

Skiresort Service International

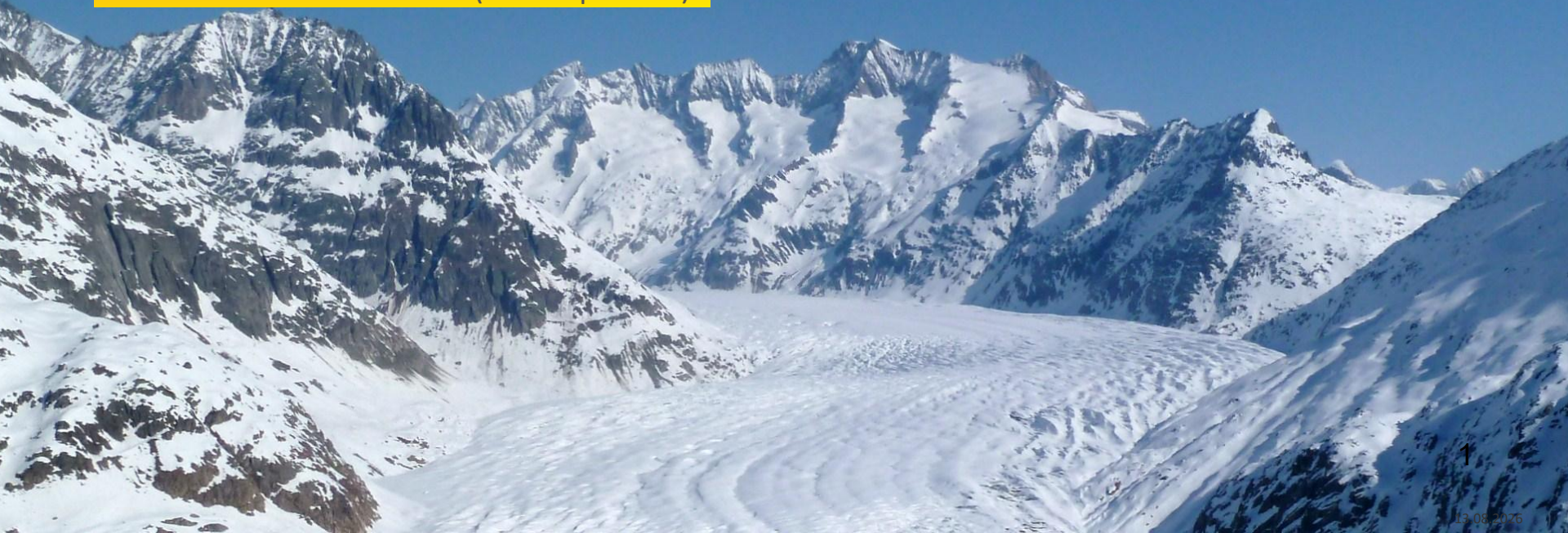
Company & Strategy

www.skiresort-service.com

www.skiresort.de | www.skiresort.at | www.skiresort.ch | www.skiresort.com |

www.skiresort.nl | www.skiresort.be | www.skiresort.it | www.skiresort.fr | Skiresort App

New: www.skiresort.com (Polish | Czech)



The Company

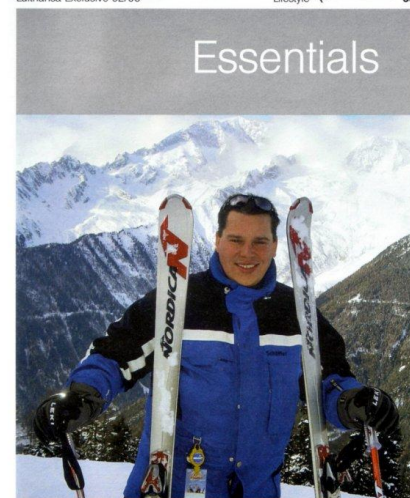
- Established in 1998
Skiresort Service International
Founder: Oliver Kern
- Established in 2009
Skiresort Service International GmbH
Managing Directors & Partners:
Oliver Kern and Peter Krafft

Lufthansa Exclusive Magazin

Lufthansa Exclusive 02/06

Lifestyle

39



Small Talk – drei Fragen an ...

