

## Snowsports - UK - May 2012

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“The physically energetic/high-tempo or challenge aspects are important drivers, but secondary to the ‘softer’, emotional/spiritual experience of a landscape transformed by snow. Emphasising the latter theme is the key to maintaining and growing mainstream appeal. Offering a greater contrast of snowsports and other activities can also attract new customers to the market.”

– John Worthington, Senior Analyst

### In this report we answer the key questions:

- How can snowsports holidays be ‘mainstreamed’?
- Can snowsports attract a broader popular demographic?
- Half of consumers say they prefer to go on a more relaxing holiday. How can snowsports operators respond to this?
- What is the future role of the tour operator/agent?
- Should operators develop more flexible duration packages?

In tandem with the overseas leisure travel market as a whole, the number of snowsports holidays declined by just over a fifth between the 2007/08 and 2010/11 seasons, falling to 1.1 million trips, the lowest level for a decade. After a slow beginning to the 2011/12 season caused by lack of snowfall, trade research indicates a resumption of modest growth in the market.

Snowsports only account for 3% of all holidays abroad and less than a quarter of British adults have been skiing but there is large scope for expanding this niche market with half of adults expressing an interest in going in the future.

This report analyses market trends, consumer preferences and attitudes towards snowsports holidays, investigating the core market factors, key players, products and innovations in the industry.

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