

CABLE CARS REPRESENT THE **CORE INFRASTRUCTURE** OF ALPINE WINTER TOURISM IN AUSTRIA, SECURING THE EXISTENCE OF THOUSANDS OF BUSINESSES, THEIR EMPLOYEES AND FAMILIES.

CABLE CARS AND ENERGY

Facts vs. myths

2,900 cable cars and lifts

Austria's cable car industry secures almost **125,900 full-time jobs.**

- 17,100 directly with the cable car companies themselves and
- 108,800 jobs with directly benefiting industries or indirect upstream suppliers



The **electricity demand** of all cable cars in Austria is **750 GWh** (= just **1,2%** of the entire domestic energy demand), including technical snowmaking. **More than 800 GWh** are wasted each year in Austria through standby energy loss alone.

23,700 ha of pistes

over 50 million skier days per year



WHAT AUSTRIA GETS OUT OF THIS:

Winter sports fans who use the cable cars generate **gross sales** of around **€11.2 billion** each year (cable cars, accommodation, gastronomy, sports retail, etc.)

The **value multiplier factor** is **8,3**, which means €1,000 in wages, salaries, profits and amortisation at the cable cars brings in revenue of €8,300 for the region!

The Republic of Austria benefits with an **annual sales tax revenue** of over **€1 billion**



The **total energy consumption per skier per day** (for cable cars, snowmaking, piste preparation, gastronomy, heating and infrastructure) amounts to **18,0 kWh**

FOR COMPARISON:



• If you were to **drive your car from Vienna to Salzburg on the A1**, the energy required to do so would, in comparison, consume the same as a **7-day ski pass**.

• 1/2 hr of jet skiing



on the sea = 7 days of skiing.

• If **one person flies from Vienna to Palma de Mallorca**, for the same energy expenditure this person could go **skiing for 30 days** in Austria.



• If **one person flies 8,906 km from Vienna to the Caribbean**, for the same energy expenditure this person could go **skiing for 105 days** in Austria **AND** use the cable cars in summer from July to September to go hiking in the mountains **every single day**.

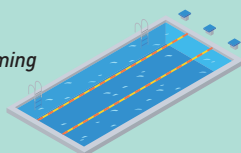
• If **one person travels 7,780 km with a medium-size modern cruise ship from Hamburg to New York**, for the same energy expenditure this person could go **skiing for 351 days** in Austria.



Around **525,000 kWh** were required each winter to cover a ski resort with 30 ha of pistes using technical snowmaking.

FOR COMPARISON: A communal swimming pool has an energy demand of approx.

750,000 kWh per year.



Good to know: Energy savings of 20% within the last 10 years!