... Oliver Kern, 32, aus München. Mit drei Jahren entdeckte er seine Liebe zum Schnee und zum Skifahren. Später wurde er Skilehrer, noch später Tester für Skigebiete. Unter www.skiresort.de geben Kern und sein Team Informationen über mehr als 4000 Skigebiete in aller Welt. Neben Testberichten und Schneereports liefert das Portal auch Informationen über Hotels und Après-Ski.

Auf wie vielen Pisten sind Sie bereits abgefahren?

Oh, auf Hunderten, Tausenden. In Europa kenne ich wohl jedes Skigebiet, jede Piste, jeden Lift und jede gemütliche Hütte. Ich habe mich schon mal als Kandidat bei „Wetten, dass...?“ beworben, aber leider haben sie mich nicht genommen.

Was ist denn Ihr Lieblingsskigebiet?

Whistler Blackcomb in Kanada: groß, perfekt präparierte Pisten, vor allem fürs Tiefschneefahren – und beim Après-Ski auf Kanadisch ist auch einiges los! Aber ich mag auch das Zillertal, mit seinen Skischaukeln und urigen Hütten. Mein Geheimtipp ist Andorra in den Pyrenäen. Wer es noch exotischer mag, fliege nach Dubai – dort steht in der Wüste eine luxuriöse Skihalle.

Die Zahl der Skiläufer nimmt ab. Was müssen Skigebiete tun, um als Ziel attraktiv zu bleiben?

Die Gäste sind bequemer geworden und erwarten Komfort, etwa eine Sitzheizung und eine Abdeckhaube bei den Liften. Ganz wichtig sind Wellnessangebote. Die Leute wollen nicht nur Sport treiben, sie wollen entspannen und sich erholen. Viele freuen sich geradezu über schlechtes Wetter, dann können sie den Tag statt auf der Piste im Spa verbringen – ohne schlechtes Gewissen.

The Company

Managing Directors Oliver Kern and Peter Krafft

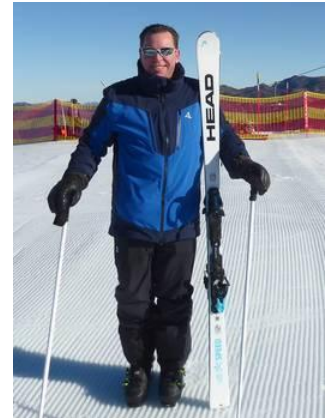
- Background: Previously Marketing and Sales Managers at leading IT firms

Oliver Kern

- Has visited over 1,000 ski resorts worldwide
- Previously ski guide in Canada
- [10-time World Record Holder](#)

Team of 20 permanent and freelance employees

- Content Specialists, IT and App Specialists, Sales, Marketing & PR, Translators



Oliver Kern



Peter Krafft

World Records



Strategic Direction

1. Leading online media (portal & app) in the ski resort & winter sports sectors:

www.skiresort.de | www.skiresort.at | www.skiresort.ch |
www.skiresort.com | www.skiresort.nl | www.skiresort.be |
www.skiresort.it | www.skiresort.fr | [Ski resort App](#)

New: www.skiresort.com (Polish | Czech)

2. Leading content provider in the ski resort sector:
Snow reports, ski weather & ski resort data
www.skiresort-service.com/en/content/

Differentiation:

- 100% focus on ski resorts, ski regions and ski holidays
- Highest level of information quality and accuracy

