



Winter sports survey

2023-2024



spalder
MEDIA GROUP



Winter sports survey 2023/2024

From 1 to 20 August 2023, the winter sports websites Skiinformatie.nl, Snowplaza.nl and Snowplaza.be conducted research into winter sports trends among Dutch and Belgian people. We asked questions about booking behaviour, effects of inflation on the winter sports budget, but also asked about activities people like to do or would like to do again during their winter sports holidays.

In total, more than 2,000 winter sports enthusiasts took part in the survey, 92% of whom were from the Netherlands. The distribution of men - women is almost equal: 49% versus 51%. Over 30% of respondents live in the provinces of North and South Holland. The answers were gathered via an online survey, which was distributed via the websites and the corresponding social media channels of both websites.

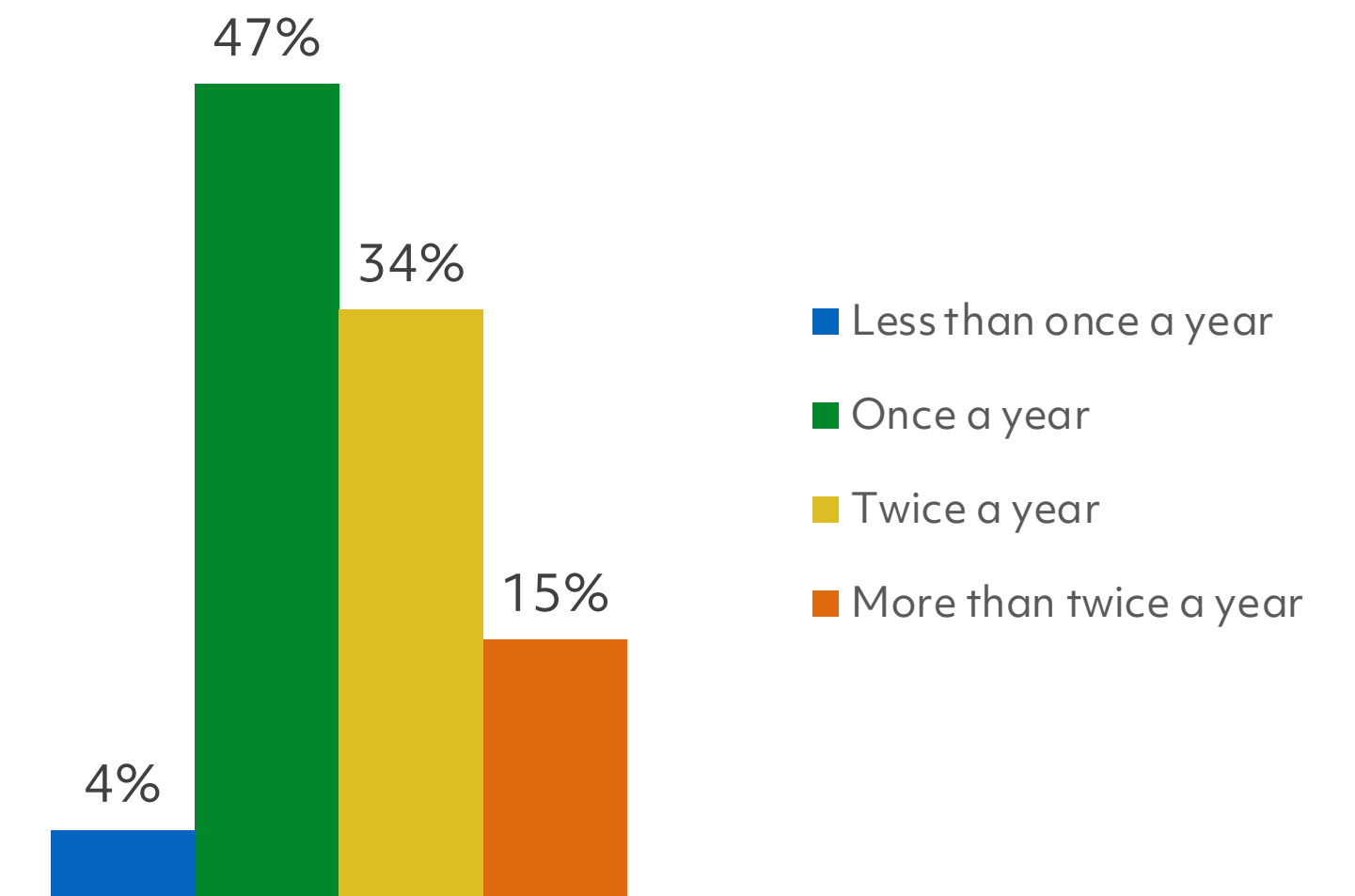
Winter sports frequency

16% goes more often

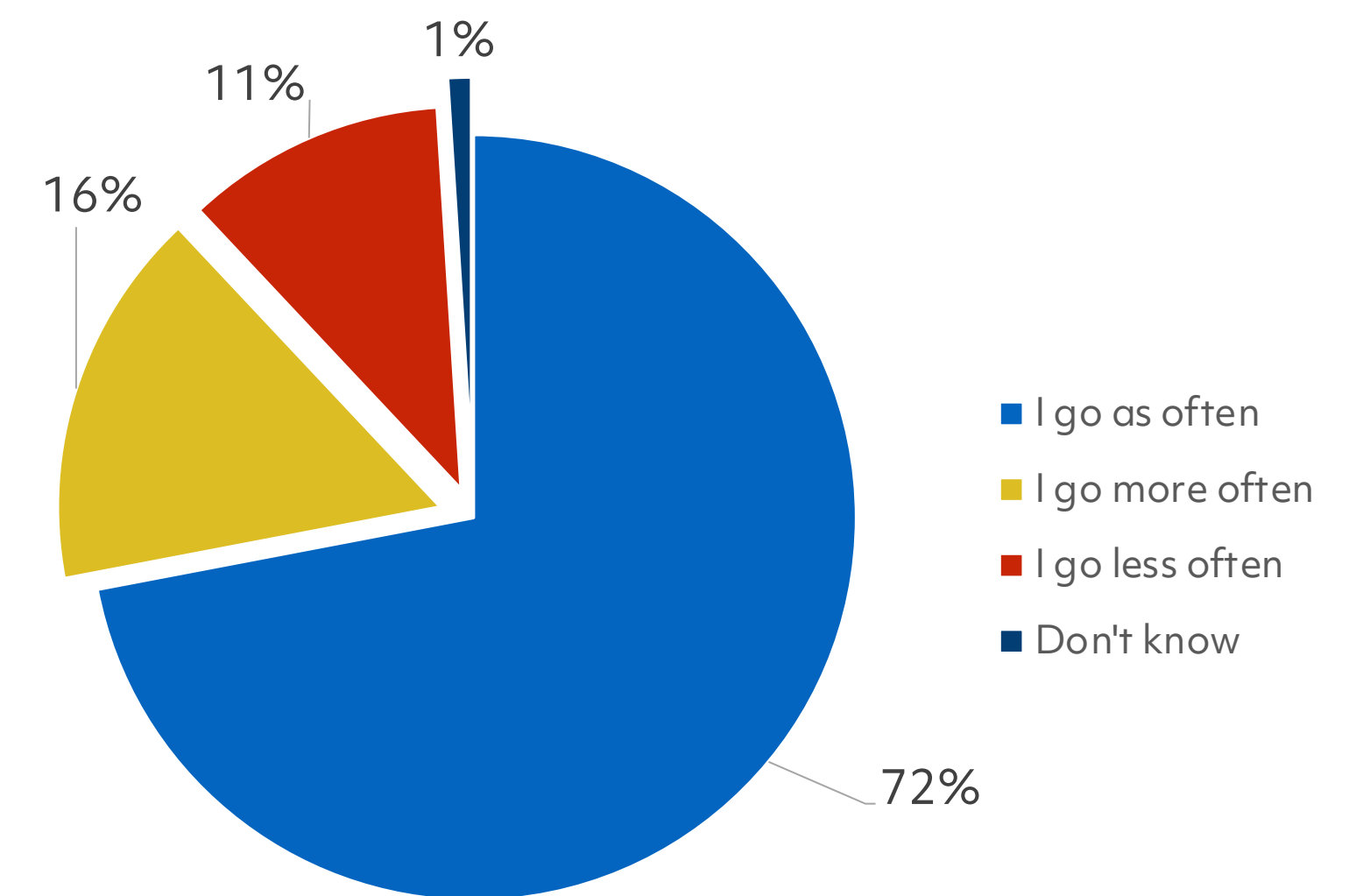
Of all those surveyed, almost half go on winter sports or ski holidays once a year. Over a third even go twice and 16% even more often. A small percentage (4%) do not go on skiing holidays every year.

Almost three quarters of respondents have been going on winter sports about the same frequency for the past 5 years (excluding 'corona winters'), while 16% go more often than before. 11% say they go less often. On the following pages, we have asked further about winter sports frequency.

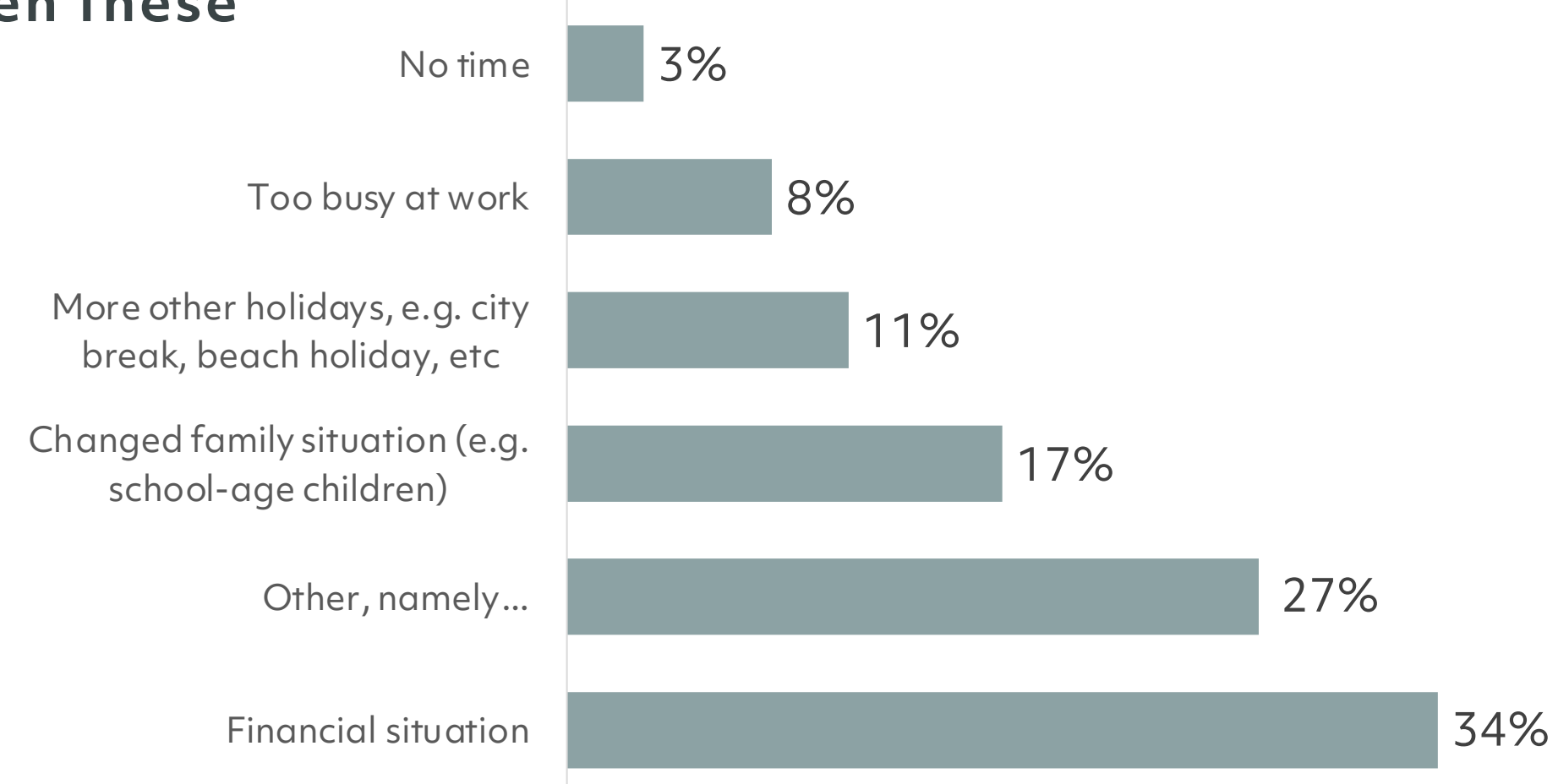
On average, how often did you go on winter sports in recent years?



