

Asia Pacific annual snow report 2018

FAST ACCELERATION

TRAVELLERS PROFILES

WHERE THEY GO

WHERE THEY STAY

ASIA PACIFIC IS FALLING IN LOVE WITH SNOW HOLIDAYS

The first in-depth snow report for **Asia Pacific** commissioned by **Club Med** reveals new insights into a diverse and growing market where skiing is just one reason to go on a snow holiday*.

VIEW FROM THE MOUNTAIN TOP

5,500 respondents polled in 11 markets

Survey conducted by **InsightzClub**

FAST ACCELERATION

Asia Pacific is enjoying a rapid pace of growth in line with the rising affluence and economic development of the region.



238 million people enjoyed a snow holiday in the last three years

138 million people alone travelled last year for a snow holiday



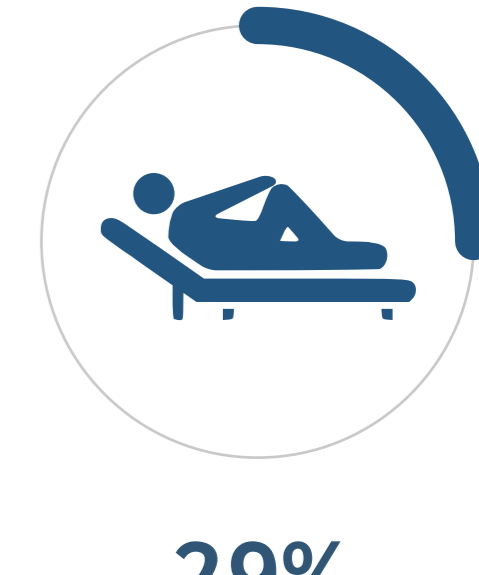
*Snow holidays are defined in the scope of the survey as a trip of at least 2 nights to a snow mountain destination for leisure, of which ski or snowboarding and other activities may be a part of.

TOP REASONS TO GO SNOW

Although **skiing and snowboarding** remain the top choices, **outdoor activities, food or family time** are also very important considerations.



Snow holidays activities are markedly **more diverse** than in **North America** and **Europe** markets, where they are more focused on ski and snowboard practice.

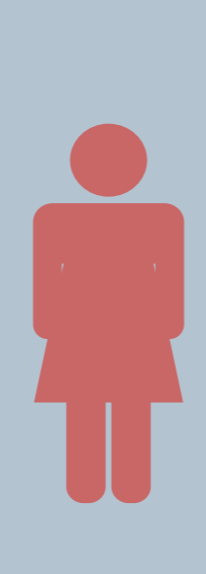


TRAVELLERS PROFILES

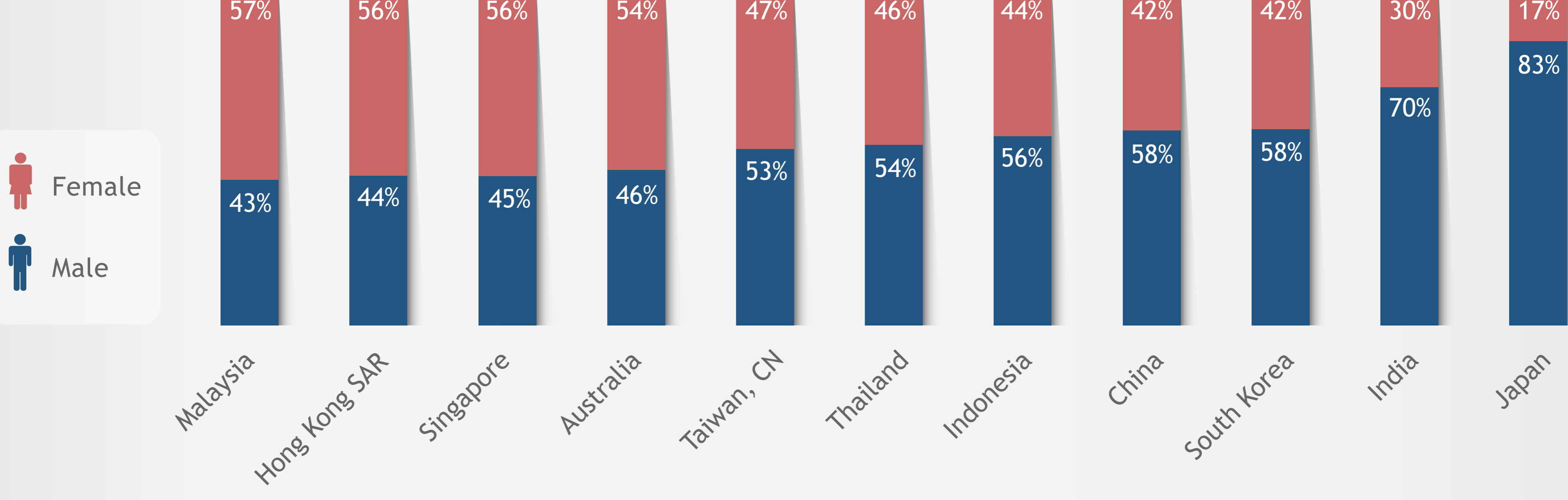
Snow holidays are skewed towards **men** and a core millennial demographic of **25-34 years old**, especially in non-mature markets like China. Married couples make snow holidays a **family activity** and it is indulged mainly by those in the **mid to high income range**.

