

Winter Sports in Europe - September 2019

Report Price: £99999 | \$99999 | €99999

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This report looks at the following areas:

- What is the size of the market for winter-sports tourism in the world and in Europe?
- Which are the major destinations and resorts in Europe?
- Apart from skiing and snowboarding, what other winter sports can be enjoyed?
- Who are the main operators in the market?
- What innovations are coming through and what challenges does the industry face into the future?

A stable and mature market, the industry suffered a decline in recent years but there are signs it is fighting back to meet the challenges it faces, including climate change, economic issues and shifting demographics, and it is clear that diversification will provide the key to sustain growth going forward.



“Europe’s spectacular mountain ranges have supported a winter-sports tourism industry for well over a century and it is the world’s largest market. Skiing and snowboarding are the most popular activities, but more sports are popping up all the time, providing variety and interest for skiers and non-skiers alike.”

– Jessica Kelly, Senior Tourism Analyst

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