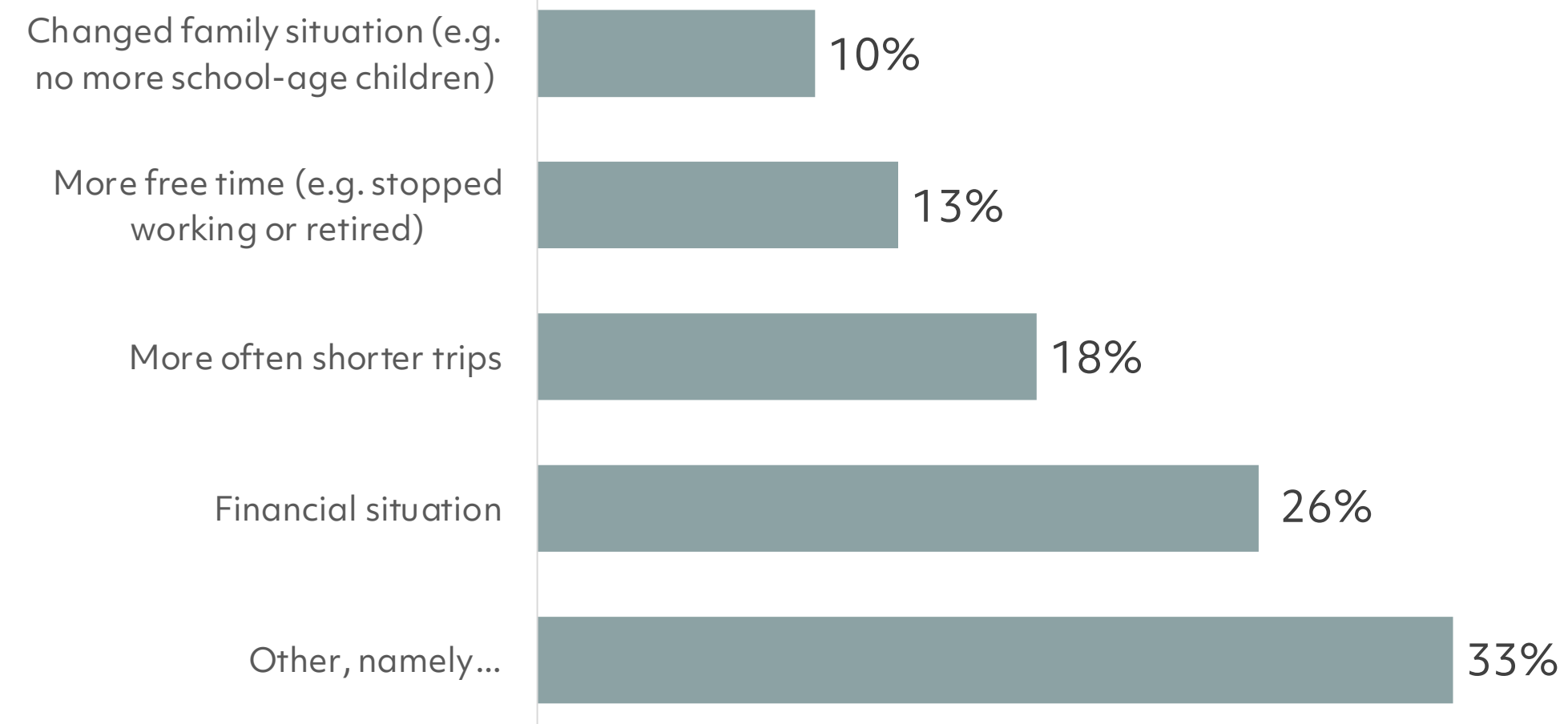
Has your holiday frequency changed over the past 5 years? Do you now go on winter sports less, as much or more often?



What is the (main) reason you go on winter sports less often these days?



What is the (main) reason you go on winter sports more often these days?



Financial situation plays a key role

More than a third give 'financial situation' as the main reason to go on winter sports less often. If we look further into 'Other, namely', the high(er) prices are also often mentioned, and health reasons or age (getting older) play an important role to go on winter sports less often.

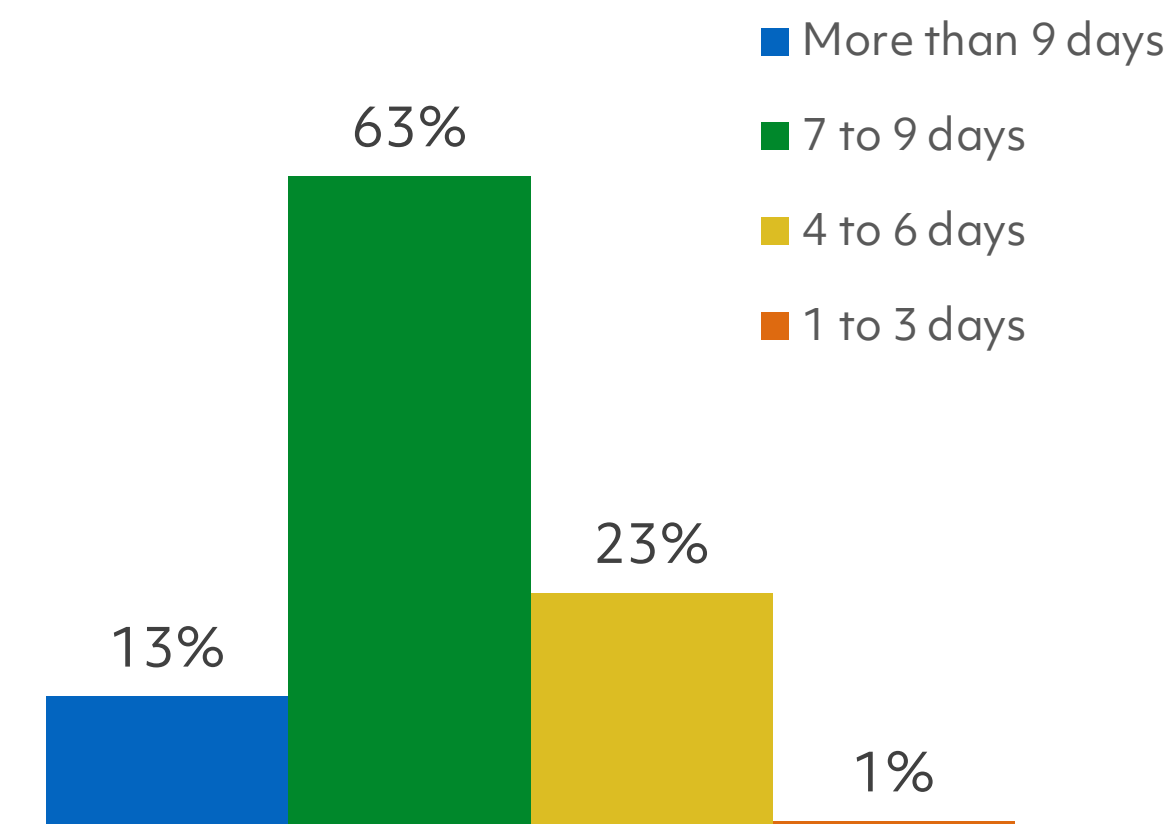
Interestingly, the financial situation also plays an important role for a quarter of respondents who go more often. Under 'Other, namely', those who go more often give as reasons: their own residence in the Alps, 'catching up' after corona, professional or simply because they feel like going more often. It is also noteworthy that almost a fifth say they make shorter winter sports trips more often.

Length of winter holiday remains mostly the same

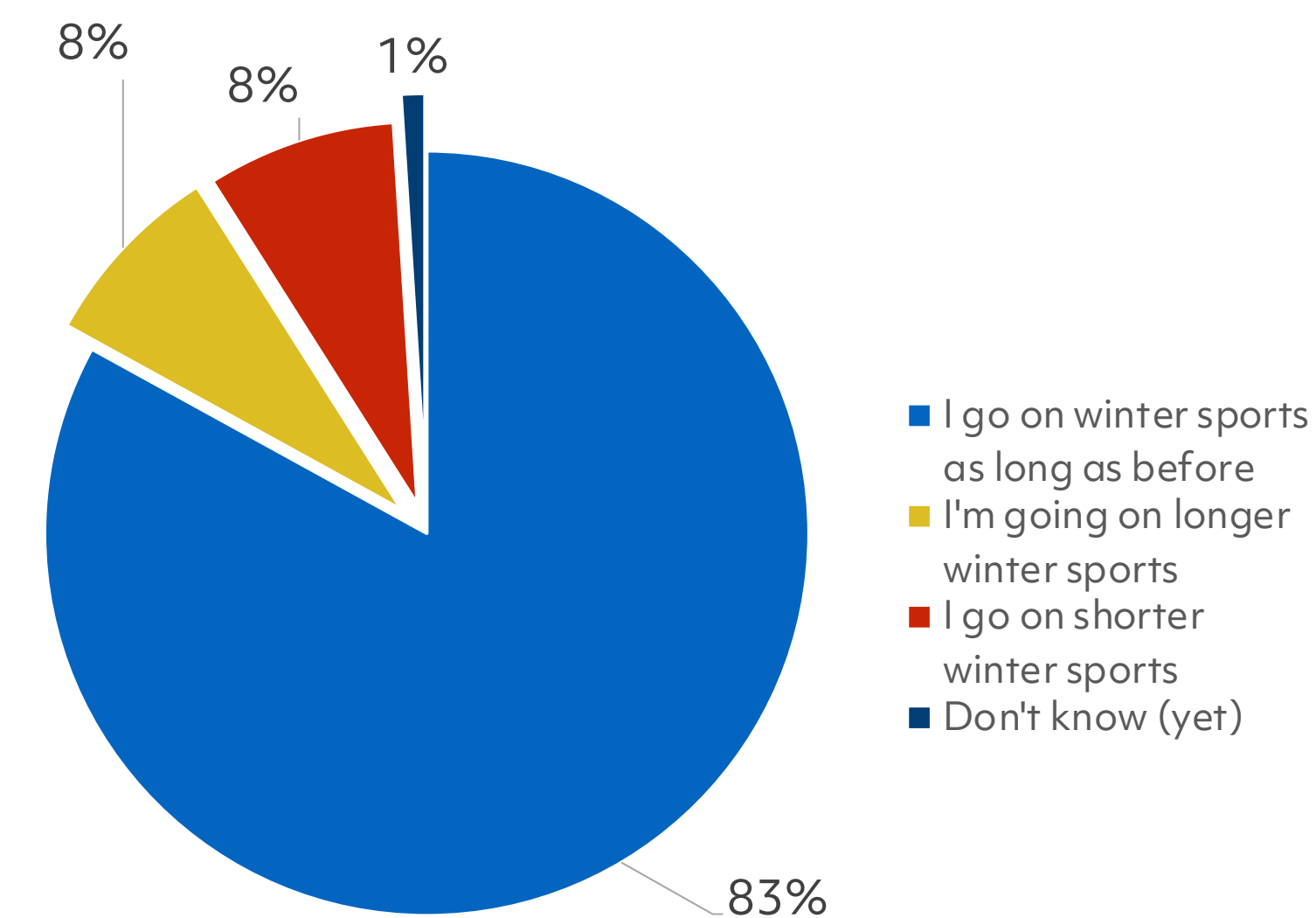
63% of respondents go on ski holidays for between 7 and 9 days, while almost a quarter go for 4 to 6 days. 13% go on winter holidays for longer than 9 days.

The vast majority of respondents (83%) say the that length of their winter holidays has remained the same over the past five years. 8% say they go shorter nowadays and an equal percentage say they go longer on winter sports holidays nowadays.

