

Skiing in the Tatras with better services and more fun

THE TATRAS (18th September 2014) – Having finished the 1st phase of investments with 190 mil. EUR invested in the Tatras during 7 years, the Tatry mountain resorts, a.s. (TMR) company is focusing on improving services and skiing in mountain resorts in general. After years of investing in transport facilities, now it's time to invest energy in comfort for clients – this includes buying ski passes, arriving at the resort, complex care and enjoying skiing and moments in the mountains by all family members.

The best ski resort – Jasná Low Tatras, which was given 5 prestigious quality awards in the international Ski Area Test, will be offering 46 km of ski slopes in the winter season of 2014/15. Skiers can enjoy more than 7 km of black – most difficult tracks, almost 18 km of medium difficult – red tracks and more than 11 km of easy, blue tracks. 9 km of ski trails (connecting tracks) can be found on both sides of Mt. Chopok. 29 km of ski slopes are covered with man-made snow for 5 months every year. There are 30 cable cars, chairlifts and ski lifts in the resort, night skiing, 7 free car parks, a ski school, a fun zone, a snow park, 11 sports shops, 8 freeride zones and a complete service of ski in - ski out hotels. An automated Twinliner funicular, a Funitel cable car and a 15-person gondola, which interconnect the northern and southern side of Mt. Chopok, guarantee maximum comfort for all skiing fans who come to enjoy the best winter adventures. Rotunda offers endless views, a romantic atmosphere at night or shelter in bad weather on top of the second highest peak in the Low Tatras. **The panoramic restaurant with a hotel section located at the altitude of 2,004 m will be the new hit of the upcoming season.**

These days, sections of tracks: Chopok – Priehyba, Luková and Pretekárska are being prepared for the winter season. The terrain is being improved, narrow parts are being widened, snow-making systems as well as new snow and wind barriers are being added. Snow-making along the ski lift Koliesko – Luková is being upgraded, a new access route with a children's playground and a relaxation zone has been built there already. The area of the terraced car park of Krúpová on the southern side of Mt. Chopok and the entrance area of Biela Púť were being reclaimed during the summer. Water drainage systems were placed in the area of Lúčky and the whole entrance point was grassed over. New public toilets have been added there as well. There will be a new Tatry Motion sports shop in the area of Lúčky in winter, with a ski equipment rental and a test centre that will offer the latest ski models.

3 ski resorts in the High Tatras - Tatranská Lomnica, Starý Smokovec and Štrbské Pleso offer high-quality skiing on 24 km of ski tracks. This winter again, lovers of winter sports will enjoy 13 km of easy, blue tracks which are ideal for families with children, 10 km of red, more difficult tracks and a 1.2 km-long, highest located black ski slope from Lomnické sedlo (saddle) to Skalnaté Pleso. 20 km of slopes with man-made snow guarantee skiing for 5 months every year. There will be 20 cable cars, chairlifts and ski lifts available in the resorts this winter, a free car park in Tatranská Lomnica, a top-modern 15-person cable car operating to Skalnaté Pleso, 60 km of cross-country skiing tracks, Tatry Motion ski schools and 5 sports shops.

The areas of the mid-station Štart and the upper station of the 15-person cable car in Skalnaté Pleso were given new access paths. The original upper station of the 4-person cable car, which used to operate between Tatranská Lomnica and Skalnaté Pleso, and is used as an indoor park called Chamois Land now, has undergone a facade renovation. *“We had to take action on uneven parts of the terrain with a high risk of collision. Our resorts are visited by skiers who have no problems to ski in more difficult terrains and so we try to adapt all uneven sections to the needs of them. During the summer, we updated and reclaimed the areas of cable car and chairlift stations in all our mountain resorts and opened a unique Von Roll cableway museum on the southern side of Mt. Chopok. One can feel pleasant even in a place like public toilets in Skalnaté Pleso, with a mini gallery of Tatra animals. We hope all these details that are contributing to the modern image of the Tatras will be appreciated and received positively. By widening and upgrading of a terrace which offers a beautiful view of Mt. Lomnický štít, expanding the panoramic restaurant, shifting of cash desks to a new place and opening an indoor fun park called Chamois Land, we have moved services in the mountains to a higher level again. The investments made in the above mentioned changes and upgrading reached 2 million EUR in total,“* said Dušan Slavkovský, the director of mountain resorts operated by TMR.

The upcoming winter season will offer attractive new products and innovations in the segment of “services and fun”, such as a popular daily après-ski programme, night sledging, Fresh track, a Fun zone, a snow park and others. **Local Tatra people are preparing a great deal of events and plan to open the winter season on 30th November 2014 with the project of Tatra Cathedral in the area of Hrebienok. A celebration that will connect two regions – Liptov and Horehronie and light the highest located Christmas tree on top of Mt. Chopok will open the winter season in the resort of Jasná Low Tatras on 5th December 2014.** And there are many other popular and well-known events that skiers and other visitors can look forward to - Winter Music Opening, Tatra Ice Master 2015 – sculptures of ice, Sony Xperia Snowboard Fest, CGC Jasná Adrenalin (4* Big Mountain Race), Snow Dogs, Bikini skiing, a fashion show combined with great après-ski fun and much more.

The segment of TMR hotels, restaurants and bars is introducing a brand new innovation in the form of a children’s animation centre that is located in the conference room of the Grand Hotel Jasná, and will be available even for guests not staying in the hotel. This special children’s centre will help parents who can enjoy skiing without worries while their children will be taken care of. Restaurants and bars are preparing special winter products such as Full Moon Dinner – original dinner in the Rotunda restaurant at full moon, A Week of International Pancakes, the second year of the popular Culinary Week, a Country Strike, non-traditional Valentine’s Day Dinner, a Live Cooking Show, cooking lessons, a tea ritual in a wellness centre and much more. Lovers of the Tatra Dinner of Experiences will enjoy pleasant winter evenings as this original product will be updated to a new mountain-like style. And a special “vintage concept” at the Grandhotel in Starý Smokovec will bring its visitors back in time, into the period of the 1st Czechoslovak Republic. This brand new concept will also include ice skating at the Grandhotel.

The www.gopass.sk e-shop will offer new products from the upcoming winter season – sports clothes and products of the Tatra Motion brand. Skiers will thus have a possibility to have a look at trendy clothes in all comfort of their homes, buy them in the e-shop or pick them up in individual ski resorts. GOPASS will be selling tickets to various attractive events as well. **Prices of ski passes bought online will stay the same as in the previous year.**

Season ski pass prices won't change either. For more information, please visit www.jasna.sk, www.vt.sk, www.gopass.sk. The gopass loyalty programme itself is developing and growing to be international. It will be available in the ski resort of Špindlerův Mlýn during the winter season 2014/15 as well.

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.