

Ski Touring Tourism in D, A, CH

Foto: Bård Basberg / Loen Skylift

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1. Executive Summary

In the first quarter of 2018, Innovation Norway in Hamburg conducted a market research project targeting tour operators from the German speaking countries D, A, CH (no French speaking).

The goal of the project was to acquire more knowledge about ski touring in the German, Austrian and Swiss market. This included research on tour operators, relevant print and online media, websites/forums/blogs, ski clubs, mountain guides, mountain schools, associations and festivals/events. The task was divided into two parts: Internet research and telephone interviews. During the Internet based research phase, we gathered information about the aspects mentioned above. After we had defined tour operators, we selected eight and conducted telephone interviews with them. *It should be noted that we could have interviewed more, however due to a tight project schedule and due to it being high season for ski tour operators, not all operators could be interviewed.*

The demand for ski touring trips are increasing, partly largely, over the past few years with a bulk of those traveling abroad to go ski touring do so through alpine clubs or mountain guide schools. For *German tourists in general value for money is important. German ski touring tourists are not as price sensitive, as organized ski touring trips do fall in the higher priced category. They want to experience nature, the perfect view from the top and enjoy powder snow on the descent while drawing a line. Norway is seen as a great, unique place for a combination of ocean and ski experience.* The different landscape from the Alps is an important plus for choosing Norway for ski touring trips. Weather and snow conditions are also important.

Throughout this project, we observed Norway and here especially the region Lyngen Alpes, Lofoten and Sunnmørsalpene/Hjørundfjord to be well-established ski touring destinations. The destination's reputation is that of a very "serious" place to do ski touring. The diversity of experiences that Norway offer additionally to ski touring, do not seem to affect the awareness and importance of Norway as being an attractive ski touring destination.

2. Introduction & Methodology

This knowledge transfer project was conducted by Innovation Norway's office in Hamburg. The project's target audience was tour operators in Germany, Austria and Switzerland offering ski touring trips.

The project was conducted in two phases:

Phase 1 was done through research on the internet and on the basis of existing knowledge. The following sections were mapped out in phase 1:

- Tour operators who offer ski touring trips
- The most important websites/forums dealing with ski and ski touring tourism
- Ski magazines (print and online)
- Ski clubs and special interest organizations
- Other relevant content sites/organizations/festivals

It should also be noted that because of the substantial overlap between German and Austrian tour operators, and partly also Swiss tour operators, operators also service clients in one or the other Alp countries seamlessly. Swiss operators seem preferably serve their home market.

Phase 2 consisted of conducting telephone interviews. We spoke to eight different tour operators, all of whom currently sell Norway as a ski touring destination.

The interviews were conducted between March and April of 2018.

As a result of the telephone interviews and this report, we hope the reader will get a better understanding and knowledge about the German speaking ski touring tourism market from a tour operator's perspective as well as from research findings. This includes a better perception of target audience, understanding of success factors for suppliers, an awareness of what countries top the charts when it comes to ski touring destinations, and a sense of what criteria needs to be met in order for a country or region to succeed as a ski touring destination.

3. Research on the Internet: Phase 1

The first phase was Internet based where we answered a number of already identified questions within the topics mentioned in the introduction:

- Tour operators who offer ski touring trips
- The most important websites/forums dealing with ski touring and ski touring tourism
- Ski magazines (incl. ski touring and free riding)
- Ski clubs/mountain clubs and special interest ski touring/ski mountaineering organizations
- Other important ski touring related sites/festivals/events/blogs/apps

3.01 Tour Operators:

We identified several German, Austrian and Swiss tour operators, and mountain schools offering ski touring trips. We reserve ourselves from having found all providers of ski touring trips, since quite a number of providers are small businesses or private guides who offer ski touring tours to private groups and individuals. We looked at their target audience, what types of ski touring trips each operator is offering, if they have a sustainable focus, if they focus on safety, if they offer trips to Norway, and if they are of interest to Norwegian suppliers.

3.02 Websites/Forums:

We identified plenty of websites with focus on ski touring or other ski related pages. We looked at their target audience, what their websites are about, if they are using social media, and advertising opportunities.

3.03 Magazines:

We identified several skiing related magazines as well as some ski touring special interest magazines. We looked at their target audiences, how the magazines are distributed, and costs to advertise.

3.04 Ski/Alpine Clubs, Ski touring/mountaineering associations:

We identified different alpine/mountain clubs/schools or associations and looked specifically at membership numbers, target audience, if they are organizing annual events/trips, and if they have a membership magazine.

3.05 Festivals/events/blogs/fairs/apps and more

We identified different festivals (sometimes called “festivals”) where ski touring and freeriding workshops, lectures, trainings and equipment tests are carried out. Blogs are often found at outfitters homepages, and some apps can help to make ski touring easier and safer for the skiers and riders.

The results of this phase 1 research can be found at the end of the report, see 6 references & data.

4. In-Depth Telephone Interview: Phase 2

In the first phase we identified a number of tour operators that offer ski touring trips. In-depth interviews were conducted with eight of them. We aimed for having a mix of operators both selling Norway in their programs and operators not selling Norway, but on the way found out that almost all of the tour operators that sell ski touring trips abroad do offer trips to Norway. That way all interviewed operators do currently sell Norway. We also hoped to get an interview with one of the private mountain guides offering ski touring trips, but we could not reach out to these.

4.01 Offering of Trips to Norway

All of the tour operators interviewed currently sell Norway, and many of them already for several years (up to 10 years). A number of them even started their program of ski touring trips abroad with trips to Norway. Other destinations followed afterwards. Demand of ski touring trips to Norway are increasing over the last years, some of the tour operators even stated a heavily increasing demand. In general Norway is seen as a great destination for ski touring because of their special natural conditions meaning the combination of ocean/fjord with the possibility on ski touring. Some aspects of a ski touring holiday are identified as very expensive in Norway, e.g. local mountain guides, especially when compared to the available mountain guides in the Alps. Some tour operators described ski touring in Norway as perceived as “intermediate/moderate” which makes the destination feasible to visit with own mountain guides instead of having to book local Norwegian guides. A focus of almost all of the tour operators lies in the offering of ski touring trips to Northern Norway and as a combination of ski and boat (or sail). After the top destinations Lyngen region and Lofoten, the Sunnmørsalpene/Hjørundfjord and the region Svalbard/Spitsbergen are offered the second most.

4.02 Presence in Other Markets

All tour operators had no offices other than in their own market.

4.03 Demand& Market size

All interviewed tour operators described the ski touring tourism industry in general and to Norway as “increasing” or “largely increasing” over the past years. Operators spoke of a special niche market. Some of them started offering ski touring trips to Norway 10 years ago – as their first ski touring trips

abroad – and experienced a boom. Now this boom shows a slight downswing in increase. One tour operator stated that he does not see a high-volume increase for Norway (Scandinavia) in the future, rather do customers who have been ski touring in Norway look for a new destination.

Two operators describe a high or even increasing competition through individual mountain guides who take private groups to Norway. In Switzerland this privately organized travel form is assumed to be over 50% of the ski touring trip volume to Norway.

Tour operators define the ski touring travel market size as niche with the target group being 35-55 of age and experienced skiers.

Individual bookings dominate group bookings. Individual travelers can be singles as well as one partner of a couple. Groups are mainly friends or travelling clubs. Incentive bookings are less often. Just one operator mentioned these to happen often and two others reported incentive bookings to happen sometimes.

Referring to other sources the size of the ski touring market in general can be described with the following numbers: in Germany around 300.000 go on ski tours, in Austria 500.000 (see ÖSV and skimo.at) and in Switzerland 250.000 to 300.000 are supposed to go on ski tours (see. skitourenguru.ch). That sums up to more than 1 mill ski mountaineers.

According to a German winter sports survey (“Wintersports 2018”, Stiftung Ski) do Germans have an above-average income. Ski touring is the 5th popular winter sport after ski alpine, winter hiking, sledging and back-country skiing, and then followed by snowboarding and snow shoeing. When going on winter sports holiday the Germans prefer to travel in Germany (63%) followed by Austria (43%) as destination. 77% choose the car to get there. The choice of winter sports is depending on income, professional and life situation. Ski touring has mainly regional and day tourist significance.

In Austria the ski touring hype is biggest than ever before (source: press conference 16.1.18 “Wirtschaftswunder Tourenskisport”). Younger multisport athletes have replaced the quirky outsider in Knickebocker. Ski touring seen as fitness training on skis expands summer mountain sports like hiking, mountain biking, and climbing. The boundaries between winter and summer disappear because the target group demand season expanding sports. Ski mountaineers are good linked groups and it even is a social factor to be “in” in some hot spot areas. Women as well as kids and adolescents get more enthusiastic about the ski touring sport. The equipment industry is booming and sales have increased heavily in season 16/17. More and more of the ski mountaineers use ski runs to ascend, especially when there is little snow and for first ski tours. Rules for ski mountaineer on ski runs are established to prevent conflict. Some ski areas have set up routes for ski mountaineers and information boards on how to behave on ski runs. The ski touring boom is expected to flatten in the coming years. The approval as Olympic discipline has been seen as having influenced the economic importance of ski touring.

4.04 Booking Behavior and Length of Stay

Most tour operators surveyed agreed that the typical length of a ski touring trip to Norway is 8 days. Tours to other far away destinations can be longer. Bookings are made at different stages between one year and 1-2 weeks ahead of the trip. One mentioned an increasing trend to last-minute-bookings, meaning 4-6 weeks ahead of the trip. Two others reported on main bookings between October and December, which also corresponds with the time of the year where catalogues programs are being distributed. Very short-term bookings seem to result in bad snow conditions at home/in the Alps.

Most tour operators agreed that the largest part of their business comes from individual/single bookings. Group bookings occur sometimes, mainly composed of friends. Teams/clubs traveling together are not as often mentioned, and colleagues and families even less.

4.05 Accommodations

Most of the tour operators surveyed reported that their clients prefer staying in hotels or guesthouses. Comfort, coziness, warm double or single rooms are keywords. More than half of the tour operators reported on preferred boat accommodation (ski and boat, ski and sail trips). Four of them said that their customers also accept ordinary but neatly and cozy cabins with self-catering possibilities, local charm is mentioned here. Nearly all operators specified that their clients are looking for comfort at accommodations and that they are willing to pay extra for these accommodations.