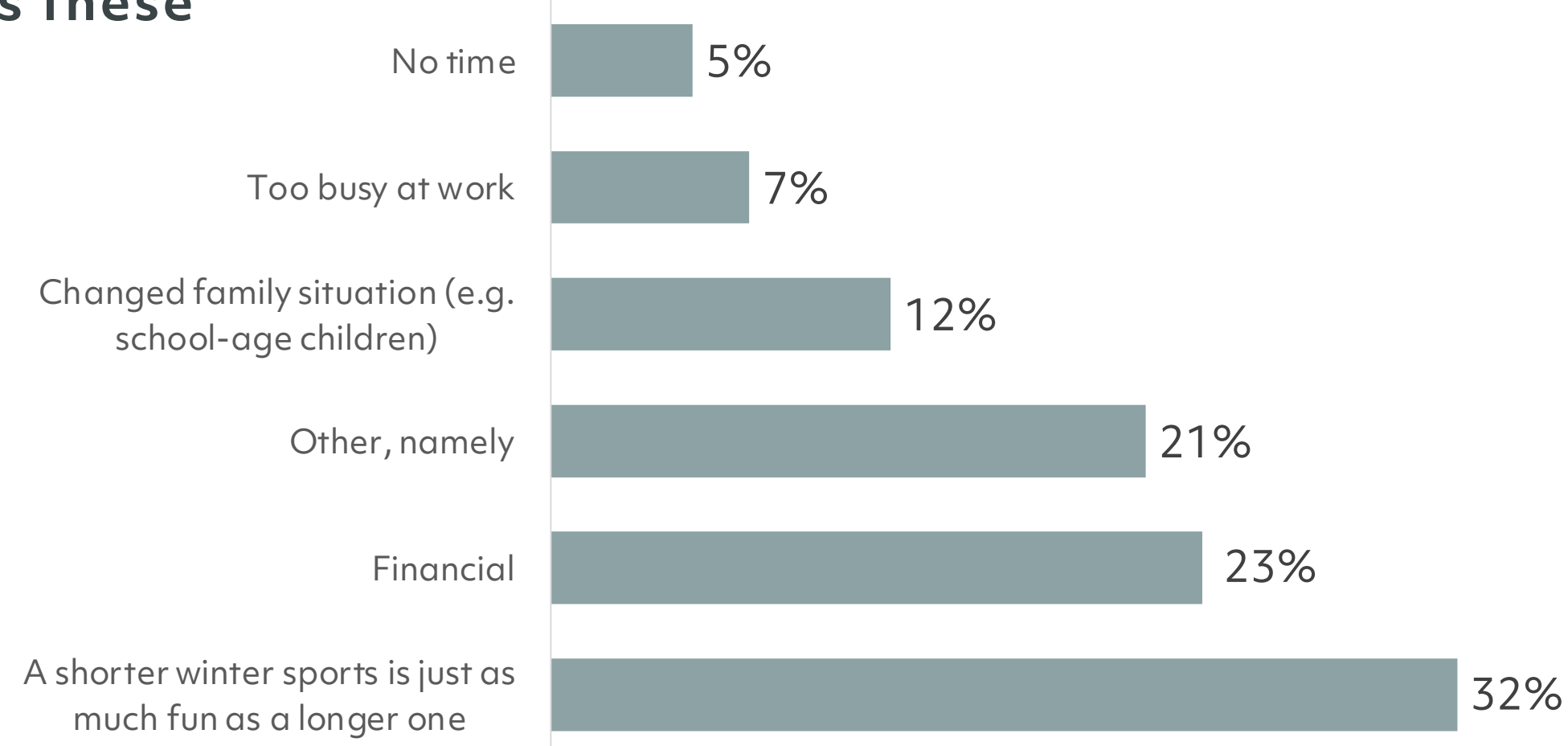
How many days do you normally go on winter sports?



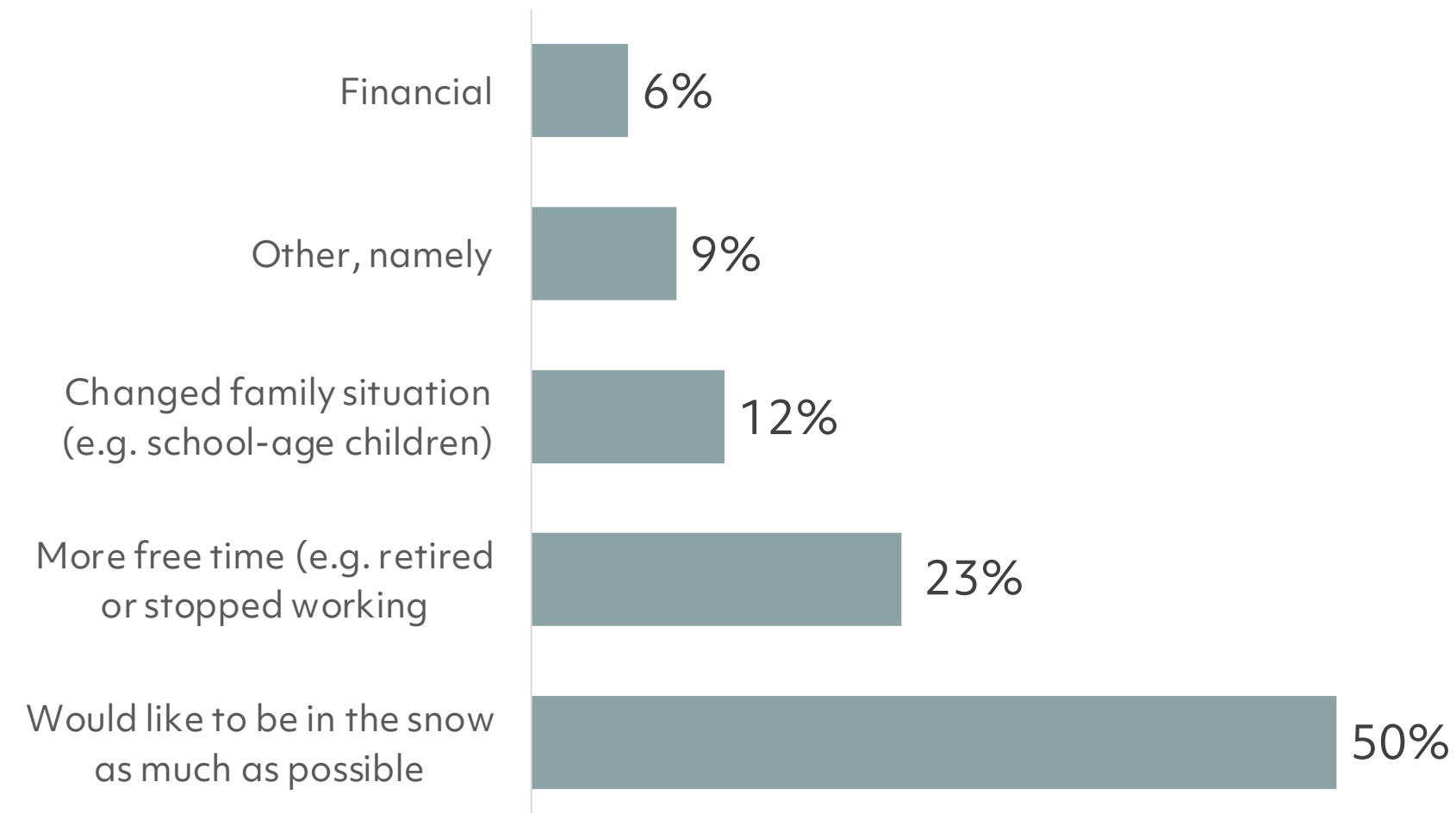
Has the length of your holidays changed in the last 5 years? Do you now go on winter holidays shorter, the same amount or longer?



What is the (main) reason you go on shorter winter sports these days?



What is the (main) reason you are taking longer winter sports these days?



Preferably in the snow a lot More often but shorter

Almost a third say they prefer shorter winter sports so they can go more often. Some respondents also indicated that they no longer want to or can ski for 7 days in a row due to age. Another reason given is that people go shorter because they want to avoid the busy weekends.

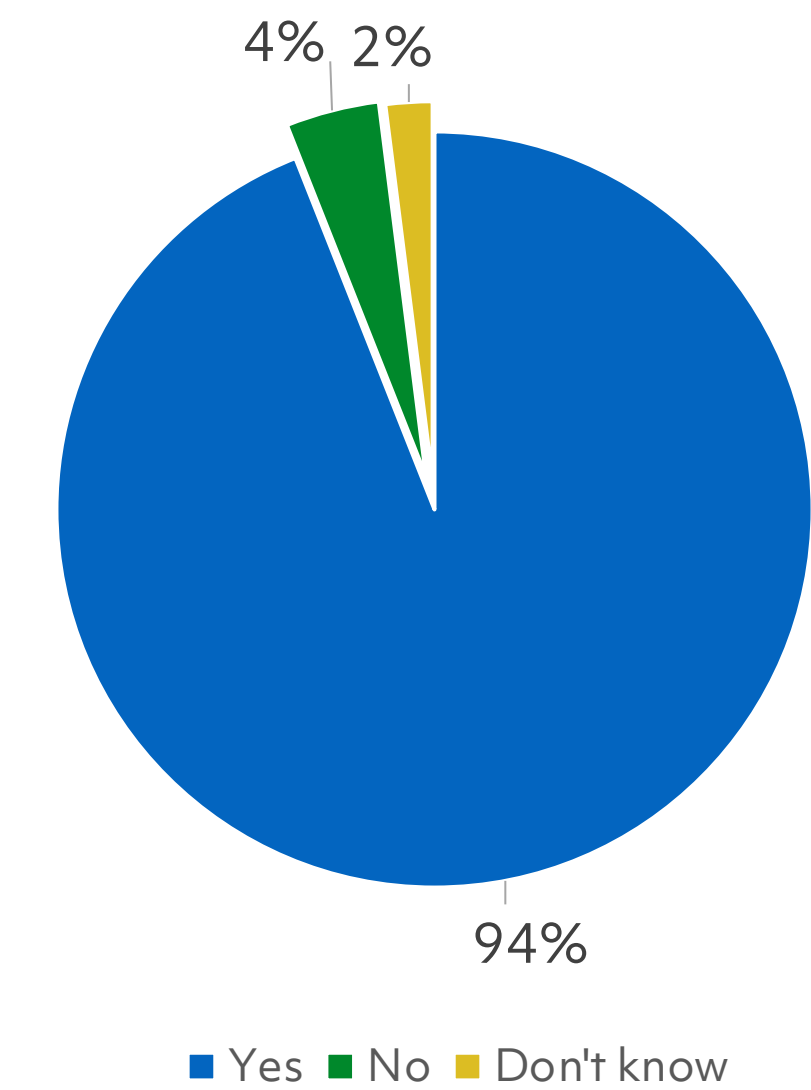
Of the respondents who say they go on winter sports for longer, half say they just want to be in the snow as much as possible. Others have gained more time because they no longer work. There are also those who have their own accommodation in the Alps and/or work from home and therefore go on winter sports for longer.

94% go on winter sports 60% have already booked

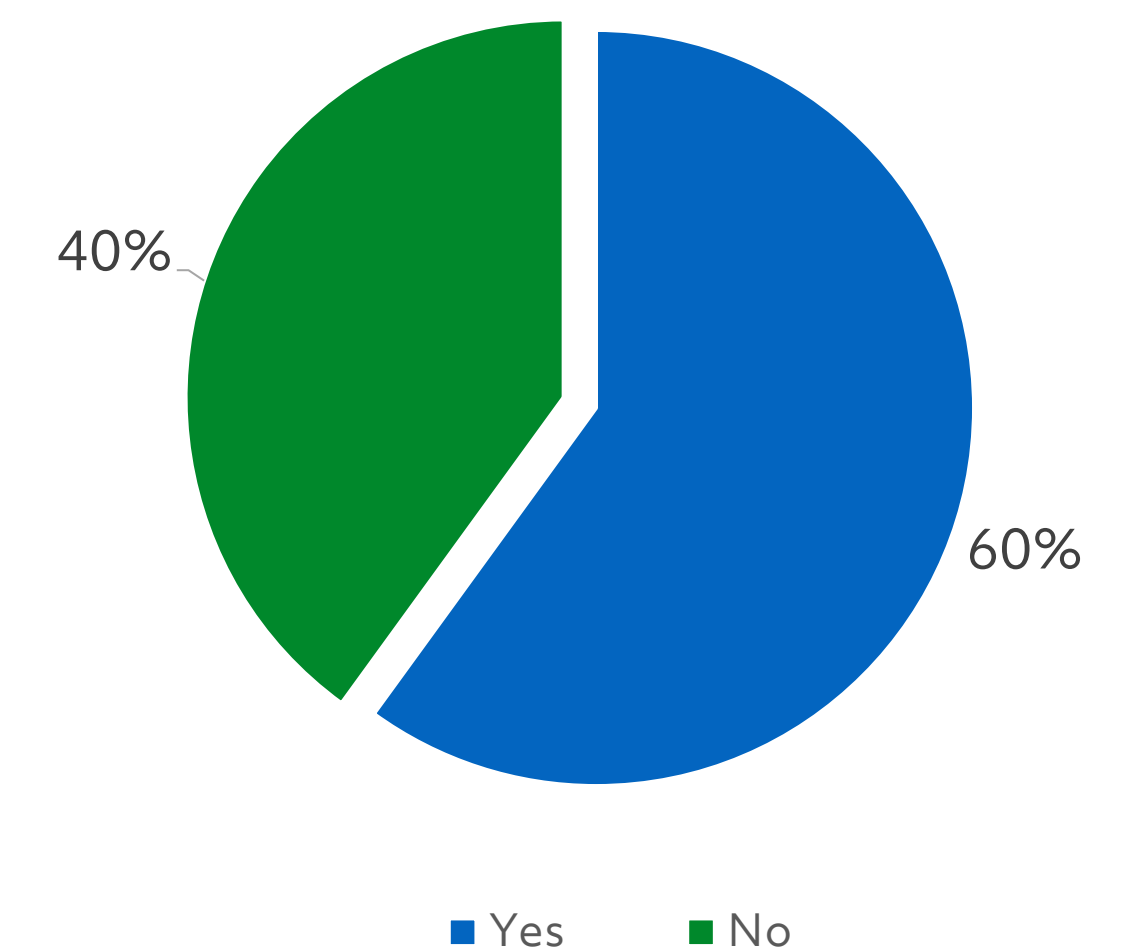
Of all those surveyed, 94% said they will definitely go on winter sports holidays next winter. 2% do not know yet and 4% say they will not go this season.

