



## Today's Snow Hunters: Mapping ski trends post Brexit, Winter 2016/17

A report commissioned on behalf of Club Med

Club Med   
Ski

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## Welcome to Club Med's fourth, annual ski report.

**Our latest in-depth ski analysis captures some of the trends, shifts and insights shaping the winter 2016/17 ski season. Brits are defying Brexit and spending on ski, with skiers spending an average of £242 per person on holiday technology and with more than half (68%) describing skiing as now more accessible.**

We see destination choices expanding with the shifting weather patterns and 'snow hunters' looking for new ski experiences. One fifth of skiers are seeking snow outside of Europe, with Japan (20%) and China (17%) firmly on the map. Yet, America and Canada remain top (61%) of the destination wish list, with snowfall and family activities being key attributes. Report findings disclose the extent the wellness trend

is influencing ski. Escaping everyday life (93%) and clearing the mind (86%) are popular reasons for a snow holiday, and more than two thirds of Brits want spa and wellness facilities at a resort. Ski is also itself influencing trends with fashion designers launching ski-inspired clothing and accessories in a response to those who say it's important to look good on the slopes (62%).

We also reveal that nearly half (49%) of those considering a skiing holiday are over 45 and a quarter are over 55. Proving age today is most certainly nothing but a number.

Finally, we consult experts in the fields of style, wellbeing and meteorology to provide their insights on new and emerging trends.

