



PRESS RELEASE

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Austria's most international trade fair: "INTERALPIN is a driving force for alpine technologies"

In the 1970s, the trade fair for alpine technologies started life as a small product presentation as part of a ski slope congress. Over 40 years later, INTERALPIN is the undisputed world's leading trade fair in the industry and will welcome trade visitors from over 80 nations to its 21st event, from April 26 to 28, 2017. Tyrol's status as a strong tourism region and the presence industry leaders in the surrounding area created a breeding ground for its development, report the organizers from Congress Messe Innsbruck (CMI). Summer tourism and urban transport are sectors with strong futures.

Innsbruck – The figures from the Austrian cable car sector paint a clear picture: a current investment volume of over 700 million Euros, almost 600 million passengers carried last winter and a gross turnover of almost eight billion Euros from cable car users – as revealed by the latest Austrian Cable Car Trade Association statistics. "If we consider that over 300 million Euros are invested annually in cable cars in the Federal State of Tyrol alone, it says a lot about the importance of mountain tourism here in the state," adds Austrian Cable Car Association President **Franz Hörl**. For a country with a higher percentage of Alpine land than any of the eight other European Alpine countries, it is therefore a particular pleasure as well as a responsibility to host the leading International Trade Fair for Alpine Technologies in Innsbruck, the "Capital of the Alps".

Visitors from over 80 nations

What started life as a small product presentation as part of a ski slope congress in Innsbruck-Igls in 1974 has become the most popular and leading industry trade fair internationally in the decades since then. At the last INTERALPIN in 2015, international visitors accounted for over 60 percent of attendees and came from over 80 nations, reports the CEO of Innsbruck's Congress and Exhibition Center, **Christian Mayerhofer**: "That makes INTERALPIN the most international trade fair in all of Austria. We are delighted with this development."

Presence of industry leaders creates breeding ground

The CEO of the trade fair also points to the region's status as a favorable location for companies, which is enhanced by the strength of INTERALPIN and the strong and dynamic Alpine region – Tyrol records over 45 million overnight stays each year (Tyrol state statistics). Accordingly, key players like Doppelmayr, Leitner, Technoalpin or the MDN Group have already opened subsidiaries in or near Tyrol. "In turn, this factor now offers an outstanding breeding ground to develop the trade fair," emphasizes Mayerhofer. "Thanks to the direct contact with industry stakeholders, INTERALPIN has become a driving force in the industry. Congress Messe Innsbruck is proud of its trust-based cooperation with the cable car industry. And so we look forward to seeing the industry's innovations showcased at INTERALPIN in Innsbruck on April 26 to 28, 2017."

Everything you need between ski slopes and production halls

Over 650 international companies will exhibit the latest products and innovations for the entire cable car industry, for mountain landscape development facilities, for snowmaking and winter road clearing services, for alpine safety and rescue services and for all alpine industries at INTERALPIN. "The proximity to the historic old town of Innsbruck and the proximity of the exhibition center to the surrounding state-of-the-art ski slopes in Tyrol and the manufacturers' production halls is unique," says INTERALPIN Project Manager **Stefan Kleinlercher**, "trade fair visitors often use their stay to explore the region."

Summer tourism and urban transport as strong segments

In addition to the comprehensive range of products for winter use, all aspects of summer use of Alpine landscapes have become established strengths of INTERALPIN, explains Kleinlercher: "We first included solutions for summertime use of mountain destinations over ten years ago. At the time, the first specific large-scale projects were being implemented." The trade fair now presents a wide range of services for this segment. And there is a good reason for this. Tyrol has over 20 million overnight stays in the summer months, as documented by Tyrol's state statistics. Developments and trends such as the increasing prominence of urban transport are also becoming more and more important for INTERALPIN, adds the Project Manager. "The providers intersect with the classic INTERALPIN exhibitors and succeed in making the transition from vertical to horizontal applications." He explains that solutions focus increasingly sustainability and resource-friendly technology.

INTERALPIN becomes even more international

As China and South Korea will be hosting major winter sports events, more attendees from Asia are expected at INTERALPIN 2017, explains Kleinlercher: "We will welcome exhibitors from China and Iran for the first time." INTERALPIN's visit to the USA last year proves that the Tyroleans are not just excellent hosts. There, Congress Messe Innsbruck (CMI) was honored with a co-opted membership in the American National Ski Areas Association (NSAA). "As a result, INTERALPIN was also represented with a booth at the rotating NSAA National Convention and Trade Show," reports Kleinlercher, who is now looking forward to the Americans' visit to Innsbruck. Over 23,000 trade visitors are expected at the 21st INTERALPIN in 2017. www.interalpin.eu

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