

Club Med Snow Report

MALAYSIA EDITION 2023

Pts in parentheses are in comparison to APAC average

39.9 years old in average

34% 25-34 years old
34% 35-44 years old
27% 45-54 years old
5% 55-64 years old

51% **49%**

Group Types

69% Families
17% Couples
13% Singles

Snow Holiday Goers

38% 25-34 years old (+4pts)
73% have children (+4pts)
51% earn more than MYR18k/month per household

Malaysians are familiar with snow holidays

1 in 3 have been on a snow holiday in the last five years

34% intend to try summer mountain in the next two years

4 in 10 will stay between 7 to 10 days for a snow holiday

"Snow holidays" to a Malaysian is

68% beautiful views (+7pts)
66% snow-related activities (+5pts)
56% winter festivals (+7pts)
49% warm memories (=)
47% cultural experiences (-3pts)
36% escape from the heat (+12pts)

Top 5 Motivations For A Snow Holiday

66% landscape & ski activities (+15pt)
58% cultural discovery (+18pts)
57% escape routine; spa (+12pts)
52% snow adventures (+19pts)
52% travel photography (+20pts)

Malaysians prefer to plan ahead and are active digital users

1 in 4 plan at least 7 months ahead of their holiday (+1.9months)

Top 4 Travel Companions

70% Spouse (=)
54% Children (+5pts)
29% Parents (+14pts)
27% Friends (-3pts)

Top 3 Social Media Platforms

83% Facebook (+34pts)
76% Instagram (+31pts)
65% TikTok (+21pts)
It is important to utilise these platforms to garner greater brand presence for Club Med.

Malaysians are snow-seekers of the world and hassle-free organisers

Favourite Destinations

Switzerland (+14pts)
Japan (+5pts)
South Korea (+3pts)
Canada (-8pts)
China (-5pts)

Top 3 Factors For A Snow Holiday

#1 Large range of desired activities (66%)
#2 Choice of activities within budget (59%)
#3 Able to enjoy a relaxing & active time (57%)

72% choose to stay in resorts

66% view having a kids' club on their holiday crucial

85% find all-inclusive more efficient than DIY trips

86% see all-inclusive as a chance to try new activities

Malaysians are driven by novelty and bucket-listing in winter sports

54% have ski and/or snowboard experience
half are intermediate or advanced level

Top 3 Reasons To Do Winter Sports

62% Novelty of something different (+21pts)
57% Excitement & enjoyment (+3pts)
34% On their bucket list (+11pts)

95% families are willing to invest in indoor ski lessons for their children (+4pts)

4-10 years old is the age believed to be ideal to learn skiing/snowboarding

56% that have gone for a snow holiday in the last five years intend to go in the next two years

This is Club Med—the leader of all-inclusive holidays

1956
First Club Med Snow opens in Leysin

1987
Club Med Sahoro in Hokkaido opens

25+
mountain resorts around the world

320+
professional ski & snowboard instructors

More than **500** ski medals presented to kids from Malaysia in 2023

65+ years of snow expertise