



# Winter sports survey

2023-2024



spalder  
MEDIA GROUP



## Winter sports survey 2023/2024

From 22th of September to the 5th of October 2023, the winter sports website Snowplaza.de conducted research into winter sports trends among German speaking 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 1,000 winter sports enthusiasts took part in the survey, 92,2% of whom were from Germany, 4,2% from Austria, 1,5% from Switzerland and 2,1% from other countries. The proportion of men and women is 61% and 39% respectively. More than 20% of the respondents live in North Rhine-Westphalia, 14% in Bavaria, 14% in Baden-Württemberg and 11% in Hesse. The answers were gathered via an online survey, which was distributed via the websites and the corresponding social media channels of both websites.

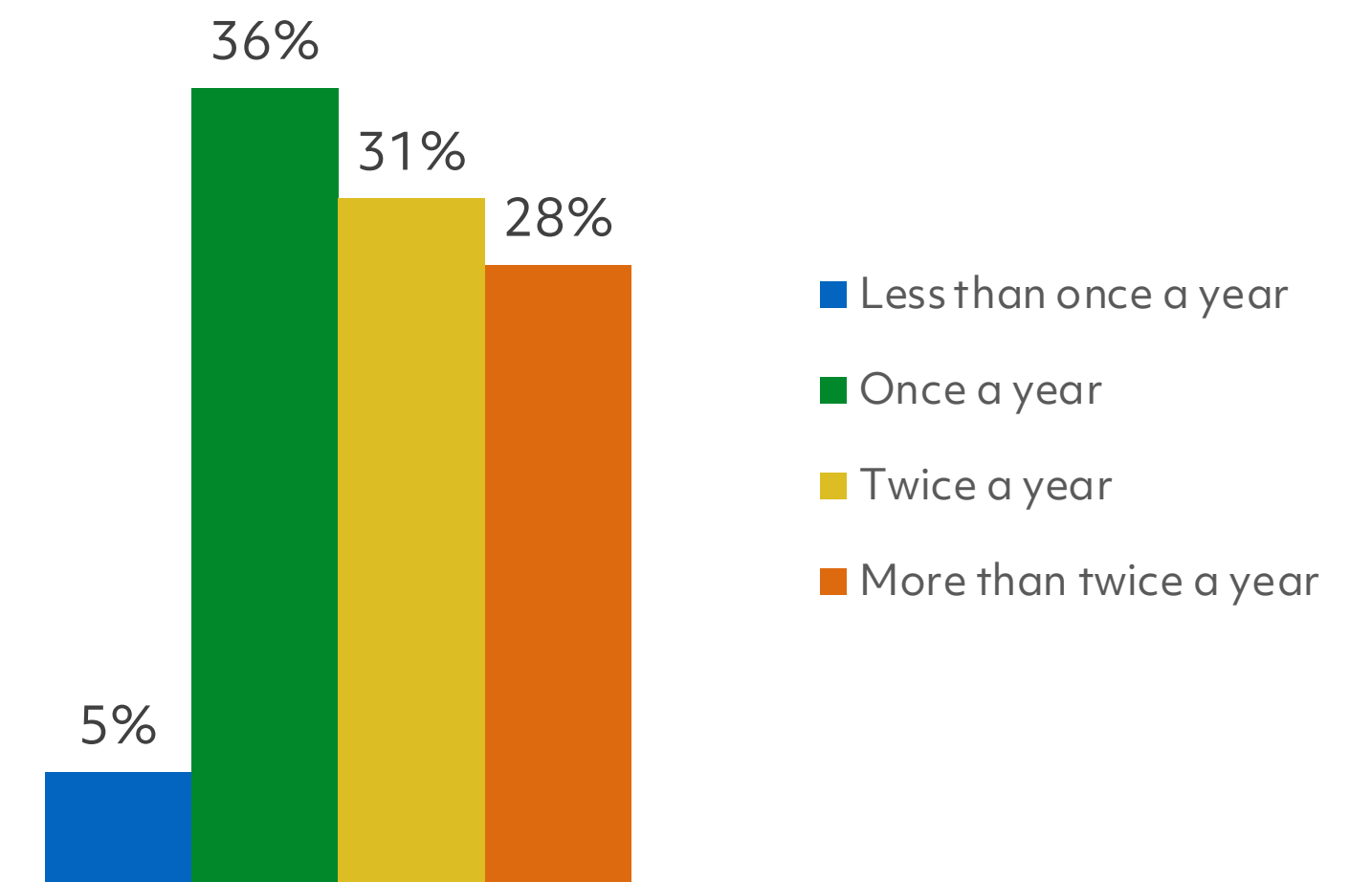
## Winter sports frequency

28% go more than twice a year

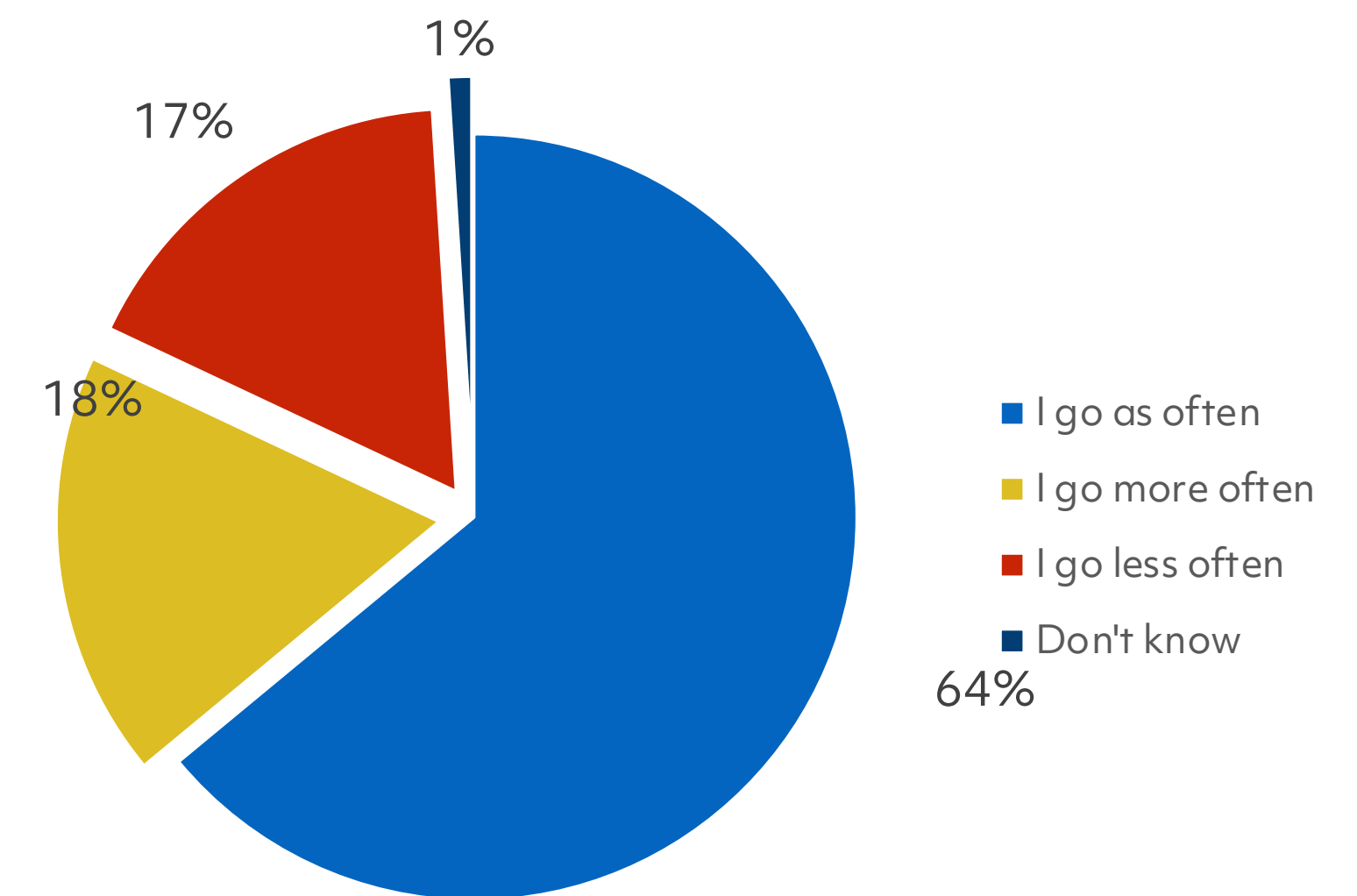
More than a third of all respondents go on a winter sports holiday at least once a year. 31% spend even twice and 28% even more often a winter sports holiday in the mountains. Only a small proportion of 5% do not go on a skiing holiday at all each year.

64% of respondents have gone on winter holidays about as often in the past five years (excluding the "Corona winter"), while 18% have gone more often than before. About 17% say they have gone on ski holidays less often. On the following pages we asked about the frequency of a winter sports holiday.

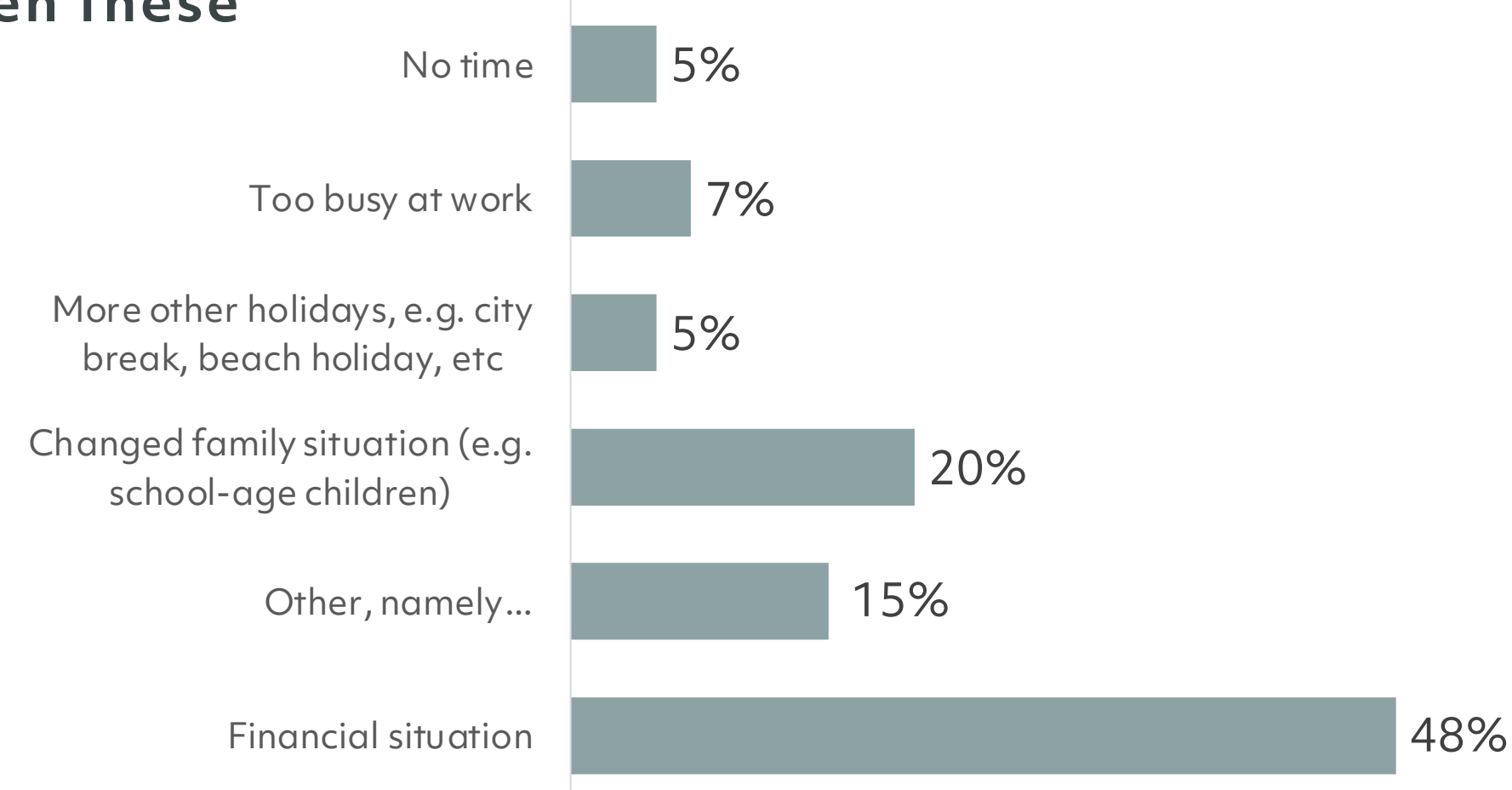
On average, how often did you go on winter sports in recent years?