Regarding accommodation needs the operators mentioned different demands like close location at the sea/at the fjord, proximity to the slopes and a certain comfort. Wifi is assumed to be available normally in accommodations in Norway. One tour operator mentioned details like block house hut, fireplace, sauna, ski shoe heating, ski stall and hosts that understand their ski touring customer needs. Double/single bed bedrooms with “en suite” bathrooms are also mentioned commonly. Another tour operator mentioned the distance from the airport which should be from 45 min to 2,5hours drive.

4.06 Local Food

Half of the tour operators surveyed reported that local food in a destination is very important to their clients who are also highly willing to pay for good local food. Two other tour operators reported on a medium level of importance and willingness to pay for local food. One operator reported that local food is not important for his clients.

4.07 Sustainability

Most of the tour operators interviewed reported no requests from their clients concerning sustainable solutions for their ski touring holiday. Half of them reported they do not know about their clients` willingness to pay for sustainable solutions.

Some of the tour operators themselves do take responsibility for offering flights to destinations. They cooperate with CO2 compensation companies and offer the client to voluntarily pay a CO2-compensation fee for his flight. One operator even includes a compensation fee in every flying ticket they sell on purpose. For each ticket he also pays a part of the fee. Sustainability solutions from local partners in Norway were not mentioned, but generally seen as positive from the tour operators.

4.08 Willingness to Pay (WTP)

When it comes to what clients are willing to pay for, answers of the operators tended to be the same. Some mentioned they cannot define this in detail, as the clients buy standard packages and not single-priced services.

Accommodation

Willingness to pay for higher end accommodations was almost universal across all tour operators.

75% Medium WTP

25% Did not know (or did not want to tell)

Hire Equipment

Getting a clear result on this question was not really possible as all clients bring their own equipment. But if they hire, they hire it at home base and there the WTP is medium. They only hire in Norway in situations where the luggage was lost on flights and not delivered on time.

- 30% Medium WTP
- 30% Low WTP
- 42% Did not know

Local Food

Importance of local food was fairly consistent across the board.

- 42% High WTP
- 28% Medium WTP
- 14% Low WTP
- 14% Did not know

Guiding

Guiding was considered as very important. Most of the operator answered this question from a general point of view, not concerning local Norwegian guides. All tour operators bring their own guides. Norwegian guides were seen to be as very expensive. Two operators stated that a guide speaking their own language is important to the clients. One Swiss operator reported that it is also liked to have the ski guide also functioning as tour guide, so that he travels with the group from home airport all the way.

- 14% High WTP
- 28% Medium WTP
- 14% Low WTP
- 43% Did not know

Luggage Transport Between Destinations

Almost all ski touring trips were operated as base camps with guided day trips. The need for luggage transport was low so far, but if needed the WTP exists.

- 42% Medium WTP
- 14% Low WTP
- 43% Did not know

Planning/Organizing Ski Trips & Adventures

Planning and organizing ski touring trips is rated as important and mostly the work of the tour operators themselves. This is paid accordingly and partial rated generally here. Planning and organization by Norwegian service providers were and is not needed in most cases. Only one of the German operators works with an agency in Norway.

- 14% High WTP
- 28% Medium WTP
- 14% Low WTP
- 43% Did not know

Sustainability / Sustainable Solutions

Here the same rating as for guiding was surveyed. It was difficult for the operators to judge sustainability from the client point of view, since clients do not request on this clearly. The answers were given quite generally from the own perspective of the operator. One tour

operator mentioned that when talking about sustainability you should not fly to Norway for ski touring and rather stay in the Alps.

4.09 Willingness to Pay Extra

Operators reported that clients are willing to pay extra for unique experiences such as traveling by boat. Some might also pay for city sight-seeing on arrival or departure. One reported offering husky sledging as additional activity which clients are willing to pay extra for extra. Three operators reported that the clients are only interested in ski touring and do not wish to do any other activity on the trips. The travel time is short and should be used accordingly.

4.10 Equipment

Seven out of eight tour operators reported that their clients prefer to bring their own equipment. One German operator does see potential to hire skis on site, if the quality is good and this is transparent to the experienced skiers on booking. (Ski mountaineers know about quality equipment, are crazy about it and know all about the different brands.) Ski boots should be excluded from hiring on site, since these own mostly fit the experienced skier perfectly. One Swiss tour operator reported on lots of luggage transport problems with SAS. To avoid these frequent troubles hiring equipment on-site might be a good solution for him, if available.

4.11 Frequency of Travel

Frequency of travelling abroad for ski touring is evaluated evenly between “multiple times per year”, “once a year” and “sometimes” (every 2-4 years). One German tour operator included trips to Austria and Switzerland as trips abroad and therefore stated multiple times per year. It was often said that ski touring tourist that travel abroad do this repeatedly. They like to experience something different and like the challenges of new destinations and mountains. Preferably these destinations differ from their “normal” ski touring routes at home in the Alps.

4.12 Importance of Guides

Ski and mountain guiding is very important for the surveyed tour operators. They all bring their own certified mountain guides to go on ski tours in Norway. It was mentioned that the destinations do offer moderate ski tours in difficulty and information material about possible ski tours are good available. A specialized local guide is therefore not seen as necessary.

Another aspect is also important here, as many of the tour operators themselves are certified mountain guides who founded a mountain sports business. They offer all kind of ski touring packages, going from ski touring training, safety avalanche workshops and ski tours in the Alp region to ski touring trips abroad. Many of them are small businesses who want to share and spread their mountain and nature love. They do seem to have a well-known client base with clients that like to go on tours with their trusted mountain guide - in the Alps or abroad.

However, for all operators surveyed, the professional mountain guides are the essential service element to all travel packages.

4.13 Ski Tourist Bucket List

Northern Europe`s countries Norway, Iceland and Greenland – as partly good established destinations - rank high on the bucket lists according to the tour operators. Longer distance destinations like Canada, Japan, Chile, Morocco, Iran and Caucasus followed with lesser counts. As upcoming and rising

ski touring destination the Balkan countries were stated. The well-established Alps still rank high at one of the tour operators lists.

4.14 Special Needs

Tour operators were mentioning comfortable suitable accommodations as very important. Their clients love to see and experience a different landscape on their ski touring trips and Norway can score high on this with their combination of ocean/fjord view and ski descent. The solitude and the relaxation of Norwegian people adds to this positive judgement of Norway. The Alps on the other hand are almost described as crowded. You have to get up early if you want to go a tour on your own, without many others in the slope.

Individuals that go on ski touring trips can also be one partner of a couple. Groups are often mountain school groups.

Some practical aspects that are also important for the clients: Guaranteed execution of the trips, when reaching minimum number of participants; good and updated communication, ski mountaineers are good interconnected and can “spread news” through mouth to mouth propaganda.

The travel package and programs should be set up so that it allows maximum time spent ski touring

4.15 Success Factors for Ski Tourism Destinations

A number of factors were mentioned as critical to success for a ski touring destination, some of which are natural and unaffected by humans. These are a good climate condition, guarantee of snow, snow quality, weather and stable winter conditions, a spectacular landscape - different from the Alps - and mountains. Last but not least, a variety of ski touring tours.

Affectable facts are a good Infrastructure and good accommodations.

An important fact that three tour operators mentioned is the fact of the destination or mountain area not being “too crowded”.

Another fact is marketing related. It is stated that a lot of advertising is crucial to establish a new destination in ski touring.

4.16 Challenges for Norway as a Ski Touring Tourism Destination

The operators interviewed agreed that Norway is to one or the other extend already known as a ski touring destination. Some of them have Norway in their ski touring program for 10 years already. Northern Norwegian mountains are known as popular ski touring destinations. At times the Northern Norwegian regions already show tendencies of being crowded. Bookings of accommodations are not always available. Booking has to be done fairly early to get a bed slot at the desired accommodation.

Two tour operators were concerned about the prices. One even said he would stop coming if these increase any further.

Stable weather conditions and ski quality are mentioned from one operator as being challenging.

Getting visibility through media coverage is crucial for establishing a new ski touring destination.

4.17 Marketing Channels

All of the operators we spoke to are using mainly the internet and social media to market their trips. Printed skiing or outdoor magazines were used less and newspaper, trade fairs and blogs were used by only one of the operators. Another marketing tool are the tour operators catalogues produced by themselves and distributed to existing customers as well as sent out on request. All rely very much on word of mouth.

Interesting was that two of the tour operators stated that they do not know any of the skiing/ outdoor magazines and that everything on ski touring is online, in the internet and on social media channels. Printed magazines were mentioned as being “the old way”.

4.18 Influential Publications/Bloggers/Social Media Influencers

Influential magazines mentioned included “Alpin”, “Bergsteiger”, “Bergwelten” and the membership magazines of the German, Austrian and Swiss alpine clubs: “DAV Panorama” (D), “Bergauf” (A) and “Die Alpen” (CH).

None of the tour operators could name an influential individual.

5. Conclusions and Recommendations

Ski touring in Germany, Austria and Switzerland is very trendy with a lot of great options to go ski touring in the Alps. About 1 Mill of ski mountaineers are representing the markets D, A, CH. Which proportion of these ski mountaineers are traveling abroad for ski touring reasons is hard to say. Several countries have discovered the tourism potential of ski touring, so number of destinations are increasing. The current “newcomer”-ski touring destination seem to be the Balkans. There is a demand from the German speaking countries to go abroad for ski touring and this is still increasing. For Norway the increase seems to be weaken slightly.

About 10 years ago some tour operators and ski mountain guides already have offered ski touring trips to Norway – one even reported to have conducted his first trip in 1996. Norway’s spectacular landscape with the special combination of ocean view descents and nature views on ascents is defined as one of the key selling points for ski touring trips to Norway. Moderate, not too extreme ski tours, are another advantage, so that mountain guides from the Alps are capable to guide tour groups in Norway on their own. Experiencing privacy on ski tours with little or no other ski mountaineers to meet on the slopes is another advantage that Norway can offer. The mountains are not crowded or hectic like it is experienced in some regions in the Alps.

