

WAYN WINTER/SKI TRAVEL SURVEY



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Key findings / summary



- According to survey respondents, the best slopes for skiing are to be found in Switzerland, beating both Austria and France (rank 2 and 3 respectively) to the number 1 ranking
- Up to 22.5% of the ski enthusiasts spend more than £950 on a ski holiday. The median average spend among skiers globally is £476 - £635
- Up to 30% of US skiers stated that they spend at least £950 per person for a ski break. In Europe, German skiers top the list of highest average spenders on a ski trip- spending between £796 and £950 per person.
- The most active skiers are to be found in North America, with up to 7.8% of these respondents stating that they skied more than twice a year. By contrast, 55% of European skiers stated that they took a ski holiday only once every two years or less.
- The top five ski brands among global respondents were Salomon, Atomic, The North Face, K2 and Oakley

Methodology

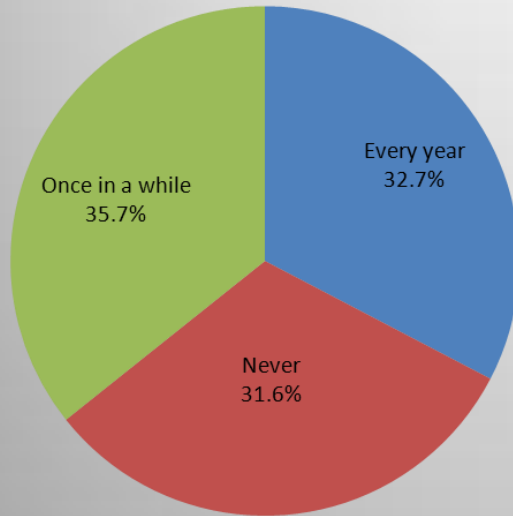
- Online poll compiled by and hosted on WAYN.com
- Launched in September for two week 'live' window
 - Available to WAYN Panelists on log in
- Survey software provider: Survey Methods (www.surveymethods.com)
 - Survey available at URL:
<http://www.surveymethods.com/EndUser.aspx?B591FDE7B6F4E9E2BF>

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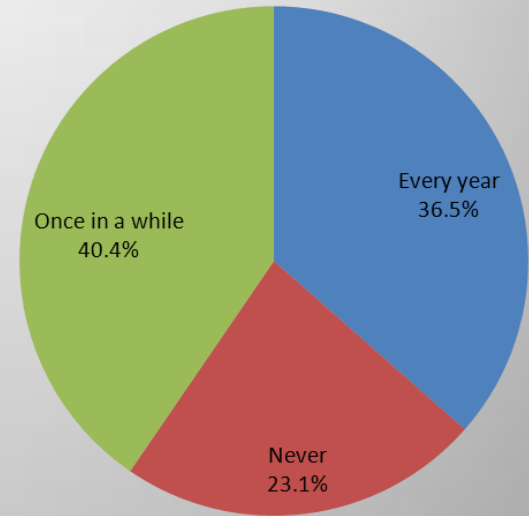


How often do you take winter holidays?