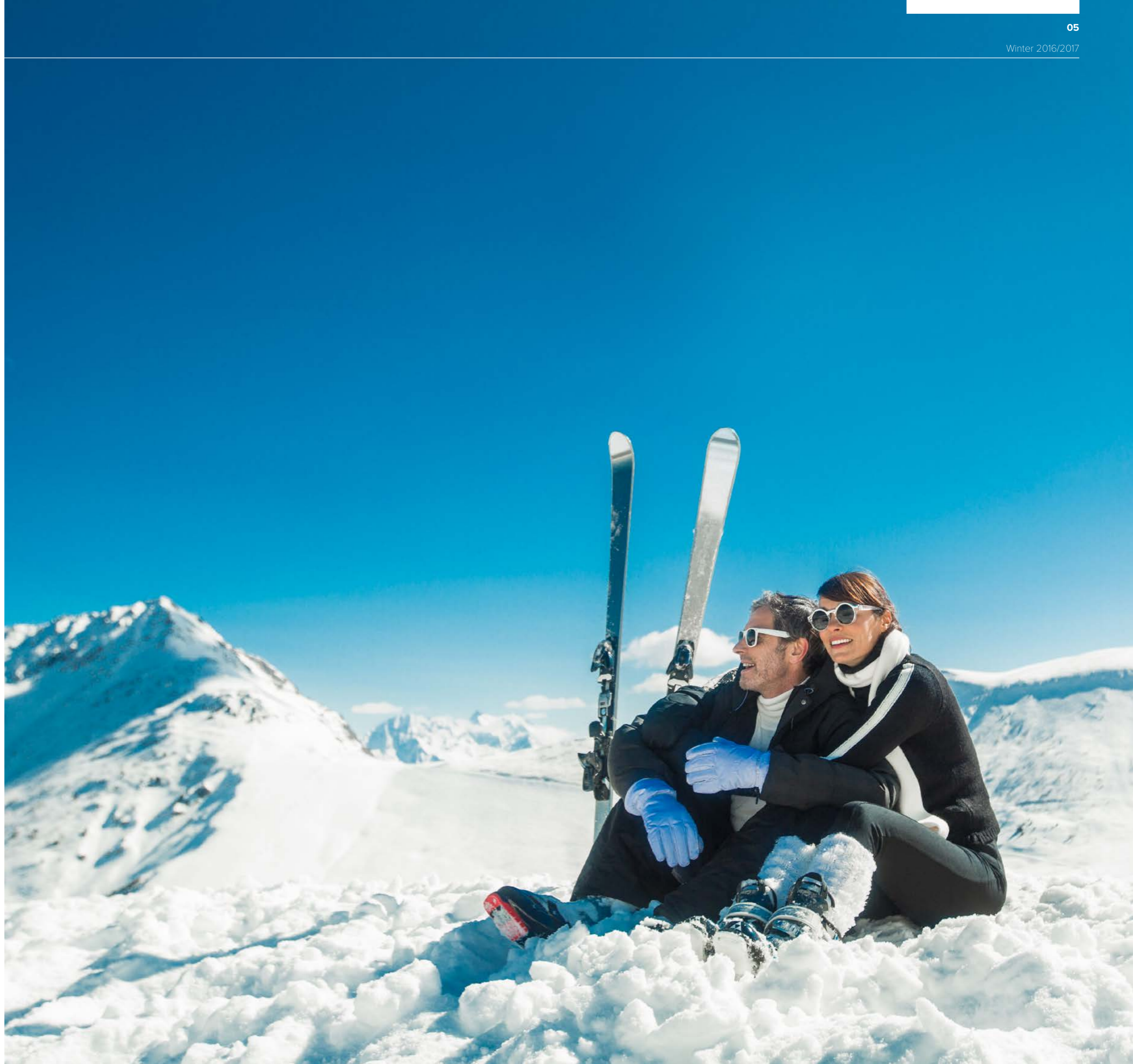


**Brits are defying Brexit and spending on ski with 68% describing skiing as now more accessible.”**



**“We’re excited to launch the fourth annual ski report, showcasing the ever changing landscape of the ski holiday. We remain a market leader in the all-inclusive premium ski holiday market and this has been an exciting year for the business – and it will continue to be so in 2017. Contrary to initial consumer uncertainty following Brexit, ski continues to be a buoyant market. For Club Med, we already see an 10% increase across all channels and a further 33% rise of new clients for winter 16/17. We are delighted to say we’ve recruited 23 more UK G.Os to cater for resort growth and have many exciting development plans underway. As the year progresses, we will continue to expand our offerings to cater for this demand with high-quality, hassle-free, all-inclusive holidays that provide everything holidaymakers need.”**

Estelle Giraudeau,  
Managing Director, Club Med,  
United Kingdom, Ireland and Scandinavia.



# Changing Locations

**Despite considerations about currency, it is clear many skiers are defying Brexit, with 22% of skiers now looking for snow outside of Europe and many considering China and Japan.**

Skiers are on the move and more open than ever to the idea of heading further afield to destinations. With many taking advantage of the cheaper long-haul flights (22%).

One in five (22%) 'snow hunters' are exploring more 'off-piste' destinations such as those in the Far East. China, which will host the 2022 Winter Olympic Games, at 17% and Japan at 20%.

The region on the wish list for excitement and being family-friendly for 61% of British skiers is the US and Canada.

European destinations, however, still remain top of the list. With other up-and-coming destinations in the region revealed as: Bulgaria (37%), Croatia (35%), Slovenia (34%), and Andorra (18%).

Although the powder holds the power for nearly all Brits - 98% rate the amount of snowfall as important in deciding where to visit – the time to travel to the resort, including transfer times (46%), currency exchange rates (43%) and even the country's language (19%) are also factors.

One in five 'snow hunters' are exploring more 'off-piste' destinations such as those in the Far East including China."

As well as levels of health and safety (80%), the time of year there's snow (76%), value for money (71%) and the place's reputation as a skiing destination (66%).

With the dominance of good snowfall influencing decision-making, it is likely there will be innovations in the future to further aid ski planning and snow predictions.

February remains the busiest month for a snow escape, due to peak snow conditions and half term school holidays (35%), followed by January (22%) and March (16%).






However, the most popular ski months are slowly changing due to the ever evolving weather patterns. Last year, the Alps and the UK experienced record snow fall during May and one of the best ever Aprils for skiing. In time, this could continue to extend beyond, especially with new destinations raising in popularity.

**Jeff Knight  
Manager, Modelling  
Climate Variability,  
Met Office**

"The meteorological industry is already starting to make progress in developing tools that could help identify where in the world will see a snowy ski season. Perhaps in 10 years' time people thinking about a skiing holiday may well be checking a long range weather forecast, months in advance, when planning their trip."







