



# Ski Passes 2015/16 in European Ski Resorts

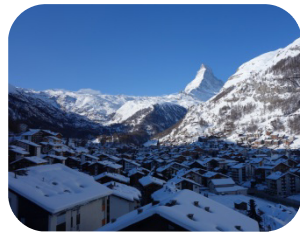
## A price comparison by Kohl & Partner



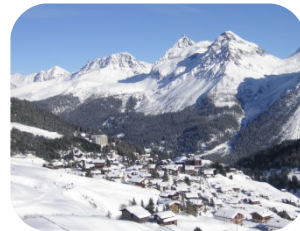


## The majority of the large-scale Ski Resorts offer day passes for adults (main season) between EUR 45 - 55

Prices of ski passes in Ski Resorts with more than 100 kilometres of slopes



EUR 71,8



EUR 65,4



EUR 64,5

10 out of the 16 selected large-scale European Ski Resorts currently offer day passes for adults in a range between EUR 45 and 55 during main season. Only the French Ski Resorts of Les 3 Vallées and the Swiss ones offer their tickets at a higher price.

The significantly higher prices of the Swiss Ski Resorts are still also a result of the unfavorable exchange rate of the Swiss Franc since January 2015. But also when using the exchange rate from December 2014 the Swiss Ski Resorts would be on top of the list.

It also needs to be noted, that in some Ski Resorts it is possible to buy cheaper tickets for selected areas.

2 \* One day ski pass for an adult at the weekend at the beginning of January

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Mountain Resort	EUR*	2015
1 Zermatt (CH)	71,8	1
2 Arosa-Lenzerheide (CH)	65,4	3 ↑
3 Les Quatre Vallées (CH)	64,5	2 ↓
4 Les 3 Vallées (FR)	59,0	4
5 Val d'Isère (FR)	54,0	5
6 Saalbach (AT)	51,0	8 ↑
7 Gröden (IT)	50,0	6 ↓
8 Baqueira Beret (ES)	49,0	7 ↓
9 Madonna di Campiglio (IT)	47,0	8 ↓
10 Ischgl (AT)	46,5	10
11 Grandvalira (AD)	46,0	10 ↓
11 Monterosa Ski (IT)	46,0	10 ↓
11 Wilder Kaiser Brixental (AT)	46,0	10 ↓
14 Alp 2500 (ES)	45,0	14
15 Formigal-Panticosa (ES)	43,0	15
16 Les Sybelles (FR)	41,7	16

\* Official exchange rate on 28<sup>th</sup> January 2016



## The price level in medium size Ski Resorts differ significantly – from EUR 15,3 (Kayseri) to EUR 47,0 (Malbun)

Prices of ski passes in Ski Resorts with 30 to 100 kilometres of slopes



EUR 47,0

Mountain Resort	EUR*	2015		
1 Malbun (LI)	47,0	1		
2 Cairngorm (UK)	46,0	3	↑	
3 Åre (SE)	45,8	2	↓	
4 Oberstdorf (DE)	45,0	6	↑	
5 Trysil (NO)	43,3	4	↓	
6 Hafjell (NO)	42,7	5	↓	
7 Levi (FI)	41,5	8	↑	
7 Ylläs (FI)	41,5	9	↑	
9 Oppdal (NO)	41,2	7	↓	
10 Ruka (FI)	41,0	9	↓	
10 Garmisch-Partenk. (DE)	41,0	11	↑	
12 Vemdalen (SE)	39,9	13	↑	
13 Glenshee (UK)	39,4	12	↓	
14 Jasna/Chopok (SK)	38,0	14		
14 Vallnord (AD)	38,0	15	↑	
16 Brauneck-Wegsch. (DE)	34,0	16		
17 Kravavec (SI)	32,0	17		
18 Maribor/Pohorje (SI)	31,0	19	↑	
19 Fterolakka-Kellaria (GR)	30,0	18	↓	
20 Bansko (BG)	29,7	19	↓	
21 Rosa Khutor (RU)	29,4	25	↑	
22 Borovets (BG)	28,1	21	↓	
23 Pamporovo (BG)	27,1	22	↓	
24 Bukovel (UA)	26,5	23	↓	
25 Kopaonik (RS)	26,2	24	↓	
26 Szczyrk (PL)	19,9	26		
27 Kayseri (TR)	15,3	27		

With EUR 47,0 Malbun is currently charging the highest price for a one-day ski pass in the medium size European Ski Resorts (30 to 100 kilometres of slopes). Also the prices in the majority of the analyzed Scandinavian, German and UK Ski Resorts range from EUR 38 to EUR 45.

On the contrary, the medium size Ski Resorts in Southeastern- and Eastern Europe charge between EUR 20 and EUR 32. An exception is Jasna/Chopok in Slovakia with EUR 38,0.

Kayseri in Turkey remains to be the cheapest Ski Resort in this category, charging only EUR 15,3 for a one-day ski pass in 2015/16.