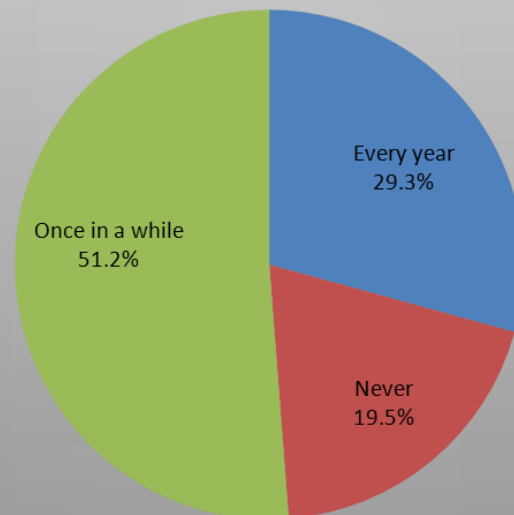
Respondents from Africa



Respondents from Asia

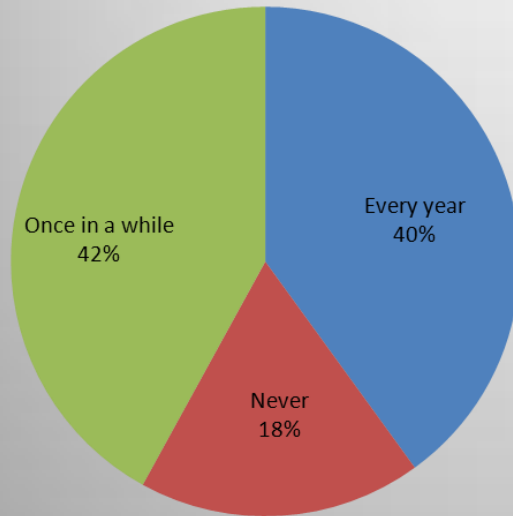


Respondents from Aus/Oceania

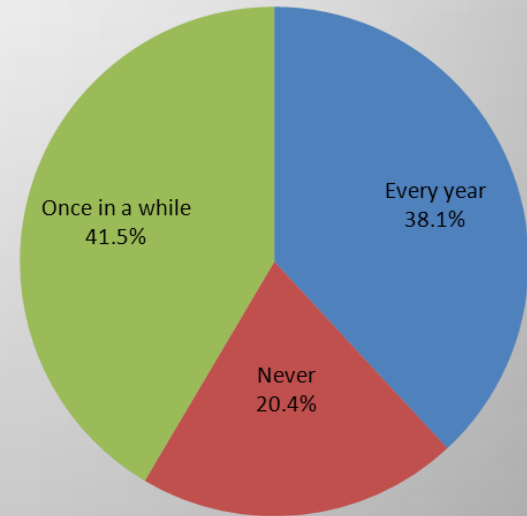


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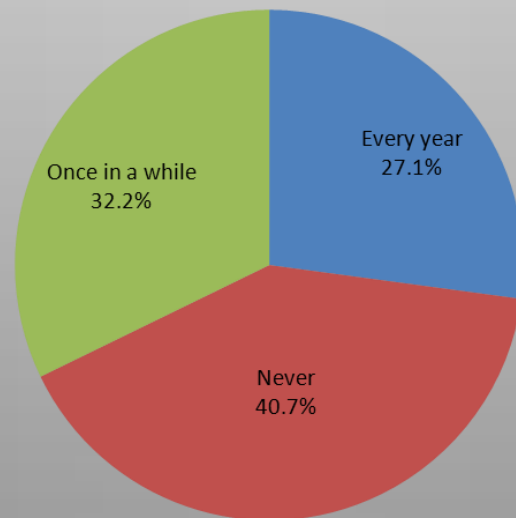
Respondents from Europe



Respondents from N. America

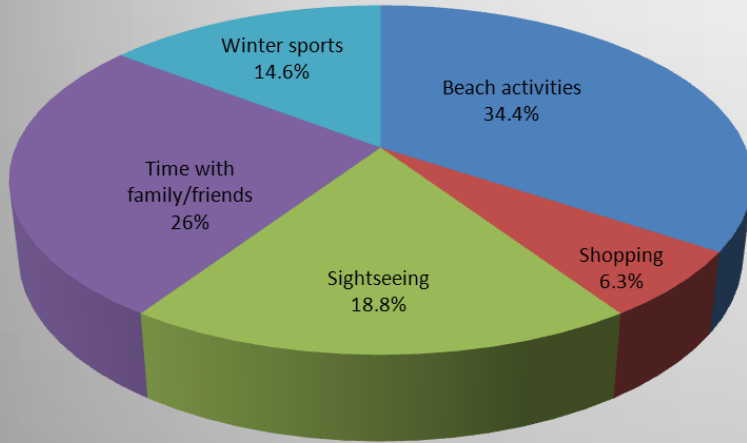


Respondents from S. America

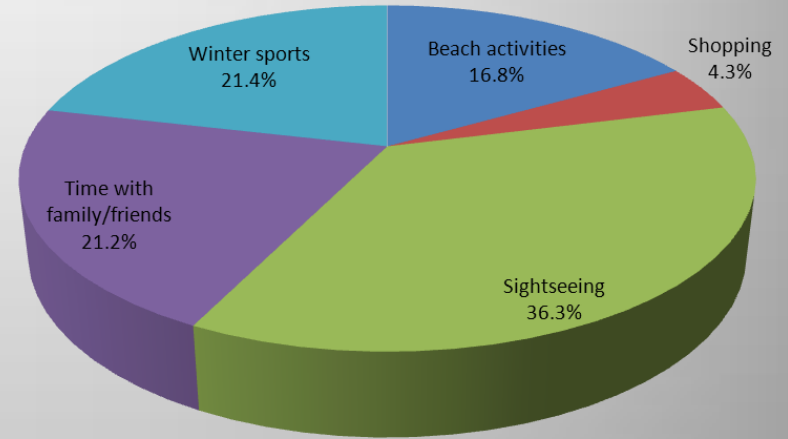


What is/ would be your ideal winter holiday activity?

