

The UK Ski Market Post COVID-19

07 SEPTEMBER 2023

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MTN MOUNTAIN TRADE NETWORK

UK SKI MARKET, POST COVID-19

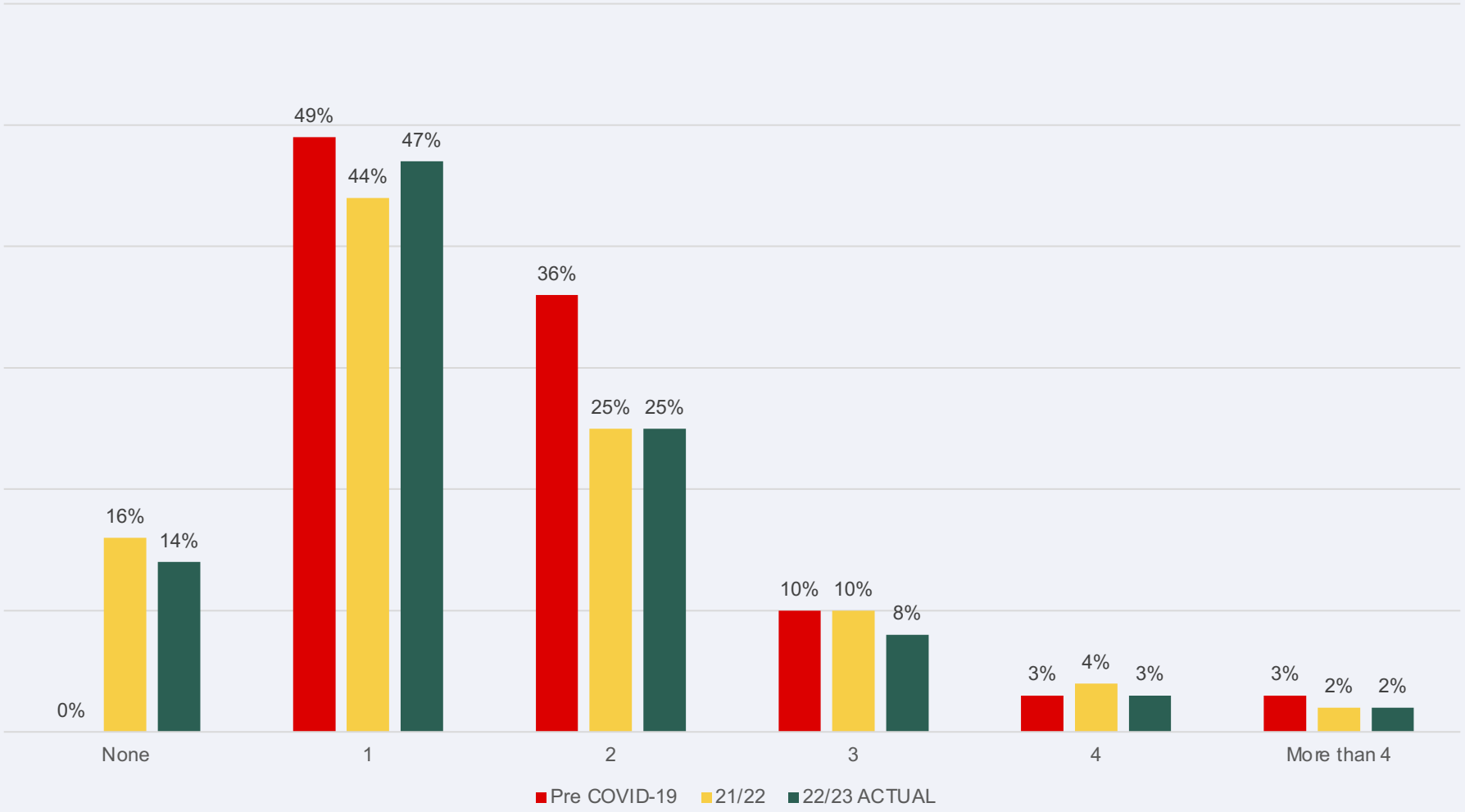
UK Ski Market Pre COVID-19

- Around 1,000,000 skiers skiing at least once each year
- Around 4,000,000 skiers skiing less than once every year

- In an average season just under 2,000,000 UK skiers travel abroad for ski holidays

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Number of ski trips per year

