The International Ski Federation efforts to develop worldwide skiing: Which are the newcomer ski resorts with a high potential in Russia and Eastern Europe?

Dr. Josef Zenhäusern, Consultant FIS Aid & Promotion, Andorra 2010
Situation: More than 400 ski resorts in Eastern Europe

1. ¾ of domestic visitors, only few resorts with international demand
2. Normally better snow conditions than in Europe
3. Quick and also excessive development in the last 10 years
Situation

4. Unsufficient accommodation, few shopping facilities of international level, low education level of employees, still lot of installations of former Russian times
5. Most of resorts are not easy to get from airports, few public transportation, car rental.
6. There is a lack of awareness towards sustainable development, not many resorts are attractive enough for all year around tourism and where is the USP?
7. Most of ski runs with insufficient vertical drop for ski races or good skiers
8. In some countries the economic and/or political situation are not in favour of the development of tourism

9. All this points bring them to a low price policy
Resorts which have already some international demand

Slovenia: Kraniska Gora
Bosnia: Jahorina
Serbia: Kopaonik, Stara Planina (in construction)
Slovakia: Jasna, Tatranska Lomnica
Czechia: Pec Pod Snezkou, Spindleruv Myln
Poland:
Zakopane

Kasachstan:
Chimbulak

Romania:
Poiana Brasov, Predeal, Sinaia, Azuga
High potential for international ski tourism?

Kiev, Belarus
North Korea?
Bulgaria with Bansko and Vitosha
Georgia with Gudauri and Bakuriani
Ukraine with Bukovel
Russia with Sotchi, Olympics 2014
Situation March 2010
(pictures by Bernhard Russi, olympic champion and designer of the slopes)
Will they be ready?
South Korea is ready for 2018
Great potential: Heliskiing

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How is FIS helping?

• Experts
• Solidarity Projects
• Aid & Promotion

(1 mio. per year)
How is FIS helping?

Developing domestic markets with FIS SnowKids Award

Examples:
Armenia: Bring children and their parents to the snow
Belarus: Make Snow more accessible
Czech Republic: Dream Snow Parks
Estonia: Skibus
Hungaria: Snow Day
Pakistan: Naltar Ski School
Slovenia: Lets go on skis
Serbia: Kids are on the snow
Bulgaria: 4000 Kids on snow with teachers
Thank You for Your attention!