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...

...no romantic village
...not a quiet alpine resort
...not a family destination
...not cheap
Ischgl is...

...the opposition to all other tyrolean resorts

(USP – Unique Selling Proposition)

...lifestyle pure

...luxury

...loud / vibrant

...entertainment

...the pulse of the alps
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)
Guest structure
age 25 to 55
lifestyle orientated
high income
singles and couples
young at heart
36 x 4**** - 5***** hotels only in Ischgl (highest density in Austria)
11,500 beds over all in Ischgl
3 award winning restaurants
additional system of parking lots for 4,500 cars
3 cable cars (direct connection between village and ski area)
1.3 million overnights per each winter occupied 100% for 129 days per winter average expenses per day € 155.- (highest in Austria) average stay: 5 days
Countries of origin

50% Germany
8% Netherlands
7% Switzerland
5% Russia
5% Austria
5% Belgium
The Silvretta Cable Car Company AG achieved a turnover of € 62,2 mio. in winter 2012/13, which makes it one of most successful cable car companies in Austria.

The turnover of Samnaun Cable Cars AG accounts for an additional € 16,4 mio.

Together with the facilities from the Silvretta Arena, the Ischgl-Samnaun ski area can now carry 90,200 people per hour and carried a total of 24 million people last winter (2012/13).
For season 2013/14 Ischgl was expanding its ski resort. The new ‘Piz Val Gronda E5’ aerial tramway links new terrain in the Fimbatal valley with a 3km red piste and access to previously unexploited deep snow slopes.

Plus: construction is due to begin on the new Pardatschgratbahn cable car. The tri-cable gondola will be complete in 2014/15 and will cover 1,257 m of altitude, the biggest height difference in the world for a tri-cable cable car.
From 2003 to 2012, the SSAG was able to invest more than € 166,5 mio. in improving the skiing area (Samnaun: € 46,2 mio.).
Most of the shareholders are locals; so earnings can be ploughed back and reinvested into the infrastructure. Since the company was founded, no dividends have been paid to the shareholders.
Furthermore the Silvrettaseilbahn AG owns 51% of the cable car company in Samnaun.
• „Relax. If you can...“
• Ischgl the lifestyle capital
The highest density of 4**** and 5***** hotels in Austria
You are the star on this stage.
A lively, trendy resort.
Lifestyle and nightlife.
Ischgl, where nights are longer than days.
44 cable cars and lifts
capacity per hour: 90,200 person
The most modern lift systems worldwide
238 km of slopes
large freeride area
Biggest Snowboardfunpark in Austria
Top Events

„Top Of The Mountain Concerts“
Performers between 1995 and today
- Elton John
- Tina Turner
- Diana Ross
- Jon Bon Jovi
- Bob Dylan
- Sting
- Alanis Morissette
- Pink
- Anastacia
- Mariah Carey
- Deep Purple
- ............
03. MAI 2014
ROBBIE WILLIAMS
spectacular Shapes in White
Ischgl – Luxury and Lifestyle
The longest night-time toboggan run in Tyrol
Shopping de Luxe
„Ischgl – an incomparable winter experience“
Thanks for your attention.

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