GENDER PROFILE

GENDER PROFILES ASIA PACIFIC POPULATION VS SNOW HOLIDAY GOERS



While there are **more women (51%)** than men (49%) in Asia Pacific, snow holidays are male dominated (56%). Still four markets stand out as female biased - **Hong Kong SAR, Malaysia, Singapore and Australia**.

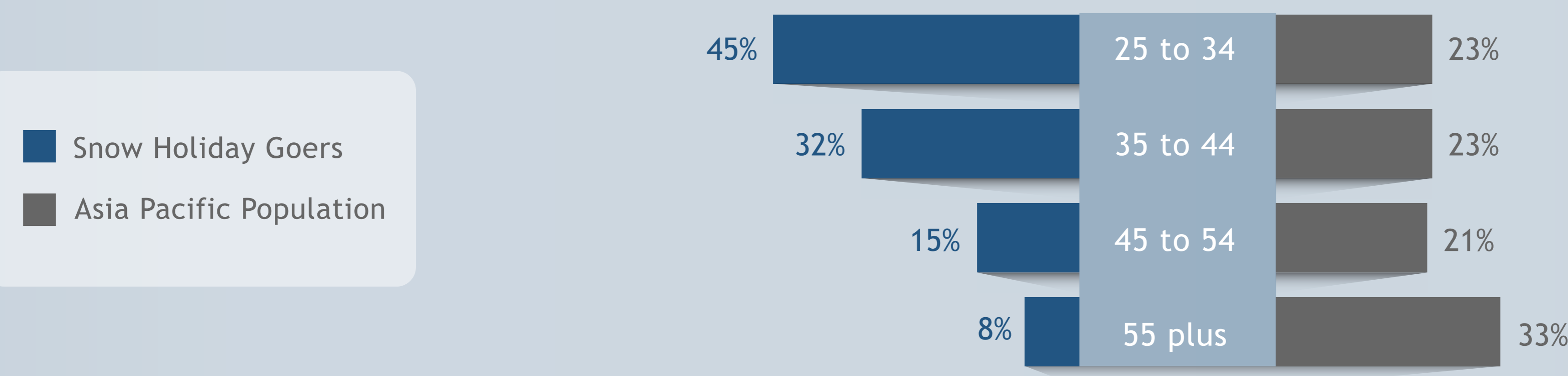


AVERAGE AGE

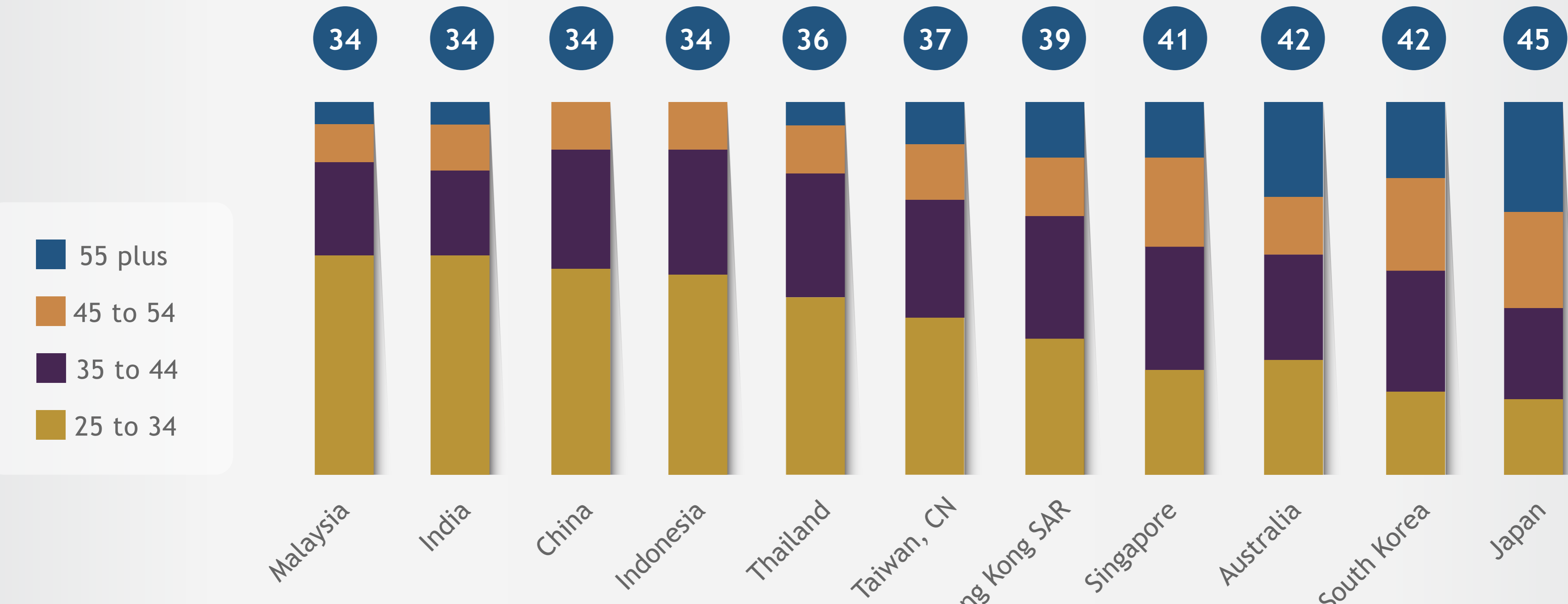
AGE BRACKETS ASIA PACIFIC POPULATION VS SNOW HOLIDAY GOERS

average **38** years old

Asia Pacific's Snow Holiday Travellers are young: Reflecting a youthful population seeking new experiences.



Markets with large millennials populations and where ski/snowboard practice is still niche like **China, Malaysia, Indonesia and India** skew towards a younger average of **34 years**. Japan tops the average age at **45**.



89% Double Income Families



70% of snow travellers are families with kids



60% stay at least 4 nights



US\$300+ amount almost half snow travelers would spend per person and per day

WHERE ASIA PACIFIC TRAVELLERS GO?

Japan & South Korea are the overwhelmingly favourite destinations, appreciated for the quality of their snow. **Switzerland** is in 3rd place, ranking as the number 1 long haul snow destination. **China** is now 4th, as interest in snow holidays gains momentum.

Japan



is the leading destination in the region.



Switzerland

especially St Moritz, is the preferred long haul destination for the majority of the 11 markets polled.

South Korea



will grow post-Olympics.



*Past 3 years, 2 nights minimum stay

- China
- Australia
- Canada
- France
- USA
- New Zealand
- Austria

WHERE DO THEY STAY?

Club Med is already the number 1 snow holiday hotel brand in **Hong Kong SAR, Singapore and Indonesia**.*

It is rapidly getting close to a top 3 position in all the other markets.

Club Med



*Past 12 months, 2 nights minimum stay, household monthly income > 5,500 USD