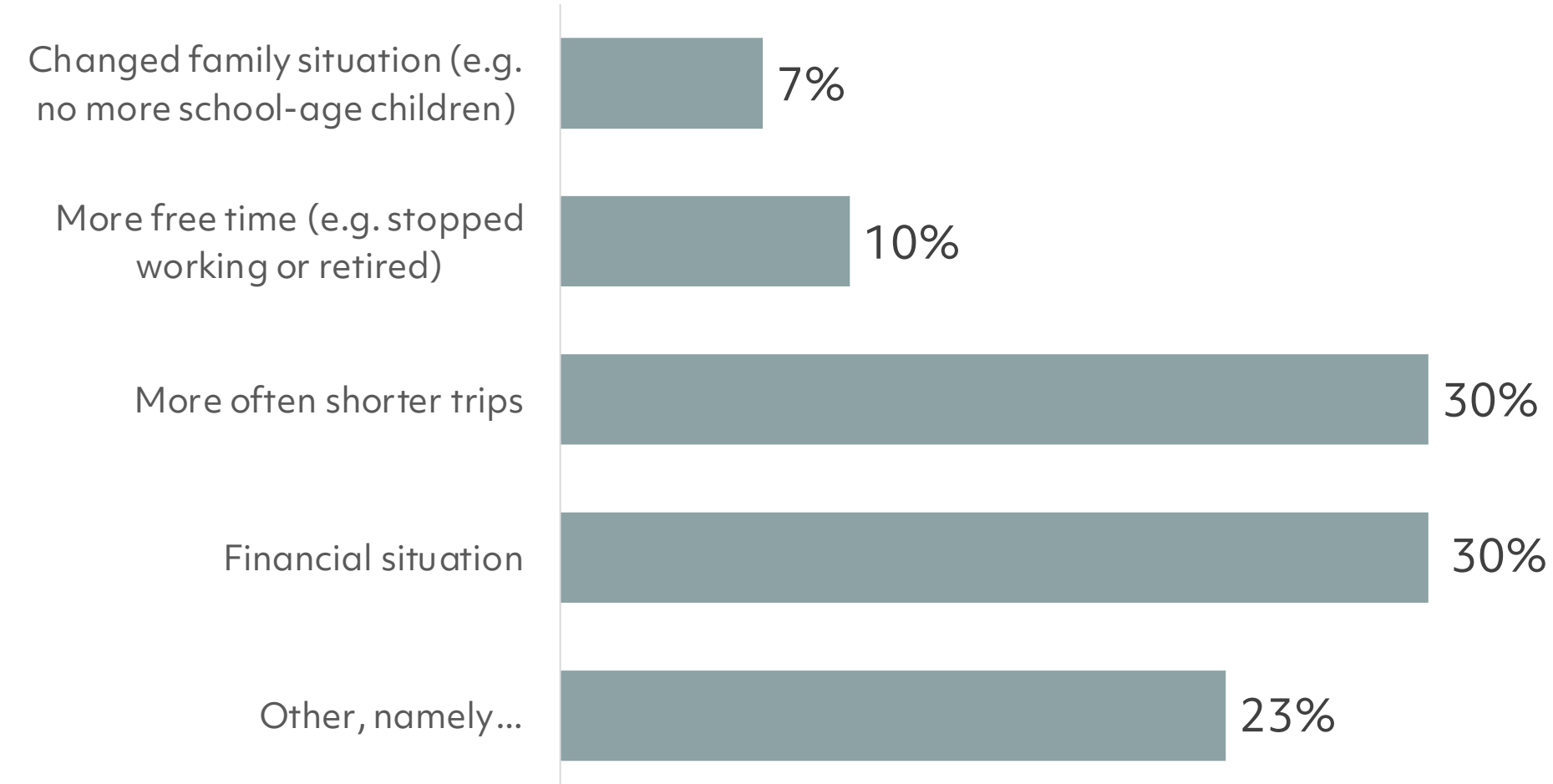
Has your holiday frequency changed over the past 5 years? Do you now go on winter sports less, as much or more often?



**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?**



**One third go on skiing holidays more often, but for a shorter time**

For almost half of the respondents, the "financial situation" is the main reason why they go on ski holidays less often. If we take a closer look at the category "other, namely", illness, pregnancy and small children are mentioned in addition to increased prices.

It is striking that of those who say they go on winter holidays more often, 30% go on skiing holidays more often but for a shorter period. For 30% of the respondents who go on winter holidays more often, their own financial situation plays an important role. Under "Other, namely", those who go on skiing holidays more often state, among other things, "a lot of overtime from the summer" and "more keen on winter sports".

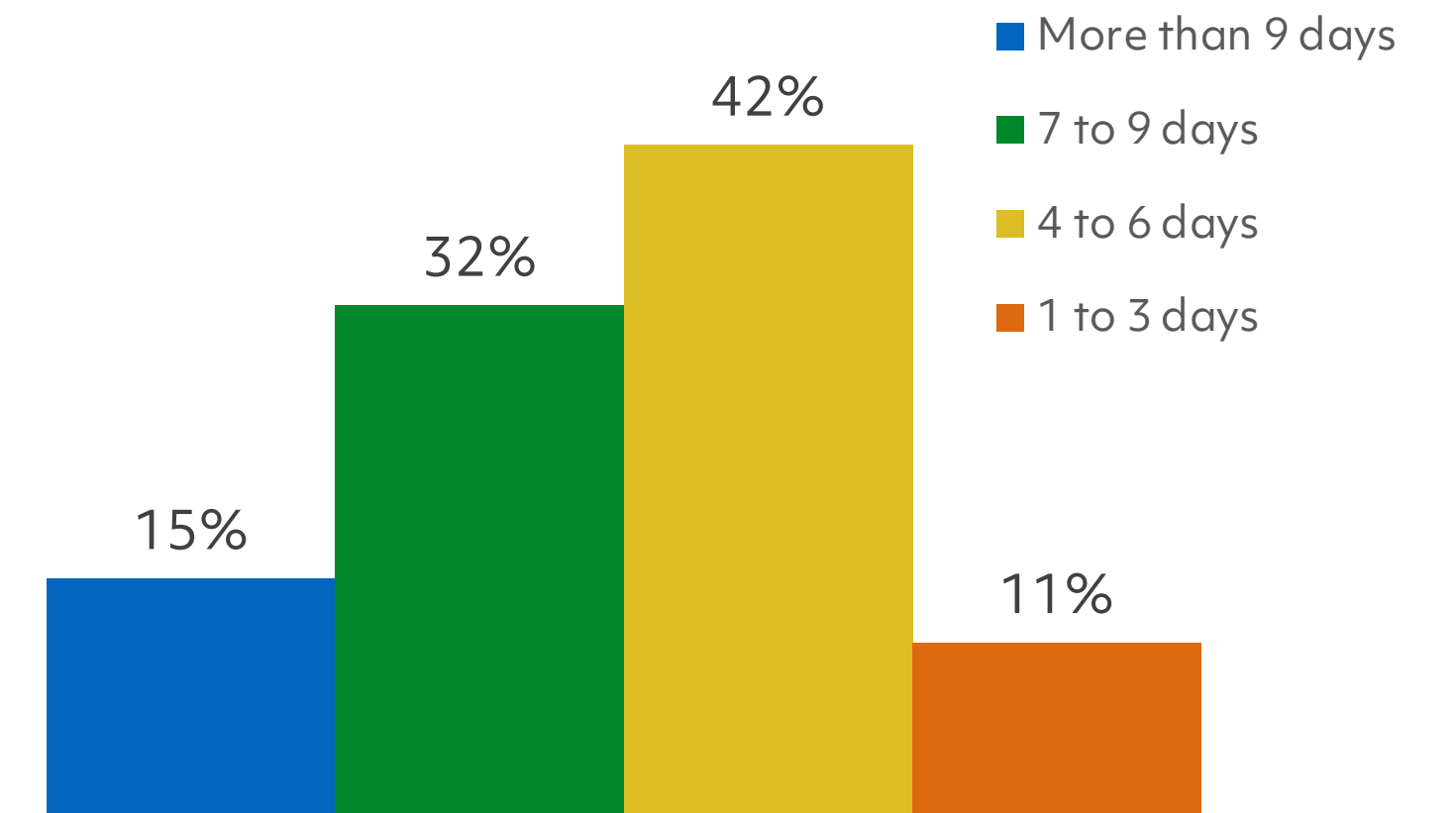
## Length of winter holiday

16 % take shorter skiing holidays

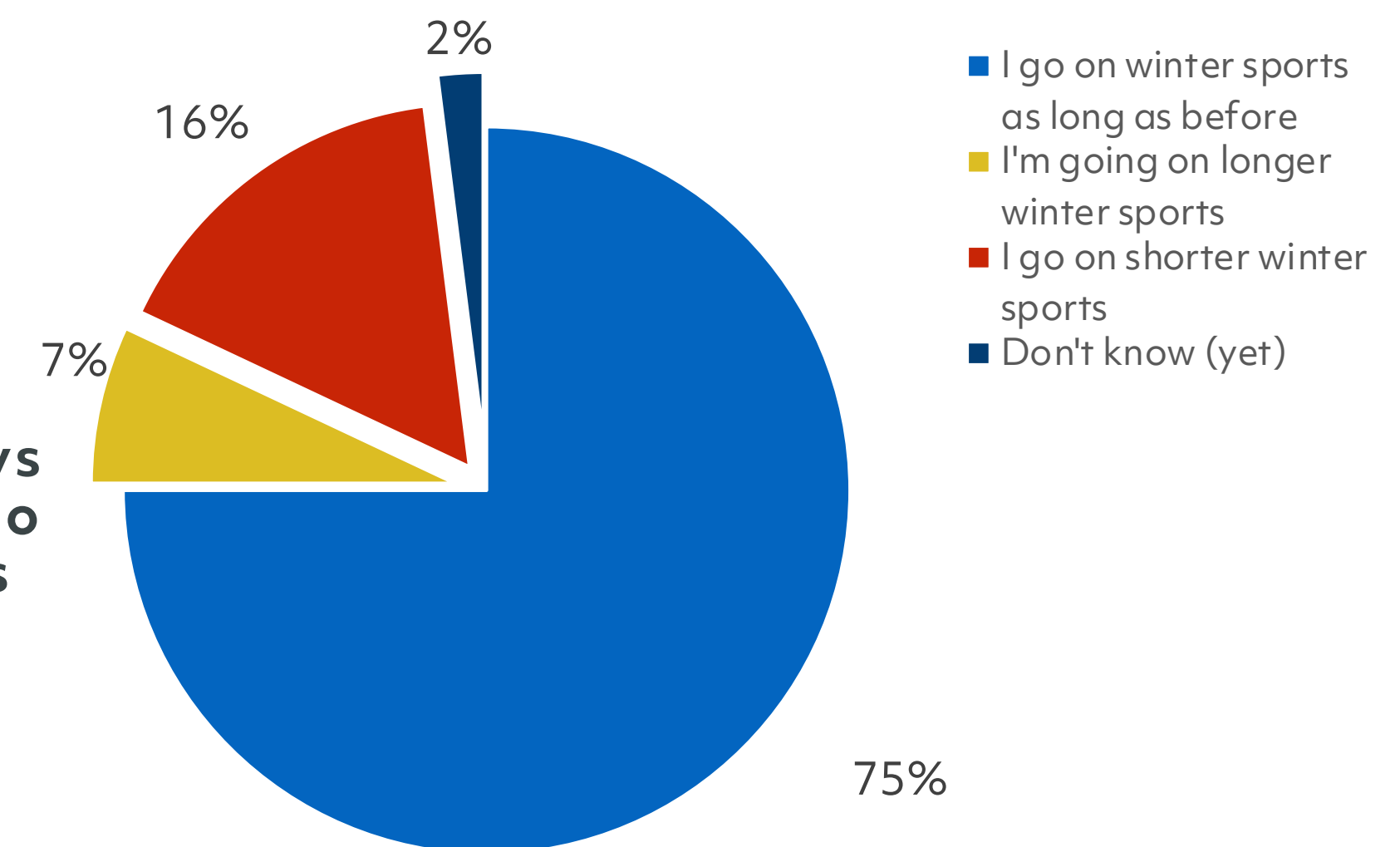
42% of the respondents take 4 to 6 days for their skiing holiday, for almost a third it is 7 to 9 days. After all, 15% of the respondents stay more than 9 days on their skiing holiday, while 11% stay 1 to 3 days.

The vast majority of respondents (75%) say that the length of their skiing stay has remained constant over the past five years. 16% of respondents now go on shorter ski holidays, 7% longer than before.

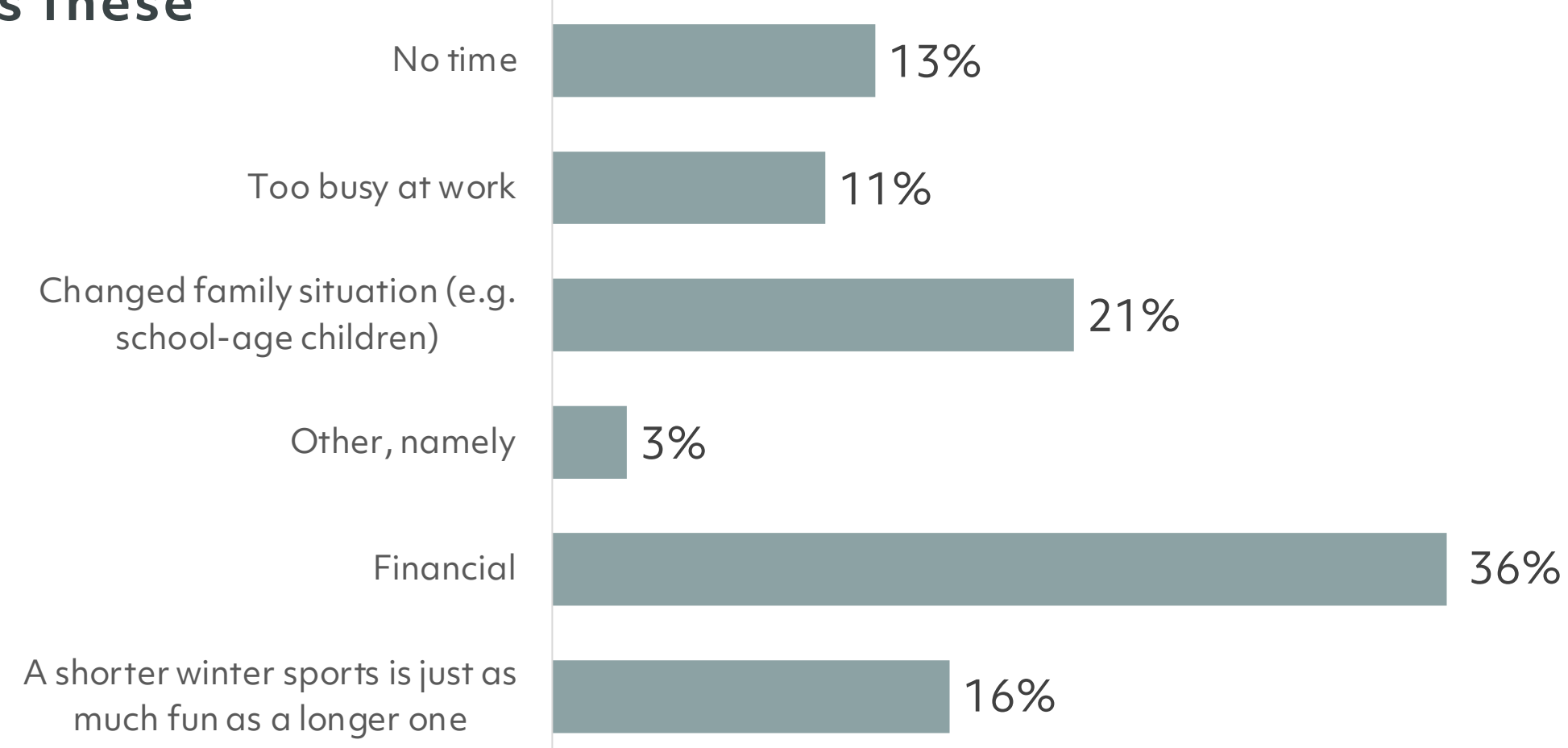
How many days do you normally go on winter sports?