## Top Locations people are considering visiting

-  **Austria** (74%)
-  **Switzerland** (67%)
-  **France** (66%)
-  **Italy** (54%)
-  **Canada** (54%)



## Top factors when deciding where to visit

-  **Likelihood of snowfall** (98%)
-  **Travel time** (46%)
-  **Currency exchange rates** (43%)
-  **Country's language** (19%)

"Report insights on 'snow hunters' looking for ski locations further afield is in line with our future plans, with expansions in Tomamu, Japan and China. Europe, however, also remains a focus and we have exciting Italian developments underway. The Alpine Pragelato-Vialattea has seen an 90% increase in bookings and based on client demand we have confirmed an expansion of 105 more rooms set to open in winter 2018. The San Sicario site, catering to 1,000+ people, will sit on the former 2006 Olympic Games bobsleigh track and a destination is in the pipeline at Les Arc 1600. We've also expanded our offering in France – adding to our existing fleet of 22 mountain resorts - with our new Samoens resort due to open in December 2017, featuring 420 rooms and 45 chalet apartments."

**Estelle Giraudeau,  
Managing Director, United Kingdom,  
Ireland and Scandinavia**

## The Fast-Changing Ski Consumer

### Slopes for all ages

**Skiing was arguably once an elite and exclusive pastime, strictly the domain of upper middle-class families who all learned to ski as children. But ski culture has exploded beyond the mountains and into film, music, interiors and fashion (as we explore in 'The Ski Runway'), transforming it into a sport that's more within reach than ever before. Hit the slopes these days and you'll see that skiing has become inclusive; lessons are filled with people from their 20s to their 60s and beyond. More than two thirds (68%) say that skiing holidays are now more accessible and half agree they are now more affordable, with a further 55.9% stating that they have been consecutively skiing for the past two years.'**

Modern resorts offer something for everyone, from tiny kids to grandparents, so it's never too late to start. Of those considering a future skiing holiday nearly half (49%) were aged over 45, and a quarter (25%) overall were aged 55+. The Ski Club of Great Britain also identified similar: '33% of new skiers last year were aged 40-49 and this could potentially be a sweet spot as this age bracket tends to bring their families with them.'

The 60 plus generation has a great deal of disposable income and the time to spend



Lessons are filled with people from their 20s to their 60s and beyond."

with families. They have also shifted their spending habits on experiences such as fitness classes, cookery lessons and shopping events. According to a study by RIAS, 'over 60s spend the most on holidays a year.' These findings reflect a societal shift in attitude towards growing old; age boundaries are blurred, old age postponed and health and wellness new focuses.

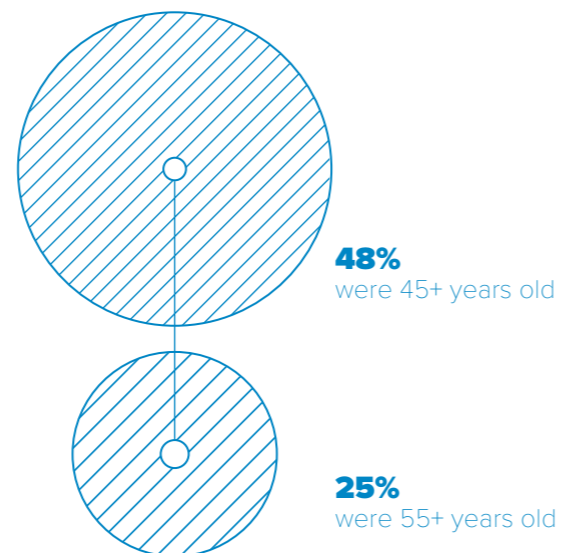
Ski resorts are seen as more family friendly— while 81% went on their snow holiday with their partner and 1 in 10 (11%) go with their adult children, 29% of those who have skied in the last two years went on a ski holiday with their children. More than two thirds (69%) agree that ski resorts now offer more for families than ever before with something for everyone from small tot to grandparent – the 3G family (grandparent, parent and child).