Ski mountaineers from D, A, CH tend to plan their ski touring trip up to one year in advance. Bad winter or snow conditions in the Alps can easily make up bookings at shorter notice, like in the winter 2016/17. Germans, Austrian and Swiss book rather individually than as a group. Accommodation in hotel or guesthouse is preferred, a certain comfort required. Guesthouses or lodges that are experienced with ski touring guests or are ski mountaineers themselves are likely to have a market advantage, since sharing and communicating is part of the ski touring community.

For self-catering groups cabins or huts with good and comfortable standard, well equipped kitchen, cozy places with double and single bedrooms are demanded. The demand for good local meals is also existing (not so for self-caterers).

Clients expect easy access to the slopes and do like to spend their days mainly with ski touring, since that's what they travel for and travel time is limited. Extra activities are not expected in a standard package, but can be offered as add on. New ski touring products should therefore be created the way that the ski touring is still at the center.

Since Norway, especially Lyngen Alps, the Lofoten and Sunnmørsalpene, seem to be quite established as ski touring destination in D, A, CH clients look out for new destinations. The potential for new destinations in Norway exists. Inland regions with unstable weather conditions or landscapes with no contrast to the Alps will probably not have the same attractiveness as products/regions that are located at the coast or with fjord view on descent.

Norway's long ski season and more reliable snow conditions also seem to put Norway in a good position for further ski touring tourism from the Alp countries.

Ski touring products that can offer rather remote slopes and convey the authentic relaxed Norwegian lifestyle seem to have a good potential.

New ski touring products should be accompanied by publications and articles to meet the tour operators interest and to get into the relevant set of clients. There is evidence that PR and advertising push the demand after new products and therewith establish them.

6. References & Data – Tour Operators Germany

Company name	Hauser Exkursionen	Alpine Welten	DAV Summit Club	Alpinschule Augsburg	Die Bergführer
URL	www.hauser-exkursionen.de	https://www.alpinewelten.com/	www.dav-summit-club.de/	http://www.alpinschule-augsburg.de/	https://www.die-bergfuehrer.de/
Contact	info@hauser-exkursionen.de	info@alpinewelten.com	info@dav-summit-club.de	info@alpinschule-augsburg.de	info@die-bergfuehrer.de
Niche or widerange?	wide range	wide range mountain related	wide range mountain rel.	wide range mountain rel.	wide range mountain rel.
Ski touring activity?	skitouring, freeride training, firn and powder snow descent	skitouring Alps and abroad, ski crossings, freeriding/ heliskiing, ice climbing, snow shoe, expeditions, trainings	ski tours, alpine tours	skitouring training, trips for beginners	avalanche or glacier training, alpine tours/haute routes/ crossings, skitouring, freeride
Main season?	February until May	end of feb/ march/april	feb/march/april, may (Alpes), sept/oct (Chile)	march/april	Jan-March in the Alps, March-May tours abroad
Targetgroup?	groups and individuals (and families)	Single travelers, 20-55 years od, small group travelling	individuals/couples/groups	individuals/groups/couples	individuals/groups/couples, mountain lovers
Scale/levels of difficulty?	In 5 grades: from difficulty I (very easy) to difficulty V (very demanding). Divided in descriptions for way up and descent	difficulty rating (SAC difficulty scale) of mountain tours after: condition, technique/skills, total difficulty, alpine experience, challenge&risk	Two criteria: 1. technique (skills for ascent and descent on tour), 2. condition, both in 5 levels. Sums up in a 1-5 mountains symbol.	short description of requirements in skills and managing the different descents/ ascents.difficulty level symbolized with 1- 5 mountains symbols	2-3 criteria symbolized with 1-5 stars: 1. difficulty, 2. condition, (3. skitechnique).
Ski touring destinations?	A, I, Montenegro, D, J, Georgia, Bulgaria, N, IS, E, Marocco, Turkey, Kirgisistan, Rom., Armenia, Greenland, RU, F, Bolivia	N, IS, Canada, F, Iran, Montenegro, A, CH, I, Georgia, Marocco, Greenland, Chile, Kirgisistan, RU	D, A, CH, I, F, Spain, Kosovo, Chile, Marocco, Iran, Russia, Slovakia, Montenegro, Norway, Bulgaria	D, A, CH, I, F, Chile, Norway, Georgia, Iceland, Greenland, Canada	D, A, N, IS, E, I, Greece, Iran, RU, Marocco, Slowakia
Standard or tailor-made?	standard packages	standard, tailored on request	standard	standard	standard
Possible package?	ski- and mountainguide, flight/bus to destination, accommodation/half or fullboard, transfers, insurance package, gift from BergSpechte, rental equipment	accommodation in shared rooms/HP, guiding and organisation through mountain guide, rental security material, luggage transport	certified mountain- and ski guides, accommodation/ double or shared room, VP or HP full board, transfers, safety equipment,, in Alpes: rental LVS device, sonde, shovel	certified mountain guides (orga and planing), transfers/rental car; often extra: accommodation/half or fullboard, skipass	guiding certified mountain- and skiguides, accommodation/full- or halfboard
Prices on webpage	yes	yes	yes	yes	yes
Other activities?	dogsleding, supporting project hotel, local culture (inuit, japan) Sightseeing	training powder snow skills, avalanche knowledge, tour planning, LVS device	trainings, snoeshoe, climbing,trekking, biking, culture, expeditions, ...	LVS trainings, iceclimbing, winter mountaineering, snowshow	no
Other Norway trips?	yes, summer hiking, family trip , sailing	yes, hiking/trekking, snow shoe, ski&sail, ice dlimbing	yes, hiking, snow shoeing	no	no
Safety focus?	yes	yes, big focus on safety, risk and crisis management	yes	yes, trainings	yes, strong focus on safety and avalanche training
Sustainabilly focus?	yes, "go green", "tour cert", "forum anders reisen"	optional myclimate contribution to climate protection	yes (but no official certification, signet)	no	no
Onlinebooking?	yes	yes	yes	no, only booking request	yes, plus email request
Printed brochure?	yes	no	yes	no	yes, plus online
Interesting for Norway?	yes	yes	yes	ok	yes

6. References & Data – Tour Operators Germany

Company name	Blue Mountain Spirit UG	Mountain Elements GmbH	LUEX - Lineupexplorers	Alpenstieg GmbH	Andis Skitouren Reisen
URL	https://www.bluemountainspirit-bergschule.de	https://www.mountain-elements.com/	https://www.luex.com/	https://www.alpenstieg.com/	https://skitouren.reisen/
Contact	info@bluemountainspirit-bergschule.de	info@mountain-elements.com	T: +49 231 97676994	info@alpenstieg.com	andi@skitouren.reisen
Niche or widerange?	niche	wide range mountain rel.	wide range in surf, ski and snowboard, travel agency	widerange for mountain sports/trips	niche
Ski touring activity?	alpine tour course, haute routes, Safety academy, skitouring courses (for all levels)	skitour testing, crossings/ haute r.; trainings: LVS, avalanche, freeride, skitouring, alpine tour	different terrains and tour possibilities in all kind of regions/heights	classical skitouring, freeriding, courses for beginners and advanced	classical ski touring tours
Main season?	march/april, spring, april -end of may	dec (skitouring opening), feb-april/may	dates not communicated on webpage	march/april	Feb, march, (april)
Targetgroup?	individuals, beginners/ advanced ski mountaineers	individuals/singles, couples, groups	individuals, couples, families, groups all levels	companies, clubs, groups and individuals	individuals/groups
Scale/levels of difficulty?	two criteria: 1. difficulty, 2. condition. Both in 4 levels (easy, medium, demanding, very demanding)	3 criteria 4 levels each: 1. conditional requirements, 2. skiing skills, 3. technical knowledge (ref. LVS and skitouring experience)	3 ability levels "intermediate, advanced, pro", snow conditions rated "dominant terrain type, av.annual snowfall, snowpack, crowd factor and explorer level"	2 criteria: 1. technique/skills in 5 levels, 2. conditon/fitness in 3 levels.	3 criteria: 1 ski technique 2 alpine requirements, 3 condition. 5 levels of difficulty: 1 easy, 2 medium, 3 demanding, 4 difficult, 5. very difficult
Ski touring destinations?	D, A, CH, IS	D, A, I), CH, F, N, Georgia, Greenland, Iran, Marocco	A, CH, I, F, IS, N ,Japan, Canada, USA, Greenland, Chile, Argentina, Bulgaria	D, A, I, CH, F	IS, F/E, Greece, Slovakia, Bulgaria, Iran, Marocco, India
Standard or tailor-made?	standard	standard	standard and tailormade	standard	standard
Possible package?	organisation of tours, mountain guide, accommodation/half board, on D, A, CH tours: Rental equipment for glaciers on demand	flight, guiding of certified mountain-/skiguide, accommodation incl. halfboard , (hire rental equipment), transfers	door to door, transfers, accommodation with half/full board	(certified) mountain guide, accommodation/ half board, transfer	accommodation/half board, transfers, guiding through qualified skitouring guide, insurance, (sometime local mountain guide)
Prices on webpage	yes	yes	yes, day prices	yes	yes
Other activities?	trainings, snowshoe, ice climbing, sightseeing and spa	training avalanche, climbing, guiding, climbing	dog sledging, snow shoe, sea/ski safari, horse sleigh, north. lights photo	snowshoe, climbing, ferratas, hiking/trekking, Alp crossings	sight seeing
Other Norway trips?	no Norway at all	no	yes, summer surf, winter: heli skiing, snowcat	no Norway trips at all	no Norway at all
Safety focus?	yes	yes, standard	yes	yes, trainings	informs about difficulty of tours
Sustainability focus?	no	no	no	no	no
Onlinebooking ?	yes	yes	yes	yes	only online request
Printed brochure?	no	no	no	no	no
Interesting for Norway?	prio 2-3	yes	yes	ok	ok

