



Club Med Snow Report #1

SINGAPORE

Pts in parentheses are in comparison to APAC average

38.4 years old in average

44% 25-34 years old
32% 35-44 years old
17% 45-54 years old
8% 55-64 years old

51% 
49% 

Group Types

70% Families
20% Couples
10% Singles

Snow Holiday Goers

52% 25-34 years old (+8pt)
67% have children
43% earn more than SGD20k/month

Singaporeans are *no strangers* to snow holidays

38% have been on a snow holiday in the last five years

37% intend to try **summer mountain** in the next two years

1 in 2 will stay between **7 to 10 days** for a snow holiday

"Snow holidays" to a Singaporean is

58% beautiful views (-1pt)
56% snow-related activities (-5pts)
48% cultural experiences (-2pts)
46% winter festivals (-3pts)
44% warm memories (-5pts)
37% escape from the heat (+7pts)

Top 5 Motivations For A Snow Holiday

54% beauty of mountains (+3pt)
46% escape routine; spa (+1pts)
43% winter activities (-10pts)
43% cultural discovery (+3pts)
41% new cuisines (-1pts)

Singaporeans are *early planners* and *digital users*

6 in 10 plan at least **4 months** ahead of their holiday (+1.4months)

Top 4 Travel Companions

61% Spouse (-9pts)
44% Children (-5pts)
37% Children (+7pts)
21% Parents (+6pts)

Top 3 Social Media Platforms

70% TikTok (+26pts)
69% Facebook (+20pts)
68% Instagram (+23pts)

These 3 social media platforms are extremely relevant to Singaporeans and can be greater utilised in reaching this group of audience.

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

Favourite Destinations

Japan (+3pt)
Switzerland (-2pt)
China (-3pt)
South Korea (+3pt)
France (+2pt)

Top 3 Factors For A Snow Holiday

#1 Destination & winter activities (+5pts)
#2 Weather conditions (snow conditions) (+2pts)
#3 Ease of reservations for snow activities (+5pts)

63% choose to stay in **hotels**

71% view having a **kids' club** on their holiday important

88% find **all-inclusive** more efficient than DIY trips

89% see all-inclusive as a chance to **try new activities**

Singaporeans are *winter sports enthusiasts*

66% have ski and/or snowboard experience
55% intermediate or advanced level

Top 3 Reasons To Do Winter Sports

45% Excitement & enjoyment (-9pts)
41% Novelty of something different (+0pts)
34% Escape from the heat (+7pts)

9 in 10 families are willing to **invest in indoor ski lessons** for their children (+1.4months)

4-10 years old is the age believed to be **ideal to learn** skiing/snowboarding (+1.4months)

97% 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

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

65+ years of snow expertise