Catering specifically for the kids, the Club Med Kid's Club is offered at 17 ski resorts. Celebrating its 50th Anniversary in 2017, the Kids' Club runs from Baby Club Med (from four months) to the teens' Club World Password®.

Crowd-free skiing and authentic experiences of the destination is also important for many holidaymakers, with almost a quarter (23%) saying they're keen to avoid tourists.



### Of those booking first time ski holidays



Carlotta Constant, GQ Style & Grooming Editor

"Fashion collections have always looked to sports for inspiration and skiing is no exception. From Fairisle knits to quilted puffas or reflective lens sunglasses to fleece jackets, skiwear as streetwear is happening wherever you look. Longstanding outdoor specialists, Moncler, unveiled their first eyewear collection this season. Whether you are a black piste expert, a green piste novice or just attending the après-ski, it has never been so easy to dress for the slopes.

"Designers across the globe are now not only incorporating ski-inspired pieces into their runway collections, but are creating looks that are made specifically for all ski enthusiasts. Now you can slalom down the slopes with the Fendi monster on your salopettes or sip hot spiced apple cider in your fur-hooded Canada Goose jacket. With these skiwear essentials making their way onto the high street, you can pass on those hand-me-down boots and say no to those rental goggles because there's never been a better time to hit the shops and strap on those skis."

### The Ski Runway

**No idea you had the gear? Ski style has infiltrated the couture fashion houses and the high street, making the sport more mainstream – and more popular – than ever before. Holidaymakers now spend an average of £280.29 per person on getting kitted out for the slopes, with nearly one in ten (9%) even confessing to spending more than £500. Whilst, 91% say that comfort is the most important factor when it comes to buying clothing for skiing, two thirds (62%) of Brits say it's important to them to look fashionable on the slopes.**

Ski wear is now a large part of a ski holiday, and fashion houses are taking notice and have been delivering high-end ski gear for the slopes. The Milan based duo, Dsquared2 launched their first ski collection for Autumn/Winter 2016. Other major fashion brands like Chanel, Belstaff, and Lacroix have also made ski a focus for their collections and Italian favourite Fendi has gone one step further and launched

a snow inspired leisurewear line at a resort in the heart of the Dolomites. Ski silhouettes and shapes have also been dominating the fashion industry, with Vogue stating that 'one of the biggest trends from the runway this fall was the puffer jacket'.

As with every high-fashion trend, it infiltrates and then dominates the high street. High street brands: H&M, Uniqlo and Topshop have created fashionable and budget friendly ski style collections, M&S and Gap include a range of inspired ski wear in their clothes for men, women and children—utilising Thinsulate™ technology and luxury retailers Net-a-porter and Harrods have specific ski sections within their outlets.



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of Brits say it's important to them to look fashionable on the slopes

£500

Nearly one in ten Brits confessed to spending more than £500 on kitting themselves out for the slopes



# A Wellness Revolution

**Today, ski benefits go beyond just fresh air on the slopes and the 'apres-ski'. The report findings prove ski is now a holiday for wellness, health, relaxation, as well as exercise.**

Reflecting wellbeing and lifestyle trends including mindfulness and the emerging Danish 'cosy' hygge, Brits describe ski as a way to switch off, escaping everyday life (93%) and clear the mind (86%). For 80.6%, it is an antidote to busy lives and a time to connect to nature.

Relaxation is also top of mind for both skiers and novices. Over two thirds (68%) of skiers describe a ski holiday as relaxing, with 63% of those looking to ski in the future seeing relaxation as part of the package.

The availability of wellness and spa facilities at ski resorts is also important for many (68%)

and more than a third (35%) visit a spa during their ski holiday.

Preparing the body ahead of a ski holiday is a focus for many. Just under half (46%) of Brits increase their fitness regimes in the lead up, while 13% change their diets.