6. References & Data – Tour Operators Austria

Company name	ASI Reisen	Die Bergspechte (to Hauser Exkursionen)	Yellowsports GmbH/Yellowtravel	Mountain Sports	Islaverde Reisen e.U.
URL	www.asi-reisen.de	www.bergspechte.at	https://www.yellowtravel.net/t	https://www.mountain-sports-zillertal.com/	http://www.islaverde.at/
Contact	info@asi.at	office@bergspechte.at	office@yellowsports.at	info@mountain-sports-zillertal.com	info@islaverde.at
Niche or widerange?	Wide range	wide range alpine tour	Wide range mountain	wide range outdoor/ mountain related	wide range
Ski touring activity?	Skitouring, training packages (basic, advanced, pro) how to go and plan on skitours	classical skitouring, haute route, training courses skitouring/freeriding	winter safety camp, heli skiing, freeriding, Austrian skitouren festival packages	ski crossings, pleasure ski tours, lift-assisted freeride,, skitouring for beginners/pros, heli skiing	Skitouring classical, skitouring expedition
Main season?	feb/march/april/may; Norway march/april	march/april: also tours in dec/jan/feb/may	beginning of januar - end of april	march/april,in Alps Jan-april, Antarctica nov.	feb/march/april/may
Targetgroup?	small groups and individuals	groups, individuals	companies, clubs, groups and individuals	individuals/groups looking for special ski touring trips	individuals, singles, groups, friends, skitouring enthusiasts
Scale/levels of difficulty?	5 symbols of mountainpeaks scale the level of difficulty (1= very easy, 5 =very difficult)	2 criteria with 5 levels each:1 . condition (fitness) and 2 skiing skills (technical)	3 different levels	tour requirements concerning fitness level and description of steepness of mountains/terrain and necessary skiing skills	level of difficulty in requirements and tour descriptions. Summed up as being "medium, challenging, difficult", height of mountains and tour meters
Ski touring destinations?	A, I, N	D, A, I, N, , F, RU, IS, E, Monten., Jap., Georgia, Bulgaria, Maroc., Turkey, Kirgisistan, Romania, Armenia, Greenland, Bolivia	N, I, A, IS, Canada. Kasachstan, Marocco	A, CH, I, N, IS, Chile, Antarctica (new in 2019:Canada , Kamchatka)	Greece, S, F, I, IS, CH, Slovakia, Bulgaria, Rumania, Montenegro, Marocco, Iran, Turkey, India
Standard or tailor-made?	Standard; personal guide on request	standard; tailor-made on request	standard, individual tours also possible after request	standard, tailor made is possible on request	standard
Possible package?	accommodation/half board, rental equipment (mostly incl), avalanche transceiver, -sonde and shovel, training documents, voucher for travel literature and from outfitter, certified ASI mountainguide	mountain guides, accommodation double or multiple bedroom, mostly halfboard, rental equipment (if requested), transfers, often insurance package, flight	week packages:guiding certified mountain guides, accommodation hotels/ mountain cabins incl half board, gift coupon from yellowsports	certified mountain guide, accommodation/full board ,self-catering huts/houses, rental LVS equipment, emergency kit, all transfers/rental cars, activities in program	flight (or bus) to destination, local travel guide, islaverde skitourguide, accommodation full or halfboard, all transfers, insurance
Prices on webpage	yes	yes	yes	yes	yes
Other activities?	power skiing; learning on how to plan and do a skitour	sightseeing, city tours, holiday extension e.g. camel trekking, husky transfer, winterhiking	mountainbike trips	climbing, mountaineering, rafting, canyoning; winter snow shoe, freeriding, trainings	adventure trips, bike trips, hiking and trekking trips, high peaks and mountain tours
Other Norway trips?	hiking, trekking, guided or individual roundtrip, drive&hike, snow shoeing and winter hiking	no	Lyngen biking, Lyngnen bike & sail	no	no norway tours at all
Safety focus?	YES	in equipment list	only through info about certified mountain guides	yes, LVS equipment/glacier or emergendy kit is included in trips, or available for rent	nothing more than beeing able to handle LVS equipment
Sustainability focus?	yes	no	no	no	no
Onlinebooking?	yes	no (online reservation form)	only online reservation	no, but non-binding online travel request	
Printed brochure?	yes	yes	no	no	only pdf download
Interesting for Norway?	very interesting	yes	ok	ok	tbd , not first priority

6. References & Data – Tour Operators Switzerland

Company name	Berg + Tal AG (Alpenschule)	Kobler & Partner	berg-welt ag	Alpenschule Tödi AG
URL	https://www.bergundtal.ch/	https://www.kobler-partner.ch/de	https://www.berg-welt.ch/	www.bergschule.ch
Contact	info@bergundtal.ch	office@kobler-partner.ch	mail@berg-welt.ch	info@bergschule.ch
Niche or widerange?	niche	niche (extreme mountainsport)	niche	wide range
Ski touring activity?	splitboard tours, skitour cruise,ski & sail, trainings courses	classical ski touring, haute routes, ski & Sail, expeditions	classical skitours, haute route/multiday tours, expeditions	trainings, all level skitouring tours, big variety in the Alps
Main season?	feb/march/april/may	classical ski touring, haute routes	feb/march/april	feb-april
Targetgroup?	single and groups of friends	ski touring and expeditions enthusiasts	individuals, groups	people interested in mountain guiding/mountain guided tours, skitouring and freeriding enthusiasts,
Scale/levels of difficulty?	3 criteria: stamina, ski technique and skitour experience (alpine technique), 4 levels: 1 beginner, 2 moderate, 3 athletic, 4 ambitious	SAC scale of difficulties + Kobler Scale with 2 criteria: 1 seriousness, 2 objective danger, each 4 levels: big, medium, moderate, low	detailed program description includes requirements to physical condition and ski technique for ascent and descent	easy, medium, challenging, extreme skitours. 2 criteria: 1. skills/technique, 2. condition/fitness
Ski touring destinations?	CH, N (5 tours), IS, Iran; Japan, Canada, Kirgisistan	CH, I, N (3x tours, one since 1996), IS, RU, F, Canada, Japan, Albania, Chile	Alps, IS, Greenland, N (4 tours)	CH, A, I, F, E, N, Slovakia
Standard or tailor-made?	standard	standard	standard	standard
Possible package?	flights, ski luggage, accommodation hotel/ship, full board (only breakfast in Japan), safety and emergency equipment	organization of trip,flights, transport of ski equipment accommodation half/full board, security material, rental car, certified mountain guide, voucher Bächli shop, tour tea (medicine, cook, local guide), on expeditions additional equipment, tents, pulka, walkie talkie, satellite telephone	experienced mountain guide, flight, myclimate comp. fee, transport equipment/ group material, transfers, accomm/halfboard	certified mountain guide, accommodation hotel/cabins/half board, tour tea, ropes, security-and other group material
Prices on webpage	yes	yes	yes	yes
Other activities?			entrance fees apart from tour programme	trainings: powder/freeride; avalanche courses, basic, skitouring with comfort wellness combination. TOURS: freeriding, all level skitours, haute routes, extreme skitours. pleasure tours, evening skitours, s
Other Norway trips?	Trekking tour with boat to Lofoten, snowshoe tour Lofoten, snowshoe&sail	no	hiking and trekking trips NN, snow shoe trip, ski expeditions/haute routes	snowshoe trekking (under midnight sun or with northern lights)
Safety focus?	yes, all mountain guides with diploma, labelled "Safety in adventures",	yes, client can use the profile check online to find the perfect suitable tour	no, but LVS device/shovel/sonde on standard equipm.	yes, safety is very important
Sustainability focus?	yes, CO2 compensation for all flight/compensation. invest some of their revenue in climate compensation in project "cause we care". Work according high quality standards of Swiss tourism.	no	yes, CO2 compensation is mandatory, 1. TO in CH (won myclimate award)	no
Onlinebooking?	online booking application	no, but online request	yes	yes, online registration
Printed brochure?	yes	no	yes	no
Interesting for Norway?	Yes	yes	yes	yes

6. References & Data – Tour Operators Switzerland

Company name	Mammut Alpine School	grindelwaldSPORTS AG	Engg's Bergtouren	Adagio Alpina
URL	http://alpineschool.mammut.ch/	https://www.grindelwaldsports.ch/de/skitouren.html	http://www.engg.ch/	www.adagio-alpina.ch
Contact	alpineschool@mammut.ch	info@grindelwaldsports.ch	engg@active.ch	info@adagio-alpina.ch
Niche or widerange?	niche	widerange regional TO	very niche	niche
Ski touring activity?	trainings:basic-high alpine, classical skitouring, alpine tours, flexitours (skitouring + freeriding)	Trainings: ski touring, basics-alpine, avalance(basic, update), skitours: Sunday tours	classical skitouring	classical ski touring
Main season?	march/ april	dec-march; summit t.:march-may	Jan-May/focus March-May	april
Targetgroup?	people interested in mountain guiding/mountain guided tours	individual ski touring enthusiasts at all levels	individuals, couples	singles, experienced ski mountaineers
Scale/levels of difficulty?	technique and condition	3 ability levels and 3 physical fitness level: easy (3-4hrs), medium (5-6hrs) , high (7-10 hrs)	requirements for the tour are in program description, no scale	scoring of tour in textform, information on requirements of fitness and skills
Ski touring destinations?	CH, A, CH/ I, Norway (1x new)	CH, I, IS, N (2 tours), Japan	CH, N (6 tours)	N (Sunnmørealpene)
Standard or tailor-made?	standard	standard, tailored on request	standard	one package standard
Possible package?	mountain guides, flight, airport fee, city tour, passage Hurtigruten, rental car, accom./half board, city walk, northern lights centre, tasting, northern light alarm	guiding through mountainguide, accommodation/halfboard (mainly double room), tour tea: for traveling abroad: flights, transfers, rental car	flight, accommodation in cabin, breakfast/night meal, cooked by own cook, lunch package, transfers with rental cars	mountain guides, flight taxis, ski transportation, transfers, rental cars, ferries, tunnel fees, accommodation half board
Prices on webpage	yes	Yes	yes	yes
Other activities?	freeriding, alpin tours, haute route, in Norway: sightseeing, tastings, city walk, museum	freeriding, ski alpin, snowboard, summer trekking	no other activities	climbing and biking in summer
Other Norway trips?	snowshoe tour lofoten, hiking/testtrekking norway/lysefjord (contest, trip can be won)	No	snowshoe tours, hiking trips (Senja, Lofoten, Sunnmøre Alpene)	no
Safety focus?	all IVBV mountain guides , certified on "safety in adventures" (CH)	all UIAGM mountain guides (regular updates); "safety in adventures"	easy tours, no special focus, standard equipment	no
Sustainability focus?	yes, supports "respect your borders"/ mountain wildlife, CO2neutral flights	No	no	no
Onlinebooking?	yes	Yes	no, email/telephone booking	yes
Printed brochure?	yes	No	no	no
Interesting for Norway?	ok	Ok	ok	ok