More than half of the respondents (60%) have already booked their winter sports holidays. 40% are still planning to do so.

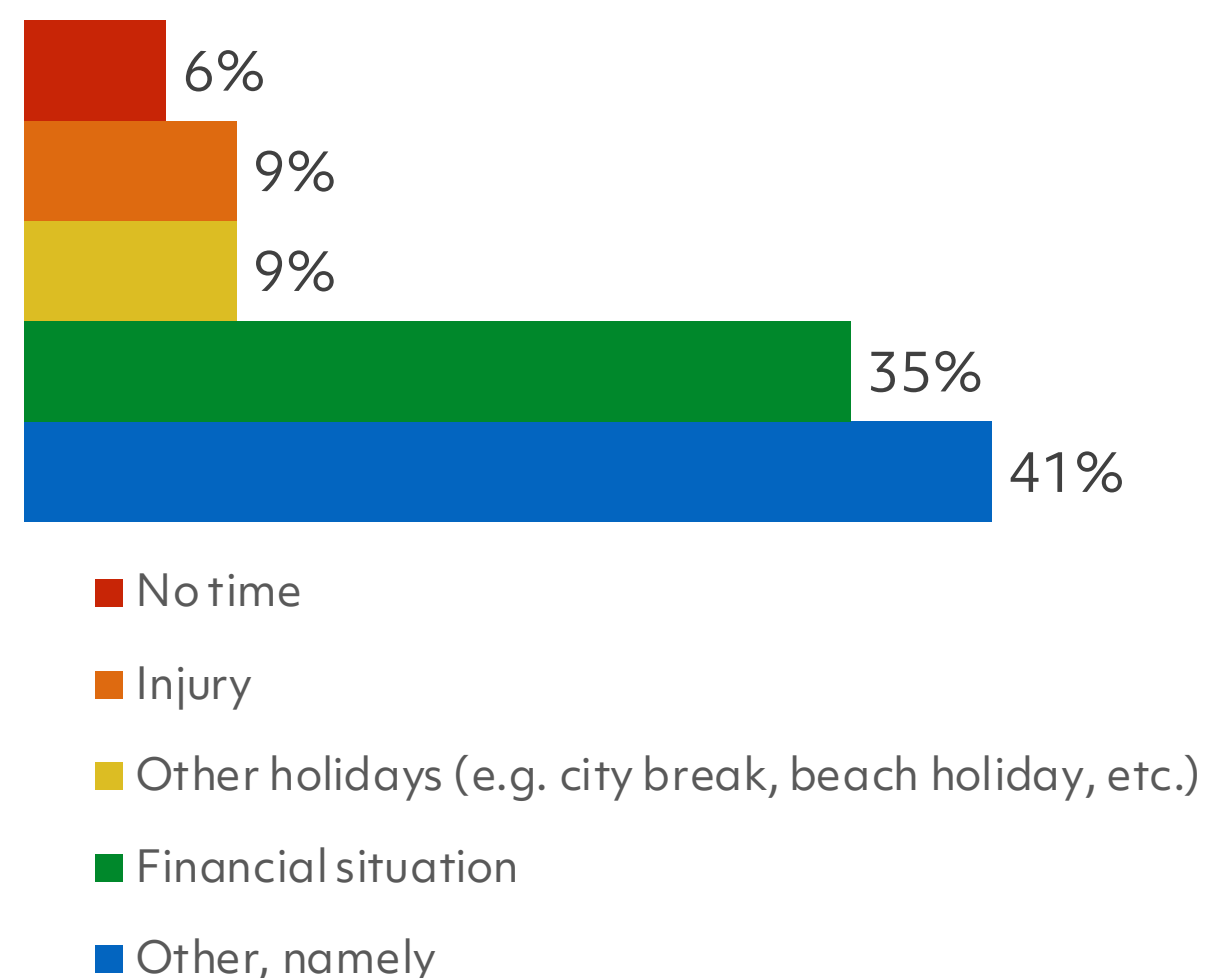
Are you planning to go on winter sports this season 2023/2024 this season?



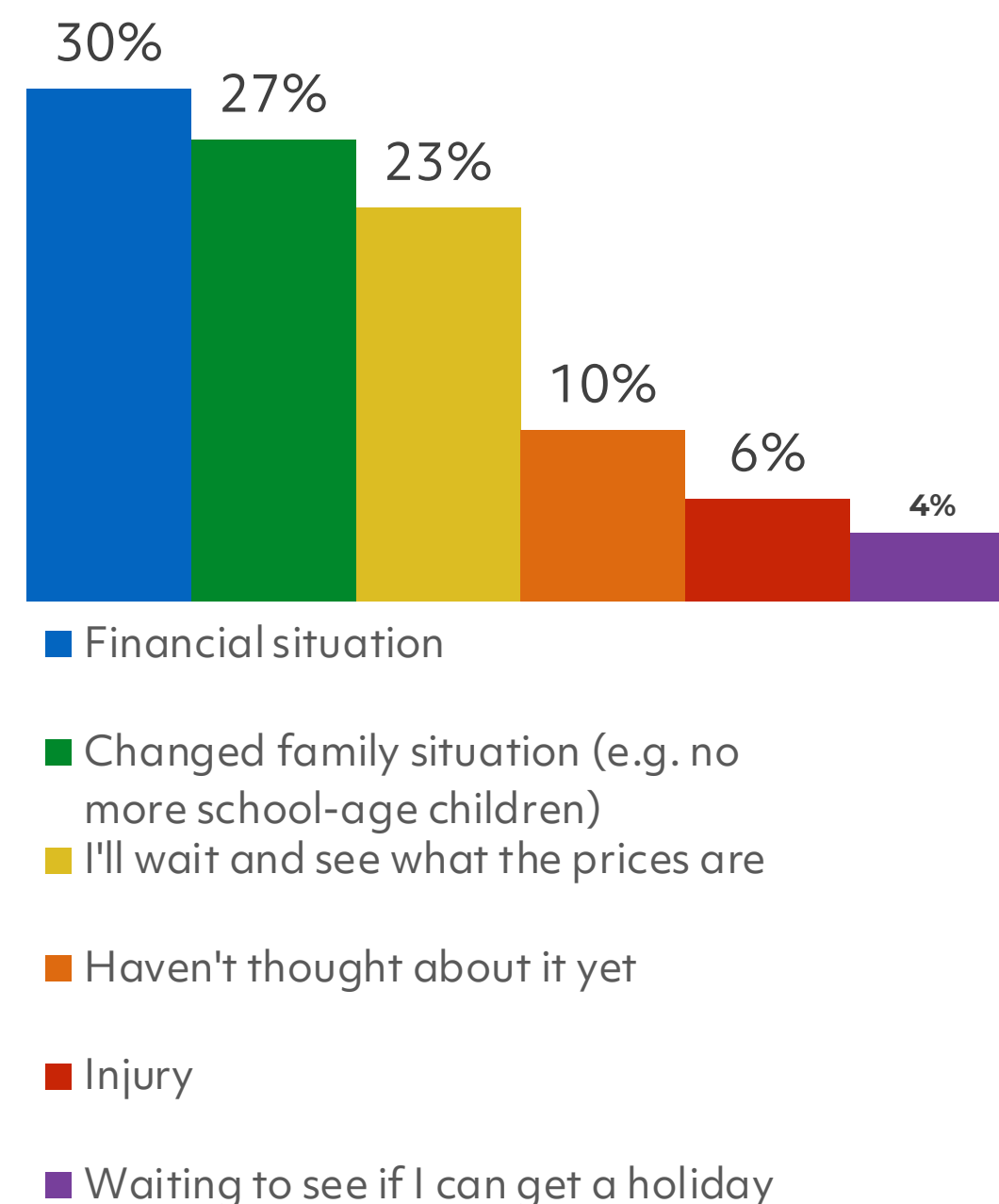
Have you already booked your winter sports for 2023/2024?



What is the main reason you are not going on winter sports this coming season?



What is the (main) reason you are not yet sure if you will go on winter sports this season?



Injuries and illness

Private life developments

Of the 4% who do not go, 35% say it is due to financial situation. This is absolutely 12 people. 9% choose another holiday and 9% also do not go because of an injury. For reason 'Other, namely...' the following are mentioned: no time, no travelling companions who want to go this year, little availability in the period they want to go or they go every other year and thus skip this year.

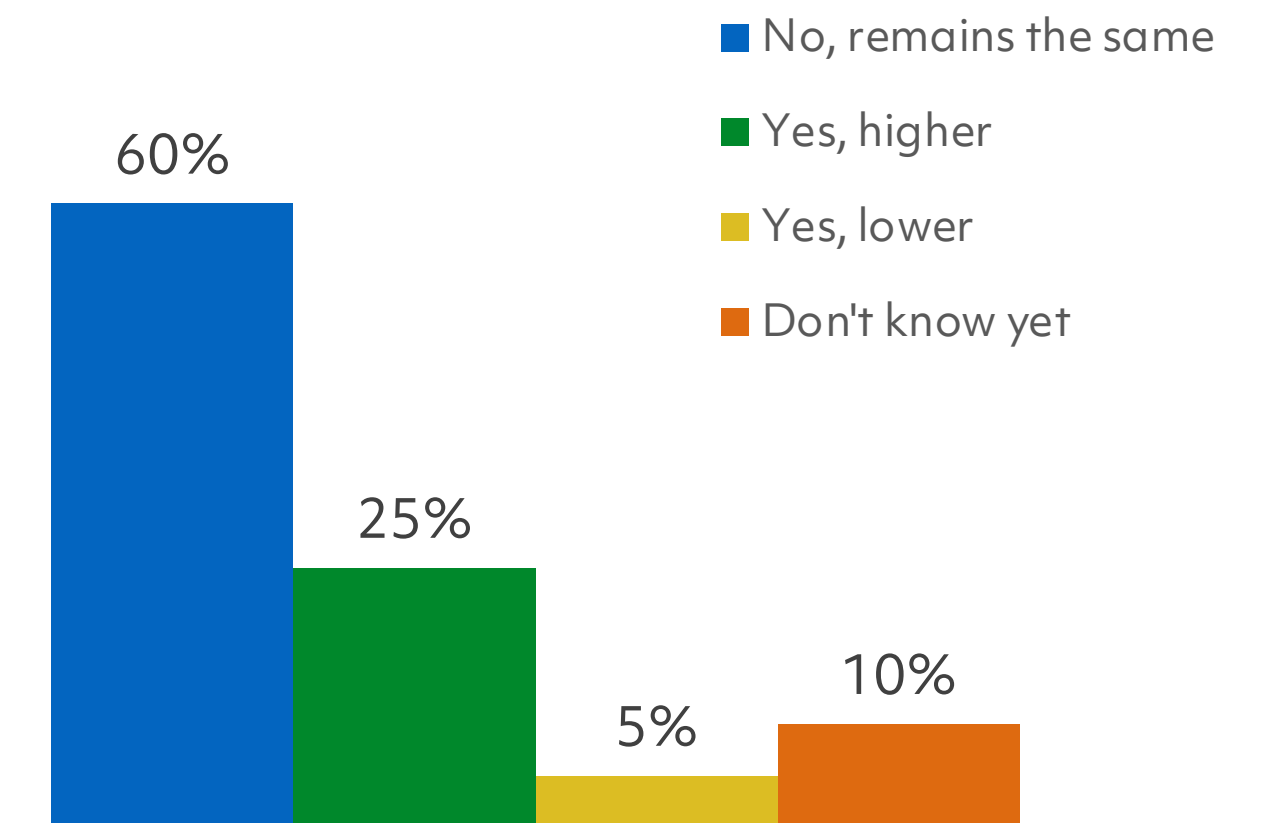
Of the respondents who say they do not yet know whether they will go, 30% say it has to do with their financial situation. Almost a quarter are waiting to see what prices do. For 'Other, namely...', things like being pregnant, having had a baby or perhaps a new house were mentioned. There are also quite a lot of people who say they are sick or have an injury and want to wait and see how the recovery goes.