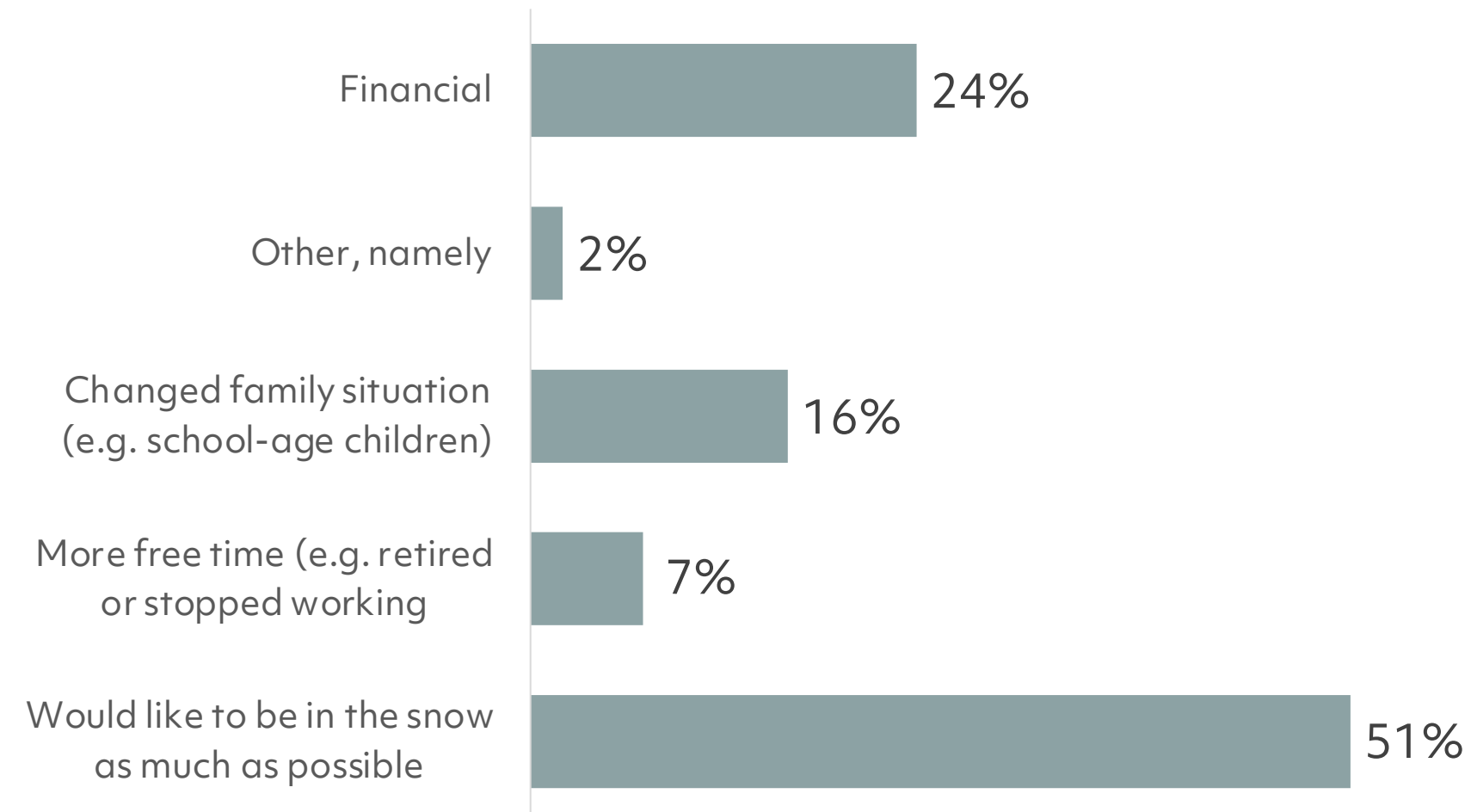
Has the length of your holidays changed in the last 5 years? Do you now go on winter holidays shorter, the same amount or longer?



### 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?



## Shorter skiing holiday for financial reasons

More than a third of respondents say they are shortening their holiday for financial reasons, while 21% are cutting back due to a change in family circumstances. 16% say they enjoy a shorter ski holiday just as much as a longer one, and 13% say they simply have less time available.

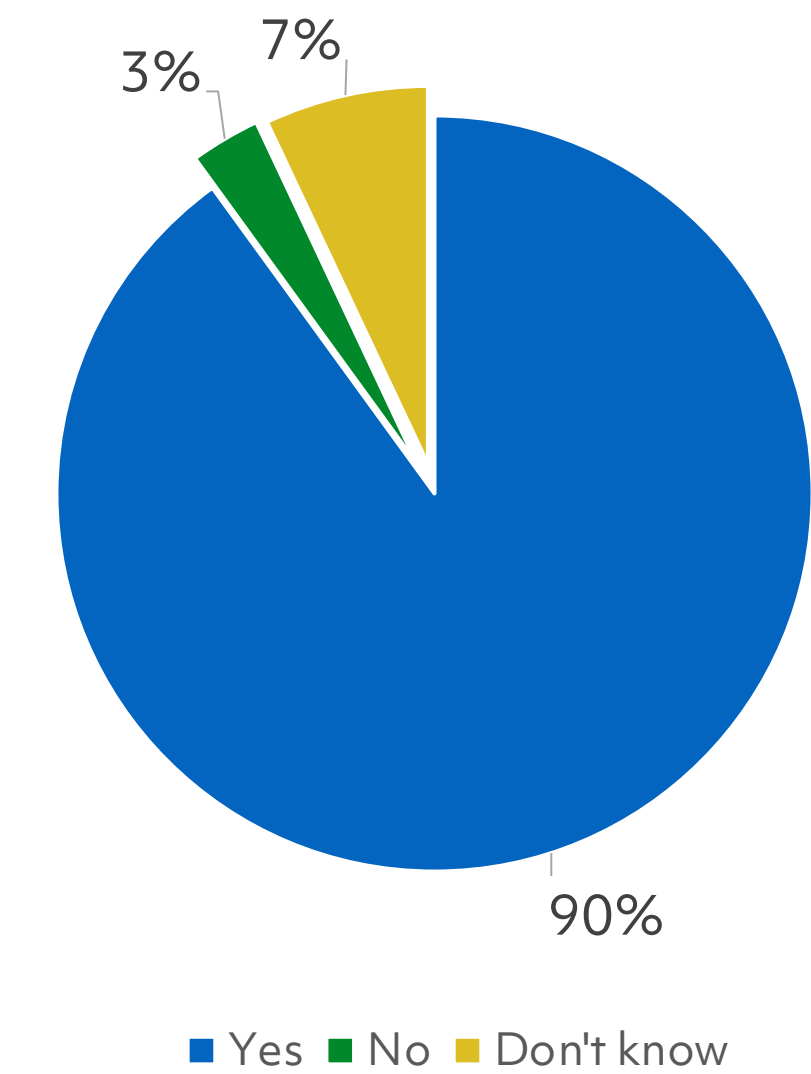
Of those surveyed who are planning a longer winter holiday, about half say they want to be in the snow as often as possible. Almost a quarter currently have more financial leeway and therefore go on longer ski holidays.

## 90% go on winter sports 65% have already booked

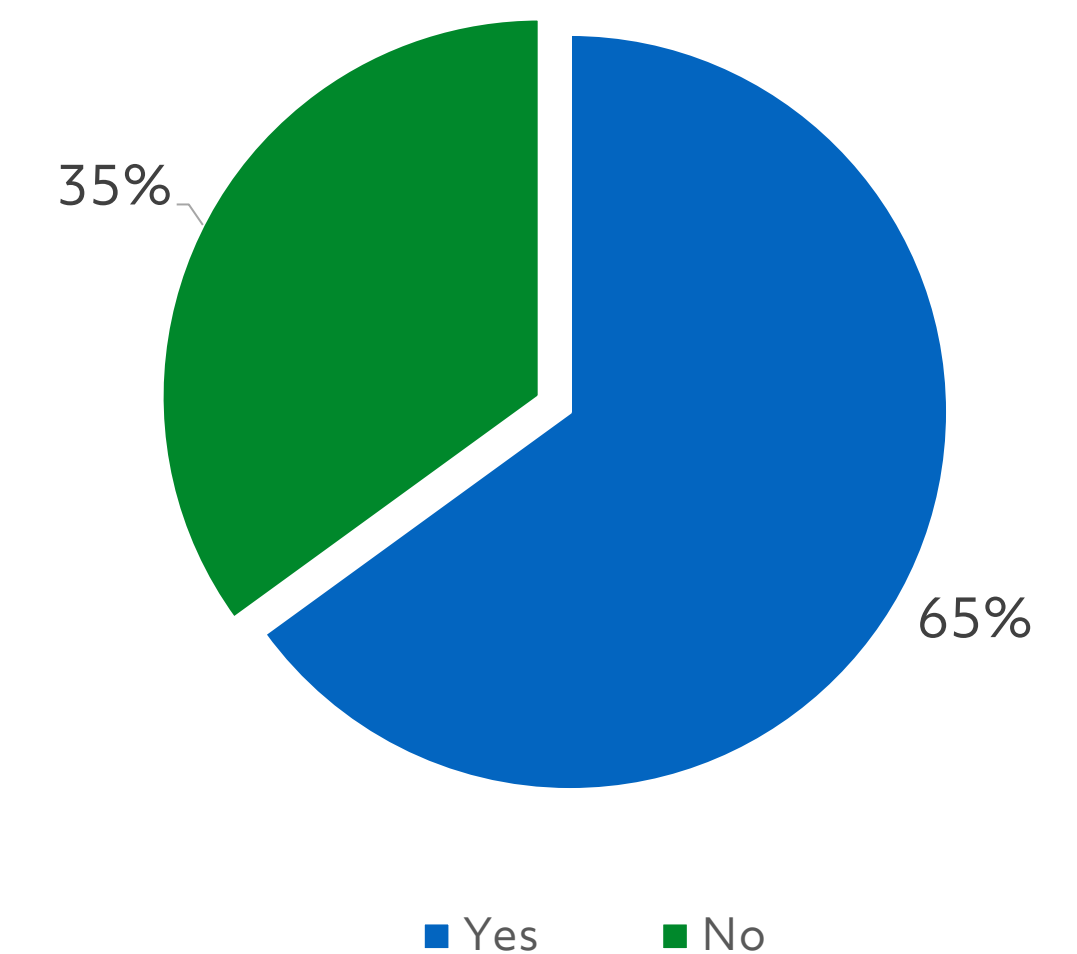
Overall, 90% of respondents said they would definitely go on a skiing holiday next winter. 7% do not know yet and just 3% say they will not go this season.

More than half of the respondents (65%) have already booked their winter holiday, while 35% are still in the planning phase.

