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IMPLICATIONS FROM A CULT LOCATION OF WINTER TOURISM: THE CASE OF MOOSERWIRT IN SANKT ANTON

Orhan YABANCI¹

Abstract

Many people go outdoors in winter for skiing, snowboarding, sledding, snowmobiling and some other activities that all fall within the realm of winter tourism. Winter tourism is a source of both personal and public health, and thus a source of prosperous living. Along with that, it is a conspicuous economic phenomenon that generates millions of dollars in annual revenue for stakeholders. Hence, this type of tourism is of top importance, and thus one of the main concerns to many snowy destinations with high altitudes such as those in Austria, Switzerland, Germany, Italy, and Turkey. Stakeholders such as entrepreneurs, business professionals, state incumbents, and tourism, leisure, and sports scholars should benefit from both precedent and unprecedented principles and practices to cultivate the industry, and they should constantly seek to improve the winter tourism experience. Therefore, it is aimed to drive implications from the success of a cult winter tourism location MooserWirt in Sankt Anton herein by depending on a web-based examination.

MooserWirt is an après-ski bar located in a world-famous village and ski resort called St Anton at the Arlberg Massif in Austria. The bar is open in winter seasons starting from early December to the end of April. It serves daily between 11 a.m. and 8 p.m. up to three thousand people. The bar team starts serving food and beverage at 11 a.m. Then at 3:30 p.m., the bar's magnate –DJ starts his ritual music party that captivates and amuses hundreds if not thousands of skiers.

MooserWirt is regarded as one of the best après ski lodges throughout the world. Many people would ask for the principles of such a success. By depending on a web-based examination of the case, we can respond to that kind of a call with a few generic implications. First of all, one of the main features that makes the bar special seems to be its music parties. People mostly comment that the bar has a music mogul –DJ, and enjoyable mixtures of music that charm the audience. Furthermore, the bar has heretofore hosted the prominent TV show known as Après Ski Hits featuring various famed singers and bands on outdoor stage performance many times to commence the season. Secondly, many people acknowledge that the bar has an eye-catching menu with delightful foods and beverages of local ingredients with a reasonable tariff. Third, we deduce that the bar serves with an agile and friendly team that satisfies the customers in general. Various people appreciate the performance of the staff. Last but not least, the bar has an elegant architectural design with a comfortable ambiance enclosed by a typical winter landscape. Overall, MooserWirt is a quality locale as it commonly meets the expectations of skiers of an après-ski lodge.

In conclusion, MooserWirt has been seemingly building up a tradition through quality over the decades. It is distinctive through product differentiation. It serves with dedicated personnel adhering to quality service that generates customer satisfaction, and it uses a powerful marketing strategy that leads to having worldwide visibility and being a mind-anchored brand with preeminence.

Keywords: Winter tourism, MooserWirt, Sankt Anton, Austria

¹Orhan YABANCI, PhD, Eskisehir Osmangazi University, School of Tourism Management, Eskisehir, oyabanci@ogu.edu.tr