



TATRY

MOUNTAIN RESORTS Tatry mountain resorts, a.s.

TMR evaluates the winter season

DEMÄNOVSKÁ DOLINA (23rd April 2015) – The Tatry mountain resorts, a.s. (TMR) company has published the key indicators of the winter season 2014/15 in the resorts operated by TMR.

TMR has published the key indicators of the winter season 2014/15 for the period from the beginning of the winter season (November 2014) to 21st April 2015, and has compared them with the same period of the previous year. The comparison concerns hotels from the TMR portfolio and mountain resorts – Jasná Low Tatras, High Tatras – Tatranská Lomnica, Starý Smokovec and Štrbské Pleso, and Aquapark Tatralandia. The evaluation does not include the resort of Špindlerův Mlýn in the Czech Republic and the resort of Szczyrkowski Ośrodek Narciarski in Poland, which was purchased in March 2014.

Main figures:

- The total sales for the winter season increased to 19.9% year-on-year.
- The number of skier visits (skier days) that are used to measure the attendance in ski resorts went up by 20.2% in the period in question.
- The number of visitors in Aquapark Tatralandia for the period in question increased by 6.7% year-on-year.
- The occupancy rate in the Hotel segment grew by 2 percentage points in the weighted average and the average daily price went up by 4.3%.
- The ski pass sales revenue for the period in questions increased by 23.3%.
- The aquapark revenue decreased a little by 1%.
- The revenue of hotels increased by 11.7% year-on-year.
- The revenue of restaurant facilities increased by 28.3% and the revenue of sports services and shops by 31.2%.

Bohuš Hlavatý, TMR CEO, commented on the results as follows: *“Unlike the previous year, the weather favoured winter sports during the period in question and we could launch the winter season on 5th – 6th December with historically ground-breaking skiing from the altitude of 2,004 metres on Mt. Chopok whereas we began make snow already on 21st November. Although the southern wind was blowing quite heavily on Mt. Chopok during the season, we managed to keep the slopes in a very good condition and the same applies to our oldest snow park in Jasná. It was thanks to our active direct marketing that our GOPASS clients were using special skiing offers and many other benefits even beyond the state borders of Slovakia. In this winter season, the number of ski passes sold via external accommodation providers increased as these were offering the passes directly to their clients. This is not only positive*

for our clients but also proves the constantly improving cooperation between TMR and other tourism entities in the regions of Liptov and the Tatras. Our clients who were staying in selected accommodation facilities found their ski passes so to say “on their pillows” so that they did not need to queue at ticket offices. I consider the twofold increase of the number of ski passes sold via Internet a big success and hope this comfortable service will be used by more and more clients in the future. In the top New Year’s Eve period and during the so called “golden week”, we managed to keep our hotels occupied as much as possible although the number of Russian speaking clients had went down. The decrease in the number of Russian and Ukrainian tourists was compensated by Polish, Czech and Slovak guests. During the spring school holidays, the turnout in our resorts in the High Tatras was similar to top season numbers. When comparing this year with the previous one, it was the improved skiing conditions that can be considered one of the key factors. Skiers could enjoy high-quality and well-groomed slopes with more than 100 cm of snow during the spring holidays and traditional attractions such as the Tatra Temple of Ice and Snow Dogs played an important role as well.“

The ski season began on 5th December 2014 in the Low Tatras and on 6th December 2014 in the High Tatras. Skiing lovers could enjoy the highest located ski slope in Lomnické sedlo (saddle) from 13th January 2015. Unlike most of other ski resorts in Slovakia, resorts run by TMR did not stop operating after the Easter holidays. The winter season is expected to finish officially on 10th May 2015. Unless the weather stops favouring winter sports, skiers will have been enjoying 157 days of skiing in total this winter. The slope of Lomnické sedlo, which is covered with real snow only, will be groomed on 25th -26th April and then from 1st -10th May. The slopes in Štrbské Pleso - Solisko, Turistická, Interski and Esíčko are being groomed during the week, the slope of Furkota joins them during the weekend. The operators suppose Štrbské Pleso will be opened for skiers also during the upcoming weekend and during the long weekend from 1st to 3rd May. However, everything depends on current snow conditions. Unless the weather changes, the northern side of the Jasná resort will be opened until 10th May whereas the slopes on the southern side no. 33a, 35, connection no. 51, 52 and 54 will be groomed during the weekends only if the snow conditions remain favourable.

The next economic results of TMR that will cover the first half of the financial year will be published on [30.6.2015](#). To subscribe free updates from TMR via email, please register [here](#).

Tatry mountain resorts, a.s. (TMR) 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 Jasná 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 Holiday Village Tatralandia. In the High Tatras, TMR owns and operates resorts of 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. Almost 200 million Euros were invested by the end of 2014 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.