TOURISM PRODUCT DEVELOPMENT IN MOUNTAIN RESORTS
About Kohl & Partner

- Independent and internationally operating consulting company specialized in the hotel and tourism industry
- Leading tourism consultancy in the Alpine Region
- More than 30 years of experience and thousands of implemented tourism projects
- Offices and local contacts in 11 countries
- International team with more than 40 employees

Kohl & Partner means “Quality in Tourism”

- Winner of the Austrian Quality Award
- Affiliate Member of the UN World Tourism Organization

Christopher Hinteregger

- Partner and Head of “Destinations International”
- Graduate at the IMC Krems studying Tourism Management
- Since 2003 with Kohl & Partner
- Projects in 18 countries – currently in Turkey, Russia, Ukraine and Macedonia
Kohl & Partner supported tourism development projects in various European Mountain Resorts
Skiing is still the main motif of travelers visiting Mountain Resorts

A typical day ...
Several factors made Mountain Resorts to rethink their tourism product portfolios.

- Experienced travelers
- Increasing health conscious
- Competitive environment
- Climate change
- Changing lifestyle
- Economy of scales
- Number of non-skiers
- Information technology
- Competitive environment
- Economy of scales
- Number of non-skiers
Attractive and innovative additional tourism products for skiers and snowboarders

- Snowboard Park
- Ski Beginner Park
- Heated cable car seats
- Time measurement track
- Ski competitions
- Special slopes
- Test days
- New apps
- Extraordinary gastronomy
Development of additional tourism products for the wintertime to be more attractive for non-skiers

- Winter tubing
- Sledging tracks
- Snow shoe tracks
- Ice skating rink
- Cross country skiing slopes
- Touring routes
- Spa center
- Shopping zone
- Skidoo tracks
Development of tourism products for the summertime to be an attractive year-round destination

- Tree top path
- Flying fox
- Golf course
- Toboggan run
- Mountain bike park
- High ropes course
- Themed walking route
- Viewing platform
- Nature kids playground
Which development approach should be chosen?

„Las Vegas Style“
Garish – Thrilling - Loud - Artificial

„Costa Rica Style“
Sustainable – Relaxing - Peaceful - Natural
The staging in mountain destinations can be divided into three intensity levels

**Gentle staging**
Should increase the value of natural peculiarities of a mountain destination by triggering emotional moments, drawing attention to special views or guiding people to striking places.

**Medium-level staging**
Creating new Points of Interest for visitors in mountain destination that fit into the landscape and only need minimal technical interventions for realization.

**Garish staging**
Creating artificial attractions to satisfy the demand for fun activities during holidays. Usually those facilities have an influence on the landscape and need significant technical intervention.
Gentle staging: Lechweg, Austria
Medium-level staging: Turrach, Austria
Further examples for medium-level staging
Garish staging: Serfaus-Fiss-Ladis, Austria
Garish staging: Area 47, Austria