The MARCO project carried out 9 case studies, each one assessing a key economic sector in a specific region. This infographic focuses on winter tourism in Austria. The outcomes of each case study provides knowledge that can be applicable to similar sectors.

**USE OF CLIMATE SERVICES**

There are about 13 Austrian providers of climate services for tourism ranging from universities to small and medium enterprises. Despite the tourism sector’s vulnerability, the actual use of climate services is still rather limited.

**KEY MESSAGES**

There’s a need to better communicate and demonstrate the added value of climate services.

Small businesses in Austria have difficulties affording climate services.

**— CLIMATE NEEDS —**

Better short-term and seasonal weather forecasts

Region-specific climate services

Information on future risk of consecutive extreme seasons

**— RECOMMENDATIONS —**

Better communication of climate services to build credibility

Translate information into needs of decision-makers

Integration of climate services into products and services already in use by tourism stakeholders

Adaptation-focused funding schemes to drive take-up among smaller winter tourism businesses

**RECOMMENDATIONS**

One of the main reasons seems to be a limited awareness of climate change risks and impacts and rather short business decision cycles. Current users include owners and operators of exposed ski areas, requesting information on future snow reliability for strategic planning purposes.

**KEY CLIMATE VULNERABILITIES**

Most tourism activities are strongly linked to the environment and highly sensitive to climate.

Climate risks to alpine winter tourism include lack of snow due to very high temperatures and/or insufficient precipitation in the form of snow, resulting in higher costs of technical snowmaking, a shortened season and lower visitor numbers hence lower tourism yields.

**POTENTIAL FUTURE GROWTH OF CLIMATE SERVICES**

Rather short business decision cycles in the tourism sector somewhat limit the potential of climate services that support strategic long-term planning.

Higher interest is shown in weather and seasonal services.