

Record winter in Ötztal: for the first time over 3 million overnights

With incredible 3,034,734 overnight stays in the 2024/25 winter season, Ötztal Valley recorded an increase in overnight stays of +3.9 percent. This great success is based on consistent, goal-oriented development work by all the regional partners that are relevant to the overall holiday experience. Particularly encouraging: in addition to stable figures from Germany and growth on international markets, demand in the upper accommodation categories also increased.

"This record-breaking result is not a foregone conclusion, but a collective effort! Without being overconfident, everyone involved can rightly be proud of it. Our highly motivated partner businesses and key service providers, such as the local Mountain Lift Companies, make a significant contribution to ensuring that we offer exactly what our guests are looking for in winter: outstanding winter sports expertise and a full range of top-notch offers coupled with absolutely unique snow guarantee and top-quality on the slopes," emphasizes Oliver Schwarz, Managing Director of Ötztal Tourismus. He attributes the successful winter season to several factors: focusing on one's own strengths, two World Cup race events at the start of the season, a favorable holiday calendar, a late Easter date and effective communication on the relevant international markets.

Well positioned thanks to broader international demand

The top three source markets are Germany (+0.2% | 1.5 million overnight stays), the Netherlands (+11.6% | 420,000 overnight stays) and the United Kingdom (+6.3% | 215,000 overnight stays). At the same time, Ötztal Valley is also gaining attraction and appeal in terms of country-specific segmentation: Austria (+3.8% | 135,000 overnight stays) remains an important component as a domestic market. The positive development on international markets is reflected not only in Northern Europe. Thanks to growing markets in Denmark, Finland, Sweden and the Baltic States, the region continues to gain profile in the far north. Poland is also gradually developing into a dynamic source market with high potential – as there is an increase in overnight stays of +19.2%. Although Canadian guests are not yet a new core market, the strong increase of +54.3% shows that Ötztal is progressively attracting attention from North American ski fans – whether due to its compelling value for money or out of geopolitical sympathy. The USA also recorded solid growth of +7.6% thanks to 16,165 overnight stays.



Quality that lasts and convinces

Growths of +3.4% were particularly recorded in the 4-star-plus accommodation categories (4-star, 4-star superior and 5-star/5-star superior). Holiday apartments (+14.5%) and campsites (+10%) also saw significant development - a proof that high visitor frequency and quality are not a contradiction in Ötztal. "Thankfully, the local businesses are continually willing to invest in new infrastructure. A fact that is rewarded by guests who are also willing to pay higher prices for good quality. This strengthens the entire region," Schwarz explains.

Vibrant end to the season

Ötztal also demonstrates its innovative strength in extending the winter season: the Electric Mountain Festival in early April sent out a strong message. Headliners like Martin Garrix and Steve Aoki attracted some 50,000 fans - a unique impulse that appeals young target groups by activating also new booking windows. After a successful winter, the focus is now on the next steps. "The infrastructure that makes us strong today must also be convincing tomorrow. Therefore it is important to stay on track while thinking ahead together in line with the valley-wide strategy. The immense commitment of our leading companies, such as Mountain Lifts, AQUA DOME and many accommodation providers goes precisely in this direction," says Schwarz. He deeply thanks all employees and hosts within the holiday region, who - thanks to their personal commitment and heartfelt hospitality - make a significant contribution to ensuring that around 650,000 guests spend their best time of the year in Ötztal every winter.

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