

Jasná awarded in London

DEMÄNOVSKÁ DOLINA (3rd November 2014) – Having received an award of the prestigious international Skiareatest, the ski resort of Jasná Low Tatras was given another one – at the World Snow Awards in London, which is organised by the world-famous magazine The Telegraph Ski and Snowboard. Jasná was declared “The Best up and coming resort“, which is a category of the fastest-growing resorts.

Jasná succeeded mainly due to considerable investments, the increasing quality of services, an attractive location and region, and last but not least, opening of a new flight route between Poprad and London, which put Slovakia on the map again and made Jasná an accessible and very attractive destination for people in the British Islands.

The awards are given to top subjects in the ski and snowboard industry, resorts, companies, products, brands and individuals in 24 categories. Winners were judged by a jury composed of skiing business professionals, which was the case of Jasná, but were decided by public vote as well.

In the finals, Jasná was competing with a Canadian resort only. However, the fact that there were 3 other resorts which were not shortlisted proves the jury was very strict with their decisions.

The World Snow Awards took place on 1st November 2014 in the centre of London and the award was accepted by Petra Šuhajdová, the deputy executive director and manager of the Jasná – Demänovská Dolina destination. OOCR Región LIPTOV (regional tourism organisation) is attending the leading global event of the travel industry - the World Travel Market in London these days. Cooperating with OOCR Región Vysoké Tatry (the tourism organisation of the region of the High Tatras) in the stand of the Slovak Tourist Board, they are presenting the Tatras as a high-quality destination where skiers can get to the slope from London within less than 3 hours.

Tatry mountain resorts, a.s. is a top subject in the field of tourism in Central and Eastern Europe, which owns and operates attractive ski resorts and hotels. These include the resort Jasná Low Tatras and the following hotels in the Low Tatras: Wellness hotel Grand Jasná, Boutique Hotel Tri studničky, Chalets Záhradky De Luxe, Mountain Hotel Srdiečko and Rotunda Hotel. TMR also owns Aquapark Tatralandia, the largest Slovak water park with all-year operation, which offers a lot of water and other entertainment, a Tropical Paradise – a special tropical hall with sea water, a Fun Park and accommodation in bungalows and suites of the Holiday Village Tatralandia. In the High Tatras, TMR owns and operates resorts Tatranská Lomnica, Starý Smokovec and cooperates the resort of Štrbské Pleso. It also owns the following hotels: Grandhotel Praha Tatranská Lomnica, Grandhotel Starý Smokovec and Hotel FIS Štrbské Pleso. TMR owns 19% of the Melida, a.s. company, which leases and operates the mountain resort Špindlerův Mlýn in the Czech Republic. In Poland, TMR owns the resort of Szczyrk. The company also owns and rents hotels Slovakia, Kosodrevina, Liptov and Ski&Fun Záhradky and Bungalows. More than 190 million Euros were invested by the end of 2013 in the above mentioned resorts, to support development and modernisation. The TMR shares are traded on three European stock exchanges – in Bratislava, Prague and Warsaw.