

# Sustainability and winter tourism

Energy

Value

Snow

Share of renewable energy in tourism industry

is **55%** (for sector as a whole)

Over the past **10 years**, the **ski lift industry** has made **energy savings** of

**20%**

**Total energy consumed per skier per day** (for ski lifts, artificial snow, slope preparation, gastronomy, heating and infrastructure)

is **18 kWh**

**By comparison:** 30 minutes on a jet ski = 7 days of skiing

**Winter tourism:** accounts for

**0.9%** of the **total energy consumed in Austria** each year (tourism industry as a whole: 1.6%)

**Austria has a secure future as a winter sports destination:**

Austria was an early adopter of artificial snowmaking systems and is now in a better position than other European ski destinations.

Renewable energies make up a

**90%** share of the energy

used for snowmaking

**Modern snowmaking systems =** Only air and water are used.

**100%** of the water used in artificial snowmaking is fed back into the natural cycle.

Just **0.33%** of Austria's total electricity requirements is used for snowmaking.

Value generated by winter sports enthusiasts (ski lift users)

**€12.6 billion**

**in turnover is generated** in Austria by winter sports enthusiasts (accommodation, gastronomy, shopping, ski lifts, equipment, entertainment and much more).

**create value** (direct and indirect)

amounting to **€6.7 billion**

Austria's tourism industry generates

**6.2%** of the country's GDP (2022)

Bars and restaurants, hotels and the ski lift industry create

approx. **250,000** winter jobs.

**Around 2/3 of people planning a holiday in Austria say sustainability is a factor when booking their trip. Austria ranks third on the list of the most sustainable holiday destinations according to the Sustainable Travel Index.**