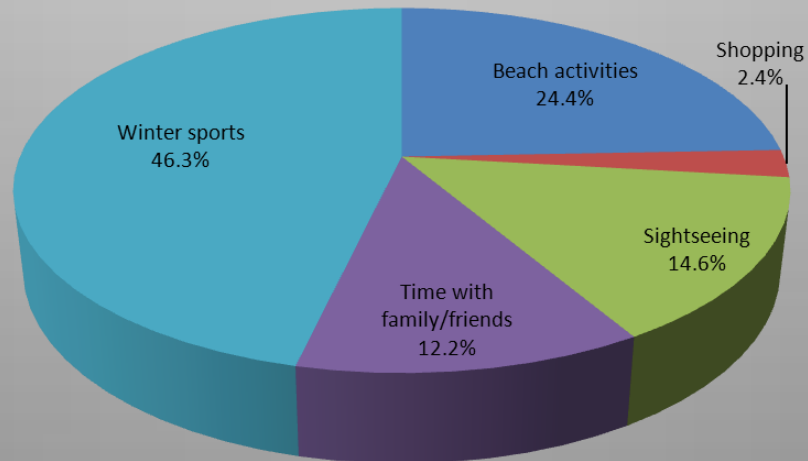
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Respondents from Asia

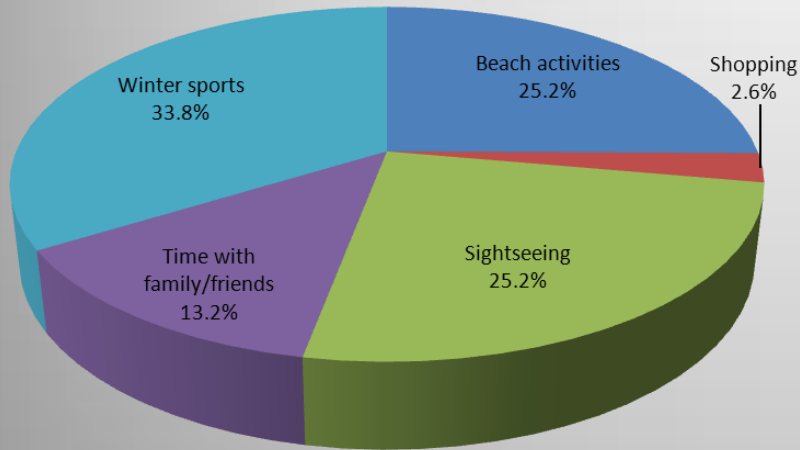


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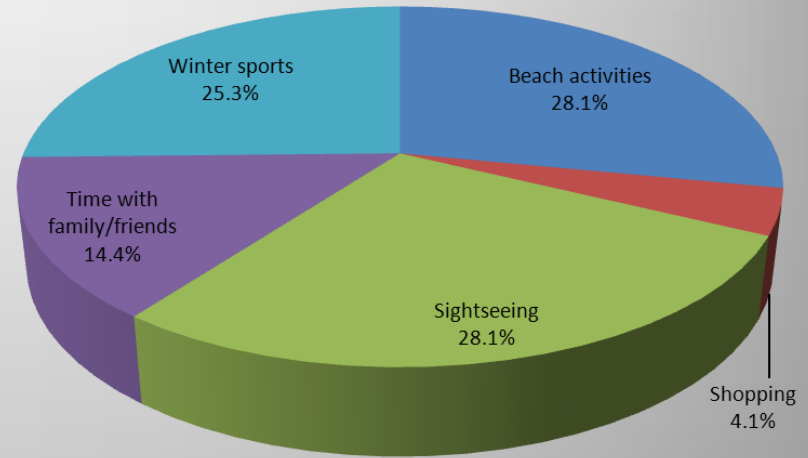