Same or more budget Half make other choices

More than half of those surveyed (60%) expect to have the same budget for winter sports as usual. Remarkably, a quarter indicates to have a higher budget this year, while 5% says to spend less on the winter sports holiday.

A large part of the respondents (39%) indicates that they will not make other choices because of price increases: they will do as usual. 12% cannot yet estimate. The most likely savings will be made on eating out and accommodation. In addition, more groceries will be taken along and less will be spent on winter sports clothing, equipment and après-ski.

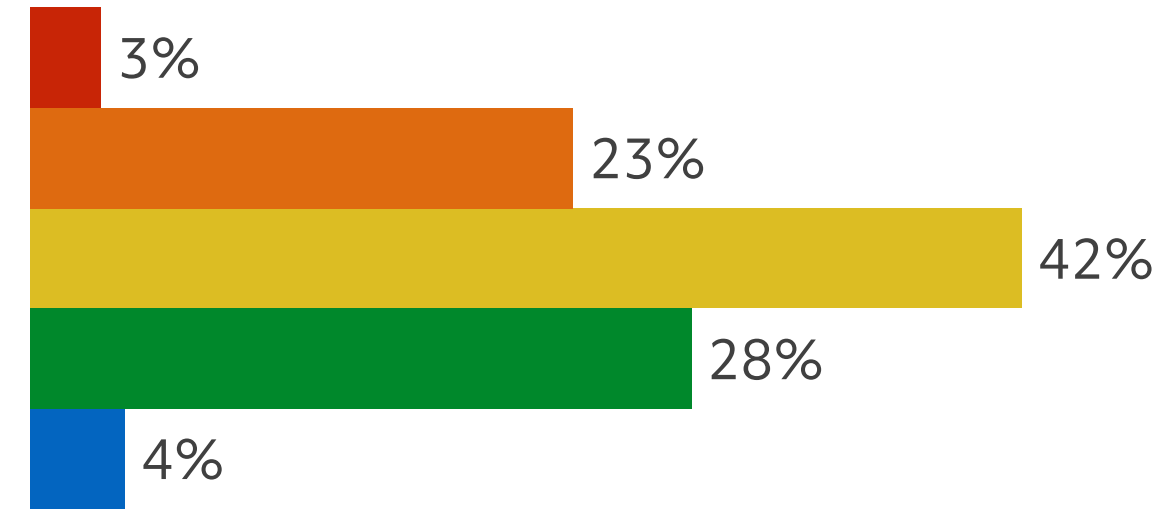
Is your winter sports budget expected to be different this year?



Are you making different choices before or during your winter sports this year due to price increases?

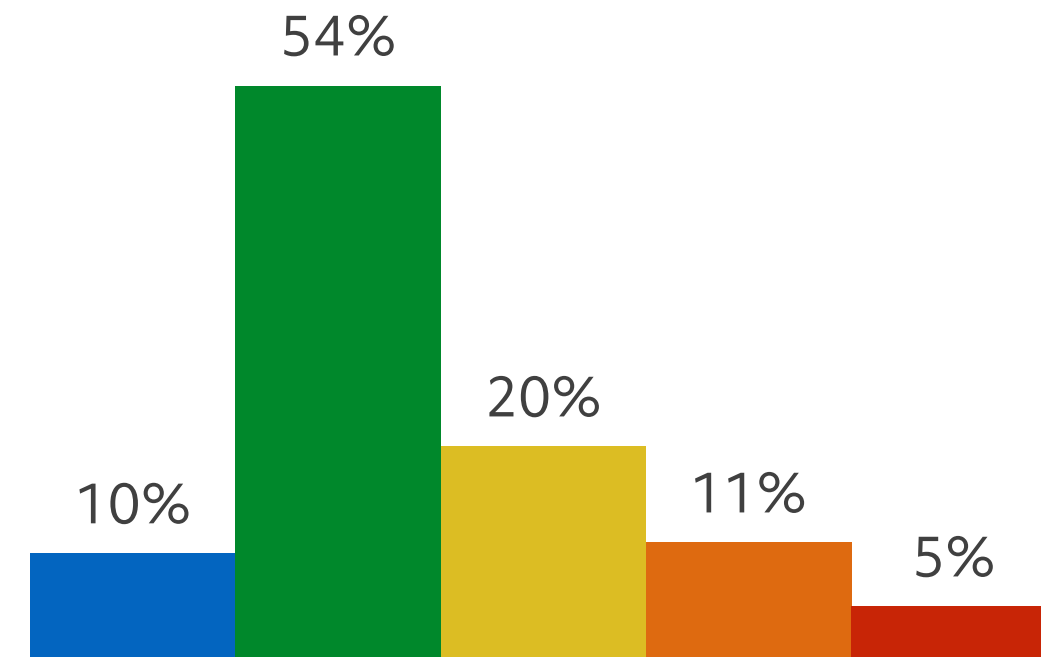


When did you book your winter sports?



- Longer than a year ago
- 8-12 months ago
- 2-7 months ago
- In the past 2 months
- Other, namely

How many months in advance do you normally book your winter sports?



- 6-12 months before my holiday
- 3-6 months before my holiday
- 1-2 months before my holiday
- Less than a month before my holiday
- Other, namely

We book on time, but also 31% book 2 months before departure

Interestingly, 42% of respondents who have already booked their holidays did so 2 to 7 months ago. This means during the previous season, right after or at least before the summer holidays. Almost a third booked in the past 2 months, i.e. during the summer.

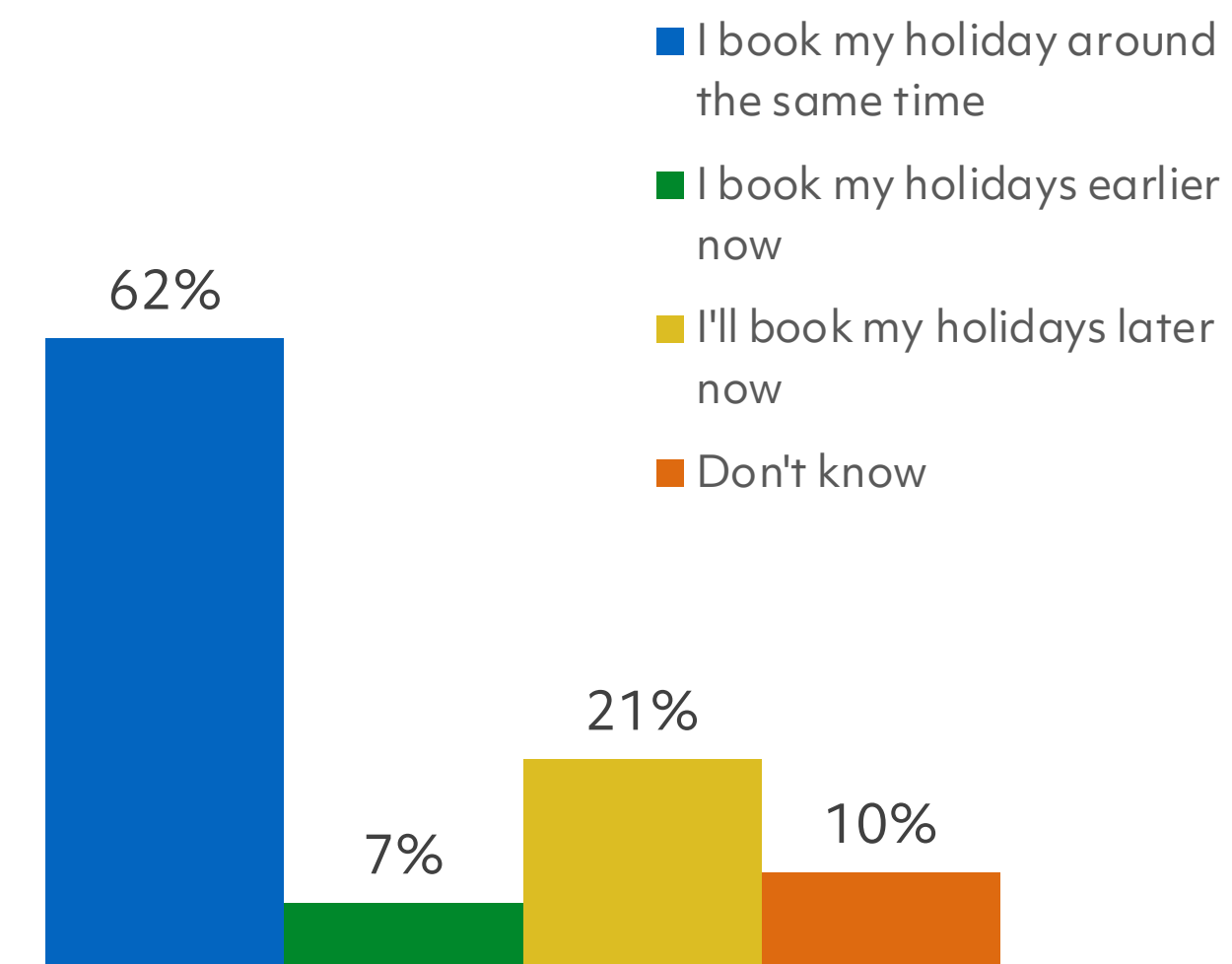
Of all interviewees, whether already booked or not, over half (54%) indicated that they normally book their holidays 3 to 6 months before winter sports. 20% book 1 or 2 months before the planned holiday date and 11% even do so last-minute, within a month before departure.

Later booking due to weather and snow conditions

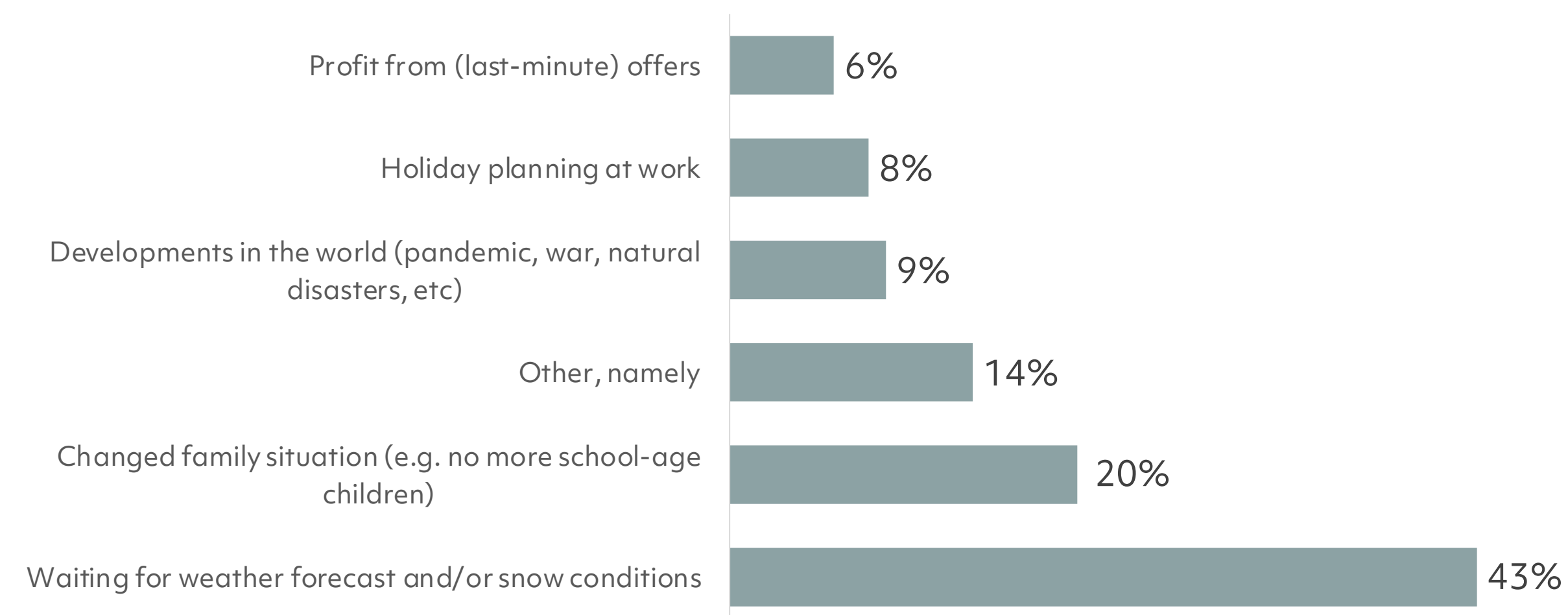
62% say their booking behaviour has not changed over the past 5 years: they always book their holidays around the same time. 21% say they book their holidays later, while 7% book them earlier.