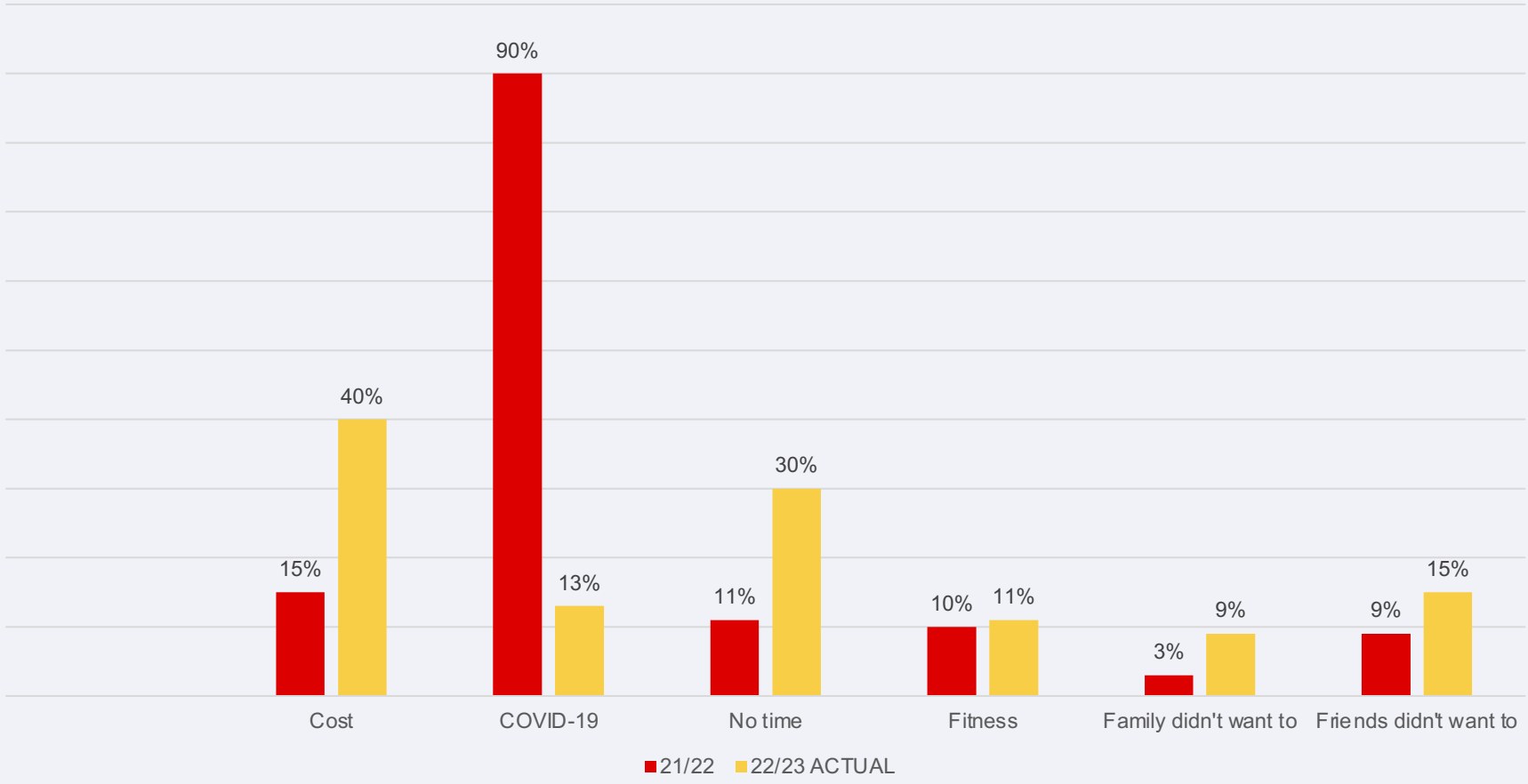


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Reasons for not skiing



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Destinations

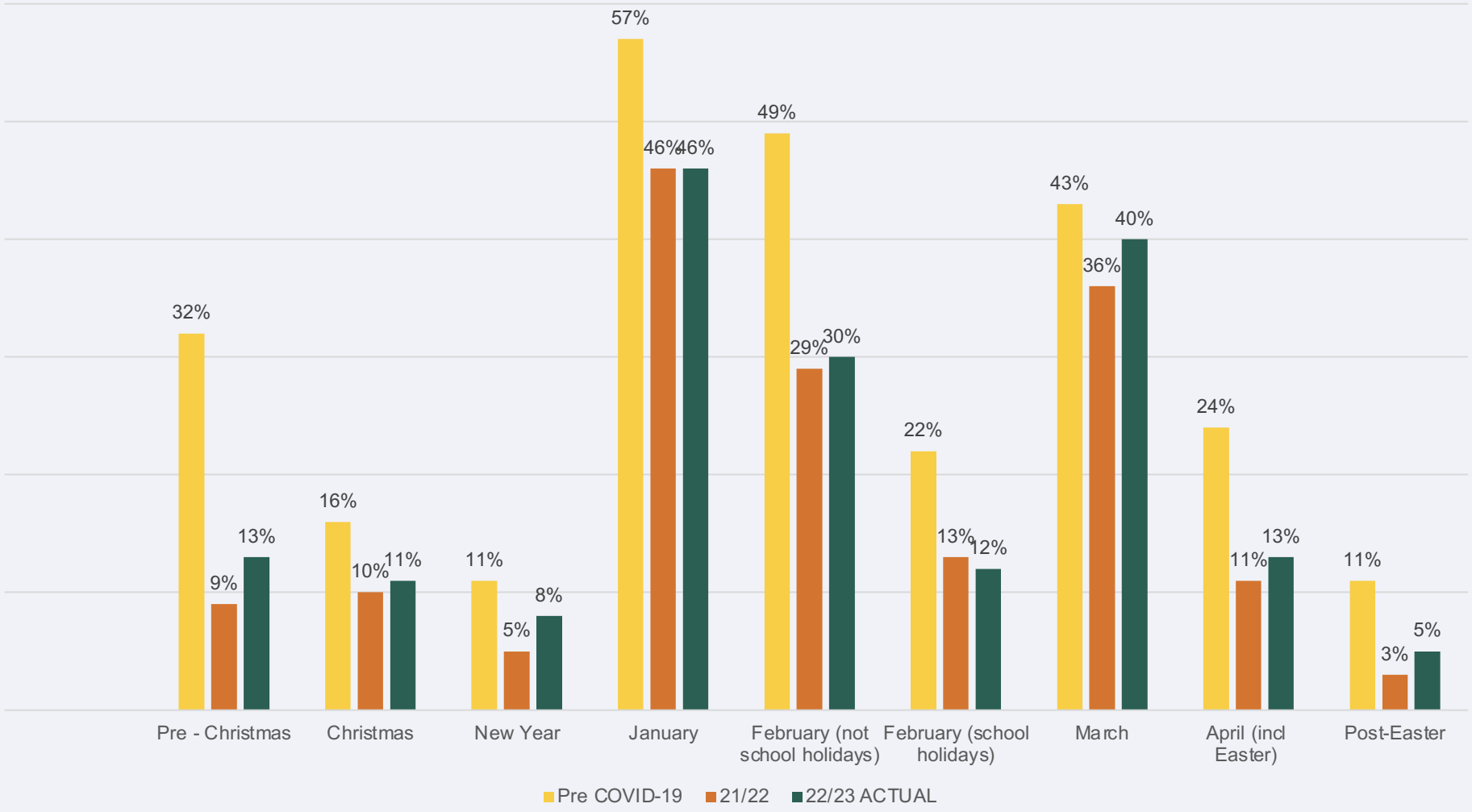


