

## Strong increase in Kufsteinerland overnight stays in March

The tourism operators in the region are happy: in March the Ferienland Kufstein region (in future Kufsteinerland) achieved an increase of 13,658 overnight stays. In March 2015 the region had 41,427 overnight stays, in March 2016 this increased to 55,085. This is an increase of 32.97%.

Every location in the area benefited from this increase: this includes the fortress city of Kufstein, the Haflinger village of Ebbs, the passion play and festival location of Erl, Niederndorf and Niederndorferberg, the high valley of Thiersee, as well as Schwoich, Langkampfen and the health and spa resort Bad Häring.

The Easter weekend in particular had a very positive effect on the March statistics. In relative numbers the strongest increase was in holiday apartments and farm stays. The home markets of visitors that saw the most increase were Bavaria, with 2,805 more overnight stays, Lower Austria (+2,893 overnight stays) and Carinthia, with an increase of 2,622 overnight stays.

April also experienced an increase in overnight stays (as at 10.05.2016): the approximately 4,000 more overnight stays can be attributed to the "BAUMA", the world's largest trade fair for construction machinery, in Munich. In December 2015 there was an increase of 1,500 overnight stays, in January 2016 a decrease of 2,230 overnight stays. February 2016 also registered a decrease of 2,567 overnight stays. Overall, in the period from December to April, this adds up to an increase in overnight stays of 14,361.

### In numbers:

December 2015	+ 1,500 overnight stays
January 2016	- 2,230 overnight stays
February 2016	- 2,567 overnight stays
March 2016	+ 13,658 overnight stays
<u>April 2016</u>	<u>+ 4,000 overnight stays (as at 10.05.2016)</u>
<b>TOTAL</b>	<b>+ 14,361 overnight stays</b>

### New name for the region

At the general meeting, on March 31st, it was decided that the region will in future be marketed under the name "Kufsteinerland". The tourism industry felt that the word "Ferienland" only addressed a certain target market, and no longer does justice to the variety available in the region – especially with regard to culture. The associated components, such as the city of Kufstein and the rural areas, the historic and the modern, are better communicated with the new name. This recommendation came from the Tyrolean state government. We in the tourism destination are currently waiting on final approval of the new regional title from the state government.