

Fact check: The Austrian ski equipment industry.

Austrian brands such as Atomic, Blizzard, Fischer and Head are market leaders in the ski equipment industry and enjoy an outstanding reputation. Similarly, our ski boots, bindings, helmets and poles are a byword for quality and performance. **If it says Austria on the label, there's innovation inside.**

Innovation and performance assured!

More than 2.000 highly skilled employees

work in Austrian ski equipment companies, making high-quality products and boosting the Austrian economy.

3.6 million pairs of skis

are sold annually worldwide, 386,000 of them in Austria.

3.5 million pairs of bindings

are sold annually worldwide, 392,000 of them in Austria.

One in two

pairs of skis sold anywhere in the world bears the **Austrian logo**.

3.6 million pairs of ski boots

are sold annually worldwide, 390,000 of them in Austria.

50 % of all ski equipment is already rented, and this is undoubtedly the way ahead, including when it comes to sustainability.

A flagship sustainability project
Wintrust is a closed-loop recycling project that works with industry, retailers and recycling companies **to significantly reduce their carbon footprint.**

- Trends and highlights**
- Thanks to artificial snowmaking and perfectly groomed slopes, **skiing is enjoying a resurgence in popularity.**
 - **Austrian ski manufacturers** dominate the alpine and Nordic skiing world championships.
 - **Ski touring** is now well-established and, thanks to innovative products, is attracting a growing fanbase.