



Winter sports survey

2024-2025



spalder
MEDIA GROUP



Winter sports survey 2024/2025

From 3 to 16 September 2024, the winter sports websites Skiinformatie.nl, Snowplaza.nl and Snowplaza.be conducted research into the trends in winter sports among Dutch and Belgians. We asked questions about booking behaviour, sustainability, but also about preference for accommodation and transport during the winter sports holiday.

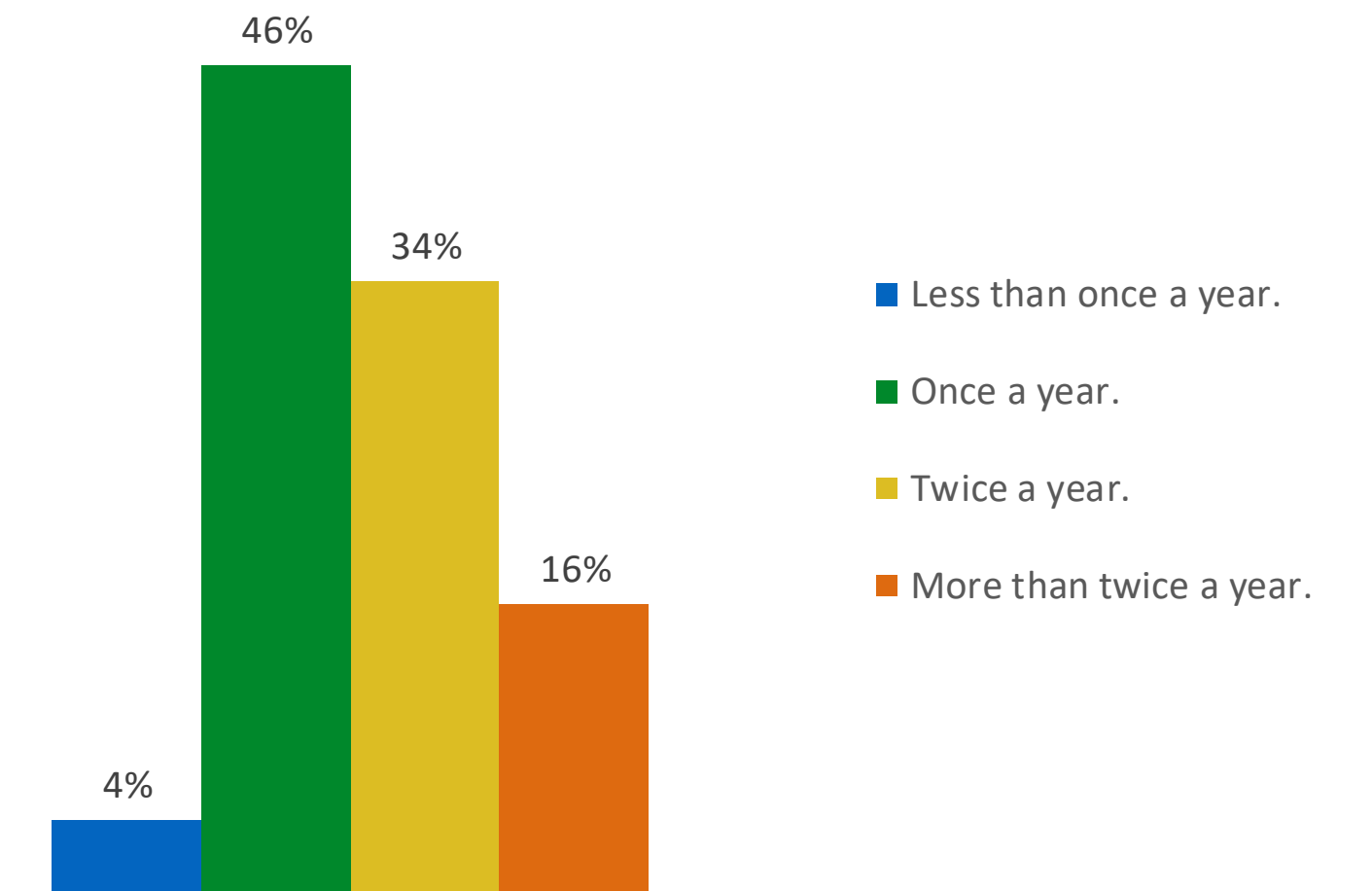
In total, more than 1000 winter sports enthusiasts participated in the study, 88% of whom were from the Netherlands. The male-female ratio is: 55% versus 45%. Almost 35% of the respondents live in the provinces of North and South Holland, followed by North Brabant with 15.3%. The answers were collected through an online survey, which was distributed via the websites and the associated social media channels of the various websites.

