

PRESS INFORMATION

Snow? Without a doubt!

PillerseeTal is the number one in Tirol for 'white gold'

'PillerseeTal is the most snow-assured region in Tirol.' Ski tourism researcher Günther Aigner has now come to this conclusion. He linked data from the standard reference piece 'Der Schnee in Nord- und Osttirol 1895 – 1991' [*Snow in North and East Tirol 1895 – 1991*] by geographer and glacier researcher Professor Franz Fliri (1918-2008) with the latest findings from the Hydrographic Services for the state of Tirol. According to this PillerseeTal in the Kitzbüheler Alps, which comprises five towns - Fieberbrunn, Waidring, St. Jakob in Haus, St. Ulrich am Pillersee and Hochfilzen, is leading the way when it comes to snow. Measurements taken close to the valley over the last 30 years have shown that there has been an average of 5.16 metres of new snow during winter. Each year the maximum snow height has been 1.11 metres and this trend is on the up. The number of days with snow coverage has remained almost unchanged over the course of the years. On average white 'reigns' for 137 days. Undisputed number one is Hochfilzen. Each winter, according to measurements from the last 30 years, an average of 6.71 metres of snow has fallen in the Biathlon stronghold. The biggest snow level which has ever been measured in Tirol was in Hochfilzen – 3.78 metres on 31st January 1923. The measurement details analysed have helped reinforce the plans of those in charge in the local tourist offices - in the winter of 2015/16 Fieberbrunn is set to connect its ski area with its Salzburg neighbours - Saalbach, Hintertglenn and Leogang. This will enhance the range of pistes available in Fieberbrunn from 35 to 240 kilometres. The recently developed ski circus will then be the biggest in Austria and will be among the top ten in Europe.

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