



# HAHNENKAMM-RENNEN

## Kitzbühel

### The Kitzbühel Ski Club (organizer of the International Hahnenkamm-Rennen)

- ✎ has been organizing the International Hahnenkamm races since 1930/31
- ✎ has been existing as a club since 1902
- ✎ has more than 9.000 members
- ✎ the main objective is to promote young athletes in alpine skiing, ski jumping, cross-country skiing and snowboarding (some 150 children and youths aged 7-18)
- ✎ the top athletes of the K.S.C. have won the total of 56 medals
- ✎ organizes 20-25 competitions in each section in one winter
- ✎ publishes a magazine for members (4 times a year)

### Sports

- ✎ competition in classical alpine disciplines as downhill, slalom and combination as far as additional competitions like Super-G since 1931
- ✎ yearly realization of the race as a part of the FIS World Cup series since 1967
- ✎ operated on two of the most spectacular courses called *Streif* (downhill) and *Ganslern* (slalom).

### Spectators

- ✎ The record of 100.000 spectators on three days was reached in 1999. The average spectators each year are 15.000 for the Super-G, 45.000 for the downhill and 25.000 for the slalom.
- ✎ Large free car parks for the spectators are provided in Kirchberg and Oberndorf (towns close to Kitzbühel). They are directly connected with the shuttle trains (*Park&Ride*). The Hahnenkamm railway station is situated only two minutes away from the race area.
- ✎ All international trains stop in the Hahnenkamm railway station on the days of the race.
- ✎ Famous politicians and stars of sports and entertainment give the Hahnenkamm race a special air.
- ✎ Large supporting program and the award ceremony with fireworks and the distribution of the race numbers provide special entertainment.

### Course

- ✎ More than 1700 m of A-net, 6500 m of B-net and 1500 m G-fences are built to provide the necessary security of the downhill racers. Apart from that 12 km fences for the spectators and 8,000 barrier fences have to be installed. A hard work with temperatures from minus 5 to minus 15°C.

## Economy

- ✎ The race budget is approx. € 7,5 mio.
- ✎ The turnover in Kitzbühel during the race is about € 47 mio.

### The revenues of the race:

35 – 40 % TV  
35 – 40 % sponsorship  
20- 25 % spectators  
1 - 5 % others

- ✎ More than 1,450 persons are directly or indirectly involved in the staging of this event. 240 people build the commission. They are responsible for  
40 % slope / 40 % infrastructure / 10 % office / 10 % others

## Media

- ✎ TV broadcast of the Hahnenkamm races since 1959.
- ✎ 580 media accreditations out of 30 nations each year.
- ✎ 45 TV stations and 30 Radio stations report on location.
- ✎ Worldwide broadcast in EBU countries, the USA, Canada, Japan and via Satellit to the southern hemisphere.
- ✎ Media coverage:
  - ✎ a) only ORF Austria, downhill on Saturday, approximately 1,3 - 1,6 mio. spectators in average;
  - ✎ b) the television ratings in Austria, Germany, Switzerland, France and Italy within January 2008: 262 mio. spectators and 55.5 hours broadcast
- ✎ The print analysis in the German speaking countries shows 6.000 stories about the Hahnenkamm race in January.

## Did you know that...

- ✎ ... the abbreviation HKR stands for Hahnenkamm Race.
- ✎ ...the steepest section is on the top of the "Mausefalle" - 85%.
- ✎ ... maximum speeds of more than 140 km/h are reached in the final part of the course called "Zielschusskompression".