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Travel times

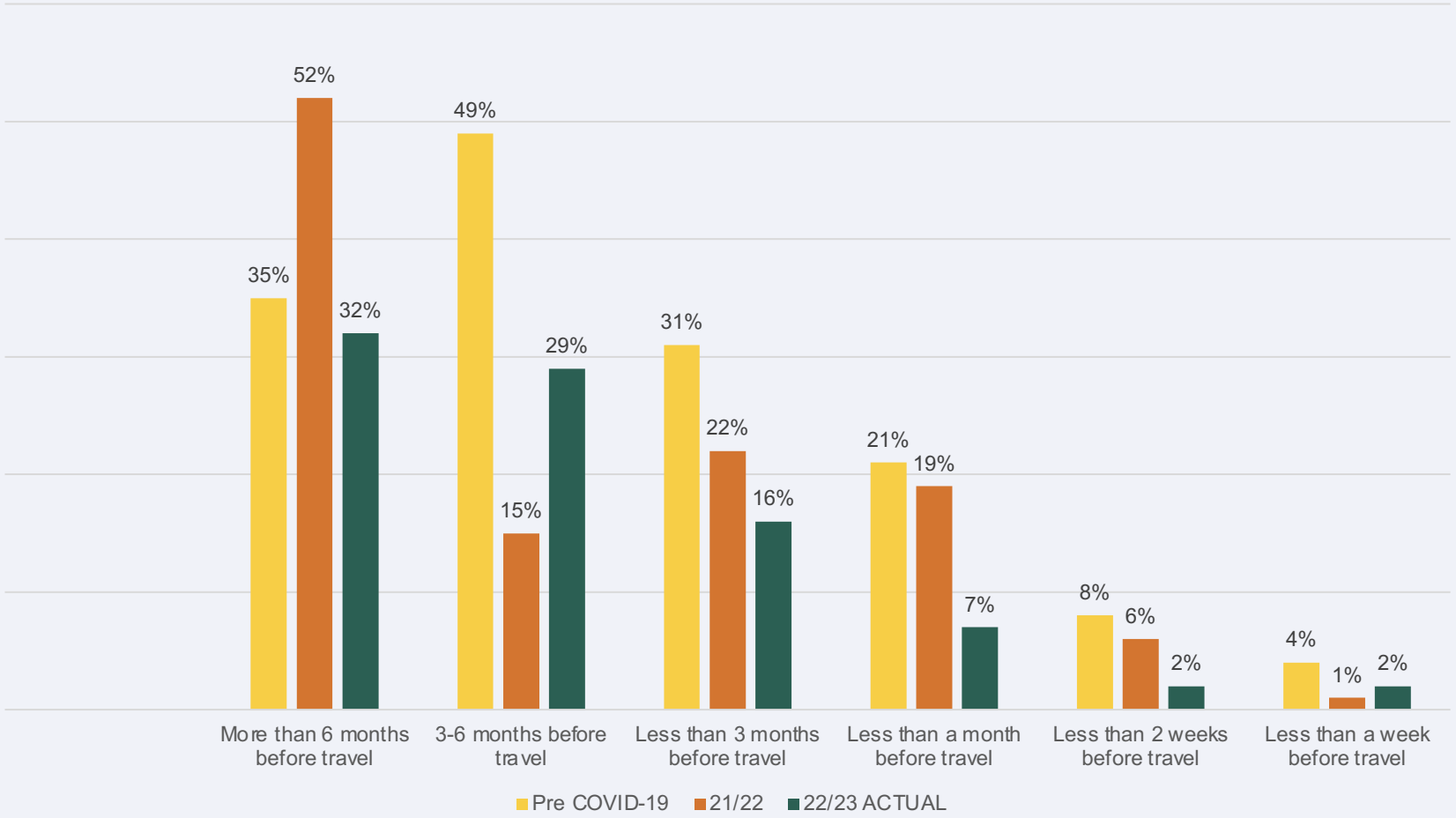


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Booking dates

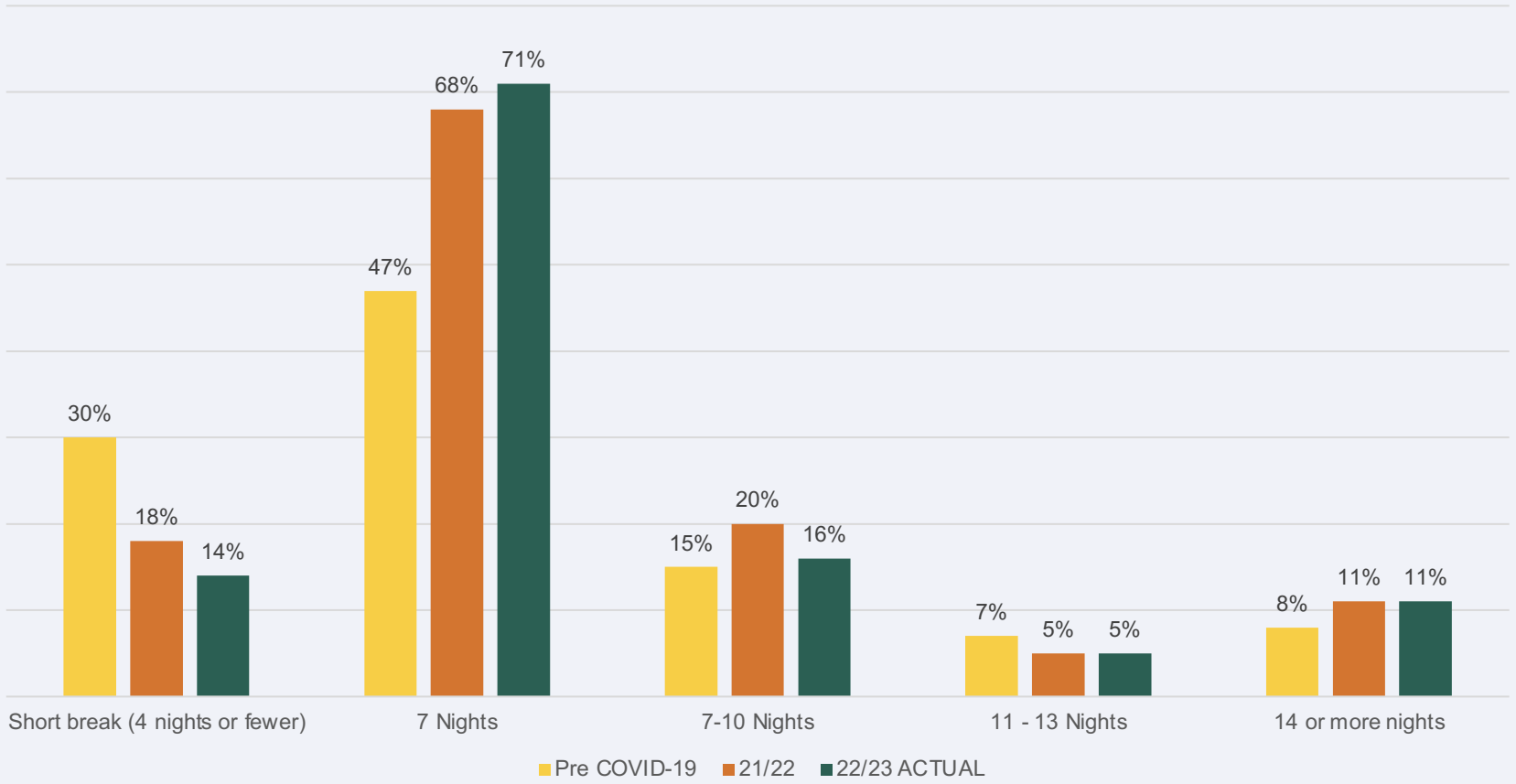


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Trip duration