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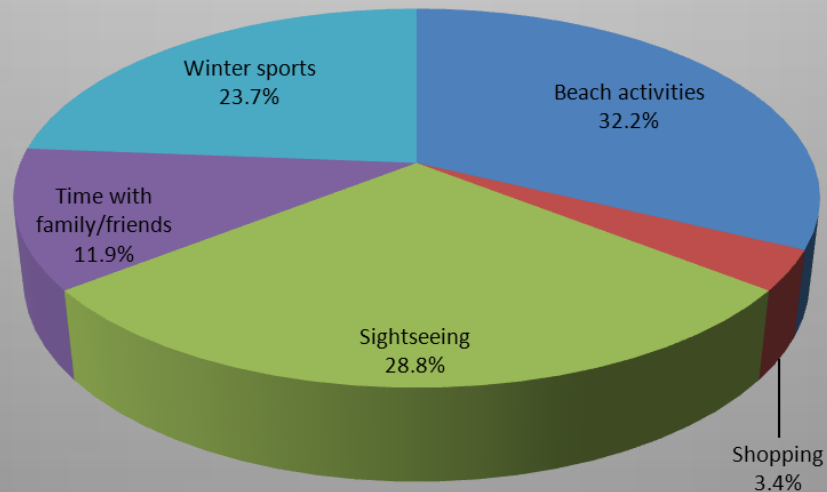
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Respondents from N. America

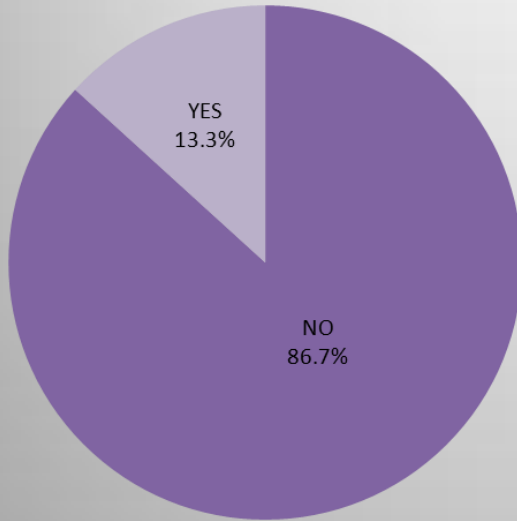


Respondents from S. America

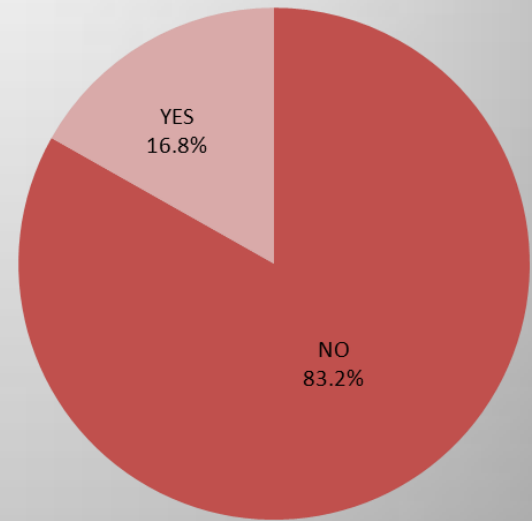


Have you ever taken a ski holiday?

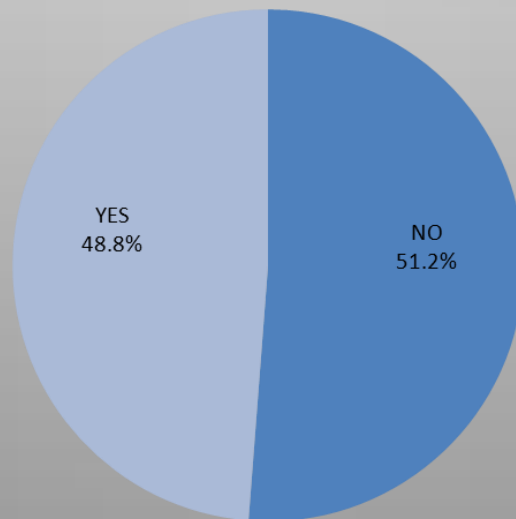
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Respondents from Asia