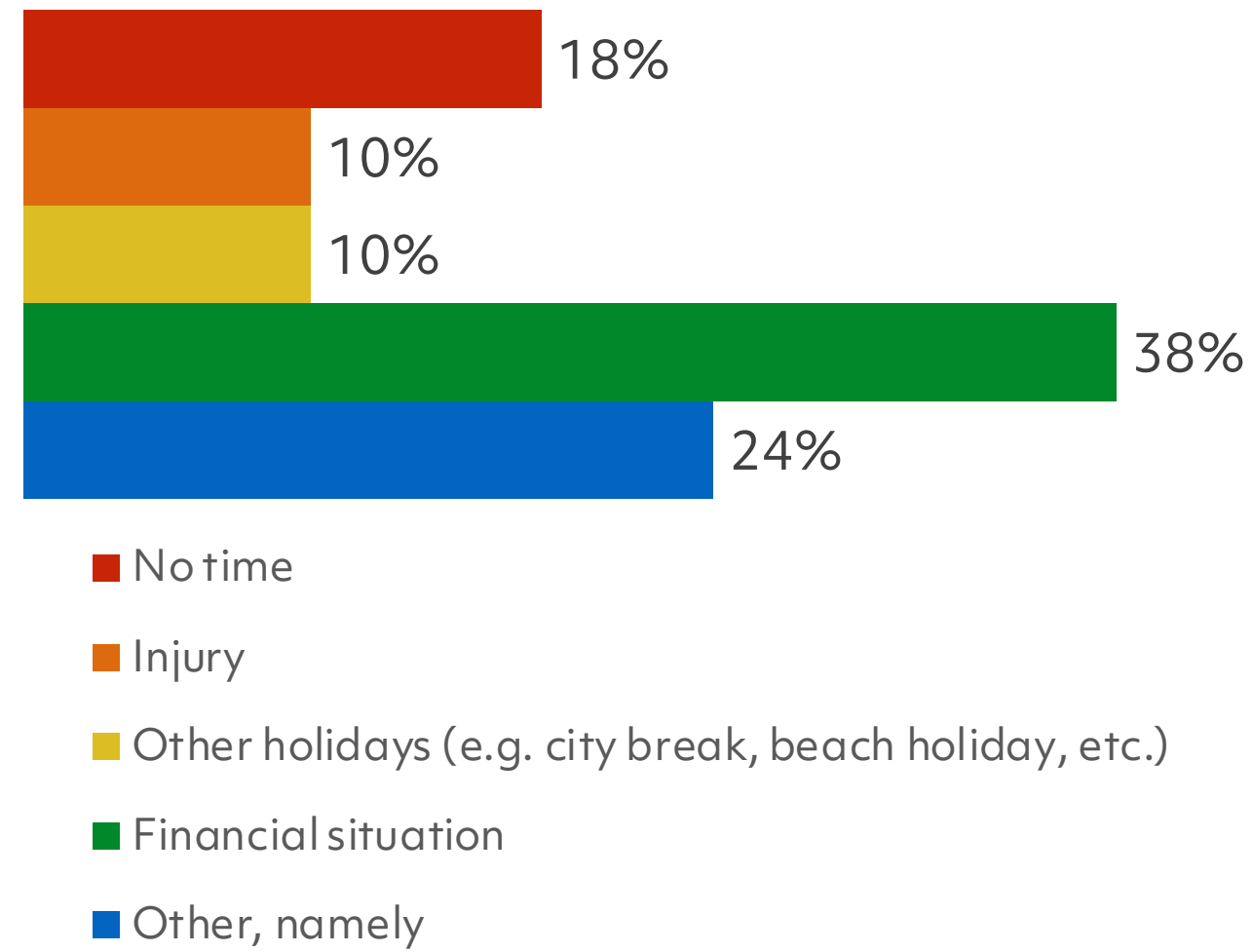
Are you planning to go on winter sports this season 2023/2024 this season?



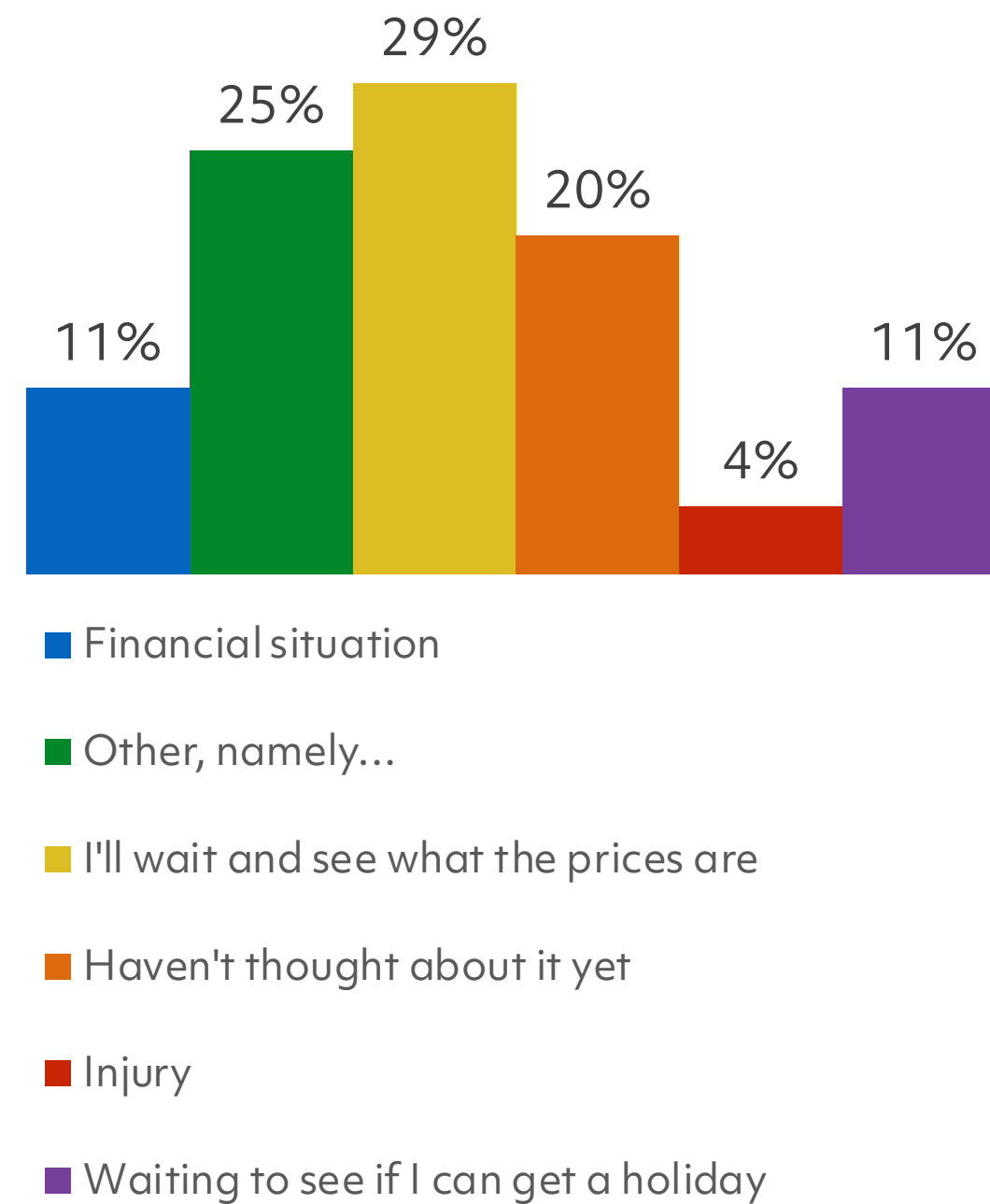
Have you already booked your winter sports for 2023/2024?



**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?**



## Wait for price development before booking

Among the 3% who do not want to go on a skiing holiday this year, 38% said that their current financial situation was the reason. Another 10% prefer another type of holiday and another 10% cannot because of an injury. Reasons given for "Other, namely ..." are: "Ski pass prices have become too expensive for me", "My partner can no longer (ski)" and "I am not prepared to pay the prices demanded in the ski resorts."

Of the respondents who are not yet sure whether they will go on a ski holiday, 29% say they are still waiting to see how prices develop. 20% have not yet thought about a skiing holiday at all. Other reasons given were: "snow???", "too expensive" and "family situation".



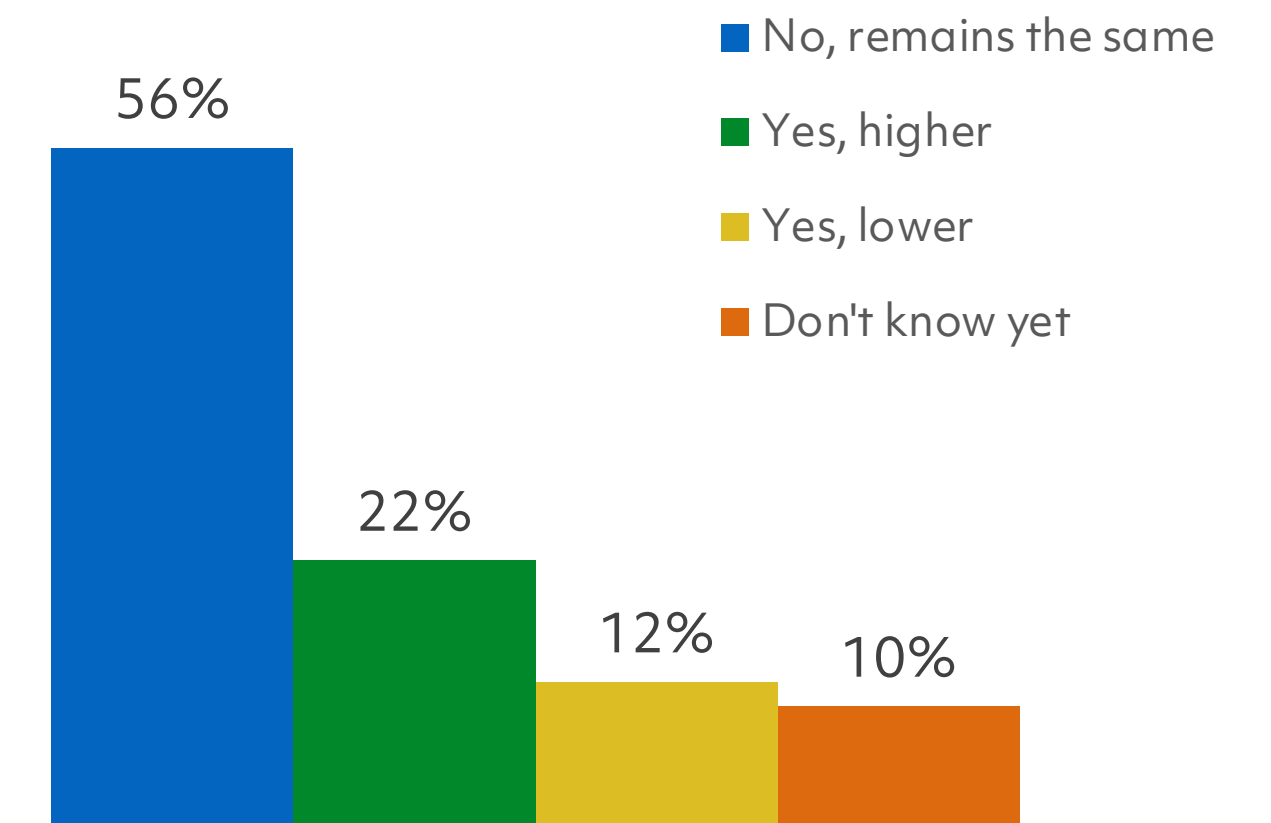
## Same or more budget

23 % spend the same amount of money

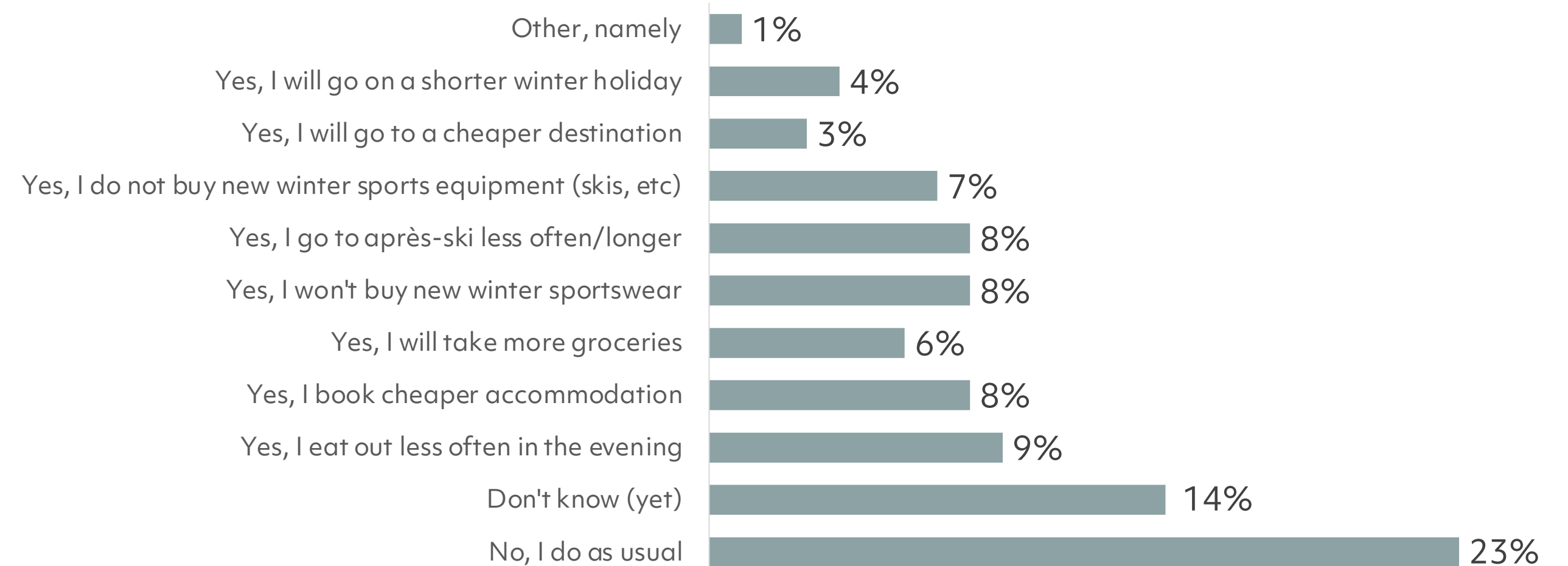
More than half of the respondents (56%) expect to have the same budget available for skiing holidays as before. Interestingly, 22% say they will have a higher budget this year, while 12% will be able to spend less on their ski holiday.

Almost a quarter of respondents (23%) say they will travel as usual despite the price increases. About 14% are not yet able to estimate this. Savings will mainly be made on accommodation, eating out in the restaurant in the evening or in the ski hut during the day. In addition, less will be spent on ski clothing, ski equipment and après-ski.