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Resort factors

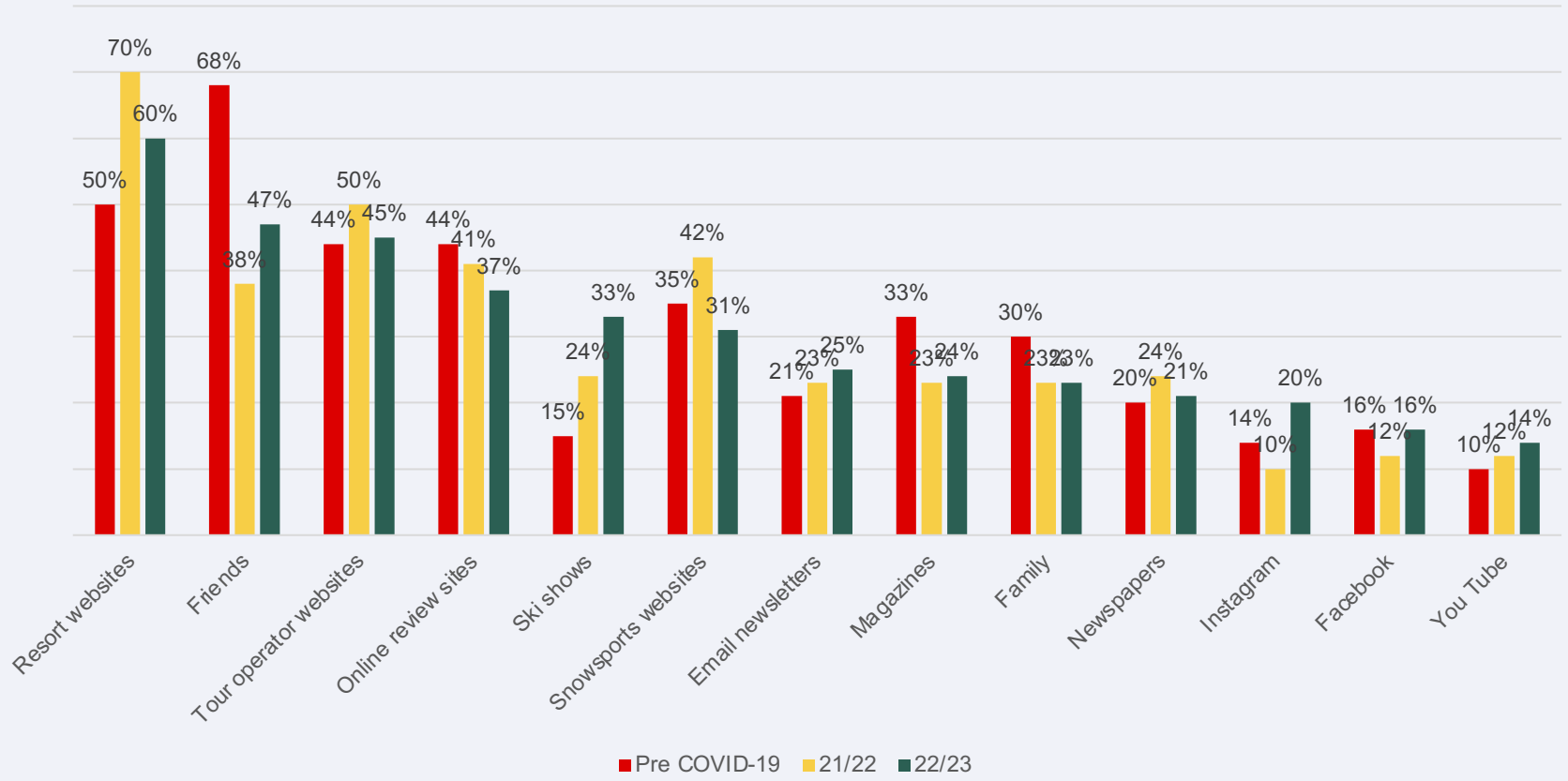


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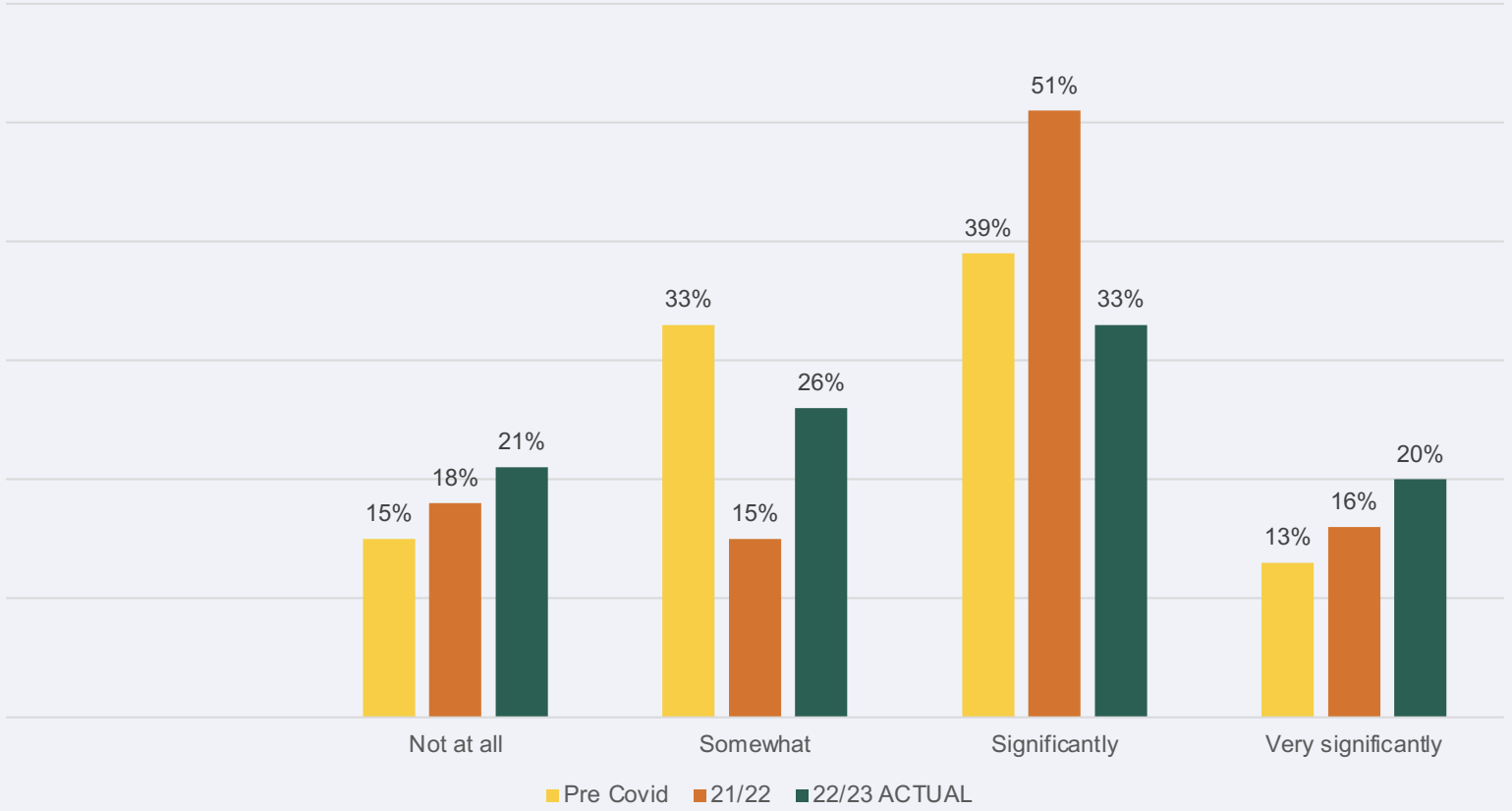
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Sources of inspiration, information and advice



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To what extent will a resorts environmental policy have an impact on your choice of resort in the future?



