



***Relax. If you can ...***

The destination Ischgl is promoted as a brand with an up market image.

Ischgl creates its own lifestyle  
and visitors join in

Ischgl is...

...not a family destination

...no romantic village

...not a quiet alpine resort

...not cheap

Ischgl is...

...the opposition to all other tyrolean resorts

(USP – Unique Selling Proposition)

...loud / vibrant

...the craziest spot in the Alps

...urban

...entertainment

...a dream factory (Las Vegas)

...THE spot for partying and flirting (sex sells!)

Ischgl is not the ideal place for physical but mental and spiritual recovery.

The wide range of different experiences guarantees diversion from everyday stress situations.

Our philosophy is to:

entertain

inspire

create experiences

Ischgl turned into a famous brand due to its extraordinary and unique representation. The socio-cultural experience world which includes monumental spectacles as well as parties, etc. of excellent quality. Therefore, Ischgl gained a top position on the market.



# Eventmarketing

presenting major stars in a  
spectacular setting (Top of the  
Mountain concerts)

Guest structure  
age 25 to 55  
lifestyle oriented  
high income  
singles and couples  
young at heart

95 four-star & four star superior hotels  
(highest density in Austria)

11.400 guest beds

5 award winning restaurants

additional system of parking lots for  
4.700 cars

3 cable cars (direct connection between  
village and skiing area)

14 après-ski-bars

8 nightclubs

1.4 million overnights per winter

(ranked 2nd in Tyrol;

ranked 4th in Austria)

occupied 100 % for 129 days per winter

average expenses per day €155.-

(highest in Austria)

average stay: 7 days

## Countries of origin

48 % Germany

9 % Netherlands

8 % Switzerland

5 % Belgium

5 % Austria

4 % UK

4 % Russia

The Silvretta Cable Car Company AG achieved a turnover of €73 Mil. in 2014, which makes it one of most successful cable car companies in Austria and Europe.

The turnover of Samnaun Cable Cars AG accounts for an additional €25 Mil.

Altogether the facilities of the Silvretta Arena, the Ischgl-Samnaun ski area can now carry 93.000 people per hour and carried a total of 25,4 million people last winter.

During the last 10 years, the SSAG was able to invest more than €200 mil. in improving the skiing area (€80 mil during the last three years)

The fact that all shareholders are from Ischgl, made it possible that dividends are not distributed but reinvested.

The SSAG owns 51 % of Samnaun Cable Car Company.









**ISGL**® .com



**„Relax. If you can...“**  
Ischgl the lifestyle capital





# The highest density of four-star hotels in Austria

You are the star on this stage.





A lively, trendy resort.



Lifestyle and nightlife.



Ischgl, where nights are longer  
than days.





45 lifts.  
capacity per hour: 93.000 persons





The most modern  
lift systems worldwide







238 km of slopes





highest quality









One of the biggest Snowparks in  
the Alps







Top Events  
the best Music Shows in the  
Alps  
**„Top Of The Mountain Concerts“**





Performers between 1995 and  
today: Robbie Williams, Elton  
John, Tina Turner,  
Diana Ross, Jon Bon Jovi,  
Bob Dylan, Rod Stewart, Sting,  
Enrique Iglesias, Alanis  
Morissette, Pink, Anastacia,  
Lionel Richie, Mariah Carey, ...





15 Crocodile Rock

I remember when  
rock was young

Events & Stars at their best

# spectacular Shapes in White









FORMEN IN WISS 2012  
SHAPES IN WHITE 2012

**DRACHEN**      **DRAGONS**

Wettbewerb Nr. 3  
Babydrache - geb. am Freitag, den 13.01.2012  
Babydragon - born on Friday 13.01.2012

www.wiss.com  
Stefan Juen (AUT)

Ischgl offers the most attractive  
Party- and Flirt basis





RESTAURANT ALPINE

Alpine Bar

Champagnerhütte

BBCL'S

no. Chiquet

# Ischgl – the Nightlife „Mekka“





# The longest illuminated toboggan-run in Tyrol





LOUNGE & MOUNTAIN  
VIP CLUB

# Shopping de Luxe





„Ischgl – an incomparable winter  
experience “

**Thanks for your attention.**

See you soon in Ischgl -  
the lifestyle capital of the  
Alps.