

Summary of the presentations of the first day

Andreas Braun - Swarovski Crystal Worlds

Andreas Braun sees the ways and forms of presentation in winter tourism as a sort of artistic installation. The current ways of presenting winter sports resorts he qualifies as insufficient. The winter wonderland is attractive above all because it is "an old, archetypal landscape of the soul", in which we can forget the "existential boredom". "Aesthetics is what stimulates the mind and suggests the vitality of the soul." If too much emphasis is put on the overly "happy" party atmosphere in mountain lodges we will probably lose a number of guests. We have to convey the winter feeling on a more intellectual level. Therefore it would be desirable if we looked at the many aspects and facets of winter and its metaphors in literature, film, music or various installations.

Martin Kusej & Tobias Moretti – stage director & actor

Kusej: Emotions are the common denominator of sports and art. Problems occur, however, if market mechanisms come into play. "Events are put on top of events." This will be accepted until "the people realize that this has nothing to do anymore with original emotions. The result will be an explosion. Entertainment for me is to have a satisfied, or rather excited audience." Art, sports and also the marketing of both factors require "attitude", offers which are authentic. One danger of pay-TV according to Kusej: "It is an escalating marketing machine", which does not leave any space for myths.

Moretti: "Sports help me to stand my ground and to survive in my profession as an actor." Art is "extreme", he says with a side glance at Martin Kusej. "It is not easy to survive working under this director. If the spirit is down, you have to get up again. For me, acting is a kind of competitive sport – both in a physical and in a mental way."

Georg Kapus – Austrian National Tourist Office Poland, Regional Manager Central Europe

According to Georg Kapus a big winter tourism market is opening for Austria in Central and Eastern Europe. But at the moment it is still neglected. The tourism industries in Austria would be well advised to meet the new guests with more attention. The resorts in Russia, Bulgaria, Ukraine or Romania, which at the moment are being developed, cannot compete with the Austrian resorts at the moment. They should be looked at as an opportunity to reach new classes and to attract new guests to the famous winter destination

Austria.

Gerhard Leeb – Editor of the magazine "Planet Alpen"
"At the moment all we do is to react, above all politics reacts on the demands of various lobbies. The winter sports industries don't have a „plan B“.“ We have to think about how we can integrate economic interests with ecologic interests and in doing so we have to start at our own doorstep. "Each and every one of us has to ask himself „what is important for me, for my family?" says Gerhard Leeb. "The Alpine Convention is a first step in the right direction. It gives every citizen the right to object to projects he/she feels is not compatible with environmental concerns. Before the Convention was ratified only abutters had the right to do so." In addition, tourist resorts have to become aware of their specific assets and try to focus their marketing on those.

Walter Ammann – Director of the Swiss Federal Institute for Snow and Avalache Research, Davos

"We reckon that the average temperature will increase by 1 to 3°C by the year 2050. At the same time the amount of precipitation (rain and snow) in the winter will increase by 20%. And we will experience more cases of extreme weather conditions," says Ammann. This will have a particular impact on winter resorts in middle altitudes. If the snowline, i.e. the altitude at which snow is guaranteed, moves up to above 1500m, half of the winter sports resorts in Switzerland will be in danger. Can you cushion this development with snow canons? While 40% of the slopes in Austria and Italy are equipped with snow canons, in Switzerland the percentage is much lower with 10%. This figure will increase in the future, but it will never reach the 40% of Austria or Italy. The costs involved in producing artificial snow are just too high: for every kilometre of slope you have to consider costs of 1 million Swiss francs. In addition, winter sports are not that popular anymore in Switzerland. 80% of the adolescents in the larger cities have never even tried skiing or snowboarding. „It is hard to get the youngsters into winter sports, to raise their enthusiasm, if they do not see any snow around them."

i.n.n. – Association of engineers for the management of unspoiled nature

The team of i.n.n. presented their work by introducing the project of the expansion of a skiing area on a glacier. In essence, the engineers look at the technical and geological feasibility of such projects, they examine whether the project is compatible with the land use regulations and – above all – they try to involve the public very early in the planning stages in order to avoid problems later on in the implementation phase.

The World Winter Forum 2005

During a two-day congress at the Austria Center Vienna (ACV) a panoply of international experts will try to identify the perspectives of winter sports and tourism in the future. The congress will take place under the patronage of Austria's

Federal Chancellor Wolfgang Schüssel.

According to its multidisciplinary vocation the WWF will provide a forum for top athletes, event managers, future researchers, experts in the fields of tourism, the environment and climate and representatives of various tourist services in order to stimulate a fruitful discussion and exchange of ideas across and among the various thematic fields.

The congress is divided into four thematic fields:

- Cult and forms of presentation in winter sports and tourism
- Future developments of climate
- The opportunities of new markets (especially in Eastern Europe)
- Future Lab: trends and innovations, media and forms of presentation, design and technology.

[Additional information on the congress program as well as pictures free of rights can be downloaded here...](#)



Expert Congress:

"WINTER – Cult & forms of presentation in sports & tourism"
October 12 – 14, 2005, Austria Center Vienna.

World Winter Exhibition:

"WINTER – Survival - Recreation - Spectacle"
November 10 – December 18, 2005 Vienna Art Center,
1010 Wien, Freyung 6.
Open from Wednesday to Sunday

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