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Summary

14% of those surveyed didn't ski last year, though only 4% predicted they wouldn't ski

Covid is no longer a factor of any significance in skiers planning and decision making

Concerns about costs are increasing, and this is being seen in skiers' accommodation choices already

The catered chalet market is hugely reduced from pre COVID-19 levels

This may be leading to a decline in tour operators market share

Short breaks are still well behind pre COVID-19 levels

Longer stays look set to be more popular than pre COVID-19

Skiers are influenced by sustainability policies, but intent does not match actions

The impact of snow conditions can be clearly seen in the patterns of intent vs action

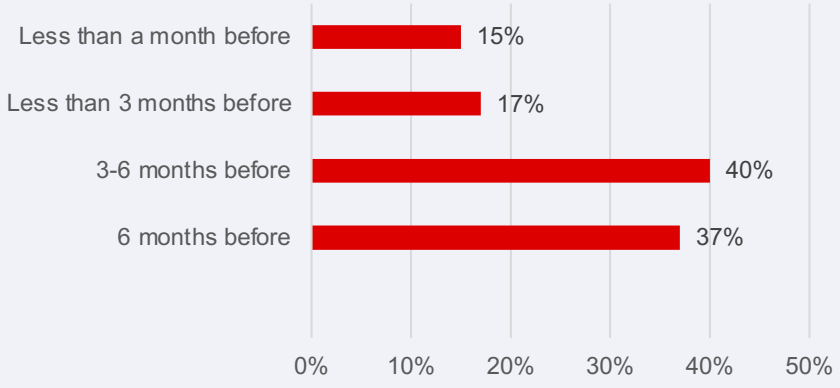
Resort websites remain the primary source of information for skiers

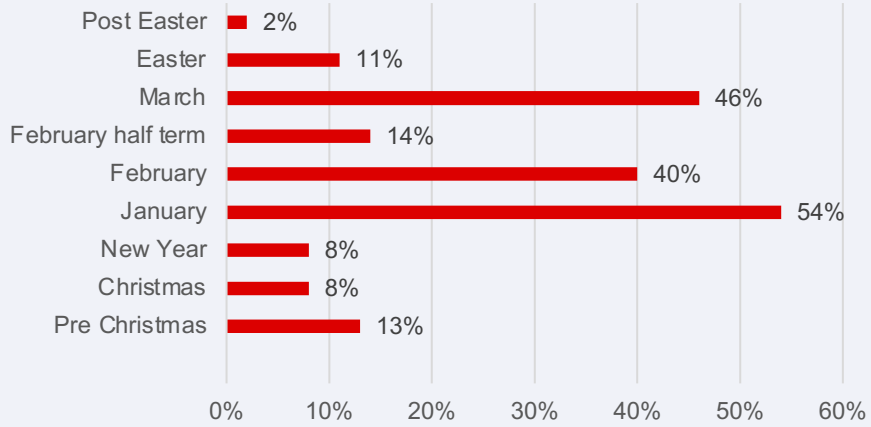
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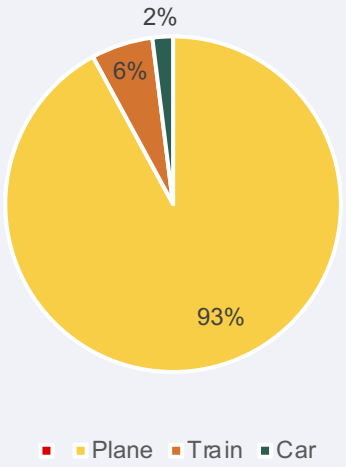
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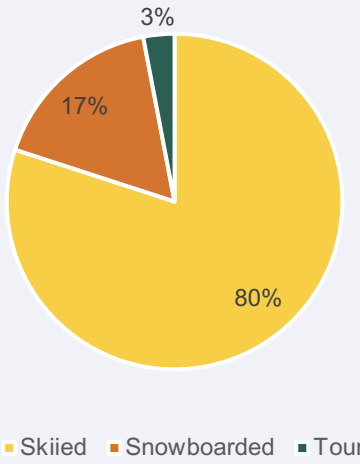
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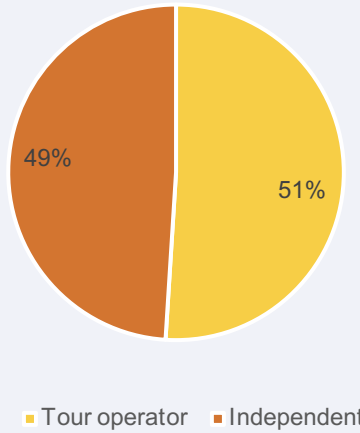
The UK snowsports market to Austria