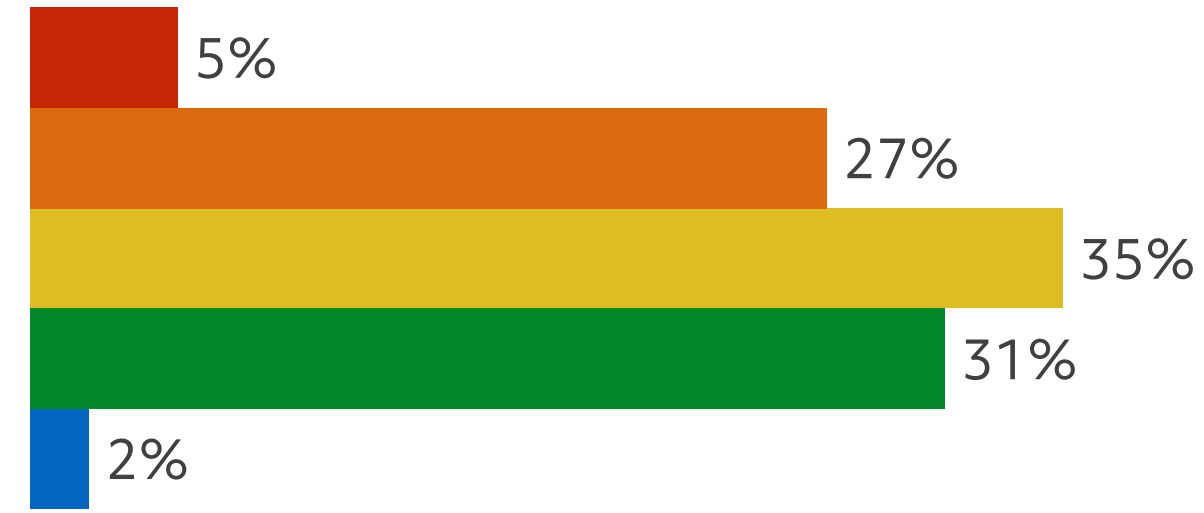
### Is your winter sports budget expected to be different this year?



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

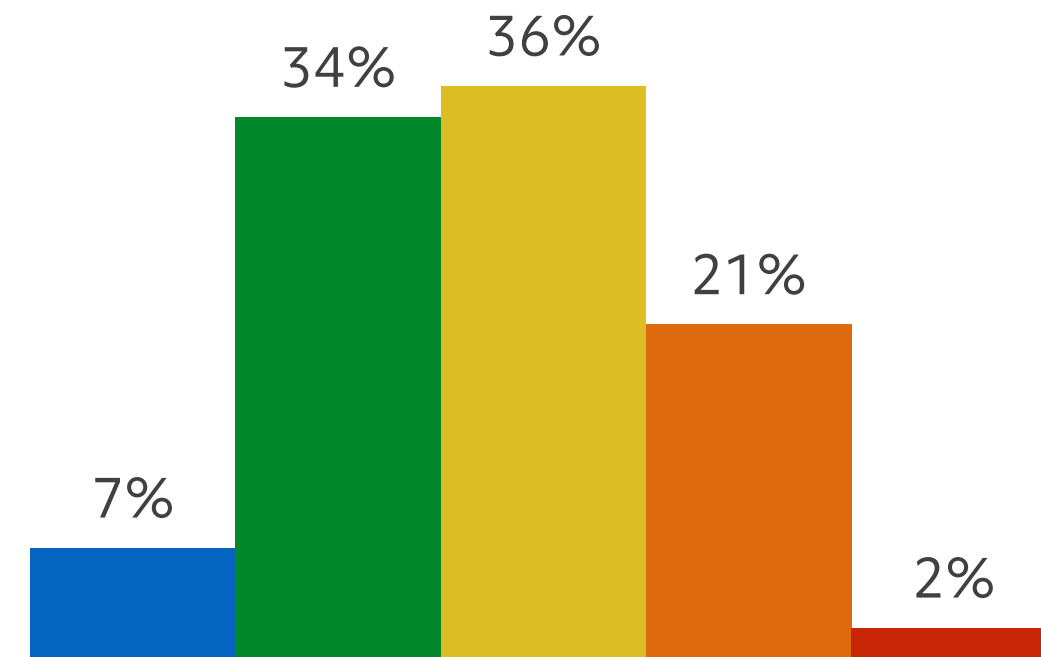


## When did you book your winter sports?



- 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 are early bookers, but also last-minute decision-makers

Interestingly, 35% of respondents who booked their holiday did so between 2 and 7 months ago, i.e. still in the previous winter season or at least before the summer holiday. Just under one third of the survey participants booked their skiing holiday in the past 2 months, i.e. in summer.

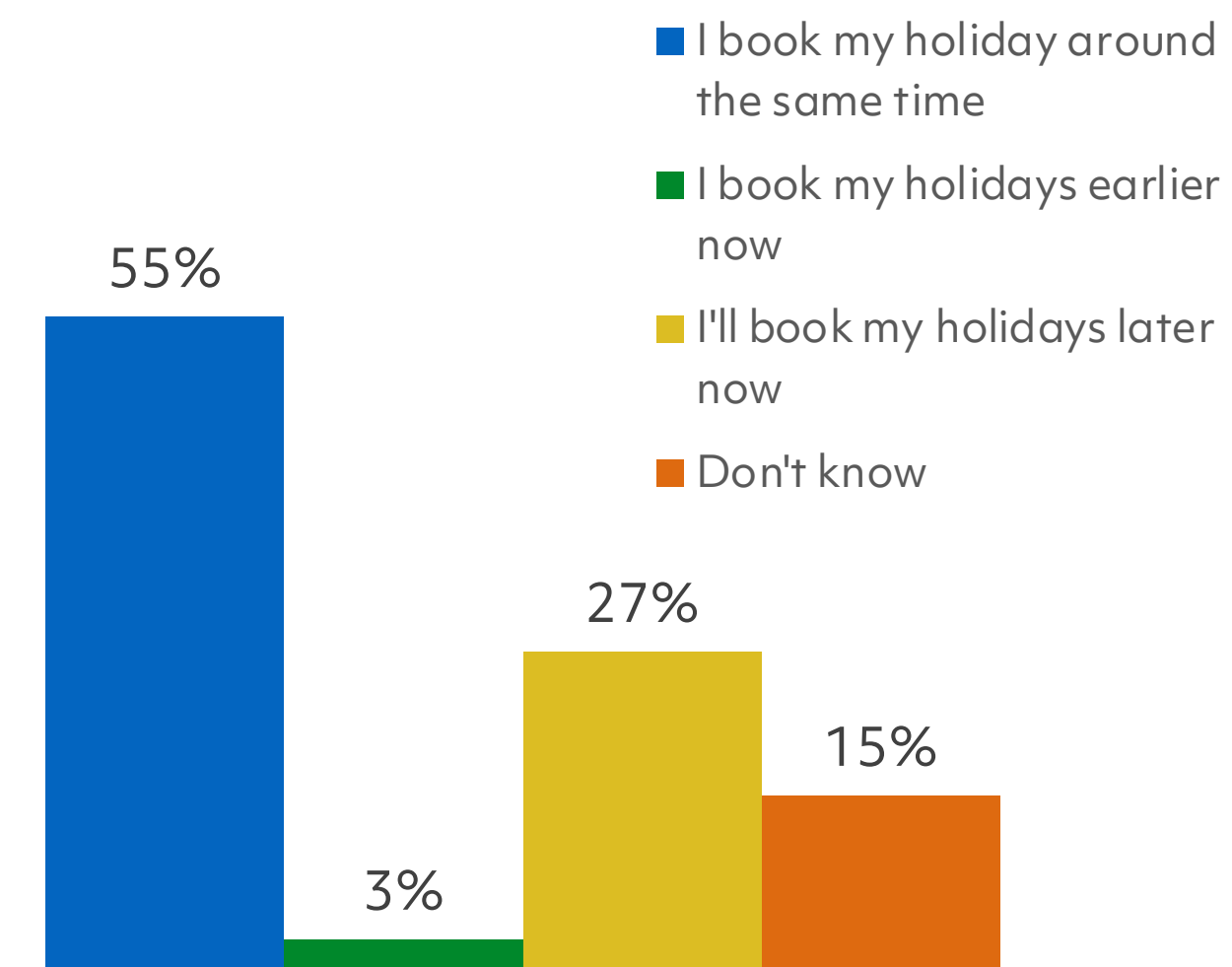
Of all respondents, whether already booked or not, 36% said that they usually book their holiday one or two months before the planned holiday date. 34% do so 3 to 6 months before departure and 21% book within 1 month before departure.

## Later booking due to weather and snow conditions

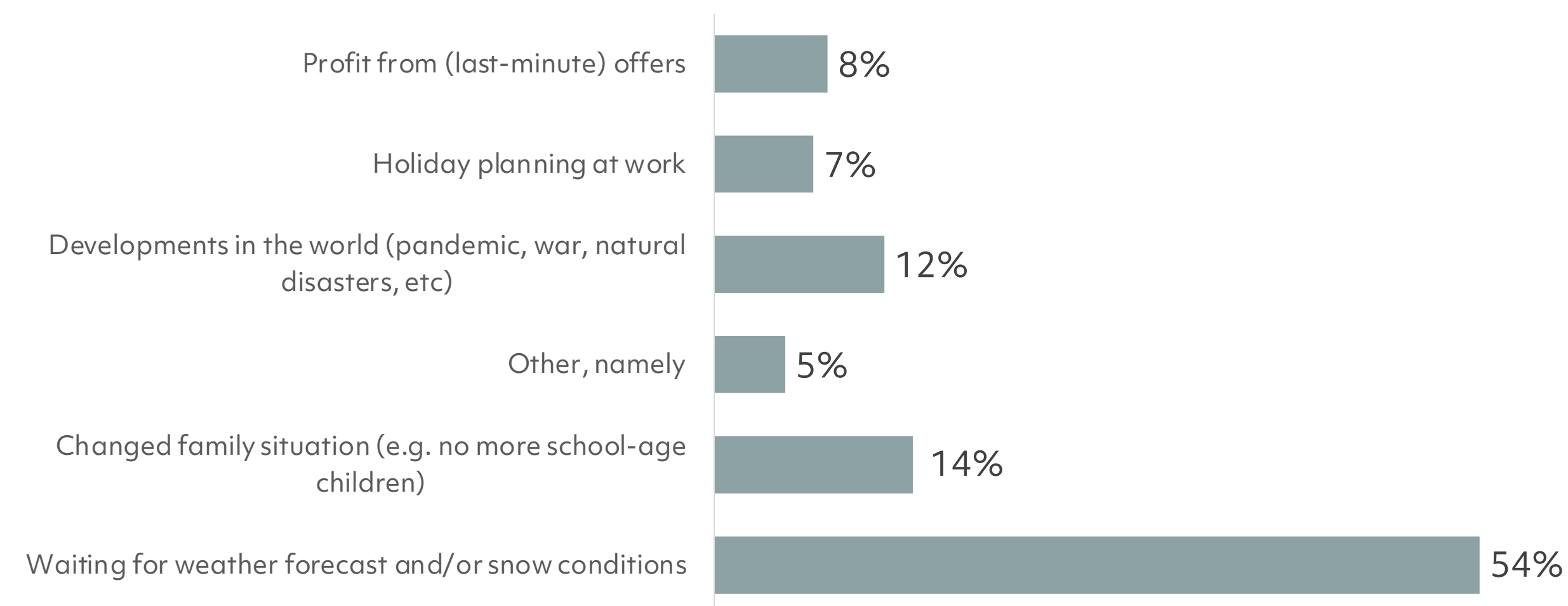
For 55%, booking behaviour has not changed in the last 5 years: They always book their holidays around the same time. 27% say they are currently booking their holiday later, while 3% are now doing so earlier.

Of those who say they are now booking their ski holidays later, 54% say it is due to the weather and snow conditions. 14% are booking later this year due to a change in their family situation, while 12% think that developments in the world are a reason to wait. Holiday planning at work and taking advantage of attractive offers are also cited as reasons for booking later.

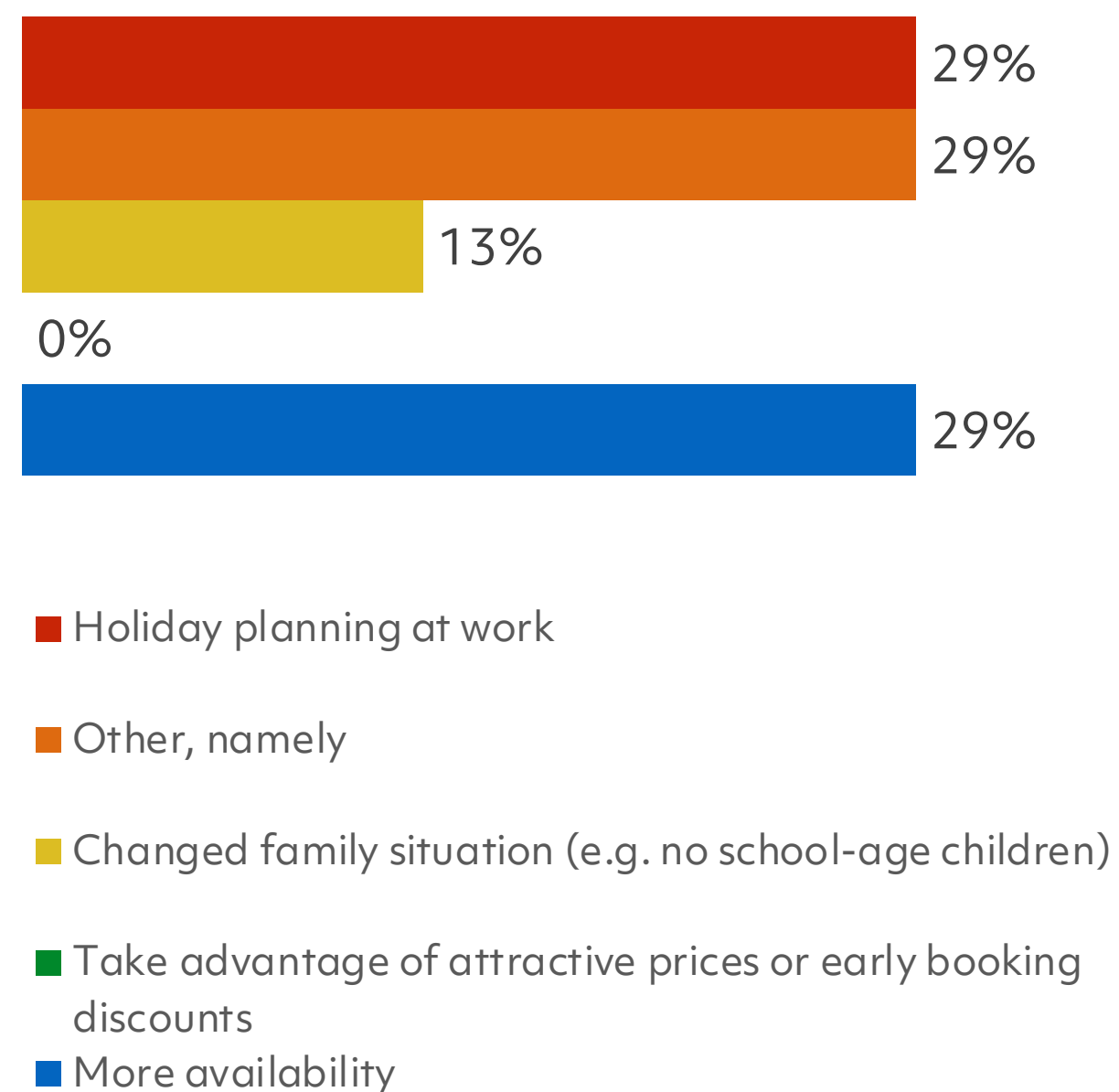
**Has your booking behaviour changed over the past five years? Do you now book earlier, equal or later than before?**