6. References & Data – Ski magazines Germany

Name	Bergsteiger	DAV Panorama	Alpin - Das Bergmagazin	Ski magazin	snow
URL	http://bergsteiger.de/	https://www.alpenverein.de/DAV-Services/Panorama-Magazin/	http://www.alpin.de	https://www.skimagazin.de/	https://www.snow.de/
Contact	info@bruckmann.de	dav-panoram@alpenverein.de, advertising: hager.heiko@guj.de	Editor print: t. +49 89 893 1600, Online: T. +49 911 216 2138	Director : T+49 (0) 23 54/77 99-0, Ads: +49 (0) 23 54/7799-13	Director : T+49 (0) 23 54/77 99-0, Ads: +49 (0) 23 54/7799-13
Travel section?	yes	yes		yes	yes
Branding of the paper?	THE original of outdoor magazine in the German market- on hiking, mountaineering and alpinism e.g. touring reports, PLUS plenty of tour tips with free GPS data and tour maps.	Biggest alpine and outdoor magazine in Europe. Member-/ club magazine of the world largest Mountaineer-Club. The magazine present the greatest mountaineer destinations in the Alps and worldwide.Safety is also important.	Focus on competence in the mountains - for hikers, climber, skier or mountainbiker. Magazine offers produkt tests, tips on tours and has a good utility for the reader, Reports on dream mountains also. Add on: 30-40 tour tips in every other edition as supplement.	By far the largest German-language ski magazine at the kiosk. Help for skiers in purchasing and destination decisions. Extensive product presentations and tests, worldwide ski resort checks and travel stories, exciting background reports..	Tour- and freeride magazin. SNOW stands for the individual adventure in the snow off the groomed slope. Impressive photos, informative spot guides technology tips.
Targetgroup	mountain enthusiasts and active alpinist. 35-60 years old with good bying power, education above average, and good income. st the magazine reaches long-time regular readers but also a young target group.	Active men (57%) and women (43%) that spend their leisure time in the mountains. Hikers, Mountaineers, climber, trekkers, mountain bikers, bikers, winter sports people	Hikers, mountaineers, active outdoor sportsmen at all ages. Also single, couples, families.	Ambitious skiers and opinion leaders in winter sports who have a high, freely disposable income. From the pleasure driver over the race Affinen to the tour guide. Over 70% male, over 75% age 20-49 years, almost 60% Abitur, university entrance qualification, studies	Male, young to middle age. Individualistic and lifestyle-oriented. Opinion leader in the ski scene, with a keen interest in individual sports.
Distribution	kiosk,subscriptions	kiosk and subscriptions	kiosk/shops, subscriptions	kiosk, subscription	on sale at kiosk, <i>subscription</i>
Publication?	12x per year	6x per year	monthly	6x per year (sept, oct, nov, des, jan, march)	2x per year
Life span	1 month	2 month and longer	1 month	approx. 1month	1-6 months
Advertising cost?	from 2/1 page: 8300€ (420x280mm),to 1/2 page 2430€105x280mm or 210x10mm), 1/3 page and more. Supplements also possible with min. 10000ex, and max 50g (max format 200x270mm) .Special ad format on request.	2/1 page: 43400€ to 1/3 8800€, smaller ads/advertorials/supplements also possible	1/1 page 4c (210x280mm) 5200€ to 1/3 page (69x280mm or 210x93) 1910€	1/1 page 4c ad: 11.798,- €	1/1 page 4c ad: 4.993,- €
Edition run?	37283 (sold edition 22015, 11382 subscriptions)	716376 (sold edition 704781)	36031 (sold edition), 229000 readers	125.648 (IVW checked)	44.086
Which countries?	not stated, but probably also in A	not defined	yes, A, D	not defined, but assumably in D, A and CH	not defined, but assumably in D, A and CH
Of interest for Norway?	yes	yes	yes	ok	yes

6. References & Data – Ski magazines Germany

Name	SkiEXKLUSIV	nordic sports	Ski presse	PRIME SKIING	Bergstolz
URL		https://www.nordicsports.de/	http://ski-presse.de	http://prime-skiing.de/	http://bergstolz.de
Contact	Director : T+49 (0) 23 54/77 99-0, Ads: +49 (0) 23 54/7799-13	Director T: +49 (0) 23 54/77 99-0	info@skipresse.de	info@prime-skiing.de	info@sports-medien.de
Travel section?	yes	yes	yes	destination section	"on tour" section
Branding of the paper?	the magazine for luxury in snow. Lifestyle magazine.	Largest medium in German language in fitness and endurance sports. In addition to cross-country skiing, ski jumping and biathlon, the focus is on the new fitness. Reports also from ski touring and snowshoeing. Event calendar, equipment tests, material and large service section around travel & regions.	first free of charge printed ski magazine for German speaking market with biggest distribution through outdoor/sport shops - once per season. Content: What (products), Where (destinations), who (people), How and When (Service). A second edition is produced in Feb/march and is only distributed online.	freeskiing magazine in all its facets, conveys associated lifestyle. current news, unusual stories Content: Exotic travels and more.e.	It is a Free-Mag. In winter it focuses on freeriders, tour and ski mountaineering. In summer it only focuses on mountainbiking, freeriding and the best trails of the Alps.
Target group	Luxury and lifestyle oriented winter athletes, with very high disposable income. Hotel guests from 4 and 5star hotels	Active and health-conscious opinion leaders with a high quality of life. They are purposeful, educated, sociable and sociable and income-earning.	customers of (mountain) sport shops, wintersport/ skiing interested people	all freeski-interested, regardless of whether they are trendy or recreational athletes.	active freeriders, that love to move actively in the mountains
Distribution	on sale at kiosk	on sale at kiosk, subscriptions	Sport shops, also as epaper and as app available	kiosk, subscriptions	Distributed through sporting good retailers, fairs, hotels, events and other hot spot for the freeride scene. In winter as supplement in online orders from outdoor shops
Publication?	2x per year	5x per year	1x per year (november, printed issue), 2x edition online (febr.)	5x per year	8x per year
Life span	1-6 months	1-2 months		?	about 1 month
Advertising cost?	1/1 page 4c ad: 9.750 €	1/1 page: 5652€	not found	print: 2/2 page 5000€, to 1/3 page 1500€, Digital: standard IAD Ads (desktop) from 25€ to 80€, responsive ads (desktop&mobile)	Print: from 2/2 page in winter 6.690€ down to 1/4 pages 990€, online: from wallpaper on homepage 750€ or to homepage medium banner 300€ €
Edition run?	46.762	43.000 (4/2016), sold edition 31.859	ca 130000	20000 (3.100 subscribers)	50.000 ex in winter, 32.000 ex in summer
Which countries?		not mentioned	D, A, I (South Tirol)	all German speaking countries	not on sale, but available in D, A, CH, North Italy
Of interest for Norway?	No	no	ok	yes	yes

6. References & Data – Ski magazines Austria

Name	Bergauf	Bergwelten	Land der Berge	berg und steigen (Menschen, Berge, Unsicherheit)
URL	www.bergauf.at	https://www.bergwelten.com/magazin/de	http://www.landderberge.at	www.bergundsteigen.at
Contact	redaktion@alpenverein.at, Advertising: office@agentur-ds.at	info@at.redbullmediahouse.com or redaktion@bergwelten.com	office@lvmedia.at	peter.plattner@bergundsteigen.com
Travel section?	yes	yes	yes	no
Branding of the paper?	member magazine of the Austrian alpine club. Austrians alpine and mountainsports paper with highest circulation.	Adventure magazine. Presents mountain regions, people, nature, culture, sport, equipment, fashion and lifestyle. Stories are presented on several channels (print,online, Tv)	best Austrian outdoor magazine, will several tour descriptions summer and winter	publisher: German, Austrian, Swiss and South Tirol Mountain clubs. Subtitle: mountain, people, insecurity. Focuses on all safety topics from equipment, avalanche knowledge, safety techniques, medicine, psychology, accident research
Targetgroup	all members of the Austrian alpine club	pleasure hikers, parents with kids, classical mountaineers, athletes, fashion likers, dreamer	outdoor enthusiast, hikers, mountaineers	For all who want to deal with the extensive facets of mountain sports. Objective is to promote a sustainable discourse on alpine safety issues at a high level and to support people who (professionally or voluntarily) take responsibility for others in mountaineering activities.
Distribution	98% is distributed directly to the reader (by post), also available as online version	kiosk, subscriptions	kiosk and subscriptions, extra distribution huts and tourism partners	only subscription, distributed to: 1500 (all) state-certified mountain and ski guides in Austria, · 160 Austrian army mountain guides, · 5900 instructors/ youth leaders and tour guides of ÖAV, · 570 instructors of "Naturfreunde" of Austria, · 700 to ÖAV / DAV / SAC huts
Publication?	5x per year	8x per year	6x per year	4x per year
Life span	approx. 2 months (dec, march, end may, end aug, oct)	1-2 months	2months	useful for storing because of practical and important safety information
Advertising cost?	from 2/1 page: 12990€ (420x280mm), to 1/3 page 3590€ (210x93mm or 70x280mm), supplement on request	print: 2/1 pages: DACH 27700€, to 1/2 page in DACH 10650€, other ad formats also available e. G. advertorials.	from 2/2 page 7695€ until 1/8 page 1050€, supplement on request	from 2/1 page (450mmx297 mm) 2330€ to 1/2 page (116mmx297mm) 755€, supplement on request,
Edition run?	285000 (with 732000 readers)	DACH 172106 (A: 30386, D: 36863, CH: 10134)	25000-50000	25500
Which countries?	only A	D, A, CH	no	D, A, CH, I
Of interest for Norway?	yes	yes	yes	for background information