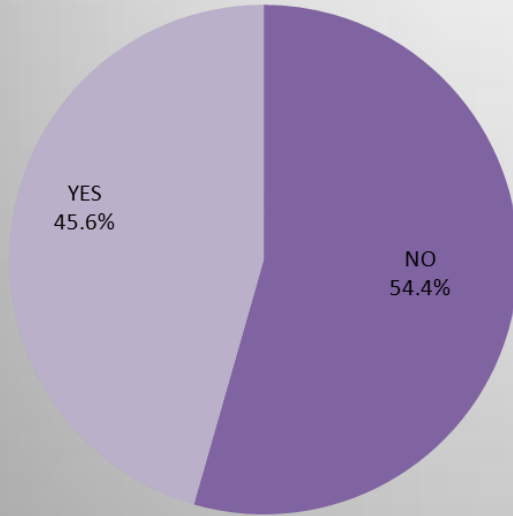


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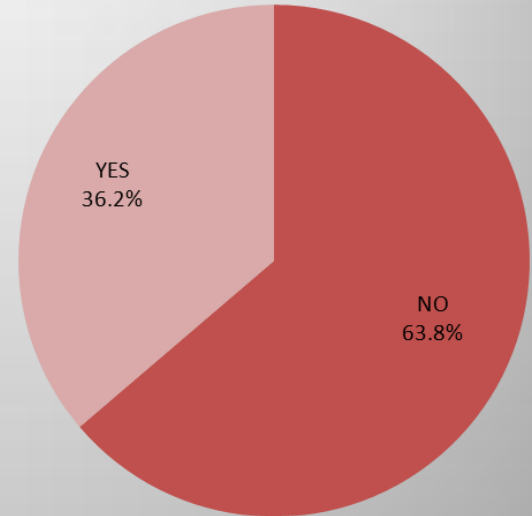


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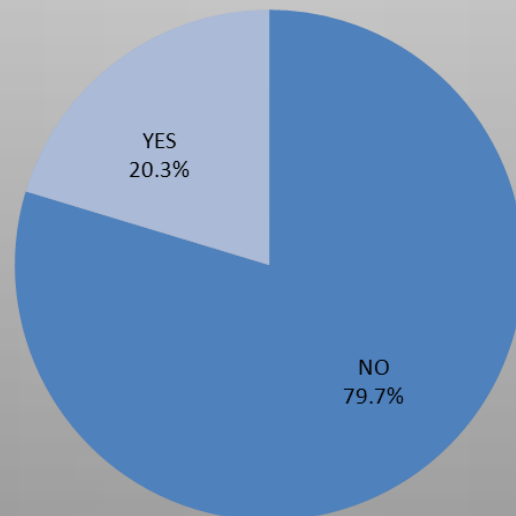
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Respondents from N. America

