

# Skiing and Snowboarding Holidays - UK - April 2021

Report Price: £2195 | \$2995 | €2600

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## This report looks at the following areas:

- The impact of COVID-19 on the skiing and snowboarding market
- Participation and future interest in ski resort holidays
- Consumers' preferred board and accommodation types when taking a ski resort holiday
- How ski operators have responded to changes in consumers' behaviour and preferences
- Ways to encourage consumers to take a ski resort holiday in future

Ski resort holidays remain relatively niche, and these holidays are only likely to become more expensive as a result of the pandemic, which will see participation continue to be limited to more affluent consumers. However, with 54% of potential first-timers saying affordable accommodation would encourage them to take a ski resort holiday, there is an opportunity for operators to promote lower-cost destinations and accommodation types in order to broaden their appeal.

Despite COVID-19 causing a significant revenue decline for many travel companies in the short to medium term, moving forward, the long-term outlook for the skiing and snowboarding market is positive. Young consumers are historically the core audience for ski resort holidays, and there is significant pent-up demand for adventurous activities amongst this group.

However, multiple lockdowns and new strains of COVID-19 have further exacerbated the uncertainty facing the ski holiday market. Many people have put off booking a holiday for 2021 or beyond because they do not know when they will be able to travel, when they will feel safe enough to travel and what restrictions will be in place.

When overseas holidays are permitted again, the ski resort market is in a good position to recover relatively quickly. Frequent skiers should still be in a position to afford to take these holidays given their healthy financial situation.



"Moving forward, the COVID-19 pandemic presents travel operators with a long-term opportunity to attract a wider consumer base by adjusting their portfolio. Cost-effective ski holiday deals in destinations such as Bulgaria and lesser-known peaceful skiing locations like Stuben and Scheffau in Austria will appeal to price-conscious consumers, eager to delve into new experiences".

- Narmada Sarvanantha,

Leisure Analyst  
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Meanwhile, the outdoor nature of ski holidays will appeal to those wanting to avoid crowds, with operators already expanding their portfolios in anticipation of demand for quiet, peaceful locations.



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- **Travel companies can raise awareness of good value alternatives to combat rising unemployment**
- **Climate change is a growing threat to the skiing industry**
- **Travel companies will have to cater to both enthusiastic and tentative consumers**

### KEY PLAYERS

- **Crystal Ski&nbsp;Holidays (part of TUI Group)**
- **Hotelplan: Espirit Ski, Flexiski, Inghams and Ski Total**
- **Neilson Active Holidays**
- **Skiworld**

### LAUNCH ACTIVITY AND INNOVATION

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