About Skiresort

Skiresort is THE information source for skiers and snowboarders

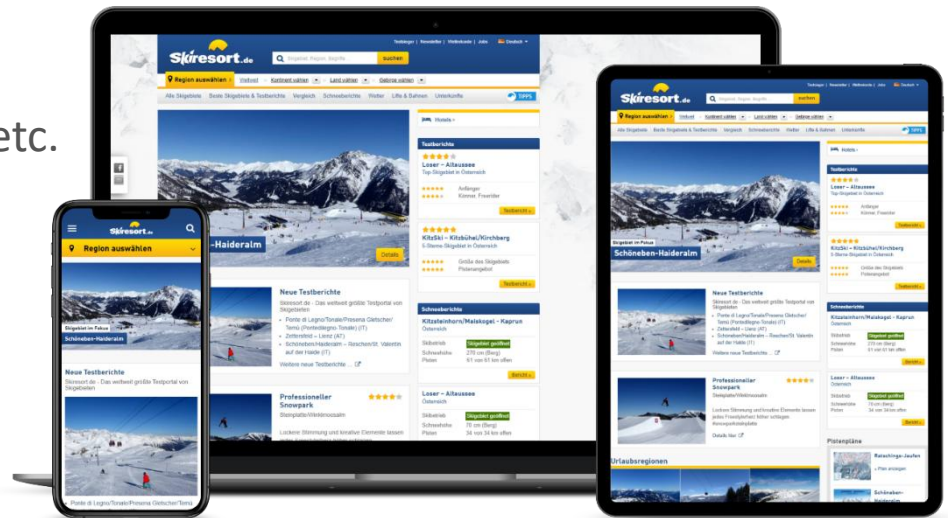
- World's largest test portal for ski resorts with over 500 comprehensive [test reports](#)
 - Test reports based on 18 criteria
 - On-site visit from a trained Skiresort Expert



About Skiresort

Skiresort is THE information source for skiers and snowboarders

- 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, 5,600 webcams, 3,500 trail maps, 24,000 ski lifts incl. new ski lifts, accommodations, ski rentals, ski schools, access info, etc.
- 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



Skiresort 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.com/en/
(since 2010, previously skiresort.info)
- **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.com/pl/
(from 2026)
- **Czech:** www.skiresort.com/cs/
(from 2026)



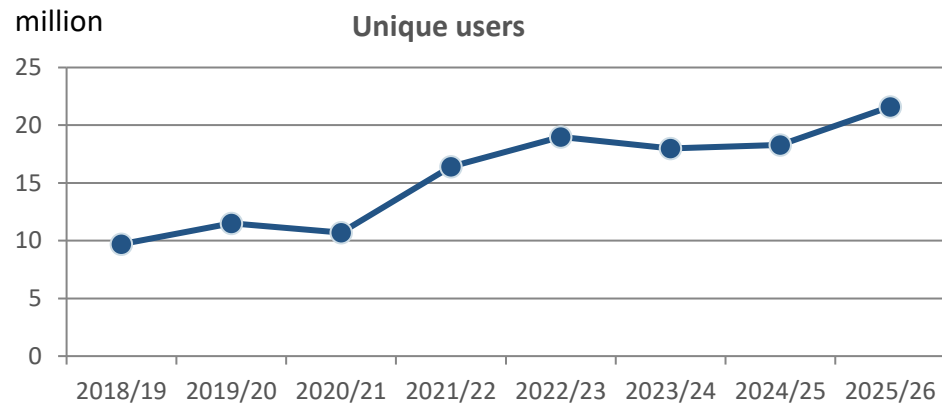
New powerful cloud and AI technology

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.com (.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.com (.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