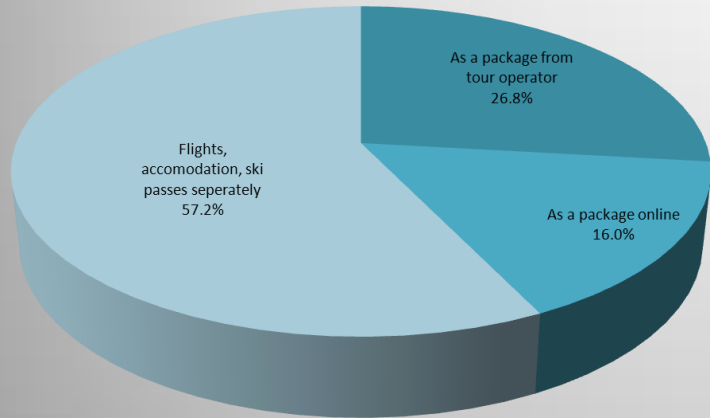


Respondents from S. America

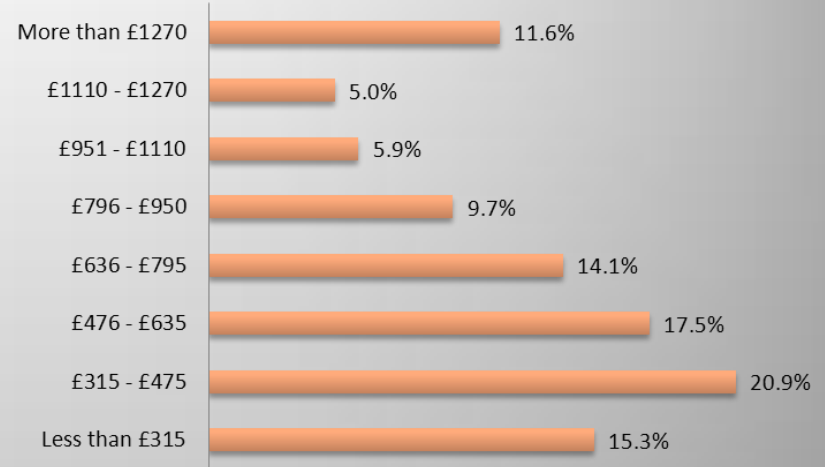


Respondents who ski:

How do you usually book a ski holiday?



Approx. spend per person (including flights, accomodation & ski passes):



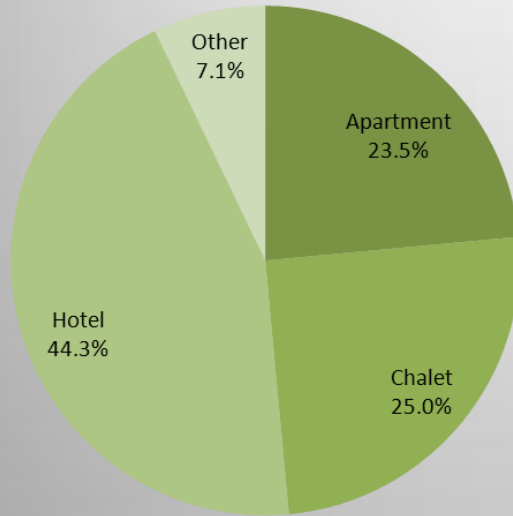
Top 10 big spenders in Europe by country

(countries with same spend sorted by number of respondent skiers, ie. the greater the number of respondents from that country, the higher the position in a tie):

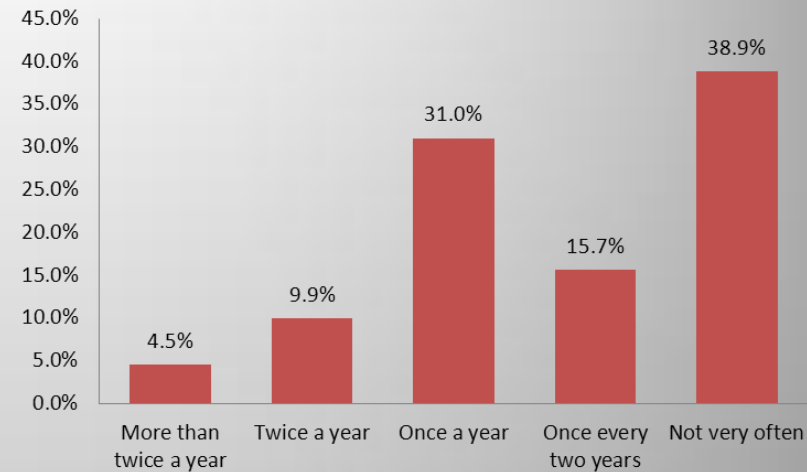
Rank	Country	Av. spend
1	Germany	£796 - £950
2	UK & Ireland	£476 - £635
3	Finland	£476 - £635
4	Hungary	£476 - £635
5	Netherlands	£476 - £635
6	Russia	£476 - £635
7	Switzerland	£396 - £555
8	Italy	£396 - £555
9	Sweden	£396 - £555
10	France	£315 - £475

Respondents who ski:

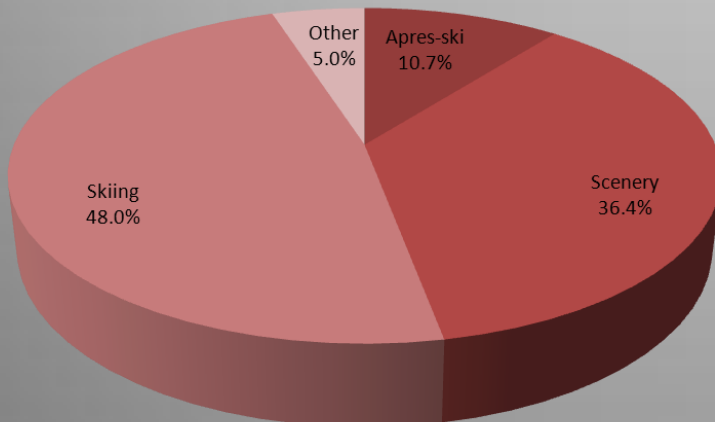
What is your preferred type of accommodation on your ski trips?