3 \* One day ski pass for an adult at the weekend at the beginning of January



## The majority of the small-scale Ski Resorts offer day passes for adults (main season) between EUR 20 - 33

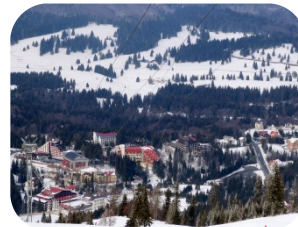
Prices of ski passes in Ski Resorts with less than 30 kilometers of slopes



EUR 32,7



EUR 31,5



EUR 31,2

The most expensive small-scale Ski Resort (among the selected ones) is currently Hlíðarfjall-Akureyri in Iceland, charging EUR 32,7 for a one-day ski pass for an adult. Also in the upper price range of the small-scale Ski Resorts are Kranjska Gora (Slovenia), Poiana Brasov (Romania) and Spindleruv Mlyn (Czech Republic) – all having a price of slightly above EUR 30.

The cheapest one-day ski passes can still be obtained in the Ski Resorts of Popova Sapka in Macedonia (EUR 13,1) and Stara Planina in Serbia (EUR 12,7).

Mountain Resort	EUR*	2015
1 Hlíðarfjall-Akureyri (IS)	32,7	5 ↑
2 Kranjska Gora (SI)	31,5	1 ↓
3 Poiana Brasov (RO)	31,2	2 ↓
4 Spindleruv Mlyn (CZ)	30,1	3 ↓
5 Prielbrus (RU)	26,7	12 ↑
6 Kubinska hora (SK)	26,0	6
7 Bialka Tatrzenska (PL)	24,6	9 ↑
8 Cerna Hora/Pec (CZ)	24,4	7 ↓
9 Vratna (SK)	24,0	4 ↓
10 Blafjöll/Blue Mountain (IS)	24,0	10
11 Horni Domky (CZ)	22,0	8 ↓
12 Jahorina (BA)	20,0	13 ↑
13 Mavrovo (MK)	18,0	14 ↑
14 Kolasin (ME)	15,0	11 ↓
15 Popova Sapka (MK)	13,1	15
16 Stara Planina (RS)	12,7	16

4 \* One day ski pass for an adult at the weekend at the beginning of January



## In 34 out of the 60 selected ski resorts the prices had been increased from 2014/15 to 2015/16

### Large increase\* (more than 5 %)

1 Prielbrus (RU) 47 %	2 Bukovel (UA) 41 %	3 Rosa Khutor (RU) 18 %	4 Bialka Tatr. (PL) 17 %
5 Kayseri (TR) 11 %	6 Blafjöll/Blue M. (IS) 10 %	7 Saalbach (AT) 9 %	8 Cerna Hora-Pec (CZ) 6%
8 Vallnord (AD) 6 %			

### Medium increase (3 – 5 %)

10 Jahorina (BA) 5 %	10 Oppdal (NO) 5 %	10 Maribor/Pohorje (SI) 5 %	10 Akureyri (IS) 5 %
14 Arosa-Lenzerh. (CH) 4 %	14 Val d'Isere (FR) 4 %	14 Hafjell (NO) 4 %	14 Garmisch-P. (DE) 4 %
14 Trysil (NO) 4 %	14 Ylläs (SE) 4 %	20 Ischgl (AT) 3 %	20 Krvavec (SI) 3 %
20 Vemdalen (SE) 3 %	20 Jasna/Chopok (SK) 3 %		

### Small increase (less than 3 %)

24 Ruka (FI) 2 %	24 Levi (FI) 2 %	24 Alp 2500 (ES) 2 %	24 Oberstdorf (DE) 2 %
24 Monterosa (IT) 2 %	24 Wilder Kaiser (AT) 2 %	24 Grandvalira (AD) 2 %	24 Baqueira B. (ES) 2%
24 Gröden (IT) 2 %	24 Les 3 Vallees (FR) 2 %	34 Cairngorm (UK) 1 %	

5 \* Increase in ticket prices in local currency



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### About the report

The presented Ski Resorts have been randomly selected based on the following criteria:

- Among the largest Ski Resorts (with regard to total slope kilometres) in their country
- At least 10 kilometres of slopes
- Maximum three from each country
- Price list available online

### About Kohl & Partner

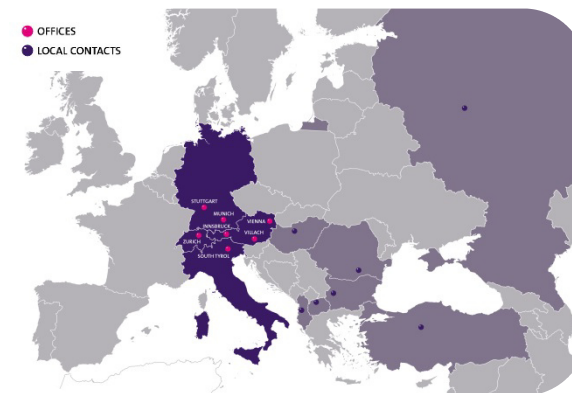


Kohl & Partner is an **independent and internationally** operating consulting company, specialized in the field of hotel and tourism development.

Kohl & Partner is the **leading tourism consulting company** in the Alpine Region, one of the most developed tourism regions in the world. Furthermore Kohl & Partner has implemented projects in more than 20 countries, has a broad network of local partners and contacts and is therefore one of the biggest companies with this specialization in Europe. Clients of Kohl & Partner range from famous tourism destinations, leading companies, public authorities to well-known investors. Our tourism know-how, combined with **more than 30 years of experience** in the field of tourism development gives us the ability to act as a reliable partner for the development of international tourism projects

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