The report findings on wellness reflect an overall change in consumer behaviour, as affirmed by the Global Wellness Institute which values the industry at a healthy \$3.4 trillion. It highlights fit minds and bodies are increasingly the focus, with wellness becoming a way of life as opposed to a trend. According to the 2016 State of the UK Fitness Industry Report, 'the UK health and fitness industry is continuing to grow. For the first time ever, member numbers have exceeded 9 million. 1 in every 7 people in the UK is a member of a gym.'

**Lilly Sabri**  
 Top physiotherapist and pilates specialist, explains:

**"There is a rising awareness around the importance of maintaining a healthy mind, body and spirit through exercise. Maintaining a balanced lifestyle can be challenging but helps guarantee a better quality of life.**

**"It's important to prepare your body in the correct way before the increased physical demands of skiing. This includes adequate preparation before taking to the slopes with specific muscle recruitment exercises and a warm up and cool down."**

For correct ski technique learn how to activate your deep core muscles. Try pilates or at home strengthening exercises, such as squats.



1. Stand with feet a little wider than shoulder-width apart, hips stacked over knees, and knees over ankles.
2. Initiate the movement by inhaling and unlocking the hips, slightly bringing them back. Keep sending hips backward as the knees begin to bend.
3. Engage core and, with bodyweight in the heels, explode back up to standing, driving through heels

## The Rise Of Personal Tech

**Tech is taking over, which includes the world of skiing. Personal-performance technology was once the preserve of elite athletes, but it's now gone mainstream, with 29% of skiers taking an activity tracker to the slopes and 4% even wearing augmented reality goggles. With augmented reality being the big tech topic for 2016, companies have started experimenting with the technology.**

Etihaad Airways has recently unveiled a virtual reality experience with Nicole Kidman on an A380 flight to Abu Dhabi, Monarch Airlines launched the world's first Oculus Rift game where players could ski down a virtual reality mountain and Club Med has introduced a virtual reality project which allows clients to have a 360° sensory experience of the Club Med resorts. Holidaymakers can preview ski resorts, such as Pragalato Vialattea and Val Thorens, before they book and even explore the slopes thanks to a Google Street View partnership.

Three quarters of skiers (76%) agree they are using more technology when on ski holidays, with more than half (58%) saying it makes the experience more enjoyable. On average, skiers spent £242 on tech for their last ski holiday, with a quarter (25%) spending between £201 and £500. While on holiday, 55% used it to stay in touch with family back home, 43% to take videos and 41% to keep social media up-to-date with their adventures. According to Social Media Today – 'Facebook generates 8 billion video views on average and Shareablee says that 'Facebook Live videos generated an average of 325% more engagement than recorded videos.' A third of skiers also use tech to



navigate their way around their destination and find the best places to eat and drink – Apps like SkiLynx, SNOCRU and Trace Snow are the ones to try when hitting the slopes in 2016.

With more and more personal tech making appearances on the slopes, ski resorts have also started updating their destinations. Club Med Beidahu in China has digital hospitality, including a resort mobile chat service connecting guests directly to customer services, in-resort Apple Pay and digital navigation screens around the resort for information and directions. Club Med also ensures that only the best and latest ski equipment is available at their 20 plus ski resorts – with Rossignol equipment being replaced every year.

Professional photography equipment is also now affordable and smartphones have a variety of apps, allowing snow holidaymakers to travel further, capture more imagery and maximise their experience. For their last snow holiday, 50% confirmed they took a digital camera with them to take photos on the slopes, with 21% taking selfie sticks and 19%



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action cameras. When it comes to future holidays, an action camera is the top item sports enthusiasts would consider taking with them (30%), followed by a smartwatch (28%), an activity tracker (24%), apps to help them on their holiday (23%) and tracking devices built into their ski gear (22%).

As far as the future of personal tech is concerned, according to the International Data Corporation (IDC), 'sales of wearable devices are expected to rise to 135 million units by 2019. And as far as the future of wearables goes, biowearables is said to be the next big thing.'