6. References & Data – Ski magazines Switzerland

Name	Die Alpen	Inspiration	Naturfreund
URL	http://alpen.sac-cas.ch/	http://webkiosk.baechli-bergsport.ch/inspiration-3-2017-de/59387726#	https://www.naturfreunde.ch/magazin/e-magazin/
Contact	advertising: info@koemedia.ch	info@baechli-bergsport.ch	Advertising: T. +41 (0)31 8180111
Travel section?	no, a tour section	no, a tour section	yes
Branding of the paper?	it is THE mountain sport magazine of Switzerland and member magazine of the Swiss alpine club	customer magazine with tour tips	member magazine of Swiss nature friends
Targetgroup	for all mountain passionate alpin and mountain sport lovers and member of the Swiss alpine club	customers of Bärli Bergsport, outdoor and mountain sport lovers	outdoor/hiking lovers, that also are interested in environmental topics
Distribution	through post	gratis distribution in Bärli Bergsport shops all over CH	kiosk and per post (membership subscription)
Publication?	12x per year	4x per year	4x per year
Life span	1 month	?	3 months
Homepage/no costs?	no	no	yes
Advertising cost?	from 1/1 page 9480€ to 1/16 page 890€, more on request	?	from 2/2 pages 5120 CHF to 1/16 page 240 CHF, https://www.naturfreunde.ch/magazin/mediendaten/
Edition run?	116700 ex (German 89000ex, French 23500ex, Italian 4200ex)	130.000	23000 (21000 D, 2000 F)
Which countries?	yes	no	yes, D and F
Of interest for Norway?	yes	yes (as possible content partner)	yes
Other comments?	Mediadaten: http://alpen.sac-cas.ch/fileadmin/diealpen_bildarchiv/temp_bilder_redaktion/PDFs/2018_Mediadaten_DieAlpen_D.pdf	customer magazine of Bächli Bergsport, outdoor shops, free of charge	sustainability, environment topics

6. References & Data – Webpages Germany

URL	https://www.alpenvereinaktiv.com	https://www.tourentipp.de/	https://skitourengehen.info/	https://www.outdooractive.com	https://www.freeskiers.net
Contact	info@outdooractive.com	info@tourentipp.de	T +49 8841 / 4874011	info@outdooractive.com	info@sports-medien.de
Target group	all interested in tour tips and current conditions to mountain tours	all recreational athletes that like to go on mountain or ski tours	active ski mountaineers, people interested in ski touring	outdoor enthusiasts of all couleur and interest	20.000 active and registered freeski community members (age 13-35, opinionleader, that are sporty, trend- and styleoriented), people interested in freeskiing/wintersports (age 15-55, sport, experience oriented, high purchasing power)
Key in skitouring/Character of webpage.	tour descriptions and current conditions on tours. It is the common tour portal of Deutscher Alpenverein (DAV), Austrian Alpine Club (ÖAV) and Alpine Club South Tyrol (AVS). It is an information platform for all kind of mountain tours and open to all	online mountain guide for mountain tours, ski touring and via ferrata. detailed tour descriptions (incl. Photos, GPS data..) of well-known alpine authors allows up-to-date planning of ski touring tours and mountain tours, weekly updates with new routes	overview of all German, Austrian and south Tyrolien ski touring areas and all ski tours, with detailed description	tour descriptions, maps, huts, weather and snow conditions; biggest outdoor platform of europe with 225.862 tours, 91565 accommodations, 32.900 huts, 690 ski resorts, 2.092 business partners, 671.500 community members	online freeski magazine, biggest German speaking Freeski-Community
"Likes"?		between 120000-260.000 visitors per month, Facebook: 2732 likes, 2629 subscribers			
Tour tips/ blogs, bookings?	tour descriptions	offers about 1000 tour descriptions, tour blog, personal tour login, newsletter	tour tips, updated conditions	offers detailed tour descriptions	tour reports, no blog, no booking
Tour graded?	yes	yes	yes	yes	no
How?	after difficulty (easy, moderate, difficult) and required stamina and ski techniques (graded in 6 possible steps)	6 levels that include these criteria: 1. difficulty, 2. conditional requirement, 3. risk potential,,4. Scenic charm, 5. frequenting	yes in 5 steps	after difficulty (easy, moderate, difficult) and required stamina and ski techniques (graded in 6 possible steps)	
Trips for readers/user?	no	no	no	no	no
Opinion leaders/blogger/Influencer?	no	not predictable/visible	no	not identifiable	yes, 20.000 community member as opinionleaders
Advertising costs?	Details here: https://market.crossvertise.com/de/alpenvereinaktiv-com/media/online/details/699892#rubric-754121	Banner: from leaderboard/skyscraper 3400€ to medium rectangle B 1800€; Advertorial 400-1000€ per year.	Package "ski mountaineering". 4500€ (oct-mars, 300.000 adview) more details on request	do not offer classical advertising, story telling is key, more information on contact	from superbanner 23E/TKP to billboard 39,50E/TKP, more newsletter or other on request
Formats?		leaderboard 728x90px, skyscraper 120x160px, content b 695x90px, med. Rectangle A/B 300x250px	jpg, gif, html5		superbanner 728x90px, skyscraper 160x600px, half page ad 160x600px, content ad 300x250, billboard 970x250px
Social Media channels?.	FB 5644 likes, Twitter 27 follower, google+ 106 follower	Facebook, Twitter, Tumblr, Google+	FB 6.300 likes	FB 34.500 likes, Twitter 4.509 follower, google+ 427 follower,	FB 9928 likes, Twitter 360 follower, Instagram 582 followers
Of interest to Norway?	yes	yes	Ok	yes	yes

6. References & Data – Webpages Germany

Name	Schneehoehe.de	Skiinfo	Bergzeit (online shop and magazine)	Skiing - the next level (emag)
URL	https://www.schneehoehe.de/	https://www.skiinfo.de/	www.bergzeit.de	https://skiing.de/
Contact	info@schneemenschen.de	redaktion.de@mountainnews.com	T. +49 (0) 8024 46794	info@pulsepublishing.de
Target group	Tourists planning their skiholiday	mountain travel consumer, active and above average income	mountain sport enthusiasts	freeski fans, 18-55 years, 80% men, 20% women
Key in skitouring/character of webpage.	skitouring is a small part of the page, mostly ski alpine information on ski areas, snow levels, travel packages. Just like skiinfo.no.	ski touring tour tips; all information on ski regions, weather, snow heights, webcams, travel tips, magazine, photos, videos, equipment	Webpage is online shop for mountainsport with a serious online magazine with tour reports, skitouring is one out of many sports that are featured	Focus is on the disciplines Slopestyle, Halfpipe and Big Air, but also the freeride and touring. Skitouring is supposed to get more importance and visibility.
"Likes"?			230.000 unique visitors per month, average time spent on page 5:12	FB 60000, social reach 100.000, 15000 video views per week, interaction rate 2000
Tour tips/ blogs, bookings?	Offers information and all kinds of travel products and travel tipp for ski holidays - mostly ski alpine, only a little skitouring	offer tour tips, fotos, snow heights, weather condition	reports on tours	focus on freeriding
Tour graded?	No	no grading, but information on requirements	no	no
How?				
Trips for readers/user?	no, only informs about destinations, snow conditions, ski areas, products	no grading, but information on requirements	no	no
Opinion leaders/blogger/Influencer?	no	no	no	
Advertising costs?		see media kit	https://www.bergzeit.de/out/custom/mediadaten_bergzeit.pdf	From leaderboard (728x90px)/ 25€/TKP, Billboard 65€/TKP, to Content marketing, video ads (max 30 sec, min 640x360px, max 30MB) 95€/TKP, request possible
Formats?		http://www.mountainnews.de/media-kit/		GIF/JPG/Flash/Tags and HTML5 via Tags, Epic Takeover JPG, Video typ MP4-H264
Social Media channels?	Facebook FB page 23619 likes, Twitter, Google+, Youtube	FB 12089 likes, Google+ 698, Twitter 1625	FB 113000 follower, Twitter 3400 follower, Instagram 8600 follower	FB follower 60000, Instagram 4000
Of interest to Norway?	less prioritized	yes	ok	no

6. References & Data – Webpages Germany

Name	Sportalpen.com	Powder Magazin	Bergfex.at/de/ch
URL	https://www.sportalpen.com	http://powder-magazin.de	https://www.bergfex.at/ ; https://www.bergfex.ch
Contact	magazin@sportalpen.com		office@bergfex.at
Target group	outdoor athletes and those who are interested in it)	Freeride and snow powder enthusiasts	mountain sports interested people winter and summer
Key in skitouring/character of webpage.	Online outdoor sports magazine, information about events, sports regions, and brands and products. combines all content for the different winter and summer sports in one place. Athletes report on their experiences. Training camps.	Digital freeride magazine, Freeski, Freeski Mountaineering, Backcountry Skiing and Snowboarding - Dates, News, Spots, Tests	detailed tour descriptions for ski touring (as well for running, biking, hiking etc). Largest mountain sports portal in Europe. Incl. forum, accommodations, weather, snow conditions, videos, ski areas, regions, sports- and leisure offers, events, shop etc.
"Likes"?			128 mil page views, over 26 mill visits per month (jan 17). Over 713,000 booking inquiries to accomm. providers.
Tour tips/ blogs, bookings?	focus on article, review, event information and reports, video	no	yes
Tour graded?	no	no	yes
How?		no	4 criteria with each up to 5 stars: 1. condition, 2, technique, 3. landscape, 4. adventure/experience.
Trips for readers/user?	offer different trainingcamps, also for skitouring	no	no
Opinion leaders/ blogger/ Influencer?	no	no	no
Advertising costs?	on request, they offer banner as well as production of qualitative content and spread it on SoMe	not found	on request
Formats?			Banners, email, packages
Social Media channels?	FB 7518 likes, Twitter 578 follower, Instagram 898 follower	FB 4888 likes, Twitter follower 79, Instagram 2064 follower	FB 12254 likes
Of interest to Norway?	yes	ok, for PR	yes