**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

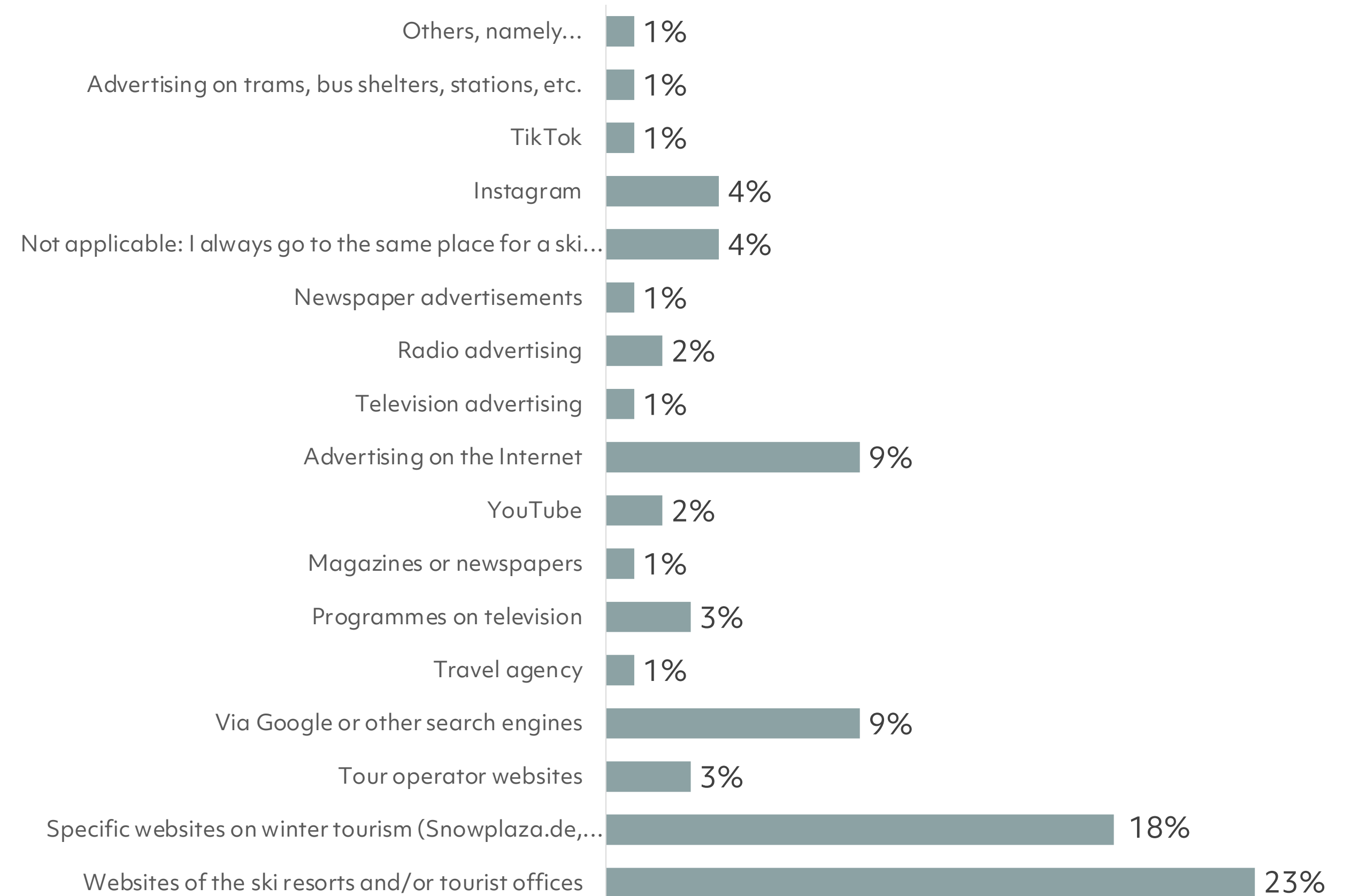
For 29% of the respondents, the main reason for booking a ski holiday earlier is the better availability of accommodation in the ski resorts. Other reasons given were "getting older" and a "larger winter sports group".

## Inform and inspire online on websites of ski resorts, tourist information centres or winter sports platforms

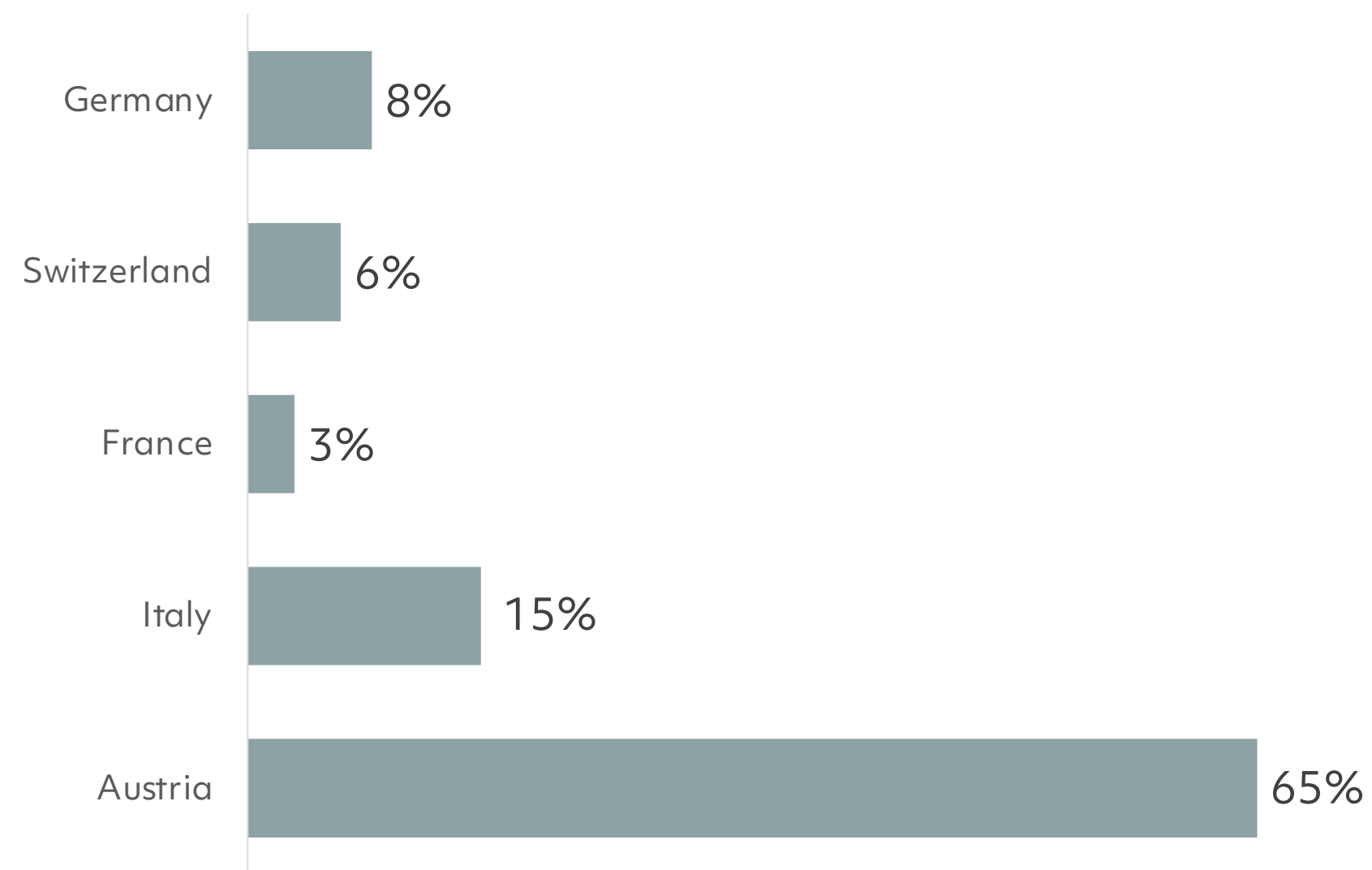
When asked where people get information or inspiration for their skiing holiday, 23% said they do so via and/or the local tourism board's websites. 18% visit specific websites such as Snowplaza, Schneehoehen, Bergfex or similar.

9% search themselves via a search engine such as Google. Also 9% respond to advertisements on the internet. 4% say that they go on holiday to the same place every year anyway and another 4% get inspired on Instagram.

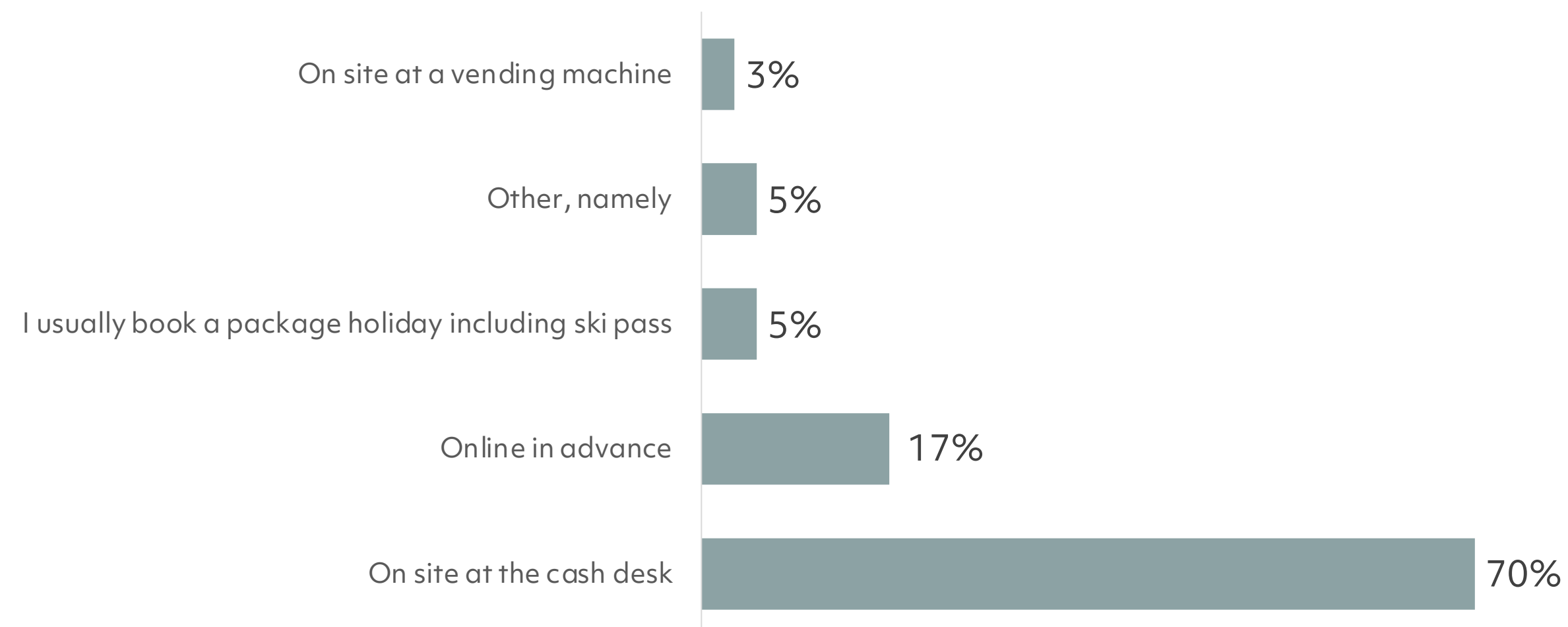
## Where do you look for information or what inspires you when you want to book a ski holiday?



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



## When do you normally buy your ski pass?



## Austria still the most popular country

Austria is still the most popular winter sports country for Germans: 65 % of those surveyed go to the Alpine country for their skiing holidays, followed by Italy, Germany and Switzerland.