### Top 5 desired holiday tech



**Action Camera**  
30%



**Smart Watch**  
28%



**Activity Tracker**  
24%



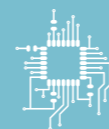
**Holiday Apps**  
23%



**Smart Clothing**  
23%



### Biowearables to watch:



**Tech Tats:** a high tech 'tattoo' with technology that can allow 'snow hunters' to explore and push the boundaries of their ski experience whilst still being connected to the world around them. It collects, stores, sends and receives data much like fitness trackers and watches using (temporary or permanent) conductive inks to create a circuit board on the skin



**BodyCap:** for 'snow hunters' it delivers the ability to track how the body is performing. An ingestible the size of a common pain-killer tablet, it monitors core body temperature on the move.

Did you know?

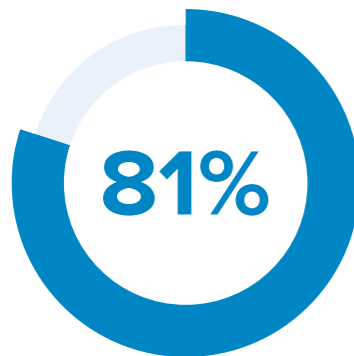


**135m**  
units of wearable tech  
to be sold by 2019

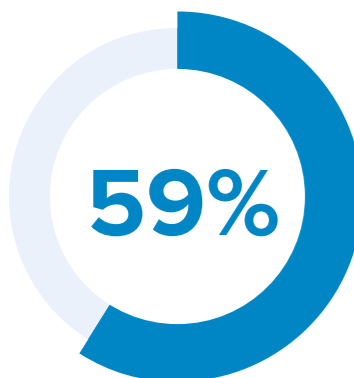
**"We're seeing social media extend Club Med ski experiences pre and post-holiday. With fun apps and exciting technology being used to showcase the resorts, slopes and activities. Holidaymakers are playing with filters including Snapchat 'ski goggles'. Now hotly anticipated is the launch of Snapchat Spectacles and we predict skiers sharing exciting point of view videos straight from the slopes."**

**Estelle Giraudeau,**  
Managing Director, United Kingdom, Ireland and Scandinavia

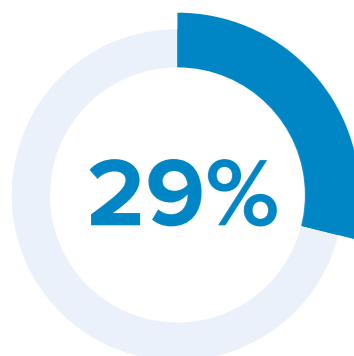
## The Non-Ski Holiday



of Brits take resort activities into consideration when booking holidays



of ski parties in the last two years went with at least one non-skier



went with someone who did not ski at all

These days, there's a lot more to skiing holidays than just skiing. Increasingly, people visit resorts in large groups, and more than half (59%) of ski parties in the last two years went with at least one non-skier and nearly a third (29%) went with someone who did not ski at all. And why not? Holidaymakers love ski resorts for the scenery, multiple activities, the food and the great photography opportunities.

Of those who didn't ski or snowboard, but wanted to venture out in a sports activity on their last holiday, 12.3% chose to ice skate with a further 9.8% opting to go tobogganing. 9.0% of individuals chose to go rock climbing, while another 7.4% substituted ski and snowboard for dog sledding.

And it's not just non-skiers who look for other attractions. A resort's activities away from the main event are crucial, with 81% of Brits taking them into consideration when deciding where to book. After all, you're not on the slopes 24/7, and almost half (45%) admitted to taking a break from skiing or snowboarding for a day or more during their visit. Half took time to relax, followed by shopping (50%), visiting restaurants and bars (49%), going for walks (43%), taking photos (35%) and enjoying spa treatments (31%).

The cuisine is a big draw: 68% see a snow holiday as the perfect excuse to enjoy good food, and it's the top factor when selecting accommodation, too. Four in five (85%) expect local dishes at their destination, 66% want international dishes, 64% look for a healthy option, 53% for a range of diets and 50% want to be able to visit gourmet restaurants.