6. References & Data – Webpages Austria

URL	http://www.skimo.at/	www.bergsteigen.com	https://www.alpine-auskunft.at/de/ch/it	https://www.almenrausch.at/	www.skitours-paradise.com
Contact	office@skimo.at	info@alpinverlag.at	info@alpine-auskunft.at	info@almenrausch.at	info@skitours-paradise.com
Target group	Ski mountaineers, people interested in ski mountaineering, events, races/competitions, teams, news on athletes and products	mountain sports enthusiasts looking for detailed tour tips, gps dates, events, video, huts etc.	active ski mountaineers looking for updated tour planning information	people looking for travel and tour tip in the Tirol region	ski tour enthusiasts
Key in skitouring/character of webpage.	SKIMO is about ski mountaineering in Austria. About all aspects of ski mountaineering, competition, physical activity and fitness, but also popular sports. Special attention of the racing scene in Austria ,	ski touring tour descriptions	tour portal for current mountain conditions incl. Avalanche reports, weather forecasts, tour tips and tour tips archive	ski tour/ski crossing tips and descriptions	detailed tour descriptions of about 235 ski tours in the Alps
"Likes"?					
Tour tips/ blogs, bookings?	offer news on ski mountaineering squad, competitions/ races, newsletter, ski mountaineering and product news, no blog, no tour tips, no bookings	Tour tips	tour tips/descriptions, avalanche reports and weather conditions	yes, tour tips and blog	detailed tour tips and mountain guide contacts, and ski tour hotels
Tour graded?	no	yes	difficulty is described	no	yes
How?		4 criteria: 1. condition, 2. power, 3. experience, 4. landscape. Each rated from 1-5			easy, medium, difficult, extreme
Trips for readers/user?	no	no	no	no	no
Opinion leaders/ blogger/Influencer?	no	tour authors maybe	no	no	no
Advertising costs?		not found	no advertising possible	Banner standard price. 9€ TKP, CPC 1,10€	advertising for Alp business that are close to the tours
Formats?				300x250px or 160x600px	
Social Media channels?	FB page 2332 likes	FB 4323 likes, Instagram 161 followers	FB group 1048 members.	FB 17626 likes, Twitter 284 follower, google+ 87 follower	
Of interest to Norway?	yes	yes, for advertising	no	no	FB 688 likes, Twitter 25 follower, google+54 follower

6. References & Data – Webpages Switzerland

Name	Skitouren guru	Gipfelbuch	Swissguiding	Wepowder (NL)
URL	https://www.skitouren guru.ch/	www.gipfelbuch.ch	http://www.swissguiding.ch/	https://wepowder.com/de
Contact		info@bergportal.ch	info@swissguiding.ch	info@wepowder.de
Target group	ski mountaineers and snowboarders who are actively involved in the practical and theoretical avalanche theory, around 250000-300000 skitouring people in CH	a sporty and active mountain sports and outdoor community. wealthy, trend-conscious and likes to invest repeatedly in good equipment for their activities in nature. Additional target group: tour leaders, mountain guides and hosts of mountain huts	targets active people looking for guided mountain sports tours and on the other hand private mountain guides and mountain schools	passionate skiers, snowboarder, freeriders
Key in skitouring/character of webpage.	planning tool for ski tours, helps to choose the right skitouring tour through offering an automated avalanche risk assessment for around 900 ski tours in Switzerland.	serves the mountaineer in winter and in summer as a central digital contact point (tour planning, community, networking, etc.)	The offers of guided ski touring tours. Webpage functions as neutral agent between tour guides/guided tours and interested customers	snow conditions, safety and own articles. powder alarm, forum/community
"Likes"?		260.000 users per month, 1,6 mio PI per month		about 1 mill users per year
Tour tips/ blogs, bookings?	it helps planning a ski tour and choose the right tour taking into account avalanche risks etc.	Tout trips, community	Tour tips and booking of tours	offer community on safety/snow conditions, forum, no booking
Tour graded?	yes	yes	yes	no
How?	uses the SAC ski touring scale to describe the difficulty on the routes. Seven different grades ("easy" to "extremely difficult"),	uses the SAC ski touring scale to describe the difficulty on the routes. Seven different grades ("easy" to "extremely difficult"), https://www.gipfelbuch.ch/data/infos/SAC_Skiskala.pdf	description of requirements and sometimes rating	
Trips for readers/user?	no	no	no	no
Opinion leaders/ blogger/ Influencer?	no	no	no	no
Advertising costs?	not possible to advertise on	website banner from 50€ TKP to 108€ TKP, mobile ads from 36€ to 72€ TKP, PR article 2560€ (2 weeks)	not defined yet	
Formats?		JPG, JPEG, PNG, GIF (also animated) and Flash, maximum file size for JPG / GIF banners is 100 KB.		
Social Media channels?	FB 40 likes, no twitter, no google plus, Instagram account	FB 1447 likes, no twitter, no google+, no Instagram	FB 841 likes	FB 51417, Twitter 3387 followers, Instagram 2237 followers
Of interest to Norway?	yes	yes	yes	no

6. References Data - Associations Germany

Name	DAV Deutscher Alpenverein	Verband Deutscher Berg- und Skiführer	Deutscher Skiverband (DSV)/German Ski Club	DSV aktiv/Freunde des Skisports e.V.	Deutscher Skilehrer Verband (German Association of ski trainer)	Snowboard Germany (German Snowboard Association)
URL	https://www.alpenverein.de/	http://vdbs.de/	https://www.deutscherskiverband.de/	https://www.ski-online.de	https://skilehrerverband.de/	http://www.snowboardgermany.com
Contact	T +49 89 140 030, dav-panoram@alpenverein.de	T. +49 (0) 8046 1886110, info@vdbs.de	T+ 49 (0)89/85790-0, info@deutscherskiverband.de	Tel.: +49 89 85790-275, kontakt@ski-online.de	T: +49 (0)88 21 – 73 21 4 0,	T +498985790402, info@snowboardgermany.com
Members	1.237.810 members:	700 members	650.000 members, 35.000 ski trainer	300.000 members	15.000 members	
Target group	mountain lovers, nature lovers, mountain sport lovers, mountaineers, mountain/rock climbers, hiker/trekker, beginners and profs	professional mountain- and ski guides	ski sport athletes, active skiers and snowboarders	all interested in recreational winter sports	ski trainers	snowboarder, freerider, freestyler, racer and boardercrosser
What characterizes organisations/group?	It is THE national organisation for all kinds of mountain sports, biggest mountain sport association of the world and also a nationwide accepted nature preservation association. member of German Olympic Sports Association and represent national team for Ski mountaineering and climbing	it is a professional association for education state certified mountain- and ski guides	Its assignment is to promote all ski and winter sports.	The world's biggest recreational sports club which focuses on safety in winter sports	The association organizes and is responsible for the education of all professional ski trainers.	organizes national competitions, is umbrella organization for all snowboarders, freerider, freestyler, racer, boarder crosser
Yearly events?	yes	no	yes	yes	yes	yes
Member magazine?	yes	no	ja, print	yes, print	no	no
Name of magazine	DAV Panorama		DSV aktiv/Ski&Sportmagazin	DSVaktiv/SkiSportmagazin		
Edition and publication frequency	716.376, 6x per year		200.000, 6x per year	200.000, 6x per year		
Member trips?	yes		no	yes	no, but trainings	
Name of TO	DAV Summit Club			Interski Vermittlungs-, Reise und Verlags GmbH		

6. References Data – Associations Austria/Switzerland

Name	Verband der Österreichischen Berg- und Schiführer (VÖBS)	Alpenverein Österreich	ÖSV - Austria Ski Association	Naturfreunde Österreich	Schweizer Alpen-Club SAC	Schweizer Bergführer Verband SAC
URL	https://www.bergfuehrer.at/	http://www.alpenverein.at	http://www.oesv.at	www.naturfreunde.at	http://www.sac-cas.ch/	http://www.4000plus.ch/
Contact	Tel. +43 (0)699 177 199 93, office@bergfuehrer.at	t. +43 512 595 47, office@alpenverein.at	Tel.: +43 512 33501-0, info@oesv.at	T. +43 (0)1 892 3534 0, infor@naturfreunde.at	T+41 31 370 18 18, info@sac-cas.ch	T +41 (0)31 370 18 79
Number of members	1500 members	545000 (thereof 141000 youth members)	more than 145000	more than 150.000, with 460 local groups, 9 provincial organizations, 9500 instructors	ca. 150.000, 78% German speaking	23 sections
Target group	professional mountain- and ski guides and those who want to be a prof. Guide	mountain lovers, nature lovers, mountain sport lovers, mountaineers, mountain/rock climbers, hiker/trekker, beginners+ profs	all snow sport enthusiast, all ski athletes from competitive to popular leisure skier	people that enjoy nature and respect it, they stand for social responsibility, nature and environmental protection	mountain interested people; mountain lovers and mountain sport lovers, interested in nature and culture landscape	mountain guides and people interested in events, news, training as mountain guide
What characterizes organisation/ group?	it mainly organizes the education of certified mountain guides, it is also contact for all national associations and all single guides	Association for mountaineering enthusiasts. Largest alpine club in Austria. Main tasks: promotion+ practice of mountain sports and appropriate training of professionals. Providing infrastructure and information	Umbrella organization for all national 9 ski associations, 1200 ski clubs. Responsible for all snow sport athlete, incl. Olympic teams.	federal organization; one Austrias largest and most important leisure and conservation organization, 140 huts/ houses, 15000 km hiking trails, 100 climbing/ bouldering halls and whitewater competence center	Connects mountain interested people, supports mountain sports for all, promotes sustainable development and preservation of mountains, is independent, offers training of all kinds, represents national Ski mountaineering and climbing teams	Federal organization of 23 national sections of mountain guides, responsible for education as mountain guide, politic interest group.
Yearly events?	yes, education	yes	yes	yes	yes	yes, Swiss mountain trainings
Member magazine?	no	yes	yes	yes	yes	?
Name of magazine		Bergauf	Ski Austria, incl. Travel section, Ski Austria Lady	Naturfreund	Die Alpen	
Edition and publication frequency		280000, 5x per year	Ski Austria: 91000 ex (310000 readers) 8x per year, Ski Austria Lady: 50000ex, 2x per year	110.000 (275.000 reader), 4x per year	110012 ex	
Own trips for their members?		no, they give tips, articles about tours in magazine, self organized trips	Ski Austria camps	yes	no	
Name of TO			Ski Austria Academy	a variety of trips/day events from different TO/Local sections		