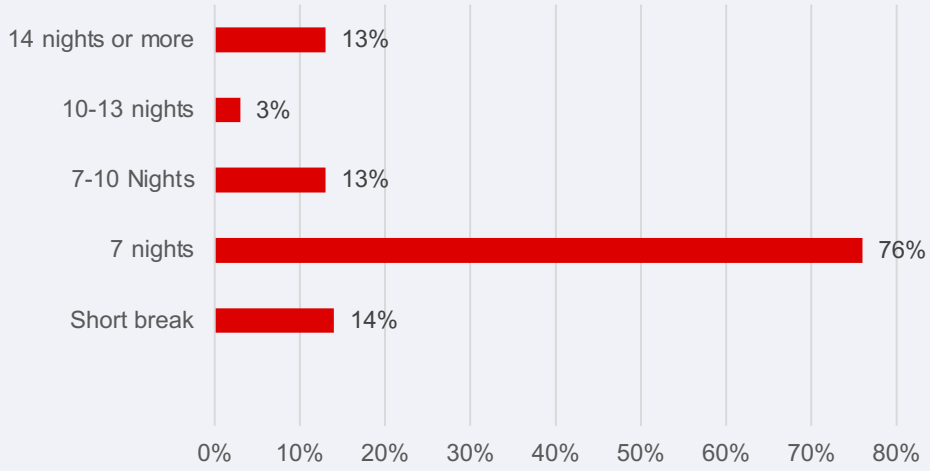


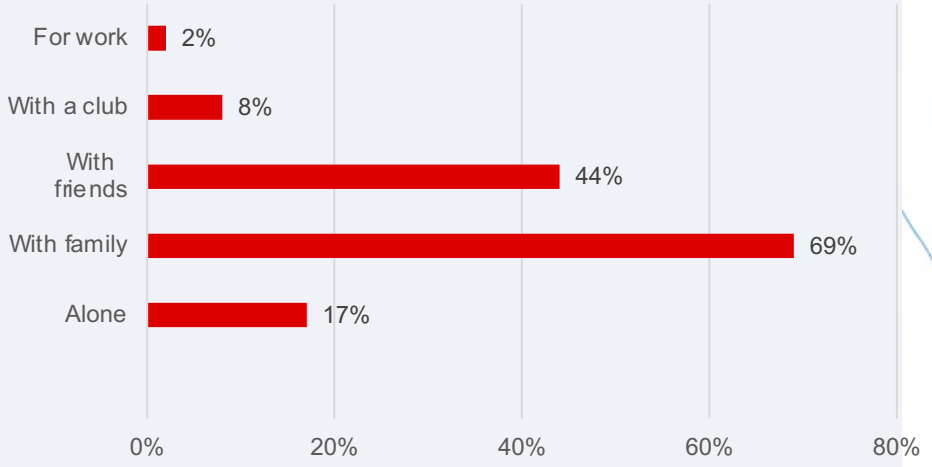
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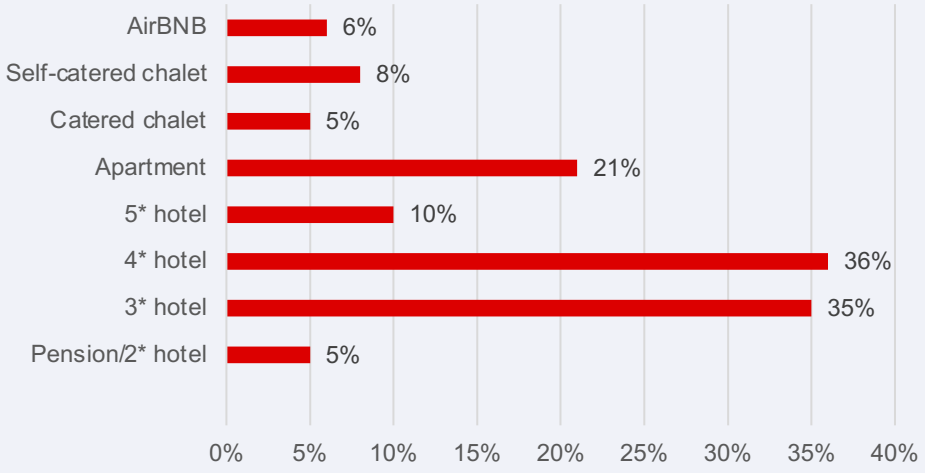
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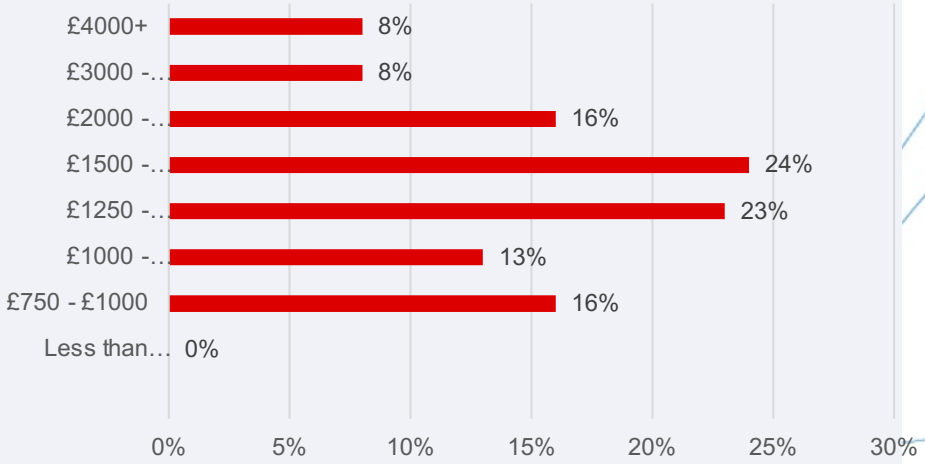
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The UK snowsports market to Austria









