

Club Med 

Club Med Snow Report  
MALAYSIA EDITION 2023



*All-inclusive beach  
and mountain resorts*



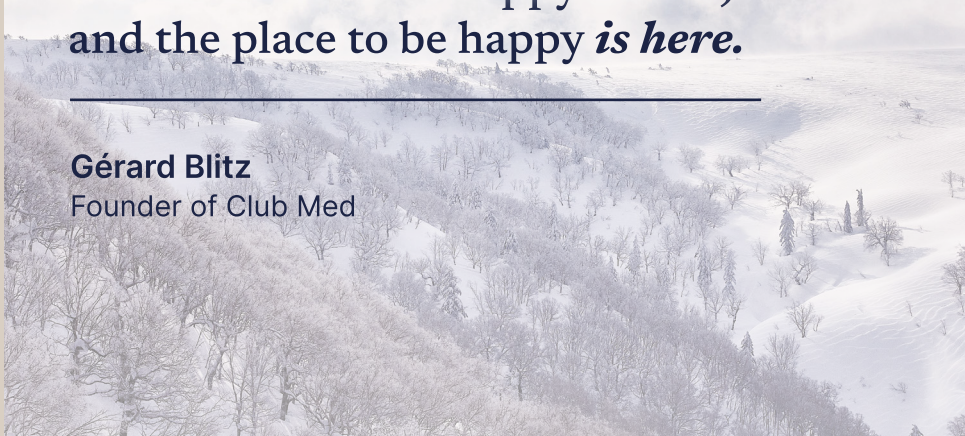


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The purpose of life is to *be happy*.  
The moment to be happy *is now*,  
and the place to be happy *is here*.

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**Gérard Blitz**  
Founder of Club Med





## First Club Med Snow Report: Unravelling Malaysia's Snow Trends

Here is our first-ever Club Med Snow Report for Malaysia! This report marks our exploration into the increasing interest of Malaysians in snow destinations. We are delighted to share insights into what drives this fascination and how it is reshaping travel preferences.

Remarkably, we've witnessed a significant rise in snow-related bookings from Malaysia in recent years, challenging traditional expectations. This report will delve into the profile of snow holiday-goers and provide valuable insights into the preferences and motivations of Malaysians when it comes to snow travel.

We are excited to see the growing popularity of winter sports in Malaysia. With our new resort, Club Med Kiroro, opening this

December, we aim to offer a world-class winter sports experience and a fresh snow destination for Malaysians to explore.

Stay with us as we uncover exciting findings in this inaugural snow report. Thank you for joining us in unravelling Malaysia's snow holiday trends.

### **Olivier Monceau**

General Manager  
Singapore & Malaysia  
Markets

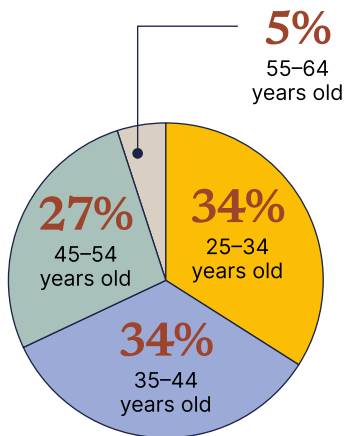


# The *profile of Malaysians* in this report

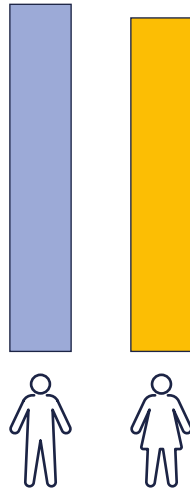
This report is an online study consisting of 511 respondents in Malaysia conducted in 2023.

## 39.9 years old

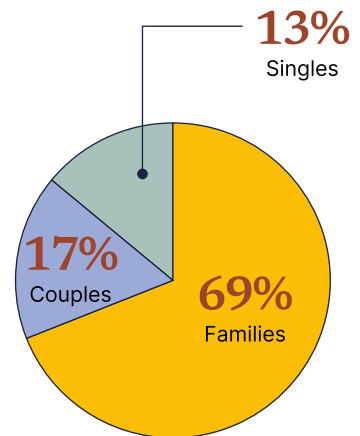
in average



## 51% 49%



## Groups Types



## Snow Holiday Goers

**38%**

between 25-34 years old  
(+4pts vs APAC)

**73%**

have children  
(+4pts vs APAC)

**51%**

earn more than MYR18k/month  
per household  
(+18pts vs total respondents)





## Malaysians are *familiar* with snow holidays

With 1 out of 3 having experienced snow holidays before, it is safe to say that Malaysians are familiar to mountain destinations and their diverse offerings, often choosing to spend about a week (4-10 days) holidaying.