Of the people who say they book their winter holidays later nowadays, as many as 43% say this is because of the weather and snow: they like to wait and see what the conditions are like. A fifth now book later because of a changed family situation and 9% find the developments in the world a reason to wait and see. Holiday planning at work and taking advantage of attractive offers are also reasons for booking later than before.

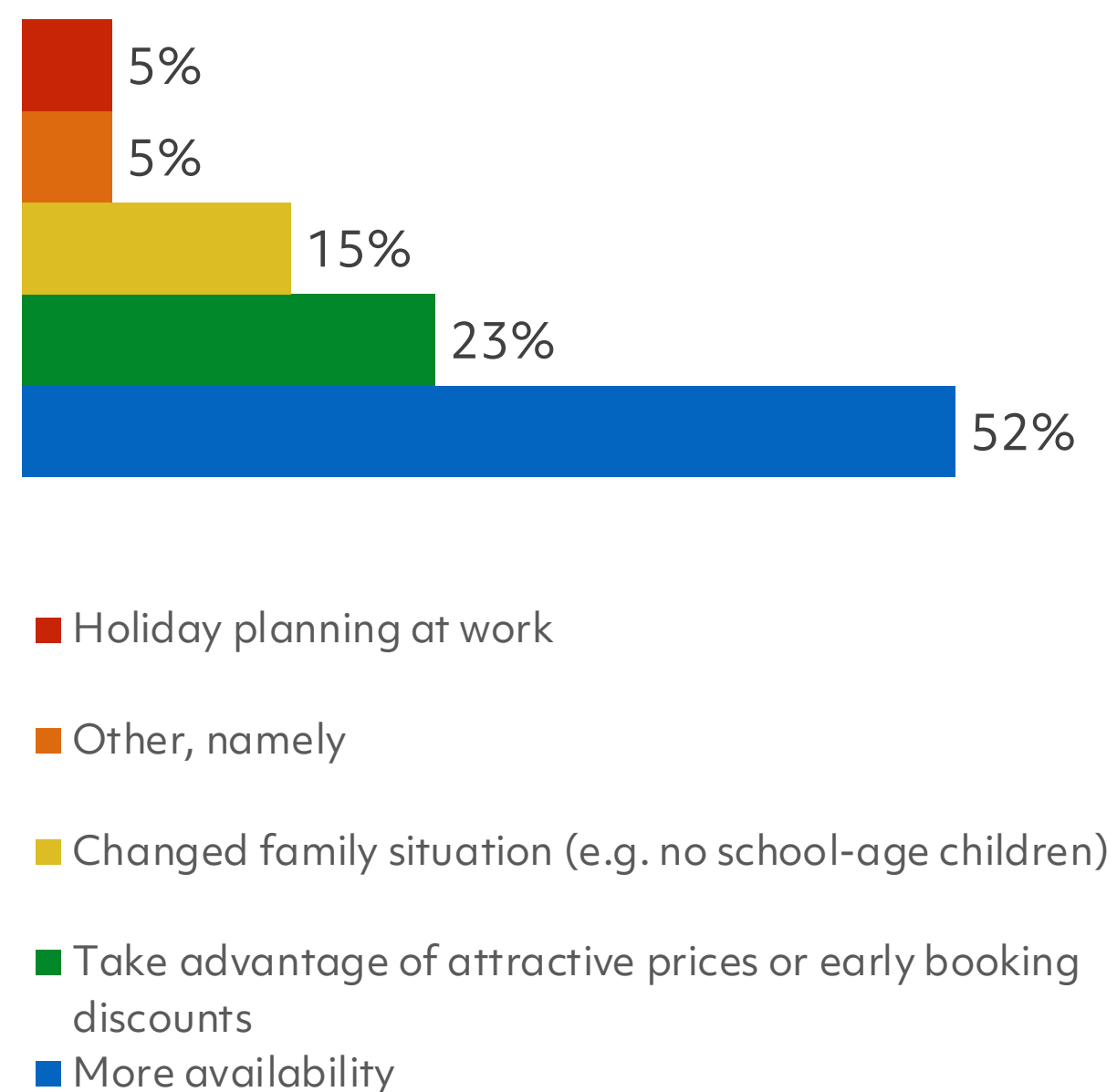
Has your booking behaviour changed over the past five years? Do you now book earlier, equal or later than before?



What is the (main) reason you book your winter sports later these days?



What is the (main) reason you book your winter sports earlier these days?



More availability if you book earlier

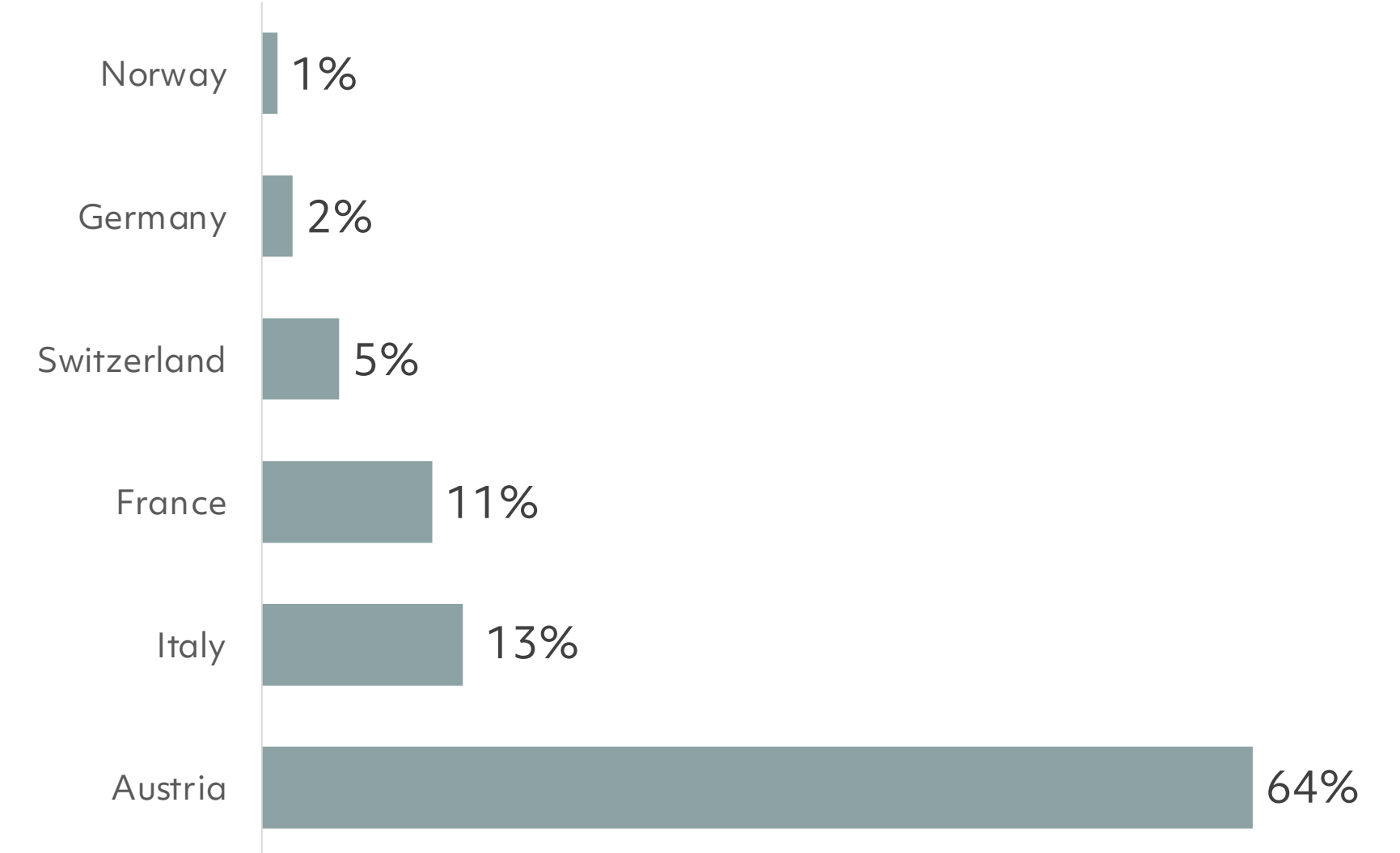
The main reason for booking a winter sports holiday earlier is that there is more availability, indicates 52% of respondents. People also book earlier to take advantage of special offers and early booking discounts.

Austria still the most popular country

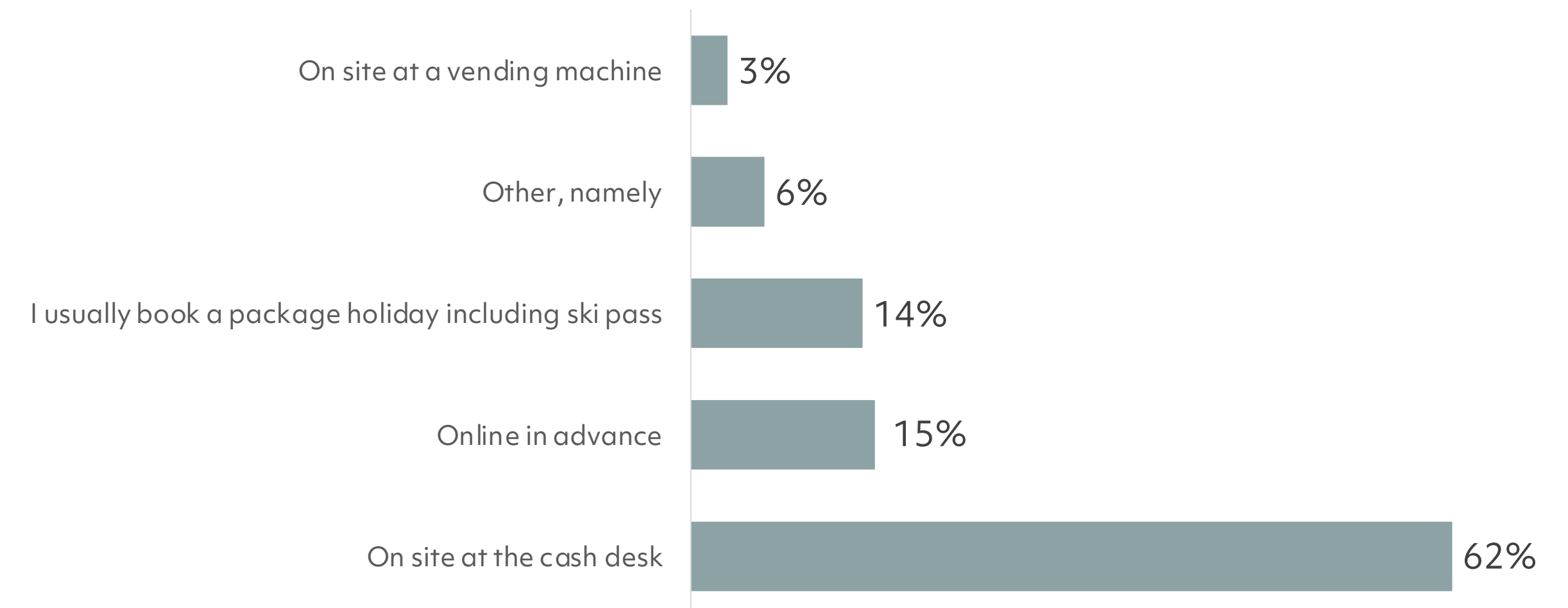
Austria remains the most popular winter sports country among Dutch and Belgians: 64% go here. This is followed by Italy, France and Switzerland. This order was the same in a previous survey.