How often do you take a ski holiday?



What do you enjoy most during a ski holiday?

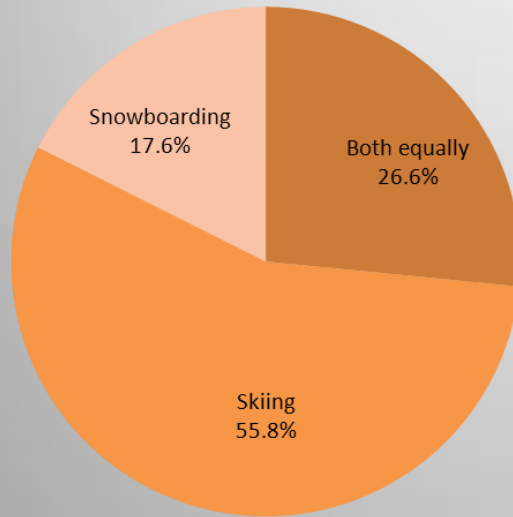


Top 10 best ski destinations:

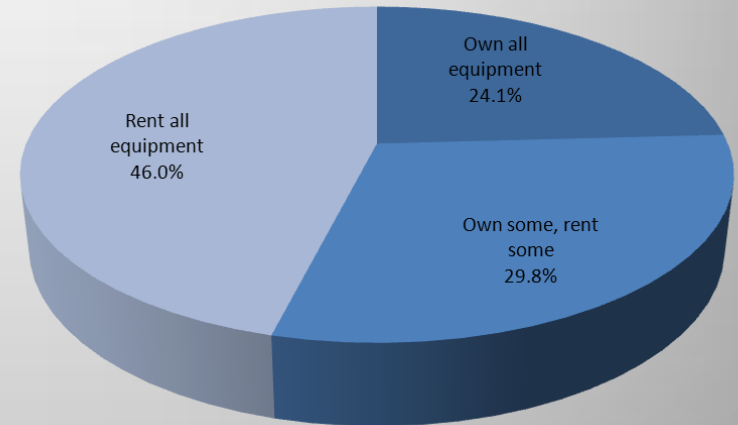
Rank	Country
1	Switzerland
2	Austria
3	France
4	Canada
5 =	USA
5 =	Italy
7	Sweden
8	Norway
9	Germany
10	Russia

Respondents who ski:

Skiing or snowboarding?



Do you own or rent ski equipment?

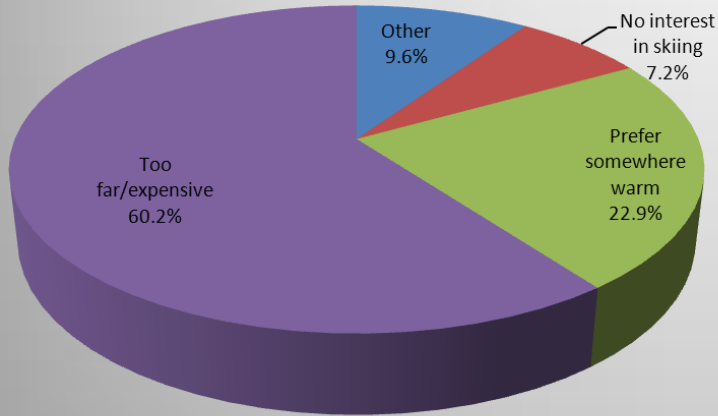


Most popular ski brands:

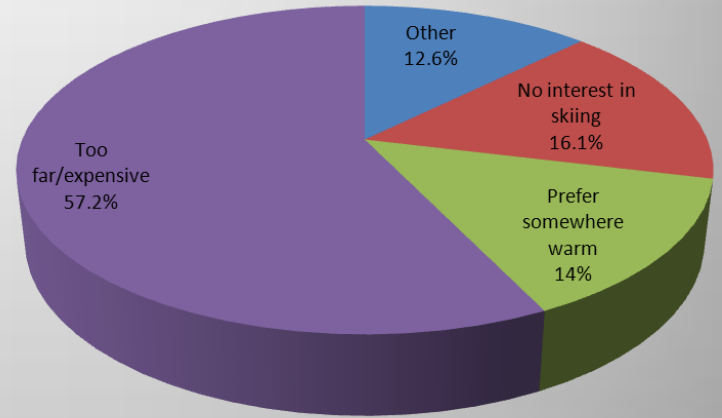
Rank	Brand
1	Salomon
2	Atomic
3	The North Face
4	K2
5	Oakley
6	Head
7	Volkl
8	Line
9	Arc'teryx
10	Rossignol

What is your main reason for not taking a ski holiday?

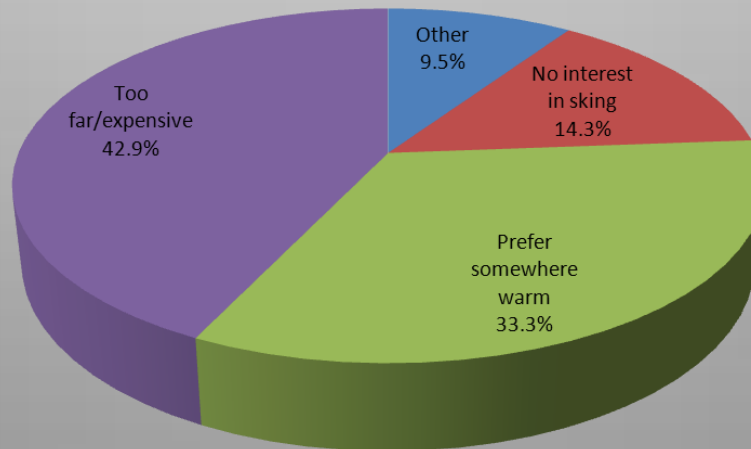
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Respondents from Asia

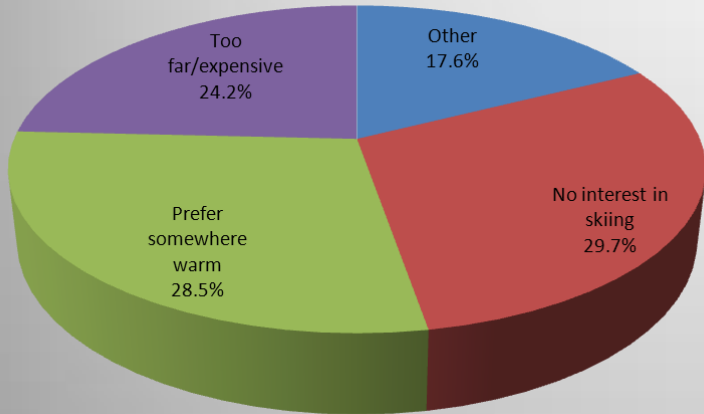


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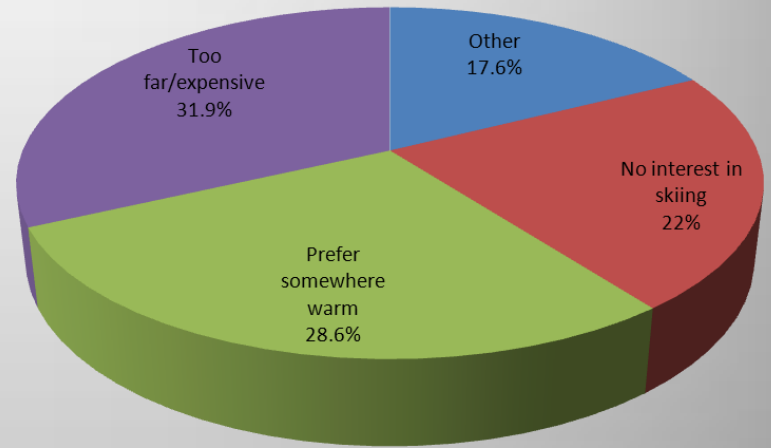


What is your main reason for not taking a ski holiday?

Respondents from Europe



Respondents from N. America



Respondents from S. America