Malaysians view snow holidays as a full experience, where majority look for the beauty of stunning snowscapes (+7pts vs APAC). Additionally, they see it as a way to enjoy a range of snow-related activities, revel in winter festivals, craft heartwarming memories, immerse in local cultures, and relish the opportunity to escape from the heat (+12pts vs APAC).

Although capturing the serene beauty of snowscapes is the main motivation for Malaysians to embark on a snow holiday, they are also avid explorers of new destinations, cultures and lifestyles. They look to indulge in relaxation at spas and saunas and travel photography, and are keen on snow adventures like snowmobiling, (motivations rank +15pts vs APAC average).

In addition to snow holidays, there is great potential for future mountain activities, as 34% of Malaysians are open to summer mountain vacations.

# 1 in 3

have been on a **snow holiday** in the last five years

*“Snow holidays” to a Malaysian is*

**68%** for beautiful views

**66%** for snow-related activities

**56%** for winter festivals

**49%** for warm memories

**47%** for cultural experiences

**36%** to escape from the heat

*Top 5 Motivations For A Snow Holiday*

**66%** for landscape & ski activities

**58%** for destination & cultural discovery

**57%** to escape routine & relax in spa

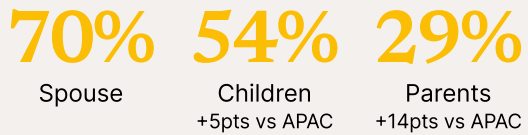
**52%** for snow adventures (snowmobile)

**52%** for travel photography

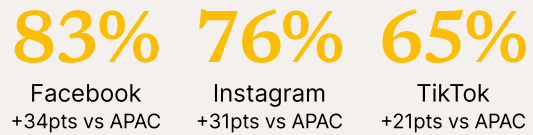
# 34%

intend to try **summer mountain** in the next two years

### Top 3 Travel Companions



### Top 3 Social Media Platforms



## Malaysians prefer to *plan ahead* and are active *digital users*

At an average of 5.3 months in advance (+1.9 months in advance vs APAC), Malaysians are the earliest bookers in APAC, with **1 in 4 researching more than 7 months prior**. Most choose to travel with close family members such as their spouse (70%) and children (54%). Despite that, we see a likelihood of travelling with parents (29%, +14pts vs APAC) or friends (27%), suggesting a willingness to travel as a 3G family or among adults.

Malaysians are strong digital users, utilising online travel agencies (56%), social media (56%), online search engines (54%), and travel blogs (44%) for their snow holiday travel inspirations, all of which rank above the APAC average.

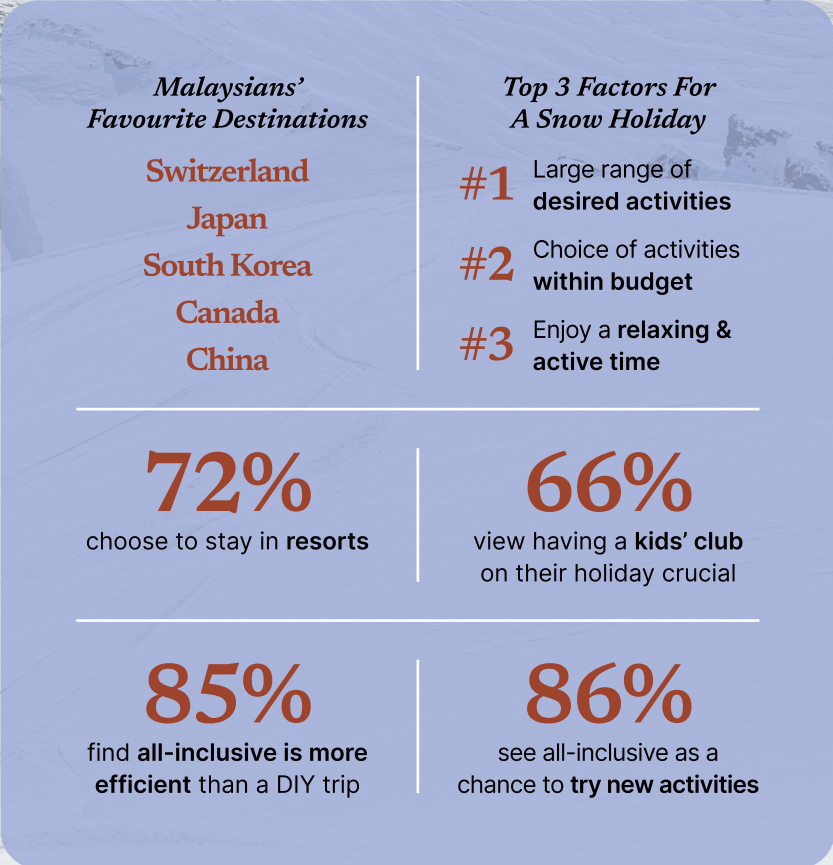
Social media platforms Facebook, Instagram and TikTok are most frequently used with the former having a great +34pts vs the APAC average. With such a large usage, it is important to utilise these platforms to garner greater brand presence.

