

## Zell am See-Kaprun takes third place in the Alpine region

Date: 11-30-2007 10:36 PM CET

Category: [Tourism, Cars, Traffic](#)

Press release from: [Europa-Sportregion Zell am See-Kaprun](#)

Agency: **knoefler-journalist . media + communications GmbH**



The research institute 'BAK Basel Economics' arrived at the conclusion that the Austrian holiday region Zell am See-Kaprun is one of the most popular and successful tourism destinations in the Alpine area. On the institute's ranking list, the region takes the third place following on the heels of Kleinwalsertal and Zermatt. In the report published last Tuesday by the BAK it says: 'Thanks to their attractiveness each of the regions can ask for a hotel tariff above the average and at the same time achieve highest occupancy rates.' Since 1980 BAK Basel Economics has been providing analyses and forecasts to clients all over Europe and cooperating with renowned, scientific partner institutes.

The result of the current survey of BAK Basel Economics underlines the steady economic upward trend of Zell am See-Kaprun. Already by the beginning of this year, the region received excellent marks by the Austrian association of hoteliers (Österreichischen Hoteliervereinigung ÖHV). According to the ÖHV it is due to the region's international clientele that Zell am See-Kaprun records stays of 5.2 days per guest lodging in four and five-star hotels - top position worldwide. It is a fact that the region increased its share of over-night stays distinctly in the last winter season as well as in the summer season of 2007.

In the winter season of 2006/2007 the increase of visitors from Great Britain for instance was most notable in the twin towns: in comparison to the previous year the number of over-night stays increased by 20 per cent. But the growth rate among the Danish (30.12 per cent) and the Polish (8.44 per cent) holidaymakers was tremendous as well. Thus, the total volume of over-night stays in Zell am See and Kaprun rose by more than four per cent. Altogether, it was the guests from Germany who made for the largest share of over-night stays (320,000) followed by visitors from the Netherlands (176,000) and Great Britain (175,000).

In the summer of 2007 the region could even top these results: with 55,618 over-night stays more than in the previous year the region gained almost 7 per cent. Zell am See and Kaprun record their strongest increase with visitors from East European countries.

Hans Wallner, managing director of Marketing GmbH, considers the main reason for this the close relationship between humans and nature. 'Of course we have been developing our concept constantly over the past years, but it is the beautiful nature that does the main job.' Currently the region is going through some changes which also involve the name 'Europa-Sportregion'. According to Wallner, the target set for the future is 'to establish ourselves firmly at the top and open up internationally.'

For more information on Zell am See-Kaprun please visit us at [www.zellamsee-kaprun.com](http://www.zellamsee-kaprun.com).

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Information summary

The holiday region Zell am See-Kaprun with its 14,000 beds and two million overnight stays every year is one of the most important holiday destinations in Austria. During the summer months you can enjoy a variety of outdoor activities like rafting, golf and hiking. And also in the cold season there is never a dull moment thanks to sleigh rides and hiking tours in snowshoes. Skiers can comfortably reach the 132 kilometres of slopes with powder snow with one of the 56 lifts. Snowboarders enjoy the perfect conditions of the Snowpark on the 2,600 metre high glacier plateau. Even in the summer you can swish down the slopes here. The renowned German publishing house of 'Falk Verlag' awarded Zell am See and Kaprun the decoration of the most family-friendly holiday region in Europe.

[You can find this press release here](#)