

Media Data 2026/2027

Information about the Skiresort online portals and Skiresort apps operated by Skiresort Service International

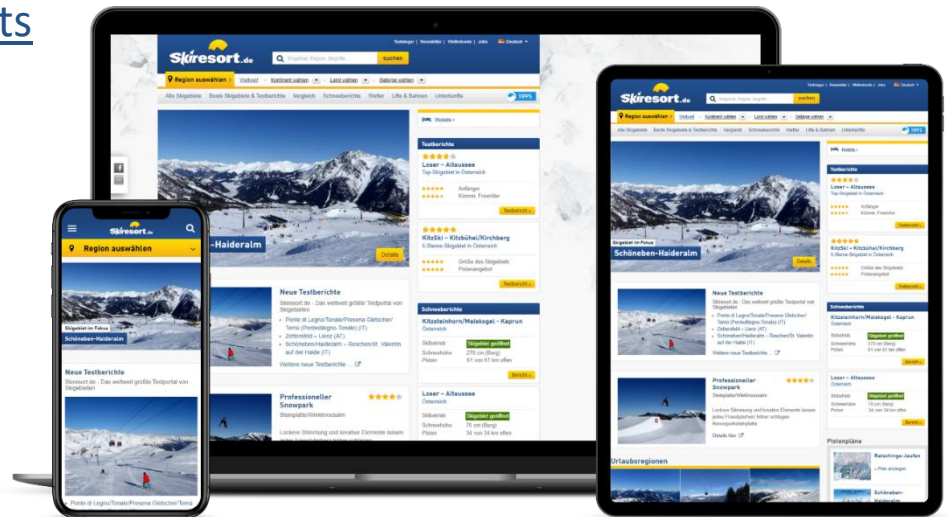
www.skiresort.de | www.skiresort.at | www.skiresort.ch | www.skiresort.info | www.skiresort.nl |
www.skiresort.be | www.skiresort.it | www.skiresort.fr | Skiresort.de App | Skiresort.info App
New: www.skiresort.pl | www.skiresort.info/cz



About Skiresort

Skiresort is **THE** information source for skiers and snowboarders

- World's largest test portal for ski resorts with over 500 comprehensive test reports
- The only portal with detailed information about all 6,100 ski resorts worldwide
- World's largest rating portal with 5,000 rated ski resorts
- World's largest ski resort knowledge pool with 900 snow reports, 5,200 weather reports, 6,500 webcams, 3,500 trail/piste maps, 24,000 ski lifts incl. new ski lifts, accommodation, ski rental, ski schools, access info and more
- Unique segmentation of the world into 2,200 regions
- Optimum display on all devices (responsive web design)
- Established in 1998 as the first successful ski portal on the market



Ski resort Portal Overview

Languages and target markets

- **German:** www.skiresort.de | [.at](http://www.skiresort.at) | [.ch](http://www.skiresort.ch)
(since 1998 | since 2019 | since 2019)
- **English:** www.skiresort.info
(since 2010)
- **Dutch:** www.skiresort.nl | [.be](http://www.skiresort.be)
(since 2013 | since 2021)
- **Italian:** www.skiresort.it
(since 2013)
- **French:** www.skiresort.fr
(since 2013)



New Skiresort Portals

Languages and target markets

- **Polish:** www.skiresort.pl
(from 2026)
- **Czech:** www.skiresort.info/cz
(from 2026)



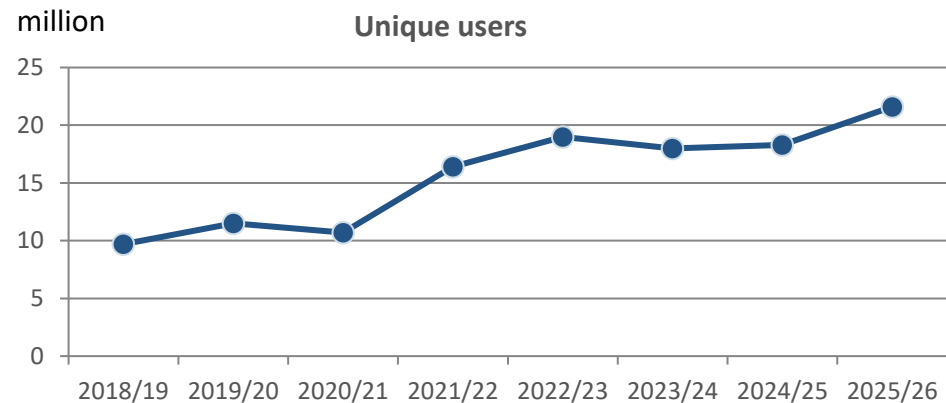
New powerful cloud and AI technology

Users & Views

Strong growth in recent years

Our target group

- 100% skiers and snowboarders
- 100% focus on ski resorts, ski regions, ski holidays and winter sports