Almost two thirds of respondents buy their ski pass on site at the ticket office, while 3% buy on site from a vending machine. 15% buy a ski pass in advance, online, and 14% book a trip where the ski pass is directly included. It is also often indicated that the accommodation arranges the ski pass on site. Some buy a season pass because they go on winter sports to the same area several times.

Which country or countries are you going on winter sports to this year?



When do you normally buy your ski pass?



How early in advance are you willing to buy your ski pass for more discounts?



Buy a ski pass online early for a large discount

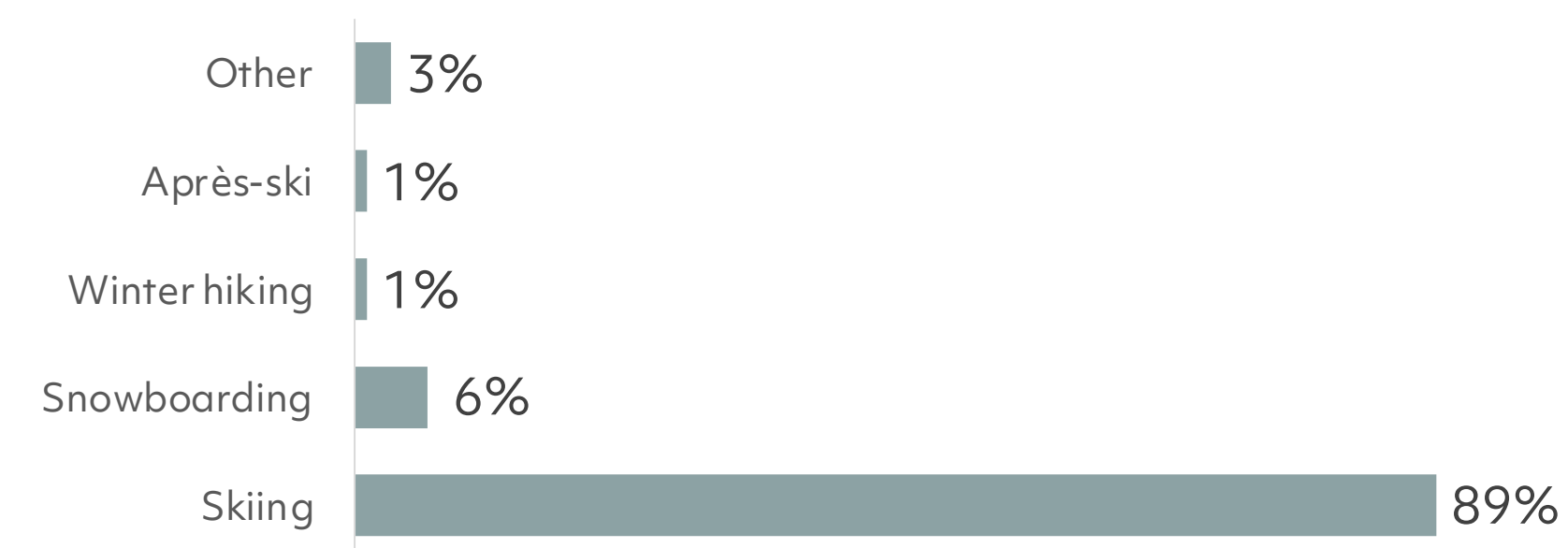
The more discount, the earlier we are willing to buy a ski pass online. Within a week before departure, a clear majority consider 5% a nice discount. Conversely, people are willing to book a ski pass more than 6 months before the holiday if it gives a 30% discount on the ski pass.

Skiing most important then après-ski and relax

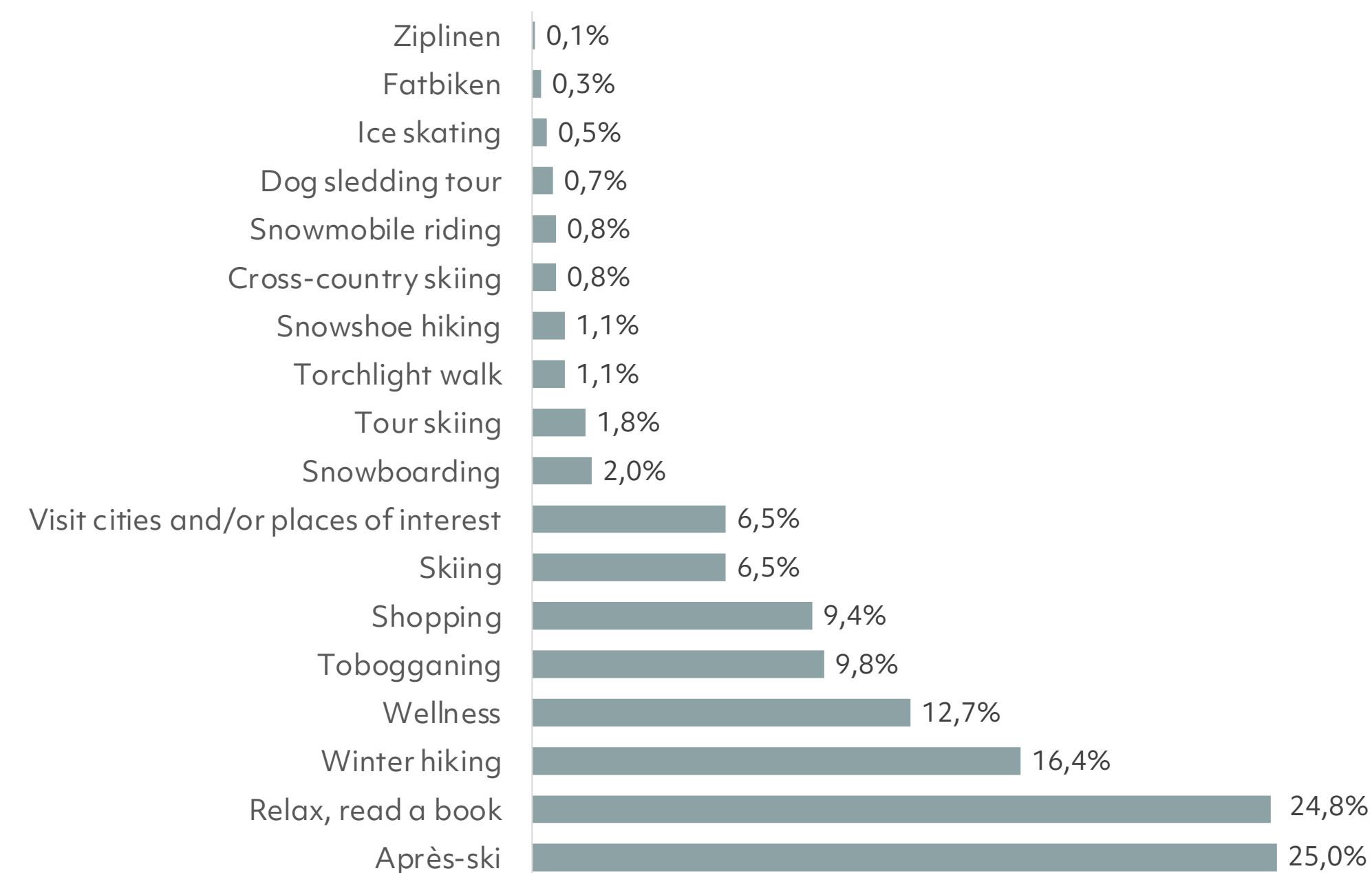
The main activity during winter holidays is overwhelmingly skiing: 89% have this as their main activity. This is followed by snowboarding with 6%.

Besides skiing, a quarter says they like to go après-skiing and almost as many would like to relax or read a book next to their main activity. More than 16% say they also like to go winter hiking, 12.7% like to go wellness and tobogganing is also an activity often undertaken during winter sports.

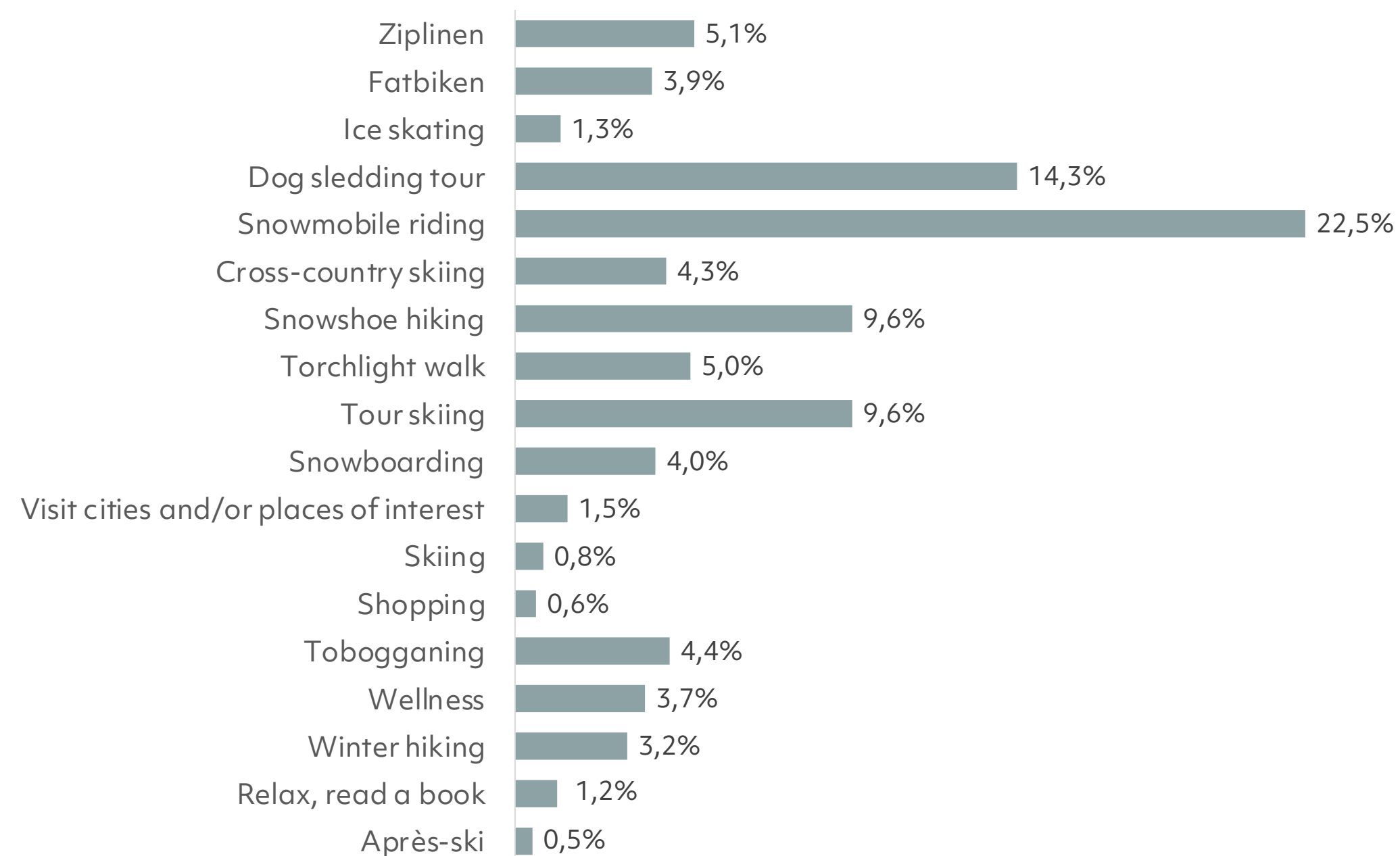
What is your main activity during your winter sports?



What else do you do during your winter sports? (Multiple answers possible)



What have you never done but would like to do during your winter sports?



We would like to snowmobile one day

Over 22% say they would like to get on a snowmobile one day, but a dog sledge trip is also high on the wish list (14.3%). Also interesting is that almost 10% would like to go ski touring or snowshoeing.

In addition, activities such as ziplining, fat biking, cross-country skiing, a torch hike, snowboarding, tobogganing and winter hiking are things people have never done before, but would like to do during the skiing holiday.