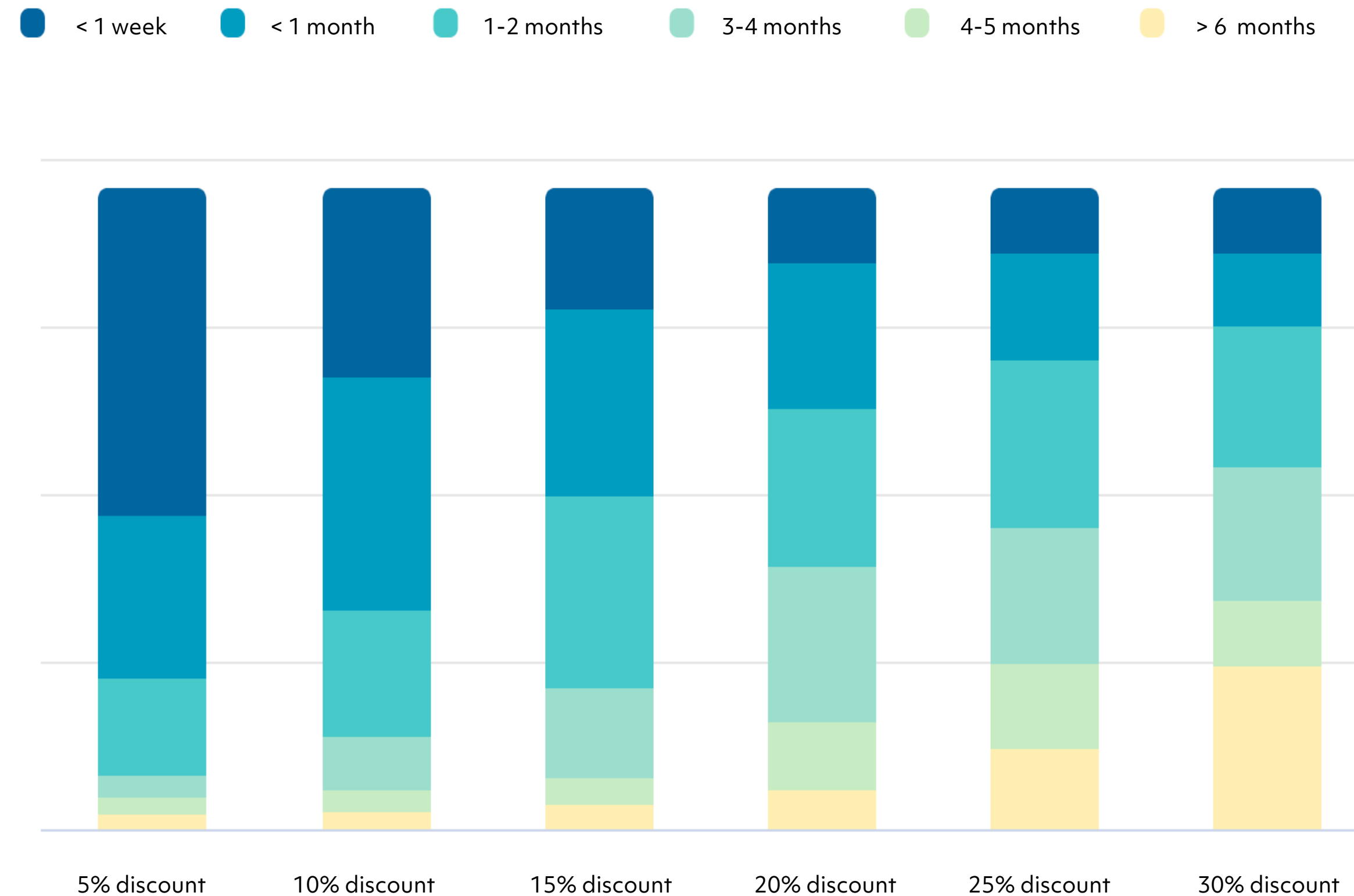
70 % of respondents buy their ski pass on site at the ticket office, while 3 % do so at a vending machine. 17% buy their ski pass online in advance and 5% already book a package holiday that includes a ski pass. Among the other reasons, it was also stated that the ski pass is organised by the accommodation or that a season pass is purchased if one goes on a skiing holiday more often during the season.

## Buy ski pass early & online

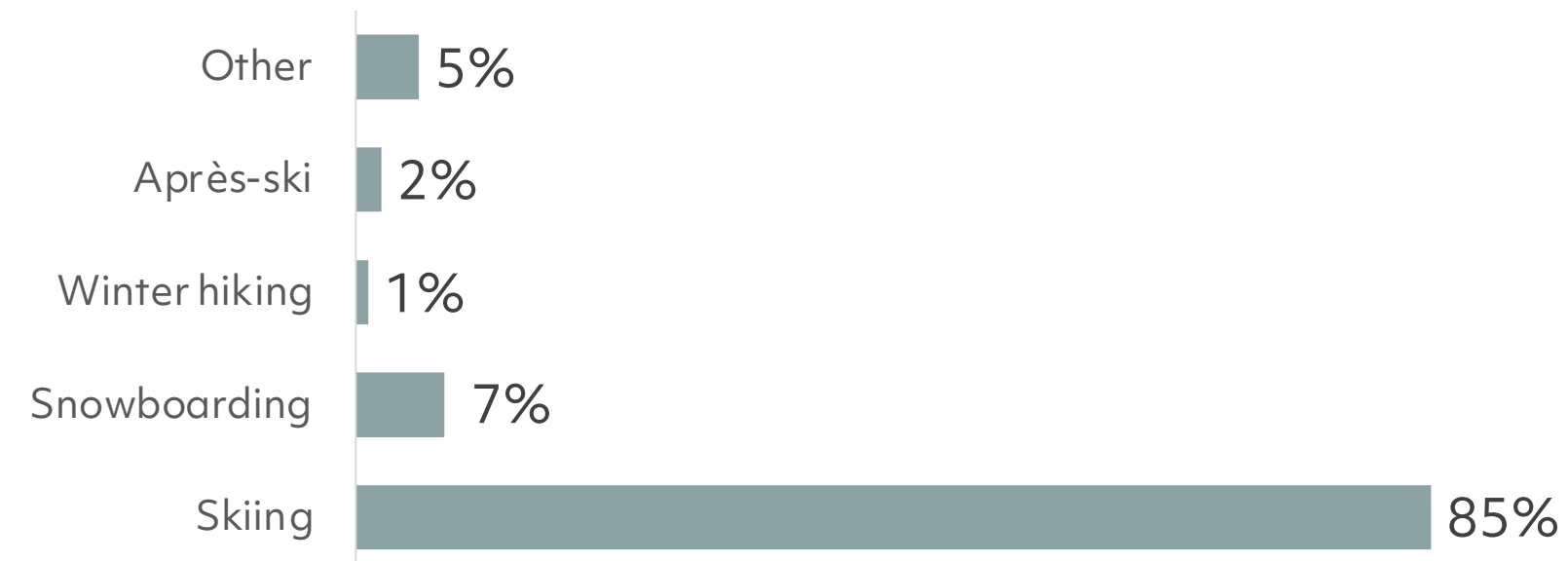
### Secure attractive discounts

The bigger the discount, the more likely winter holidaymakers are to buy their ski pass online. Within one week before departure, a clear majority considers a discount of 5% as an attractive advantage. On the other hand, respondents are willing to book a ski pass more than 6 months before the holiday if it gives them a discount of 25-30% on the ski pass.

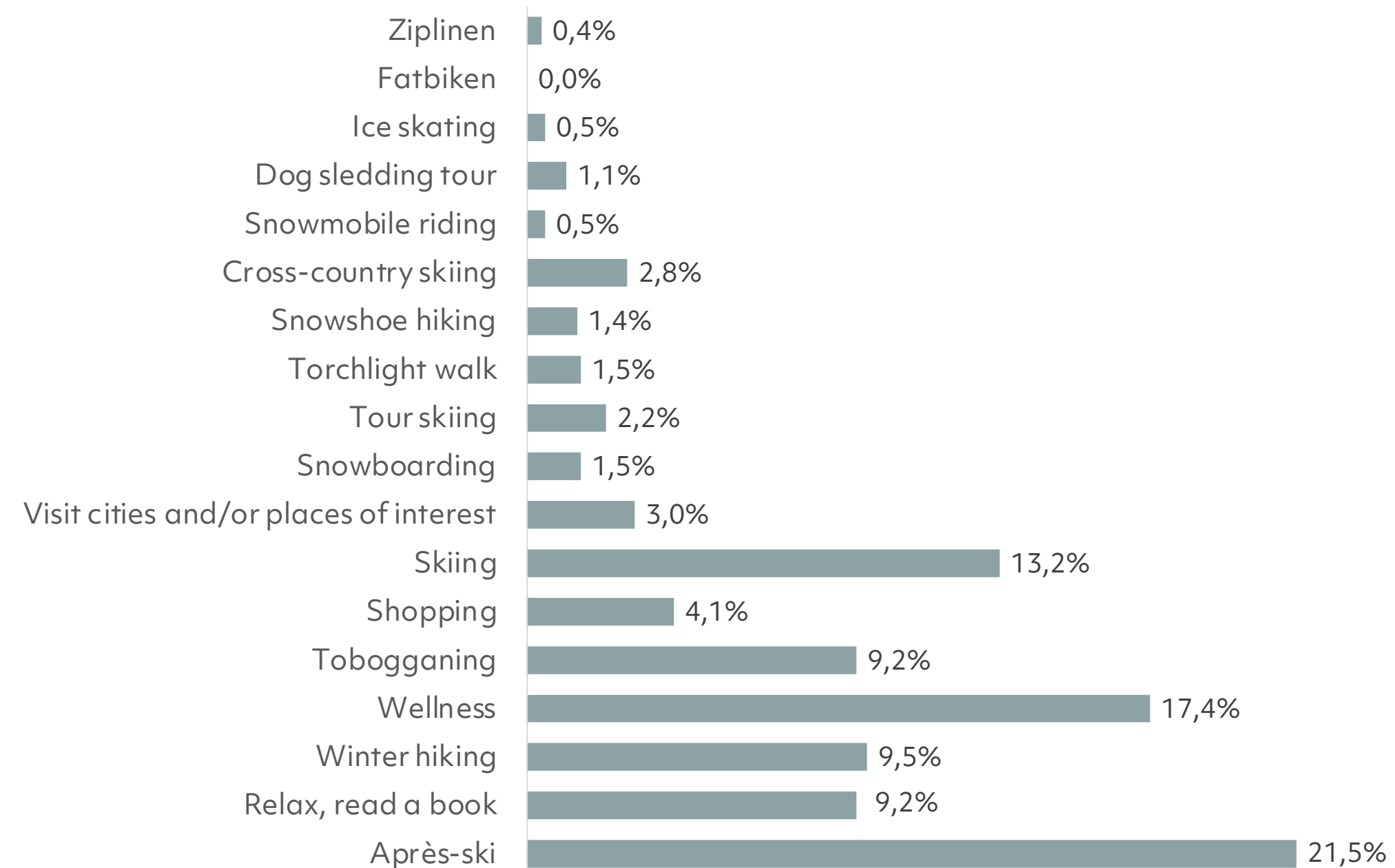
### How early in advance are you willing to buy your ski pass for more discounts?



## What is your main activity during your winter sports?



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



## Skiing is most important then après-ski and relaxation

The most important activity on a winter holiday is clearly skiing: 85% of respondents state this as their main activity, followed by snowboarding with 7%.

Besides skiing, one fifth say they like to go to après-ski and around 17% of respondents do wellness. About 9% like to go on winter hikes, relax or read a book and go tobogganing.

