

Club Med 

## Club Med Snow Report #1

SINGAPORE



*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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**G rard Blitz**  
Founder of Club Med





## A Glimpse into the Future: First Club Med Snow Report for Singapore

It is with great pleasure and honour that I announce the launch of our first Club Med Snow Report for Singapore.

In a post-pandemic world, we are witnessing a notable shift in the way Singaporeans perceive and embrace holiday experiences. The impacts of the pandemic have undoubtedly reshaped our preferences, seeking a more adventurous escape from the everyday. At Club Med, we have observed this transformation, particularly for snow holidays.

The demand for snowy getaways has surged remarkably, reflecting an increased appetite for the thrill and serenity that snow destinations offer. It's a promising trend, one that suggests a reinvigorated enthusiasm for travel experiences among Singaporean travellers. Astonishingly, we have nearly doubled the number of ski enthusiasts from Singapore, showcasing the growing interest in snow-filled adventures compared to the pre-pandemic era.

This evolving trend has inspired us to introduce this report, providing valuable insights into consumer behaviour within this developing holiday category.

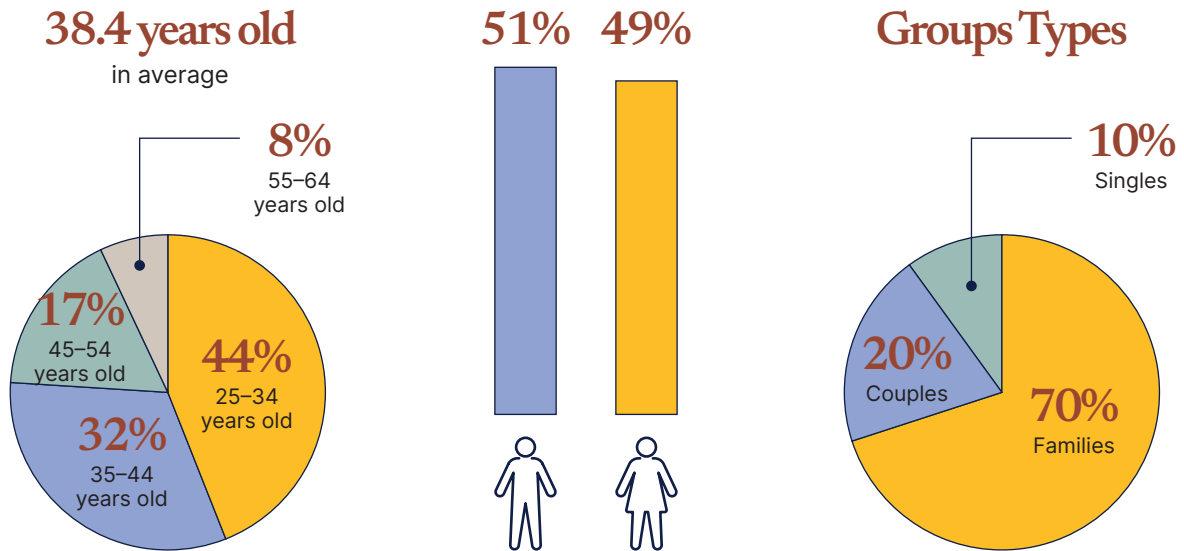
In light of these travel preferences, I am delighted to say that snow holidays have gained a prominent position within our business strategy. This aligns with an ambitious development plan, which features the eagerly anticipated launch of our fourth mountain resort in Japan—Kiroro Grand, scheduled for December of this year.



**Olivier Monceau**  
General Manager  
Singapore & Malaysia  
Markets

# The *profile of Singaporeans* in this report

This report is an online study consisting of 500 respondents in Singapore conducted in 2023.



## Snow Holiday Goers

**52%**  
between 25-34 years old  
(+8pts vs APAC)

**67%**  
have children

**43%**  
earn more than  
SGD20k/month







## Singaporeans are *no strangers* to snow holidays

With 38% of Singaporeans having experienced snow holidays before, it is no surprise how familiar they are to mountain destinations and their diverse offerings, often choosing to spend about a week holidaying.

Singaporeans view snow holidays as a full experience that encompasses the appreciation of stunning snowscapes, engaging in skiing and snowboarding, immersing in local cultures, enjoying winter festivals, creating cherished memories with loved ones, and escaping from Singapore's heat (+11pts vs APAC).

**What then, drives a Singaporean to embark on a snow holiday?** On top of marvelling at serene beauty of snowscapes (54%), Singaporeans prioritise escaping from their daily routines, indulging in relaxation at spas and saunas (46%), and relishing a wide range of winter sports (43%). Singaporeans are social feed creatures too, ranking above APAC average in travelling for photography (38%, +6pts vs APAC).