Users & Views

Users/year: **21.6 million**
 Page views/year: **67 million**

Source: Google Analytics

History:

18/19	19/20	20/21	21/22	22/23	23/24	24/25
9.7	11.5	10.7	16.4	19.0	18.0	18.3
33	38	32	50	55	54	58

Views in Detail

One of the world's largest
ski resort portals in visitor numbers

Views	Users/year	Page views/year
	2025/2026	2025/2026
Skiresort.de .at .ch	7.4 million	27.1 million
Skiresort.info	7.7 million	21.8 million
Skiresort.nl .be	1.7 million	4.4 million
Skiresort.it	2.5 million	7.9 million
Skiresort.fr	2.3 million	5.6 million

Source: Google Analytics

Origin of users	2025/26
Skiresort.de .at .ch	58% Germany 17% Austria 16% Switzerland 9% other
Skiresort.info	61% Europe (36% Eastern Eur., 24% UK, 19% Western Eur., 13% Scandinavia, 8% Southern Eur.) 17% N. America 22% other
Skiresort.nl .be	63% Netherlands 19% Belgium 18% other
Skiresort.it	88% Italy 3% Switzerland 9% other
Skiresort.fr	71% France 8% Switzerland 5% Belgium 16% other

Ski resort App

Top-rated ski app
in the App Stores

Ratings
4.7 out of 5

Ski resort.de App | Ski resort.info App

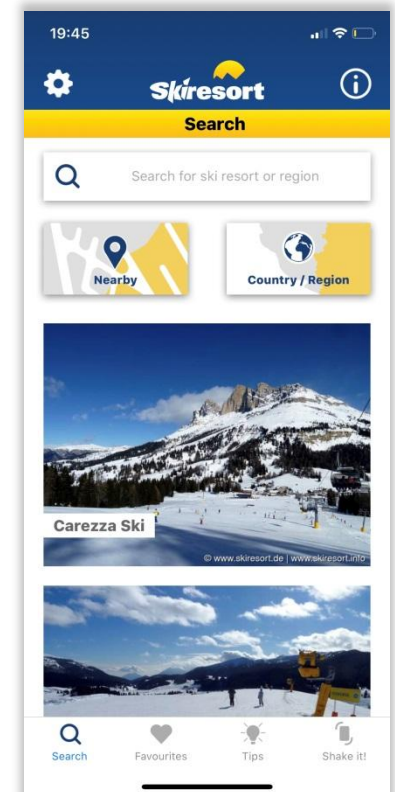
- Only app with all 6,100 ski resorts worldwide incl. test reports
- 900 snow reports, 5,200 weather reports, 3,500 trail maps, 6,500 webcams, directions to 5,400 ski resorts, accommodation
- All ski resorts in the vicinity and according to country/region
- Favourites, tips, shake it

Available on leading smartphones and tablets – free of charge!

- [iPhone and iPad in the App Store](#)
- [Android smartphones/tablets in the Google Play Store](#)
- German and English

Downloads & visits 2025/2026

- App visits/year: 1.1 million
- Page views/year: 8.0 million



Company Info

The company behind Skiresort Service International is...

- The world's largest snow report supplier delivering snow reports to over 100 high-coverage media partners
- A leading provider of subscriptions for complete ski resort data and ski weather



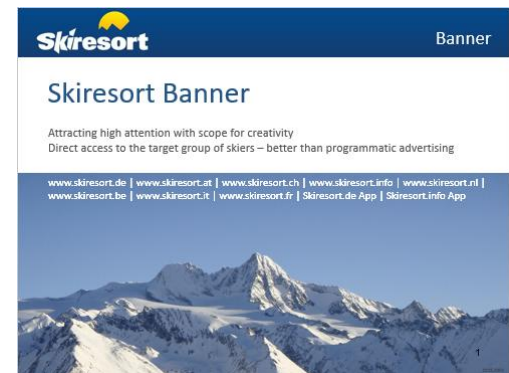
Ski resort Service International GmbH

- Team of 20 permanent and freelance employees
- Managing Directors & Partners: Oliver Kern and Peter Krafft
- Visits to over 1,000 ski resorts worldwide | 10-time World Record Holder
- www.skiresort-service.com/en/

Advertisements on Skiresort for...

- Ski resorts
 - Winter Package & Winter Package Premium
 - Banners & Spots
- Ski regions
 - Destination Package
 - Ski Special
 - Banners & Spots
 - Performance Ads (CPC)
- Accommodation
- Ski-related brands & more
 - Banners & Spots
 - Partnerships

All product information available at:
sales@skiresort.info www.skiresort.media



We would be pleased to advise you.

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Ski resort Service International GmbH | www.skiresort-service.com
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[Ski resort App](#)

