

Snowsports - UK - April 2014

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“Complimentary pre and post-season lessons in the UK could aid brand loyalty by tying a customer in to a given brand’s ecosystem. Operators could take a more hands-on approach and have their own reps leading or contributing to lessons to customers in the UK, thereby creating a sense of uniformity and trust for both first-timers and experienced skiers.”

– Harry Segal, Research Analyst

This report looks at the following areas:

- How can operators improve loyalty and encourage repeat business?
- How can operators offset the impact of an ailing schools segment?

The snowsports market suffered a dramatic contraction during the recession, as holidaymakers cut back on expenditure and supplanted overseas holidays with breaks in the UK. However, improving levels of consumer confidence and improving economic conditions saw contraction in the market bottom out as the market enjoyed a minor growth in numbers of holidaymakers in the winter of 2012/13.

This report examines snowsports holidays taken by UK residents, both in the UK and overseas, and explores consumer experience of and attitudes towards snowsports holidays. The report also provides a five-year volume and value forecast for the snowsports market, investigates core drivers behind changes in the market and explores the challenges and opportunities that brands will face in 2014. This subject was last explored in Snowsports - UK, May 2012.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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