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

Malaysians' top 5 locations are Switzerland, Japan, South Korea, Canada and China, which is a good mix of regional and international destinations. In view of planning, their location choices are highly driven by rationality—according to the destination's range of activities (66%), choice of activities within budget (59%), and being able to indulge in both a relaxing and active time (57%)—where most choose to stay in resorts (72%), consistent with their top 3 consideration factors.

With snow holidays requiring more organisation such as booking ski lessons, passes, outfits and equipment, an astonishing 85% of Malaysians agree an all-inclusive formula is more efficient than planning their own DIY trip, reducing the risk of an ill-planned trip (83%) while offering a better value for money (83%). Additionally, 86% view all-inclusive as an opportunity to try different activities—highlighting their eagerness in exploring a destination thoroughly.

As Malaysians largely travel as families, convenience and how kids are engaged are crucial to them. As such, for a vast majority, the presence of kids' club during their snow holiday is rated 'absolutely essential' to 'very important' on their snow holiday.



*Malaysians' Favourite Destinations*

- Switzerland
- Japan
- South Korea
- Canada
- China

*Top 3 Factors For A Snow Holiday*

- #1 Large range of desired activities
- #2 Choice of activities within budget
- #3 Enjoy a relaxing & active time

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**72%**  
choose to stay in **resorts**

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

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**85%**  
find **all-inclusive is more efficient** than a DIY trip

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



**54%**

of Malaysians **have experience** in snowboarding and/or skiing  
of which **half** are at **intermediate** or **advanced** level

#### ***Top 3 Reasons To Do Winter Sports***

- 62%** novelty of something different
- 57%** excitement & enjoyment
- 39%** on their bucket list

**95%**

families are willing to **invest in indoor ski lessons** for their children

**4–10 years old**

is the age Malaysians believe is **ideal to begin learning** skiing/snowboarding

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

When it comes to trying winter sports, 62% are attracted to the novel experience, and 39% have it on their bucket list. These preferences are more pronounced among APAC respondents, emphasising how Malaysians perceive winter sports as trendy and embrace them with an adventurous spirit. Additionally, 57% indicate a genuine love for the sheer excitement these activities offer.

With regards to skiing and snowboarding, 60% of snow holiday goers have experience in it—of which 9% are advanced and 41% are intermediate. This high level of proficiency indicates that many are repeat visitors.

Ski learning starts early for Malaysians as 54% view the ideal age to start learning is as early as four to 10 years old. This is reinforced by the fact that 95% of Malaysian families are willing to invest in indoor ski lessons for their children, meaning to say that ski is seen as a skill parents encourage their kids to learn.

With all these elements in mind, the snow holiday trend appears highly promising, with an impressive 56% of those who have experienced a snow holiday in the last five years expressing a strong willingness to return within the next two years.





## Our diverse *winter mountain experiences*

### Downhill Skiing

The signature activity when it comes to snow mountain holidays. Kids have their own classes to gain progress in this well-known sport.



### Snowboarding

A trendy sport where you glide gracefully on your board down snowy slopes.



### Snowshoeing

Capture photographs as you walk amongst snow-dusted trees and learn nature facts from your guide.



### Cultural Excursions

Explore rich cultures and lifestyles of the mountains with immersive visits to local landmarks.



### Wellness

Take a dip in the pool, enrol for a yoga session or indulge in an onsen or spa with breathtaking views of snowscapes.



### Gourmet Dining

Savour local gastronomy in different parts of the world—from fondue in the Alps to sake tasting in Japan.



### Kids Activities

Exploring mountain as a kid is full of surprises, from building a snowman to taking the first ride on a sledge.

# This is *Club Med*—

**1956**  
*First Club Med Snow*  
opens in Leysin

**1987**  
*Club Med Sahoro*  
*in Hokkaido* opens

**25+ mountain**  
*resorts* around  
the world

the leader of *all-inclusive holidays*

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

*320+* professional ski and snowboard instructors

*65+* years of snow expertise

# That's L'esprit Libre

