

Austria's snowiest location and Croatia's leading hospitality company to host International Ski Travel Market (ISTM) 2024

18th August 2023

In April 2024, International Ski Travel Market (ISTM) will shine a spotlight on the snowiest place in Austria, the village of Obertauern.

Hosted by Obertauern Tourism and Valamar, with sponsorship from SalzburgerLand Tourism, Obertauern will host buyers and suppliers from the ski travel industry for the 11th annual b2b event from 7th – 11th April 2024.

Event Director, Luke Boulton stated, 'We at ISTM are excited to work with our partners at Valamar and Obertauern. Their positivity and outlook for the future are a fantastic combination and we can't wait to bring ISTM to this uniquely positioned destination.'

Obertauern is Austria's only purpose-built ski resort. Delivering Alpine charm with chalet-style architecture and featuring a unique geographical position in the Tauern Mountain range, this resort serves up excellent snow coverage and quality season after season. PR & Marketing Manager for the destination, Lukas Eisl added, '*We are very delighted to host the International Ski Travel Market this year together with SalzburgerLand Tourismus. The breathtaking mountain world of Obertauern offers a dreamlike setting for unforgettable experiences. By being the snowiest winter sports destination in Austria we are sure to provide the perfect location for ISTM and present an impressive program around the congress.*'

Valamar ventured outside their native origins for the first time with the successful openings of Valamar Obertauern Hotel in 2018 and Valamar Collection Hotel Kesselspitze in 2022. They will add to those properties with Obertauern PLACES Hotel by Valamar, based on a unique new lifestyle concept, by end of November 2023.

Commenting on news of the ISTM project, Managing Director of Valamar A GmbH & Asset Companies, Verena Radlgruber-Forstinger added: '*We're thrilled to host the ISTM workshop in our new Obertauern PLACES by Valamar hotel. All Valamar hotels in Obertauern are located close to the ski lifts and ski slopes, and OBERTAUEARN [PLACESHOTEL] is the perfect way to enjoy everything the alpine winter in Austria's snowiest winter destination has to offer – from immersing in alpine culture to nourishing the sense of adventure and laid-back enjoyment. We're looking forward to have this great event in our hotel and provide the highest level of service to our guests and our partners.*'

Addressing the future of ISTM, Boulton remarked, 'Moving the event around each year keeps us fresh and allows our delegates to do business in iconic destinations as well as discover hidden pearls and wonderful venues in inspiring locations.'

We are already working on securing exciting announcements with our destinations for 2025 and 2026 and connecting the industry worldwide.'

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ISTM Events

ISTM Events are based in Stockholm, Sweden and are part of Provisa Sverige AB. They work to facilitate b2b relationships within the travel industry. Their focus is on the ski sector along with broader mountain travel and activities outside of the winter season. Further information can be found at www.istm.co.uk

Contacts:

ISTM : Event Director

Luke Boulton

+46 70 246 89 84 / luke.boulton@istm.co.uk

ISTM : Event & Buyer Manager

Paulina Lund

+46 70 525 24 12 / paulina.lund@provisa.se

Obertauern Tourism : PR & Marketing Manager

Lukas Eisl

+43 6456 7252 17 / l.eisl@obertauern.com

Valamar : Senior Associate

Ivan Vrbica

+385 99 730 2195 / ivana.vrbica@valamar.com