Winter sports frequency: 20% go more often than before

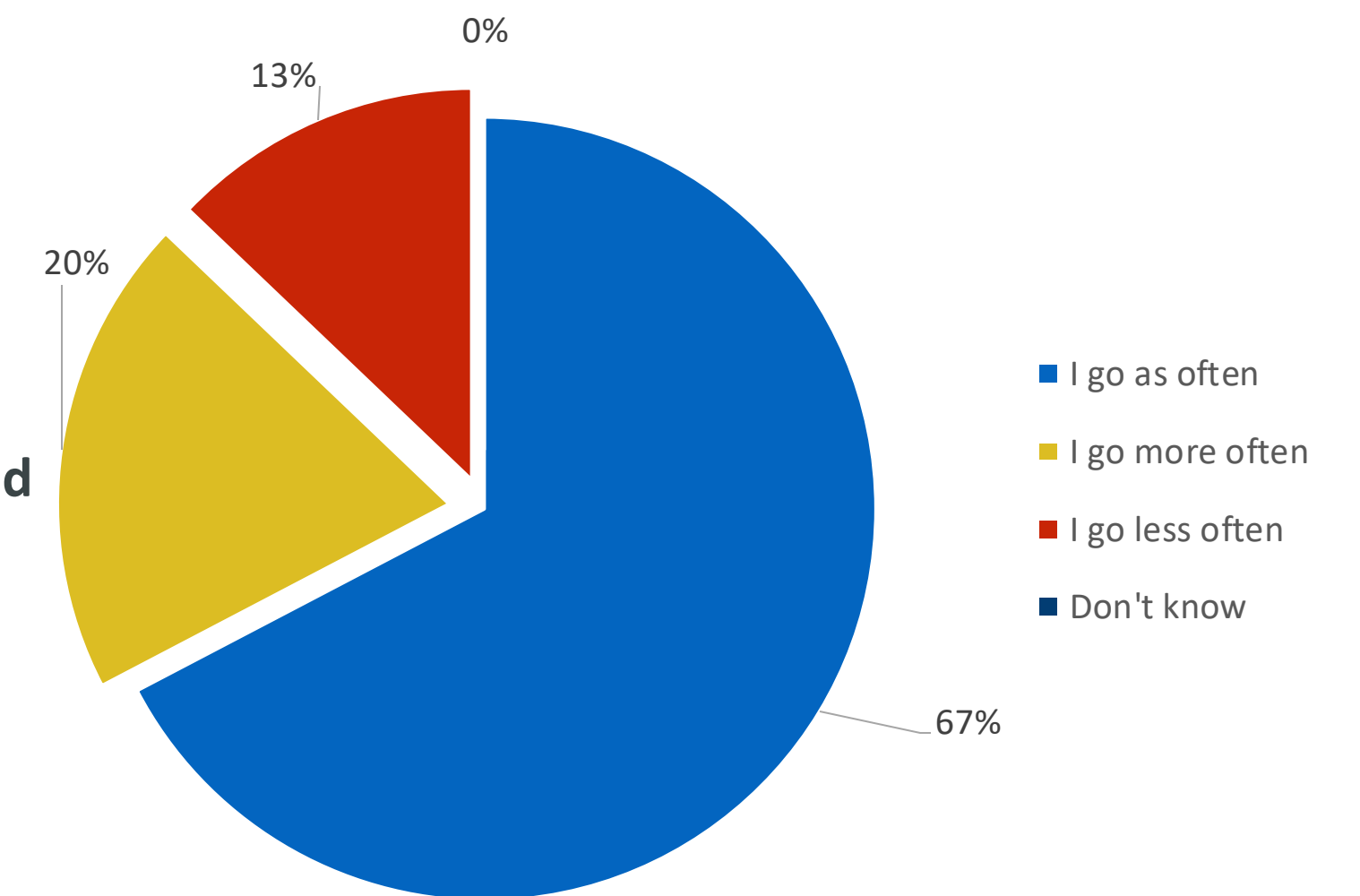
Of all those surveyed, 46% go on winter sports or ski holiday once a year. More than a third even go twice and 16% even more often. A small percentage (4%) do not go on a skiing holiday every year.