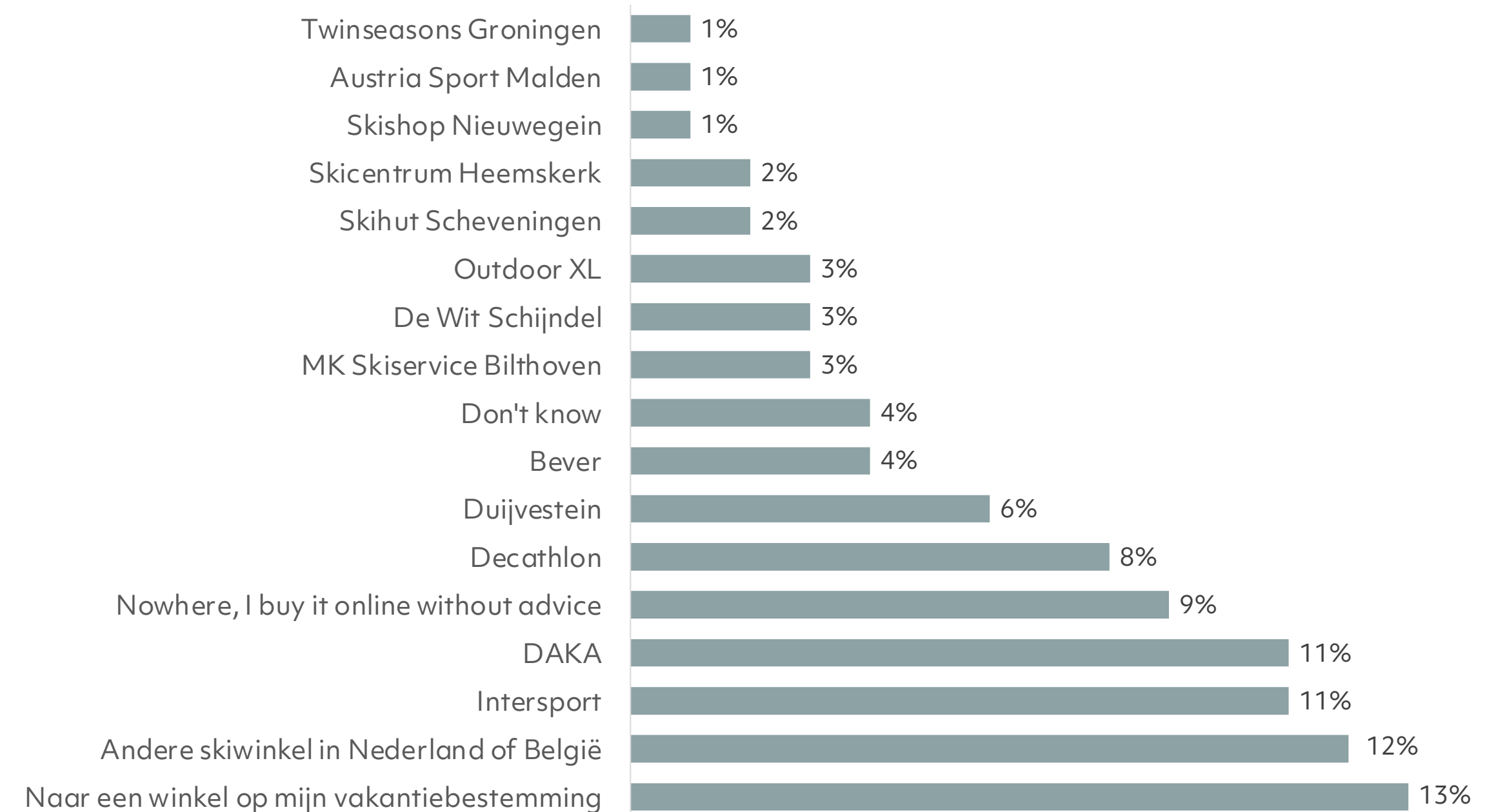
10% buy online without advice

Winter sports gear is most often bought in a shop at the holiday destination. This is followed by the larger chains such as Intersport, DAKA, Decathlon, Duijvestein and Bever in the Netherlands.

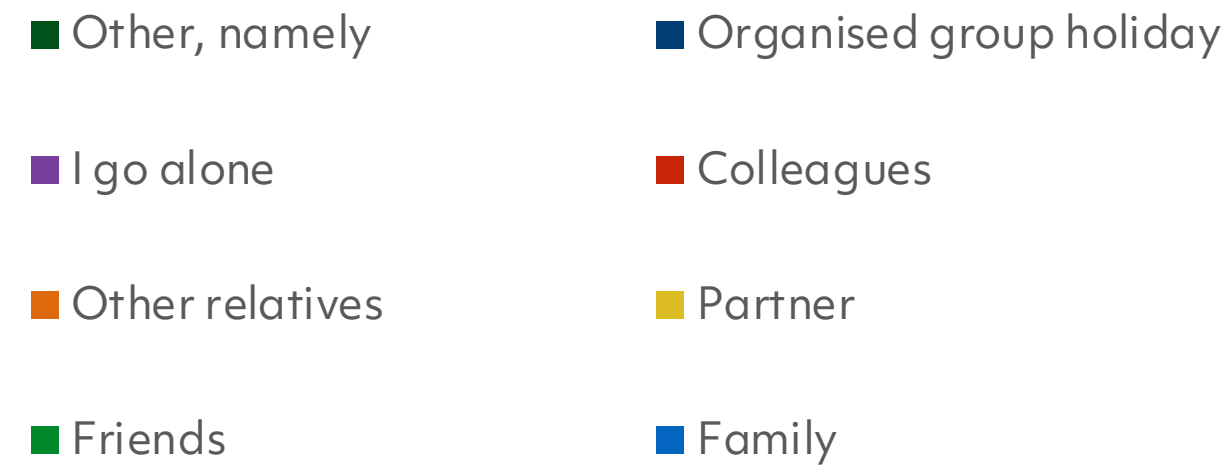
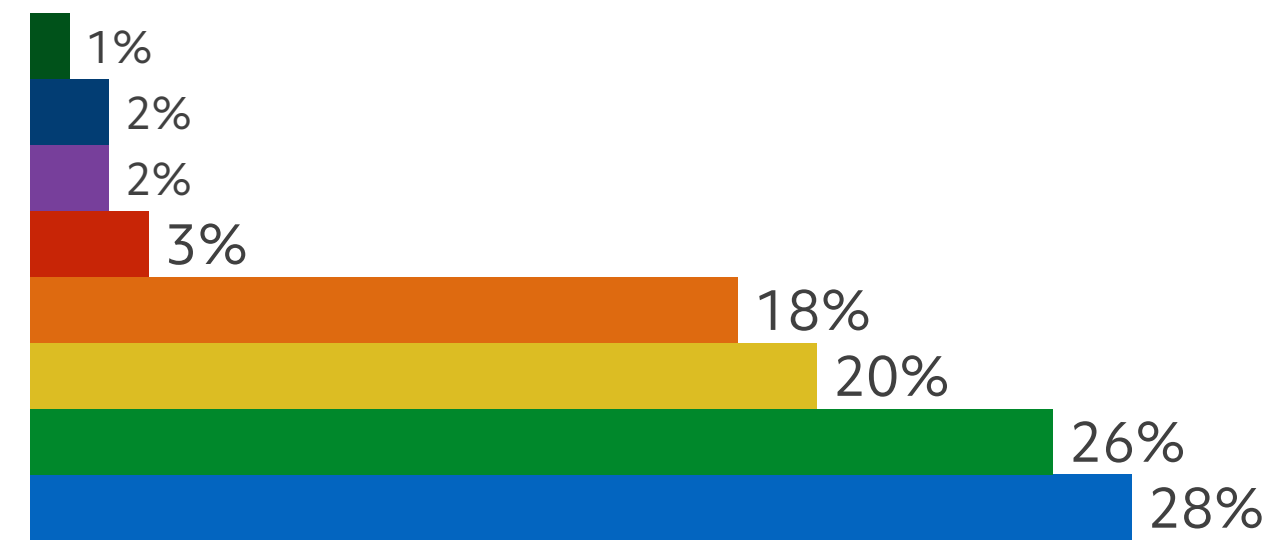
The most popular single-store Dutch ski shops are MK Skiservice in Bilthoven, De Wit in Schijndel and Outdoor XL in Barendrecht. Also under 'Other ski shop in the Netherlands or Belgium', mainly single-establishment shops were mentioned, which, however, did not exceed the previously mentioned ski shops in terms of percentage.

Interestingly, 10% of participants do not need advice and buy their gear online.

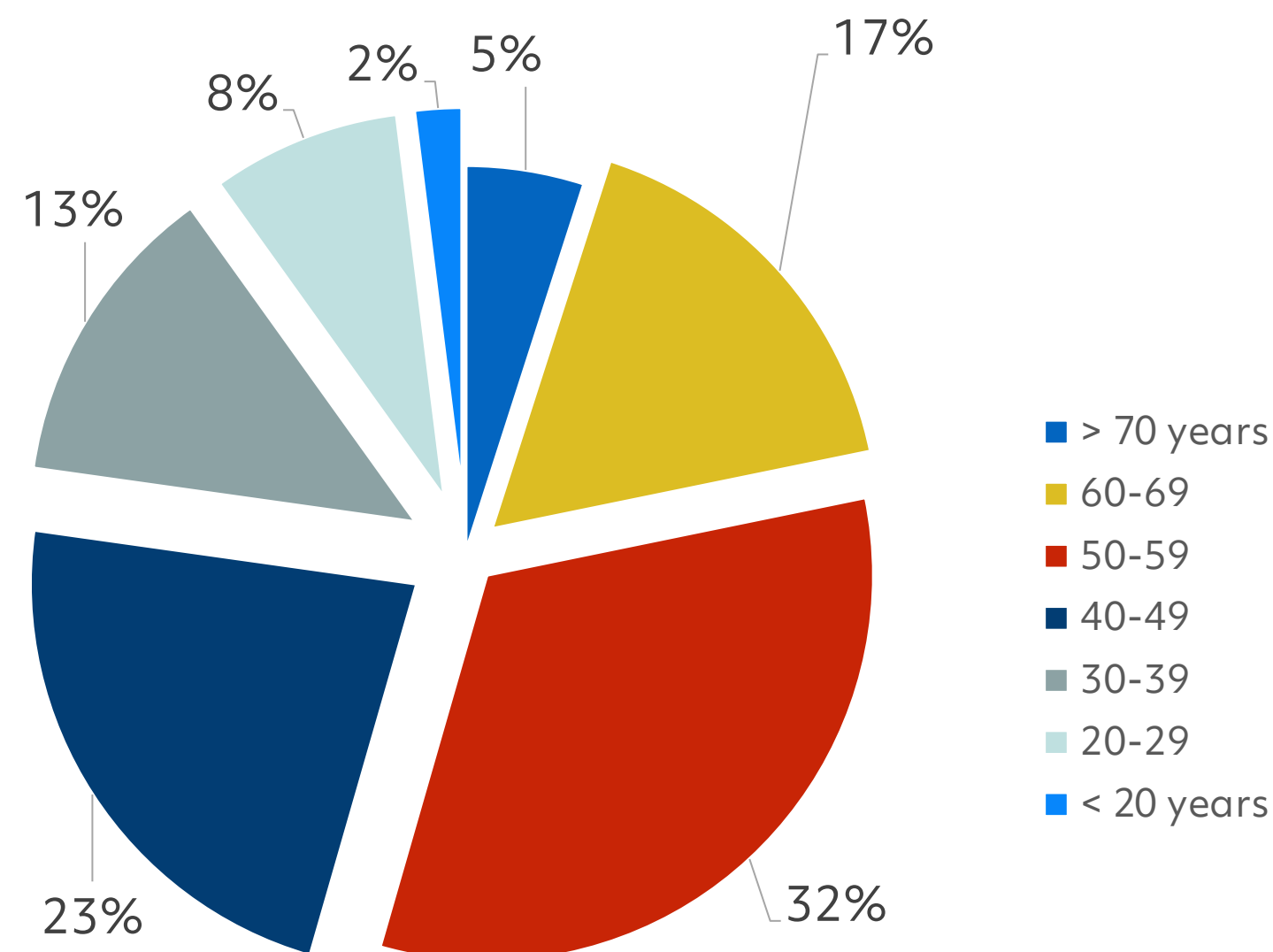
Where do you go, or would you go, for your winter sports gear and advice?



Who do you usually go on winter sports with?



What is your age?



Winter sports with family or friends

The family (parents with children) is the largest target group of this survey, with 28%. This is followed by winter sports enthusiasts who go on ski holidays with friends (26%). A fifth go to the snow with their partner.

The 50-59 age group was the most represented in this survey (32%), followed by 40-49-year-olds (23%). We can therefore say that more than half of the respondents are between 40 and 59 years old. The group aged 20 to 39 constitutes just over a fifth of the total group of respondents.

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