In addition to snow holidays, there is great potential for future mountain activities, as 37% of Singaporeans are open to summer mountain vacations.

# 38%

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

*"Snow holidays" to a Singaporean is*

58% beautiful views

56% snow-related activities

48% cultural experiences

46% winter festivals

44% warm memories

37% escape from the heat

*Top 5 Motivations For A Snow Holiday*

54% serene beauty of mountains

46% escape routine & relax in spa

43% winter activities

43% destination & cultural discovery

41% new cuisines

# 37%

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



*Top 3 Travel Companions*



*Top 3 Social Media Platforms*



## Singaporeans are *early planners* and *digital users*

At an average of 4.8 months in advance (+1.4 months in advance vs APAC), Singaporeans are one of the earliest bookers in APAC, with **6 in 10 planning more than 4 months ahead**. Most choose to travel with close family members such as their spouse (61%) and children (44%). Despite that, we see a likelihood of travelling with friends (37%, +7pts vs APAC) or parents (21%, +6pts vs APAC).

When it comes to travel inspiration for snow holidays, Singaporeans are mainly digital, using online search engines, online travel agencies and social media. TikTok, Facebook and Instagram are among the most frequently used social media platforms by Singaporeans, comparatively more than 20% of the APAC average. With the great relevance of these platforms to Singaporeans, it can be greater utilised in reaching these users.



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

Consisting of a good mix of regional and international destinations, Singaporeans' top 5 locations are Japan, Switzerland, China, South Korea and France. Choices are highly driven by rationality—according to the destination and winter activities available (41%), weather conditions (31%) and ease of reservations for activities (29%, +5pts vs APAC) where they typically select traditional types of accommodation such as hotels (63%) and resorts (55%).

With snow holidays requiring more organisation such as booking ski lessons, passes, outfits and equipment, it is no wonder why 88% of Singaporeans agree an all-inclusive formula is more efficient than organising an entire trip from scratch on their own. Additionally, exploring the destination is equally important with 89% viewing all-inclusive as an opportunity to try different activities—in line with Club Med's hassle-free solution.

As Singaporean families are a dominant group when it comes to snow holidays, convenience and how kids are engaged are crucial to them. As such the presence of kids' club during their snow holiday is rated 'absolutely essential' to 'very important' for the majority.

## Singaporeans' Favourite Destinations

Japan  
Switzerland  
China  
South Korea  
France

## Top 3 Factors For A Snow Holiday

- #1 Destination & winter activities
- #2 Weather conditions (snow conditions)
- #3 Ease of reservations for snow activities

63%

choose to stay in **hotels**

71%

view having a **kids' club** on their holiday important

88%

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

89%

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





66%

of Singaporeans **have experience**  
in snowboarding and/or skiing

of which **55%** are at  
**intermediate** or **advanced** level

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*Top 3 Reasons To Do Winter Sports*

**45%** excitement & enjoyment

**41%** novelty of something different

**34%** escape from the heat

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9 in 10

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

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4–10 years old

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

## Singaporeans are *winter sports enthusiasts*

When it comes to winter sports, 45% of Singaporeans love the excitement and enjoyment of participating in the sport, in addition to 41% who are attracted to uncovering new skills, and 34% who hope to escape the heat (7pts more than the APAC average).

With almost 7 in 10 Singaporeans having experience in skiing and/or snowboarding—to the point 21% are advanced (+5pts vs APAC), 34% are intermediate, and 31% are beginner—it is safe to say they are proficient in winter sports. Singapore ranks as the second country in terms of having the most advanced skiers despite not having a domestic snow destination.

Considering the younger generations, Singaporeans feel the ideal age to start learning winter sports begins as early as four to 10 years old, with 60% indicating so. The importance of ski is also further underlined by the fact that over 90% of Singaporeans families are willing to invest in indoor ski lessons for their children.

Seeing how 97% who have gone for a snow holiday in the last five years indicated their willingness to go on a ski holiday in the future, this validates the appetite for snow holidays in the coming 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.



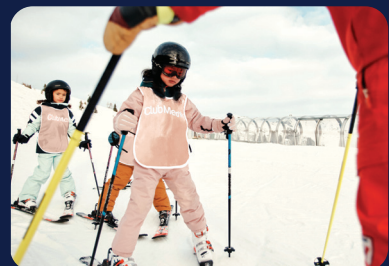
### Wellness

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*

Close to **4,000 ski medals** presented to kids from Singapore in 2023

**320+ professional** ski and snowboard instructors

**65+ years** of snow expertise



# That's L'esprit Libre