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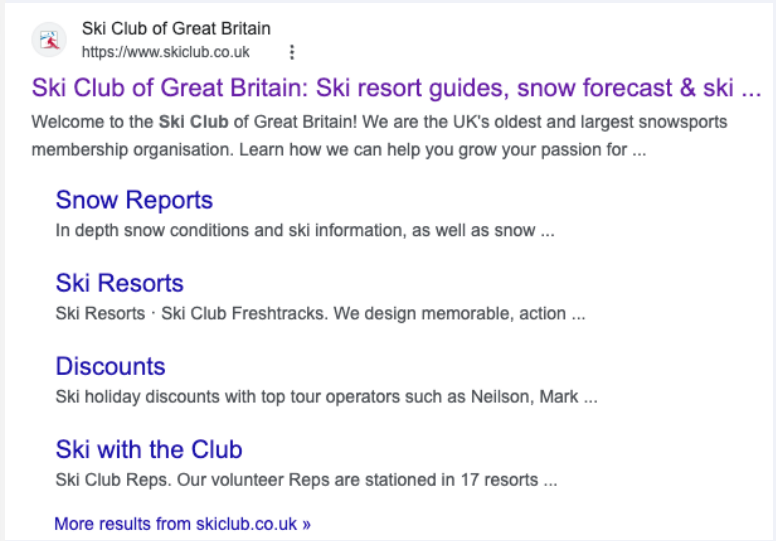
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Ski Club of Great Britain

We help skiers develop their knowledge and skills, explore the mountains and find others with the same passions and goals, just as we've always done since 1903…today we help over 18,000 members.

Member holidays 'Freshtracks'
One of the UK's most popular snowsports websites www.skiclub.co.uk
One of the UK's leading snowsports magazines, ski + board







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Ski Club of Great Britain

We want them to have better ski holidays…

- **Information and advice**
- **Insurance**
- **UK training and events**
- **Discounts and partnerships**
- **Reps in resort**



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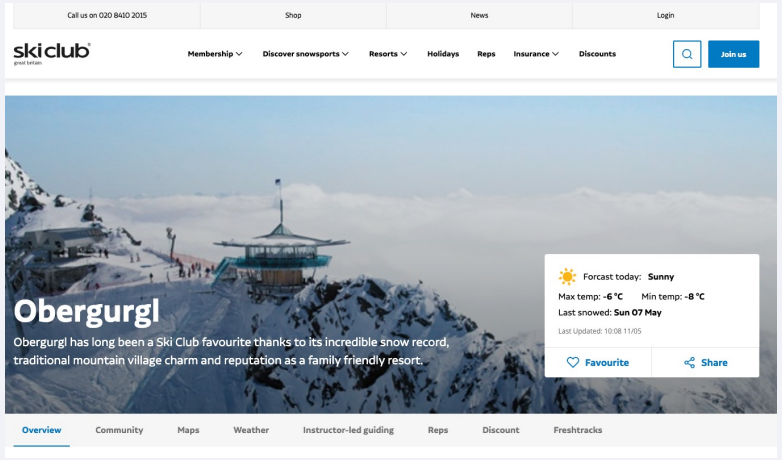
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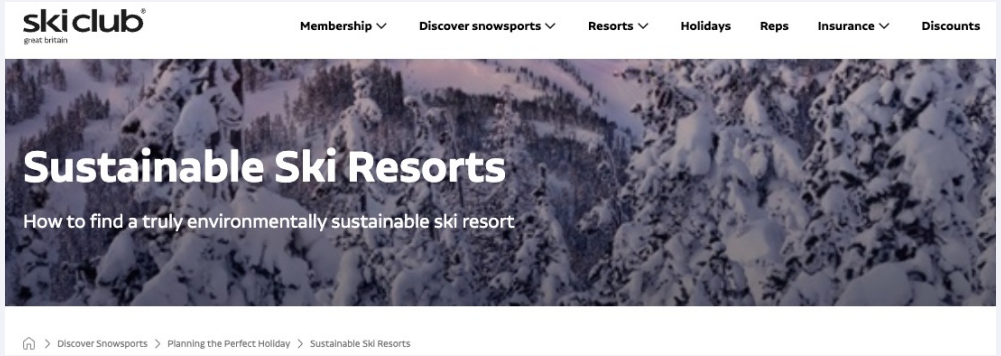
Ski Club of Great Britain

New for 2023/24

- New liability insurance
- Membership liftpass cards
- New website
- More discounts and partnerships
- Sustainability initiatives







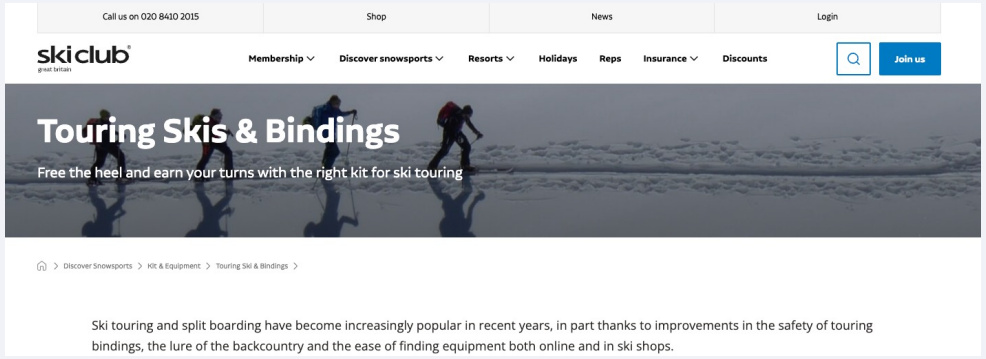
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Ski Club of Great Britain: Opportunities?

Substantial increase in interest for ski touring and improving ski technique







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Ski Club of Great Britain: Opportunities?

Increasing interest in competitive snowsports, since Dave's historic world cup win!!



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Thank you! Questions?

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