## In Summary

**This interest in skiing is also shown in the range of locations, as skiers look beyond traditional European resorts. Europe still remains the most visited, with new locations on wish lists expanding to Japan (20%) and China (17%). America and Canada also hit the spot for many (61%), with both described as desired destinations for snowfall and family activities. Influencing the further afield locations for just over a fifth (22%) are cheaper long-haul flights.**

Yet, it's not solely destinations that are changing. The report also finds that ski today is a holiday for all ages, with modern resorts catering for the 3G family – children, parents and grandparents. In fact, nearly half (48.2%) of those considering skiing are aged over 45 and a quarter (25%) overall are aged 55+.

Ski is now becoming so accessible and heavily ingrained in mainstream culture that it is influencing trends while lifestyle trends are permeating ski. In fashion, designers are catering for those who want to look good on the slopes (62%) with bespoke ski collections and equipment. Whilst, the rise in wellbeing and fitness trends are helping position ski as a healthy, lifestyle holiday choice – 93% describe ski as a way to escape everyday life and 83% to clear the mind. More than two thirds of Brits also seek spas and wellbeing facilities at resorts. Thirdly, consumer tech is enhancing many holidaymakers' experiences, with activity trackers to augmented reality being considered. The rise in technology is also seen at resorts. Club Med Beidhau in north-east China has introduced digital hospitality – including a resort mobile chat

service, Apple pay and digital navigation screens.

In addition to resorts changing and adapting to new technologies, a resort now also needs a wide range of activities to appeal to skiers and non-skiers who are increasingly looking at the full list of experiences on offer before booking. From ice skating, tobogganing and dog sledding to more luxury pursuits like spa treatments, five star restaurants and shopping – catering to all is a necessity.

Despite Brexit, the market is healthy and the 2016/17 ski season is promising to be an exciting one. Everything from technology to fashion and weather, are heavily influencing the industry. The face of a traditional ski holiday as we know it is slowly but surely evolving to become part of every Briton's holiday calendar.



### More about Club Med

Located all around the world, Club Med offers 67 all-inclusive luxurious and affordable packages for all ages, sun and ski with a focus on families – supported by the Club Med Kids' Club which celebrates its 50th Anniversary in 2017. The Club Med holiday experience ensures that all aspects of the holiday is covered from flights, transfers, full-board accommodation, drinks, lift pass, ski lessons, mountain guides, Kids' Club and even extras such as off-piste guiding.

For further information head to [clubmed.co.uk](http://clubmed.co.uk).



All figures, unless otherwise stated, are from Jigsaw.



The research was conducted by Jigsaw Research: [jigsaw-research.co.uk](http://jigsaw-research.co.uk)  
Jigsaw Research is an independently owned quantitative and qualitative market research agency with an exclusively senior team. They provide perceptive counsel and genuine, sector-specific insights. Staff at Jigsaw have an average of 15 years' experience and are involved in every stage of the research process. The fieldwork was undertaken between 15th September and 28th September, 2016. The research incorporates 1,002 adults, 421 of whom had been skiing in the past 2 years. The survey was carried out online and lasted between 10 and 15 minutes. Questions were multiple choice, with multiple responses permitted.



The Ski Club Great Britain is a not-for-profit members' Club offering benefits and services to people who love skiing and snowboarding. Founded in 1903, the Ski Club is a body of authority for recreational skiing in the UK. With almost 29,000 members, it is the UK's biggest snow sports members club, with the UK's most visited snow sports website: [skiclub.co.uk](http://skiclub.co.uk)

Club Med the luxury tailor made holiday provider, is known as the pioneer in all-inclusive holidays since opening in 1950 and now operates in 60 destinations globally including 23 ski resorts. The destinations in which Club Med offer ski resorts includes the French, Swiss and Italian Alps as well as Japan and China. Club Med offers the most comprehensive ski package on the market, with many extras provided as standard. Believing in hassle free holidays, Club Med prides its self on ensuring ski holidays are stress free and 100% happy. Club Med have been awarded "Brand of the Year" at the 2015 World Branding Awards, the Silver award in Prima Baby's "Best Family Holiday Brand for 2015", 26 of their resorts have been awarded the '2015 TripAdvisor Travelers' Choice Award' and 42 Club Med resorts have received '2015 TripAdvisor's Certificate of Excellence'.

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