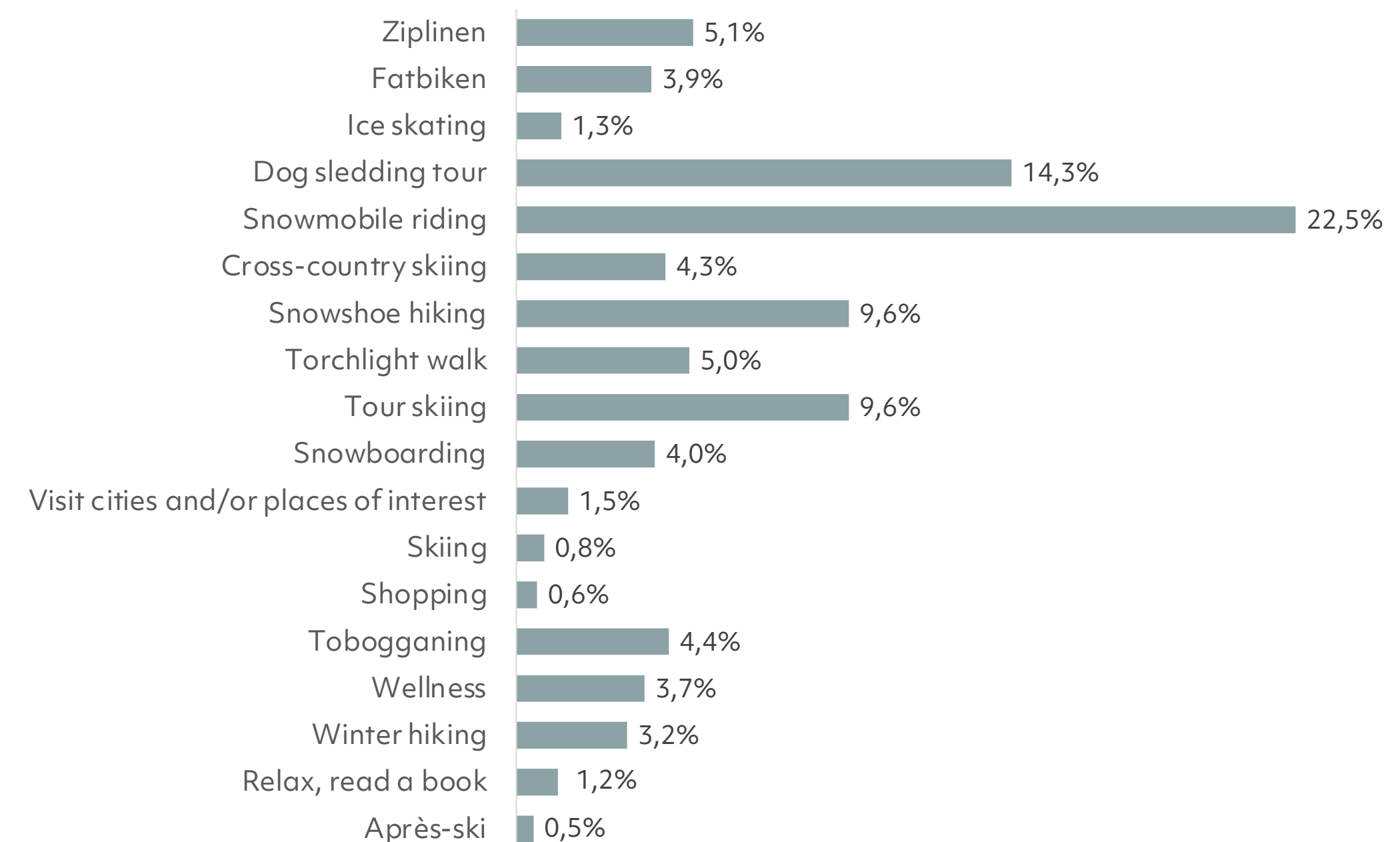


## Great interest in other winter activities

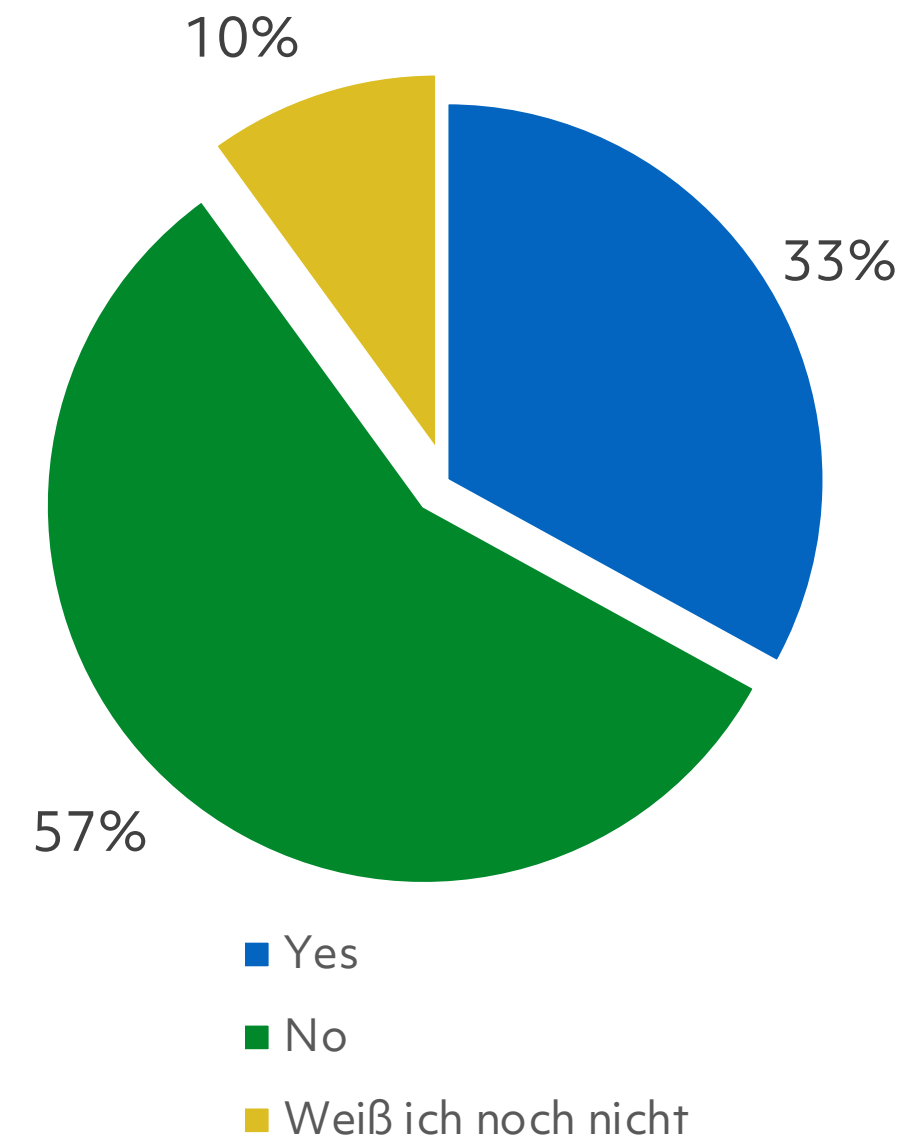
More than 21% of respondents say they would like to go snowmobiling one day, but ski touring is also high on the wish list (13,3 %). Just under 10% of respondents each are interested in snowshoeing and a dog sled ride.

In addition, activities such as ziplining, fat biking, cross-country skiing, a torchlight hike, snowboarding, tobogganing and winter hiking are among the things that the participants have never done before, but would like to do one day during their winter holiday.

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



Do you go on a skiing holiday during the school holidays? (Christmas, winter or Easter holidays)?



Who do you usually go on skiing holidays with?



- Other, namely
- I go alone
- Other relatives
- Friends
- Organised group holiday
- Colleagues
- Partner
- Family

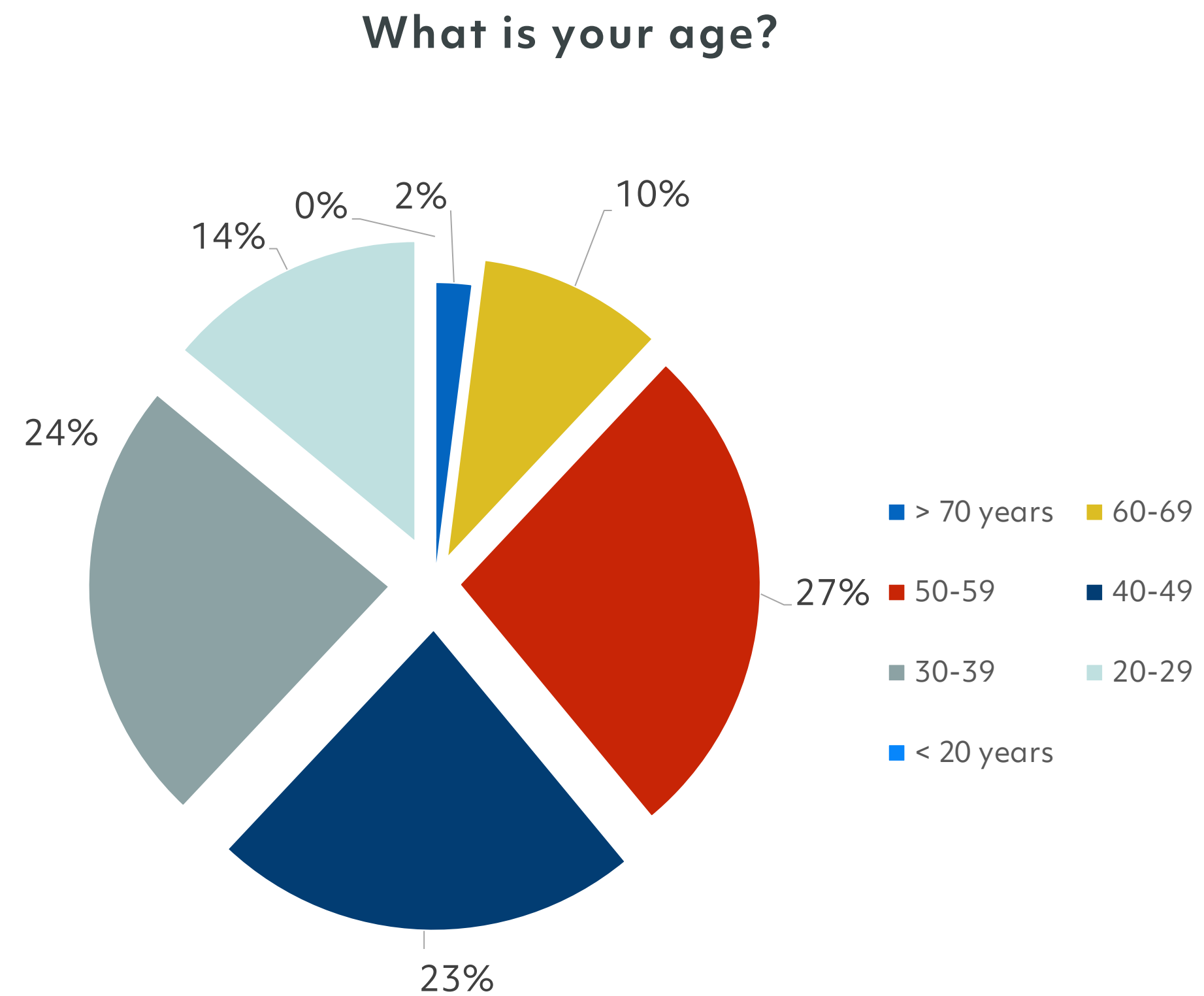
## 33% travels in the high season on skiing holiday

3% of all respondents say that they go on skiing holidays during the high season, i.e. the school holidays. 57% travel outside these holiday periods and 10% do not know yet.

Winter sports enthusiasts who go on skiing holidays with friends or girlfriends form the largest group in this survey with 32%. This is followed by family (27%) and 26% go to the snow with their partner.

## Broad target group Represented in survey

The age group of 50-59 years old is the most represented in this survey (27%), followed by 30-39 years old (24%) and 23% of the respondents are between 40-49 years old. It can thus be stated that almost 75% of the participants are between 30 and 59 years old. The age group of 20 to 29 years old is 14%, unfortunately there are no respondents under 20 years old. Overall, it can be said that a broad target group was reached with this survey.



# Contact

Address: Veerdijk 40F  
1531 MS Wormer  
Nederland  
Phone: +31 (0)20 52 18 133  
E-mail: [info@spalder.com](mailto:info@spalder.com)  
Website: [www.spalder.com](http://www.spalder.com)



**Frank Pieters**

Managing partner

E-mail : [f.pieters@spalder.com](mailto:f.pieters@spalder.com)

Phone: +31 (0)6 51 67 69 48

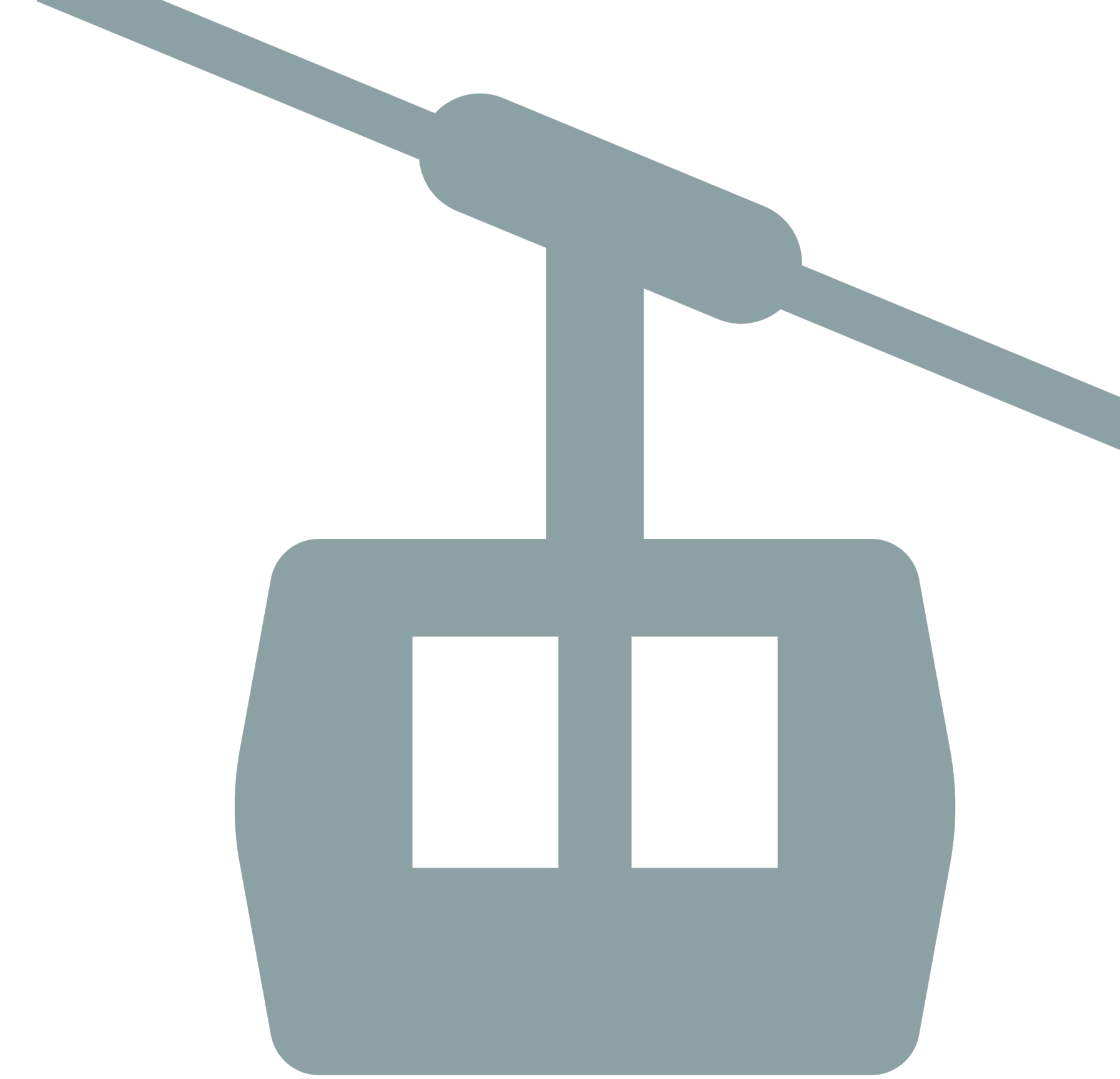


**Vera Dormans**

Sales manager

E-mail: [v.dormans@spalder.com](mailto:v.dormans@spalder.com)

Phone: +31 (0)20 521 81 32



**spalder**  
MEDIA GROUP