67% of those surveyed indicate that they have been going on winter sports just as often in the past 5 years. 20% say they go more often these days. This percentage has increased by 4% compared to last winter's survey, when 16% indicated that they go on winter sports more often. The percentage that goes less often has also increased compared to last year, when it was 11%, this year 13%. So people go on ski holidays both more and less frequently.

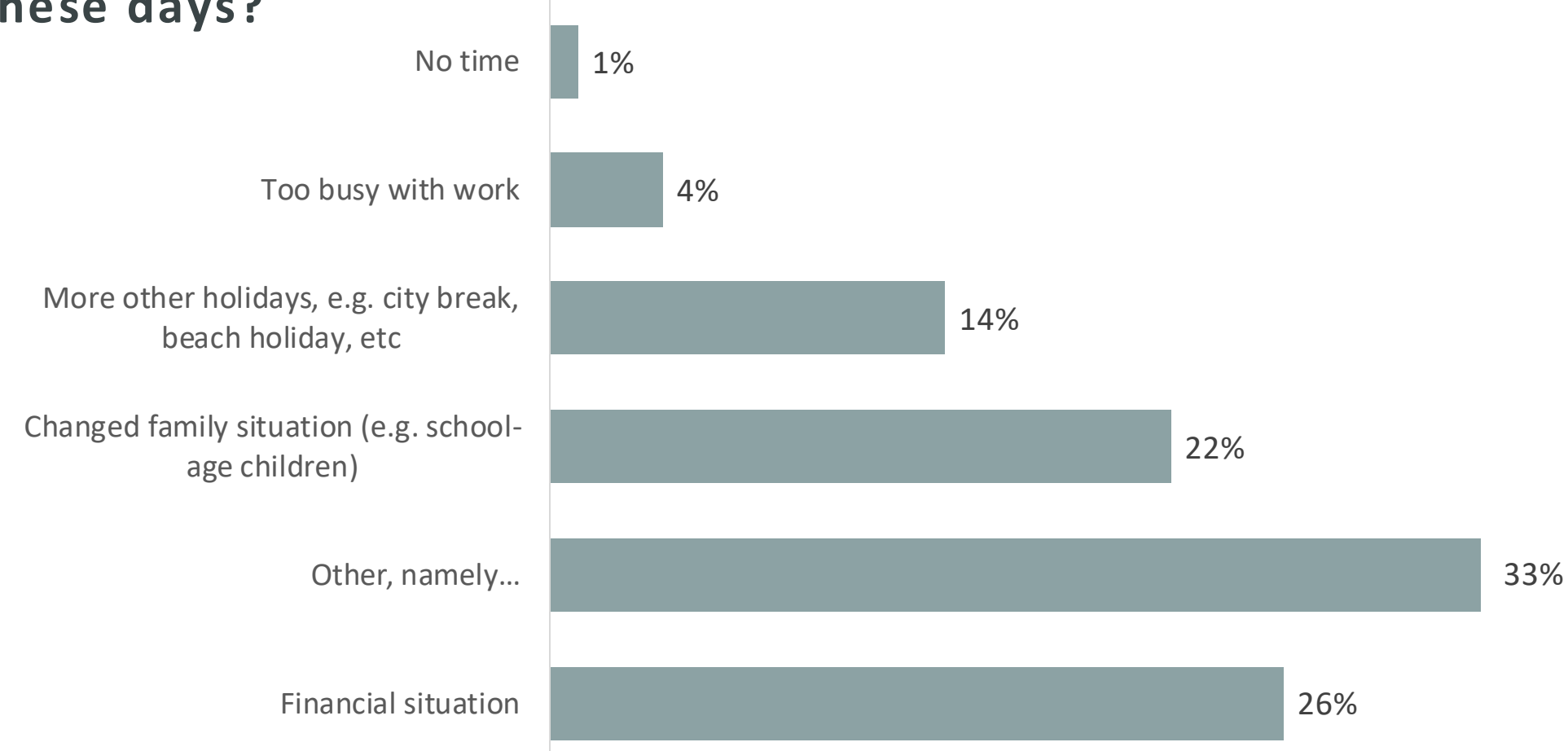
How often did you go on ski holiday on average in recent years?



