



## The “Happy-- We are from High Tatras Slovakia“ video noticed in the world

**HIGH TATRAS (31<sup>st</sup> March 2014) – Two weeks were enough for Slovakia and the High Tatras to get noticed in the world. The “Happy -- We are from High Tatras Slovakia” video has had almost one million views on YouTube.com so far (Monday 31/3/2014, 12:00 a.m. - 942 602). It didn’t go viral as for the number of “likes” only, but also in terms of positive commentaries addressed to the video makers. The Slovak video from the High Tatras was ranked 3<sup>rd</sup> among “happy videos“ all over the world. It has been noticed even in Australia, India, Italy or Spain.**

Ranking	Happy from	Number of views	Published from
1.	TATOOINE (TUNISIA)	1.6 million	6/3/2014
2.	PARIS	1.5 million	3/12/2013
3.	<b>HIGH TATRAS SLOVAKIA</b>	approx. 1 million	18/3/2014

Other world destinations: BUDAPEST: 783,000, BERLIN: 770,000, JAMAICA: 600,000, LONDON: 431,000, AMSTERDAM 420,000, TAHITI: 330,000, DUBAI: 285,000, TOKIO 270,000, MOSCOW: 230,000, ABU DHABI: 200,000, MARRAKECH: 170,000, SOCHI: 165,000, ROME: 137,000, MUNICH: 88,000, NEW YORK: 74,000, SHANGHAI: 61,000.

The world project called “24 hours of happiness” of the American producer and singer Pharrell Williams, made in cooperation with the United Nation of Foundation organisation, addressed all countries of the world to make videos of people dancing in a natural environment to the “Happy” song by 19<sup>th</sup> March 2014. The worldwide happy-mania gripped the biggest world metropolises such as Paris, London, Moscow, New York, Dubai, Prague etc., but also the Tatras and our capital city. Enthusiastic young people needed five sunny days in March to make this non-traditional video at ski resorts of Tatranská Lomnica and Štrbské Pleso.

*“The aim was to make a video that would present the beauty of our mountains and natural happiness of Tatra people enjoying dancing on top of Mt. Lomnický štít, on skis, on a snow grooming machine, in a cable car, at Tatra wellness centres or while doing everyday work. Although our video wasn’t included in the 24-hour worldwide clip shown on 20<sup>th</sup> March on the occasion of the International Day of Happiness, we are glad it still causes positive emotions in Slovakia and all over the world,“* commented Lukáš Brodanský, brand manager junior from Tatry mountain resorts, a.s., who put the idea into practice.

*“The video is a great way to show the whole world how beautiful our mountains are and what beneficial effects the Tatra air has on the body. It helps produce endorphins and makes us all in the Tatra feel “happy“. If you want to be happy, take your family or friends and come to the Tatras as this is a place where you will find happiness, smile and positive energy for sure,“* said Lenka Maťašovská, Executive Director of the Regional tourism organisation – Region of the High Tatras.

*“The clip presents what is important in the field of tourism – smile and satisfaction with work performed. It is a benefit for clients that will be appreciated by each of them. However, this is*

*often missing in Slovakia,*“ added Lucia Dubielová from the Association of Tourism High Tatras.

*“We in ADMA consider the self-promotion project made in the form of the viral Happy Tatra video to be a great marketing move – the video benefited from appealing and lively music by Pharell Williams and is very attractive. From the point of adaptation and the choice of the main protagonist, it looks very natural and promotes Slovakia very well,”* added Pavol Kubán, President and Chairman of the Supervisory Board at the Association of Digital Marketing Agencies (ADMA).

Makers of the [“HAPPY -- We are from HIGH TATRAS SLOVAKIA”](#) video hope that the cheerfulness and happiness will be inspiring for everybody and their future ideas and marketing trends will help promote Slovakia and the Tatras and put them on the world map.

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**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 Million Star 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.