

# Snowsports - UK - June 2010

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## What is this report about?

Snowsports, like most other segments of the travel and tourism industry, suffered in 2009 and has continued to feel the pinch into 2010. However there is considerable potential for a return to growth with one in four adults having been on such a holiday in the past and one in two stating that they may go on one in future. Demographic changes such as the ballooning number of over-55s, a forecast rise in the number of ABC1 consumers and an ever-more sophisticated online marketplace will all create new opportunities and challenges for operators as the decade unfolds.

This report provides a detailed analysis of the snowsports sector, using primary data from exclusive consumer research. It considers the current strengths and weaknesses within the sector, provides profiles of the key tour operators in the sector, and through analysis generates insight into consumer attitudes, trip characteristics and the key people to target in future.

## What have we found out?

- Snowsports trips account for around 3% of the total overseas holiday market each year. During 2009's travel recession, this proportion grew marginally.
- One in four people have taken a snowsports trip in the past, and one in two say they may take one in the future.
- The average price of a ski holiday in 2009 was £686, 3.2% higher than in 2008. In 2010 a record high of £707 is estimated to have been reached as capacity cuts mitigate the effect of any last-minute discounting.
- Tour operators have dominated the snowsports market for the past decade, selling between 70% and 80% of all such holidays. Independently organised trips had seen a steady increase in popularity over the past five years but this growth reversed in 2008/09.
- There are two key snowsport holidaymaking groups – professionals in households earning £50,000-plus per year and students in full-time education.
- The main barrier for people who have never taken a snowsports holiday before, but would consider going on one is price, particularly as over one in three also want to take a main summer holiday. Being able to take multi-destination and multi-activity trips particularly appeals to these consumers.

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EMEA: +44 (0)20 7778 7151  
Americas: +1 (312) 932 0600  
APAC: +61 (0)2 8284 8100