6. References Data – Festivals/blogs/events Germany

Name	Freeride Festival Allgäu	SportScheck GletscherFestival	VAUDE Experience/blog	Basislager/blog	VAUDE skitouren opening	Mountain Elements Ski touring opening	Stiftung Sicherheit im Skisport (SIS) /Foundation Safety in Skiing)	Hobbytour en.de
URL	http://www.freeridefestival-allgaeu.de/	https://mein.sportscheck.com/winter/gletscherfestival/	https://experience.vaude.com/eis-palmen/	https://www.bergfreunde.de/basislager/ski/	https://www.schneehoehe.de/artikel/vaude-skitouren-opening-1616	https://www.mountainelements.com/touring/ski-und-skitouren-opening/	http://www.stiftung.ski/index.php?id=72	http://www.hobbytour.de/
Comments	Season ending. With event base, creative park, various contests, ski test area, DJ, e-bike2ride . Freestyle, freeride, board and ski.	Big equipment test for skiers, snowboarder and ski mountaineers at the Stubai glacier. Nov 2017. More than 50 brands in 2.900m, with about 3.500 products for winterseason 2017/18. With workshops on the booming segments on skitouring, splitboarding, freeriding, avalanche and LVS training. Organizer: SportScheck, big outfitter for all kinds of sports.	2 VAUDE athletes Max Kroneck and Jochen Mesle on a skitour extreme with bike and skitouring skies. See their foto blog http://www.eisundpalmen.de/	Bergfreunde.de stands for climbing and mountainsports. Online shop plus blog "Basislager". Claims to offer the best selection in mountainsports (more than 75.000 products from 220 manufacturer, big brands as well as scenelabels). Test and use their equipment themselves. Have a pro team of top mountain athletes regularly assess the equipment and communicate it on own BLOG.	Ski touring seasonal start in Kleinwalsertal with tours, workshops on safety (LVS device usage), product testing, contest. The valley is ecological sustainable, good to be reached by public transport.	A weekend as seasonal start, to prepare for the season. Easy skitours, workshops on safety/LVS handling, test material, training on skiing skills.	The SIS was founded by DSV aktiv / Friends of Ski Sports e.V. and the German Ski Association. Carry out studies/research, publish information on safety topics. Current study on wintersports: http://www.stiftung.ski/dflip/grundlagenstudie_wintersport.html	Private website/forum with lots of tour tips and descriptions incl. pics

6. References Data – Festivals/blogs/events Austria

Name	Alpinmesse Innsbruck	Alpin Tiefschneetage	Women´s Winter Camp (powered by Marmot)	THULE Freeride Festival	Kappl Freeride days	skitourenfestival im Villgratental/AT (yellowtravel)
URL	https://www.alpinmesse.info/	http://www.alpin-tiefschneetage.de/	http://www.womenswintercamp.com/	http://freeride-festival.com/	https://www.kappl.com/de/events-kulinarik/veranstaltungskalender/kappl-freeride-days_topevent603920	https://www.yellowtravel.net/ski-snowboard/trips/austria-skitourenfestival.html
Comments	In 2017 more than 13.000 visitors (record!) on 2 days (11./12.11.). The fair is a valuable source of information for skiers, tourers, freeriders, climbers and trail runners. In 19 free workshops, over 1,000 fair visitors were trained by professionals on various mountain sports topics (eg. using LVS device). Also lectures on updated avalanche science and a growing community in the freeride city. Fair date in 2018: 20/21.10.2018.	2 Events in 2018, Kühtai and Kleinwalsertal, for beginners and experts, all possible tours, easy ascents from the lift or longer, steeper routes with fantastic descents. In addition many workshops. mountain guides of the mc2alpin mountain school, who tour in small groups. Safety is always an absolute priority.	Sport, joy, passion, wellness – "For women only" (2 locations). Target: awake and deepen the passion for freeride and ski touring together with well-known partners from the industry. incl. expo area with extensive material, which can be tested and tried out during the three and a half days. Participation packages: professional guiding & training through certified mountain guides, test equipment (partly available), Expo Area, skipass, accommodation with half board and lunch package, welcome package, surprise evening (incl. meal), lectures	Motto: Spend your perfect weekend of freeride! – THULE FreerideFestival is presented by BMW xDrive for the fifth time. three tour stops in Saalbach (20/21.1.), Warth-Schröcken (10/11.3.)and Kaunertal valley (17/18.3.). extraordinary program to freeride enthusiasts - professionals and amateurs. Biggest freeride equipment test in the Alps free of charges, various courses and workshops, the legendary Thule Lounge and BMW xDrive shuttle service.	For powder lovers, 4th edition of this event was on 19./21.1.2018	each year in january in Villgratental/AT (mountain climber village, eldorado for skitouring), skitouring safaris, Expo for products and testing,workshops, lectures, film evening. Different packages bookable (1 day, 2 days, 3 days, 4 days, 6 days packages), 40 different tours up to 3000m in all levels

6. References Data – Festivals/blogs/events

Austria

Name	Austria Skitourenfestival	Skitourings Press conference presentation (skimo)	Dynafit Snow Leopard Day	Fischer transalp (from Fischer Sports)	Sport Art Tourenrace	Hervis Mountain Attack
URL	http://www.osttirol.com/osttirol-erleben/winterurlaub-osttirol/skitouren/austria-skitourenfestival.html	http://www.skimo.at/skibergst-eigen/files/2018/01/SKIMO_PK_Pr%C3%A4sentation_16.01.2018.pdf	https://www.sportalpen.com/dynafit-snow-leopard-day-2018.htm	https://www.fischersports.com/de_de/news/fischer-transalp-2018---ein-blind-date-mit-den-alpen,2526	http://www.sport-art.at/tourenrace-2018/	http://www.mountain-attack.at/
Comments	Guided skitoures, expo with equipment from various brands, photo workshop, lectures, evening program, buffet, safety instructions also for local people. Program from the fifth festival 25.-28.1.2018 festival: https://www.osttirol.com/fileadmin/pdf/Ausschreibung_2017_A5.pdf	Presentation of marked situation on skitouring under the title "Economic miracle - Skitouring sport - a non stoppable boom?"	Skitouring for Charity. For each meter in altitude Dynafit donates one cent to a non-profit organization that finances a wildlife guardian program in Pakistan. In 2017, around 800 participants collected 967,619 meters of altitude. (Dynafit is Skitouring outfitter since 1950. Sustainability oriented: 80-90 percent of production in Europe, with 100 percent ties in Germany, skis in Austria, shoes in Italy, textiles in Europe and Asia; blue sign certified; fair wear Certificate)	Eighth edition of Fischer transalp tour	second SPORTART Tourenrace. 150 participants from 7 to 65 years, took the challenge either on route 400 (short distance) or 850 (long distance with downhill) altitude. SPORTART Safety Workshop with the support of Altenmarkt Mountain Rescue beforehand.	19. edition of the traditional night tourski spectacle.

Name	Almenrausch.at	Gipfeltreffen	Sport Art Tourenrace	mountix - die Bergsteiger community	ARGE Skibergsteigen
URL	https://www.almenrausch.at	http://www.gipfeltreffen.at	http://www.sport-art.at/tourenrace-2018/	http://www.mountix.com/	http://www.arge-skibergsteigen.info/
Comments	leisure and mountainsport portal of region Tirol/A, good safety information from avalanche airbag, avalanche scale, glacier information, accident behavior, how to skitour on pist, snow information, correct behavior in the mountains	Forum with 66.684 topics, 869.074 posts, 55.508 members, 835 active members	Tourrace. 150 participants from 7 to 65 years, took the challenge either on route 400 (short distance) or 850 (long distance with downhill) altitude. SPORTART Safety Workshop with the support of Altenmarkt Mountain Rescue beforehand.	App	Skitouring as a sustainable tourism concept

6. References Data – Festivals/blogs/events Switzerland

Name	Mammut Alpine Festival Andermatt	Swiss Ski Marathon	GPS Tracks	Bergfex	Bächli Bergsport	White Risk
URL	https://www.deinwinterdeinsport.de/stories/event/detail/mammut-alpine-festival-andermatt-schweiz-2018	http://www.skimara.ch/	http://www.gps-tracks.com/	https://www.bergfex.ch	https://www.baechli-bergsport.ch/	https://www.whiterisk.ch/en/
Comments	festival in Andermatt about Freeriding, Skitouring, Iceclimbing, snow show tours, ski alpine tours, incl. Lectures and evening entertainment (3rd time)	24.-25.3.2018. One of the longest skitouring races in Switzerland.	mountain portal with focus on Switzerland. Around 300 tours.	Mountain portal with all kinds of travel information. Features regions, webcams, tours, Highlights, swimming lakes, accommodations, packages, sports and leisure offers, events, ski areas, cross country skiing, snow parks, Wetter forecasts. In cooperation with the ZMAG creates a clear snow forecast for the next 6 days	Provider with the largest range of mountaineering equipment in Switzerland.	The SLF tour planning and learning platform on avalanches.

Name	Backcountry Festival Davos	MountainNow - safer together	UEAPP	Schweizerische Eidgenossenschaft	Mountain Festival Pontresina	King of the Mountain /Wild mountain race	Mammut
URL	https://backcountryfestival-davos.ch/	https://www.mountainnow.net/de/	http://www.uepa.ch/#!/home	map.schneespoert.admin.ch	https://mountainfestival-pontresina.ch/	http://www.kingofthemountain.ch/	https://ch.mammut.com/ (https://ch.mammut.com/cat/120/skitouring/)
Comments	Skitouren, Freeriding, Lawnenkurse, Spitboardtour n. 1.-4.2.2018. First festival was in 2017, 62 participants; guiding through institute of snow- and avalanche science, lecture, workshops. (first event of a series of 3	new safety service (App) to record updated mountain conditions via mobile, available in 4 languages (D; I, F, UK)	The Uepaa! -App allows to alert the emergency services in emergencies even in areas without mobile coverage. This works through a Peer2Peer wireless communication technology.	Topographical maps showing ski touring tours and more	Freeriding and Skitouring, 5.-9.4.2018, testing material, skitouring and courses/lectures, organizer: Bergsteigerschule Pontresina, T +41 81 842 82 82, info@bergsteiger-pontresina.ch; #mountainfestivalpontresina	Is one of the most popular open freeride events in Switzerland	Blog