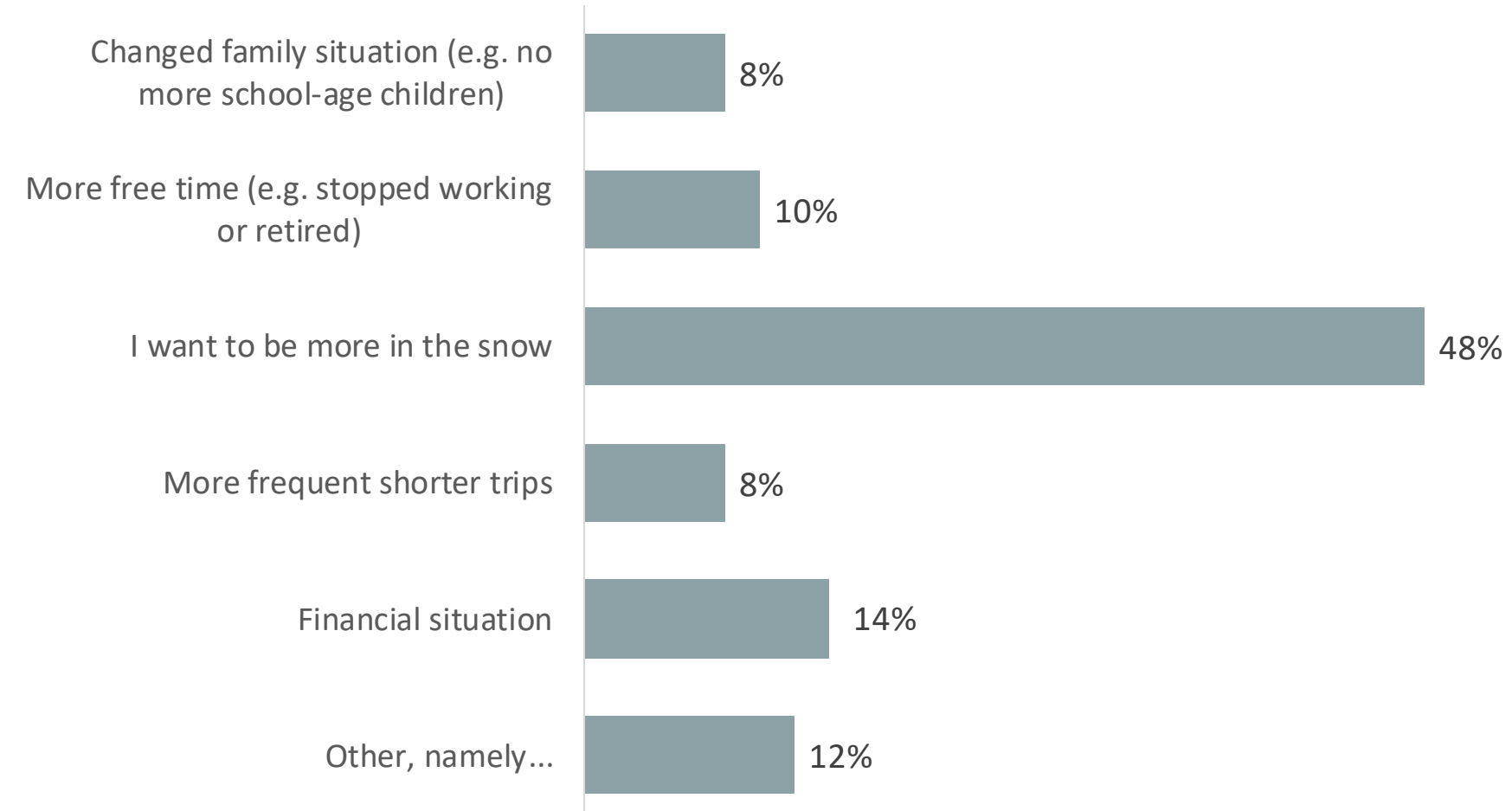
Has your ski holiday frequency changed in the past 5 years? Are you going on ski holiday less, as much or more often?