Skiresort App

Top-rated ski app
in the App Stores

Ratings
4.7 out of 5

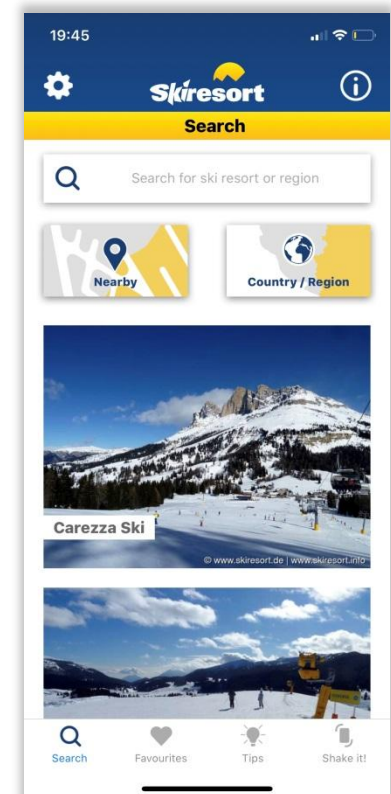
- Only app with all 6,100 ski resorts worldwide incl. test reports
- 900 snow reports, 5,200 weather reports, 3,500 trail maps, 5,600 webcams, directions to 5,400 ski resorts, accommodation
- All ski resorts in the vicinity and according to country/region
- Favourites, tips, shake it

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

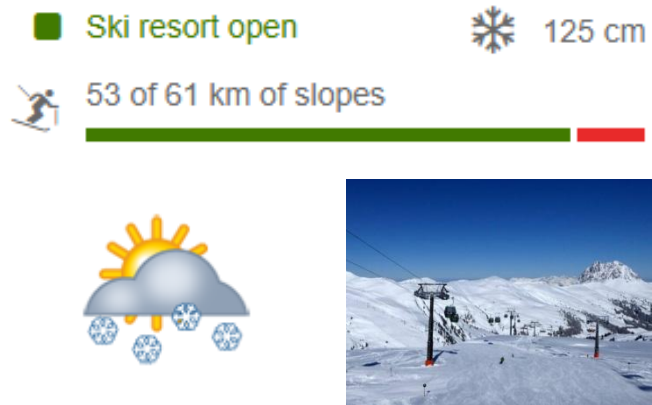


Leading Content Provider

In the ski resort sector, worldwide:

- Snow reports
- Ski weather
- Ski resort data
- Navigation system solutions

www.skiresort-service.com/en/content/



Snow Reports

World's largest snow report supplier

- Our company delivers snow reports to over [100 high-coverage media partners](#): Leading ski and weather portals, travel companies, apps, newspapers, navigation systems, etc.
- Snow reports from ski resorts throughout the world, 365 days a year, updated daily
- Direct cooperation with the international ski resorts
- Very high accuracy and reliability due to editorial processing
- Millions of satisfied users, partners and clients since the year 2000
- Delivery via XML

Ski resort open

Snow depths



125 cm Mountain
30 cm Base

Snow quality: **gripping**

Open slopes in the ski resort



53 of 61 km of slopes



Valley run open

Open lifts/cable cars for skiing



22 of 24 lifts



- Worldwide service, 365 days a year
- Mountain and base station weather
- 7-day weather forecast in 3-hour increments
- Accuracy due to exact geocoding of the ski resorts
- Delivery via XML

Ski Resort Data

Leading provider of complete ski resort data subscriptions

- Detailed information from 6,100 ski resorts worldwide
- Delivery via XML



Examples:

- Booking.com
- TUI Group
- Sielok.hu
- Skiline.cc
- huetten.com



Ski lifts

Gondola lifts:	2
Chairlifts:	4
T-bar lifts:	5
Funpark:	1



Slopes

Total slopes:	50.0 km
Light:	15.5 km
Medium:	21.5 km
Difficult:	13.0 km



Today

Facilities open:	10/12
Slopes open:	40/50.0 km
Last snowfall:	-

[To the webcam >](#)

We would be pleased to advise you.

Oliver Kern

Managing Director

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Skiresort Service International GmbH | www.skiresort-service.com

www.skiresort.de | www.skiresort.at | www.skiresort.ch | www.skiresort.com (EN | PL | CS) |

www.skiresort.nl | www.skiresort.be | www.skiresort.it | www.skiresort.fr

[Skiresort App](#)

