mountains (Mountain resorts, Dining, Sport services and Stores), Hotels and Real estate. Favourable results are the outcome of the positive growth trends of the revenues in all TMR segments.

The greatest absolute revenue increase noticed the Mountain resorts segment. *“Within last 4 years the transportation capacity of the cableways increased by over 6 thous. persons per hour and the number of snowed trails by more than 100%”*, said Bohuš Hlavatý, chairman of the TMR Board. Before lately finished winter season we put into operation **two 6-seat cableways** with closing orange shields and special wind resistant system, **further kilometres of artificial snowed trails were added**, what was the crucial reason of the success this winter regarding the lack of natural snow during the last winter season. **The revenues increased in this segment by over 4.2 mil. EUR to almost 11.7 mil. EUR. The visit rate** in resort Jasná Nízke Tatry and in the High Tatras (without Štrbské pleso) **increased by 19% to more than 677 thous. of visitors** in comparison with the same period last year. The resort **Vysoké Tatry-Tatranská Lomnica noticed the most significant increase.**

In the segment Dining reported the greatest increase by percentage of revenues. Within period of first two quarters of company fiscal year the revenues increased by 80% to almost 1,9 mil. EUR in comparison with previous season. This fact was influenced by new **Music Club Happy End** thanks to the excellent location near Jasná trail and the vicinity of the largest hotel, but also the excellent cuisine, great atmosphere during the night parties.

*“We would like to continue in one of the historic most successful winter seasons during summer season as well”*, added Hlavatý. Recent acquisition of the biggest aquapark in CEE region will help to stabilize previous seasonality of the business. The **influence of the Tatralandia sales** is expected on total revenues in comparison with the same period last year **up to 75%** and further synergies especially in effective utilization of accommodation capacities. Acquiring Tatralandia into TMR portfolio the company became the largest year-round provider of tourism services in the region.

**Tatry mountain resorts, a.s.** together with AquaCity Poprad **created summer combined product SLOVAKIA AQUA FUN PAS**, which will be appreciated by families with children mostly. It offers **ideal connection of mountains and water entertainment**. Thank to this product the landlords are able to create attractive accommodation packages. The creation of such a product was supported by the success of winter accommodation packages in the Tatras.

**Tatralandia and mountain resorts in the Tatras are starting the main summer season.** They are actively preparing for the holiday during summer, which should be in the sign of synergies and offers of more attractive combined products in both regions in Tatras. The goal is to attract as many tourists as possible, not only the one-day visitors, but especially those, who will utilize the accommodation facilities and to maintain the positive trend from winter season...

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**Company TATRY MOUNTAIN RESORTS, a.s.** is the major subject in tourist segment in Slovakia who owns and operates attractive ski resorts and hotels in Low and High Tatras areas. Here belongs resort Jasna Nizke Tatry and hotels Grand Jasna, Tri studnický and Ski Záhradky, in High Tatras TMR has in its ownership and operates resorts Tatranska Lomnica, Stary Smokovec and Liptovska Teplicka and hotels Grandhotel Praha Tatranska Lomnica and Grandhotel Stary Smokovec. The TMR Company already invested more than EUR 70 million of capital expenditures and at present it has in a pipeline the projects worth additional EUR 65 million which are to be focused on increasing the standard and visit rate of our mountains during following years.