

Skiing and Snowboarding - UK - May 2018

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“There are numerous consumers trends that ski resorts and tour operators can tap into to widen the audience for these types of holidays. Interest in health and fitness continues to grow in the UK so active holidays are likely to appeal. A break to a ski resort can provide both physical exercise and a chance to switch off from everyday stresses and technology.”

– **Helen Fricker, Associate Director - Leisure**

This report looks at the following areas:

- How can more people be encouraged to take holidays to ski resorts?
- Promoting a different side of ski resorts

The skiing and snowboarding market was estimated to be worth £2.7 billion in winter 2017/18. This represented an improvement on winter 2016/17, when the industry was hit by poor snow fall across Europe. However, the wider winter holiday industry is suffering somewhat, with consumer spending in 2017/18 down by an estimated 8.6% compared to the previous winter. This is driven by consumers being more cautious with their spending and seeking cheaper destinations.

The ski and snowboarding market may be slightly protected from the wider winter holiday trend. Its core audience tends to be wealthier and more financially optimistic than most. Consumers are also increasingly seeking out healthy activities and a sense of experience that these holidays can provide.

Ski resorts and tour operators need to broaden their appeal to attract a new audience. Providing incentives such as a free ski lesson upon booking and partnering with UK ski slopes to promote the sports may help. There is also a market for non-snowsports holidays to ski resorts which has not yet been fully explored.

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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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How can more people be encouraged to take holidays to ski resorts?

The facts

The implications

Promoting a different side of ski resorts

The facts

The implications

The Market – What You Need to Know

Ski and snowboard market estimated to be worth £2.7 billion

Winter holiday boom slowing

Increase in holiday plans

From too little to too much snow

Ski holidaymakers feeling more financially stable than most

Exchange rates in favour of non-Eurozone areas

Rising fuel costs could put end to cheap flights

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Winter Olympics campaign and governing body initiatives

Indoor ski innovation

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Global brands flocking to the Alps
New flight routes
The world's first ski wearable

Key Players

Crystal Ski
Inghams, Esprit Holidays, and Ski Total
Neilson
Skiworld

Launch Activity and Innovation

Winter Olympics campaign and governing body initiatives
Indoor ski innovation
New resort and accommodation openings
Global brands flocking to the Alps
New flight routes
Creating better access to the slopes
Off-slope luxury and entertainment
High-class accommodation
Outdoor activities to suit all tastes
The world's first ski wearable
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Skiing more popular than snowboarding
All-inclusive most popular board type
Package holidays most common
Affordability the greatest issue
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Low price and guaranteed snow most important
Two thirds would forgo a ski holiday but physical challenge appeals

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