



Program Information

13 minutes coverage:
Sustainability in Tourism. Tyrol sets new standards

www.rocketmedia.at/program

More and more companies operating in the tourism sector in Tyrol are focusing on ecology. Renewable energy, solar energy and low-energy houses are on the rise.

The Biohotel Crystal in Obergurgl is the first hotel in Austria which is heated 100 percent by renewable energy. The 120-room hotel, which is located 2000m above sea-level, manages to run completely with neither oil nor gas. The hotel is equipped with a heat pump and a 300 m² solar energy panel. In addition, 67 ground-source heat pumps extract enough energy to power the entire hotel and wellness area.

The Mountain Restaurant Sunalm in the skiing region of Riffelsee in Pitztal is currently the world's highest energy passive house in the Alps. Located 2,300m above sea level, its structure is mainly made out of wood and glass. Solar- and ground floor pumping techniques mean there's no need for fossil fuels. The restaurant is open 135 days in winter and 100 days in summer and the system saves up to 37,000 liters fuel each year. In order to make the use of geo-thermal energy possible, seven deep-drilling systems are operated at a depth of 120m.

Tyrolean Lodges set an example.

Austria's biggest accommodation facility, the Austrian Alpine Association tries set an example with its lodges in showing how a business can protect the environment while carefully making use of its resources.

The Franz-Senn-Cottage in the Stubaital was built at the end of the 19th century and currently is the most comfortable and modern high-altitude lodge in the Alpine region. The lodge has its own generating plant, hybrid heating system (electricity, oil and pyrolysis) as well as a partly biological sewage plant. With these facilities, the Franz-Senn-Lodge has set new standards when it comes to the sustainable use of resources.

The world's first eco ski-lift

New ski lifts are being built every year. In almost every ski region at least one new lift is being constructed to help improve capacity flow.

However, until now no one had ever built an eco-lift. The new T-bar lift "Sun Lift" in the Ski World Wilder Kaiser – Brixental is powered by solar panels, which generate around 15 kW per hour. That adds up to about 12,000 kW over a whole winter. An environmental idea that will hopefully inspire many more similar projects.

Television details and footage availability

TV-Produktion & -Distribution: [rocket media communications™](http://rocketmedia.com)
HDTV, 3D Animation

Contact: Michael Grabner
tel: +43 664 85 19 160
e-mail: office@rocketmedia.at

TV-Format: ftp-streaming & Beta SP / Digibeta / DV Cam / DVC PRO HD - pal (16:9)

Availability of formats

- **13 Minutes programme**, ready-to-broadcast in high definition with German dubbing / English script, 3D-Animation of the project & Zoom-In, available by courier or ftp-download.

Pre-view at: www.rocketmedia.at/program.

The programme is free of charge with a license period of two years.