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



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



Almost half go on winter sports more often, because they want to spend more time in the snow

This year, 26% indicate 'financial situation' as the main reason for going on winter sports less often, last year this was much more with more than a third. 22% indicate that they go on winter sports less often due to a changed family situation, e.g. school-age children and 14% opt more for other holidays. In the case of 'Other, namely...' health reasons and age are often mentioned.

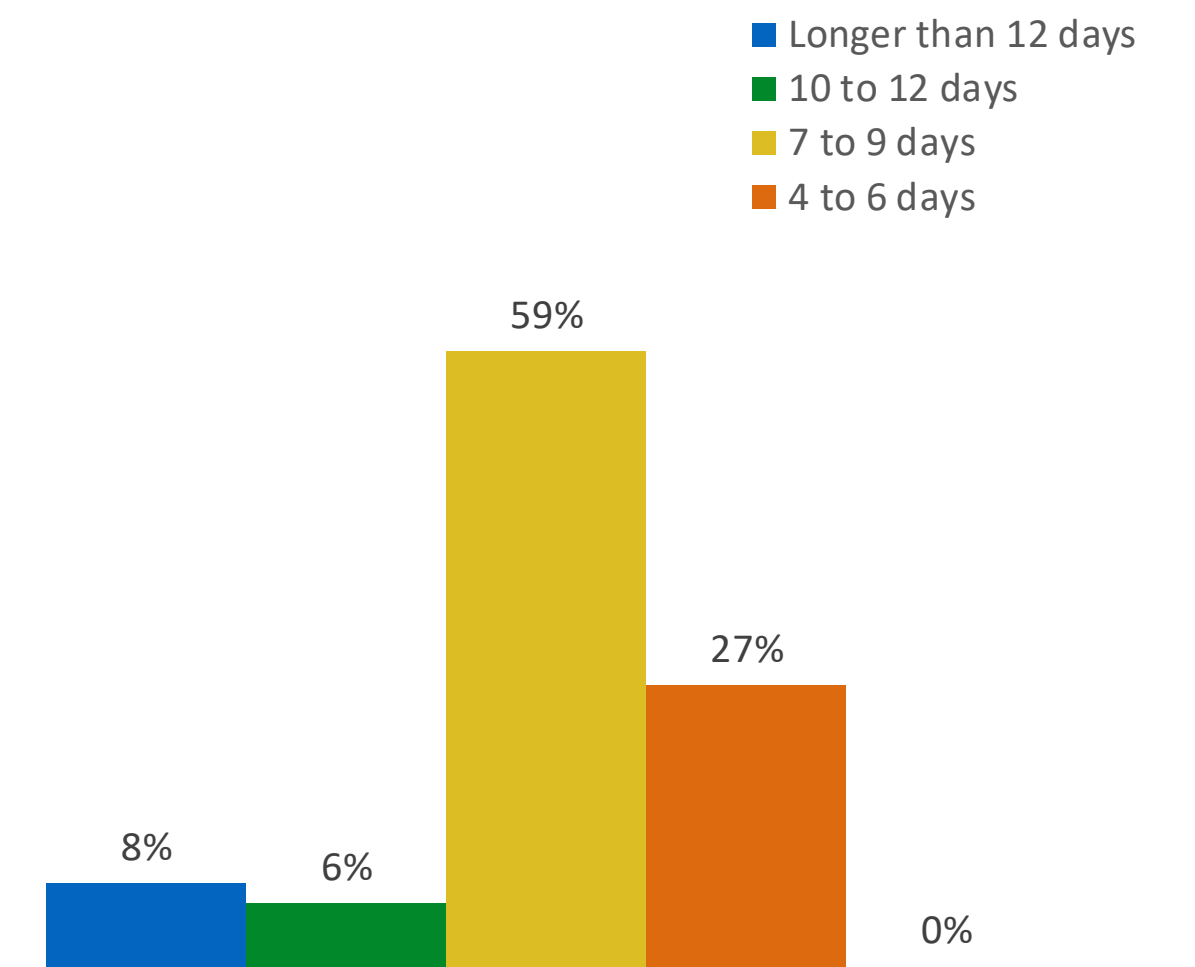
Almost half of the respondents who go on winter sports more often indicate that this is because they 'want to be in the snow more'. 14% go on a skiing holiday more often, because it is financially possible and 10% have more free time. In the case of 'Other, namely...' work as a ski instructor or children doing seasonal work in the Alps is often mentioned.

59% go about a week on ski holiday

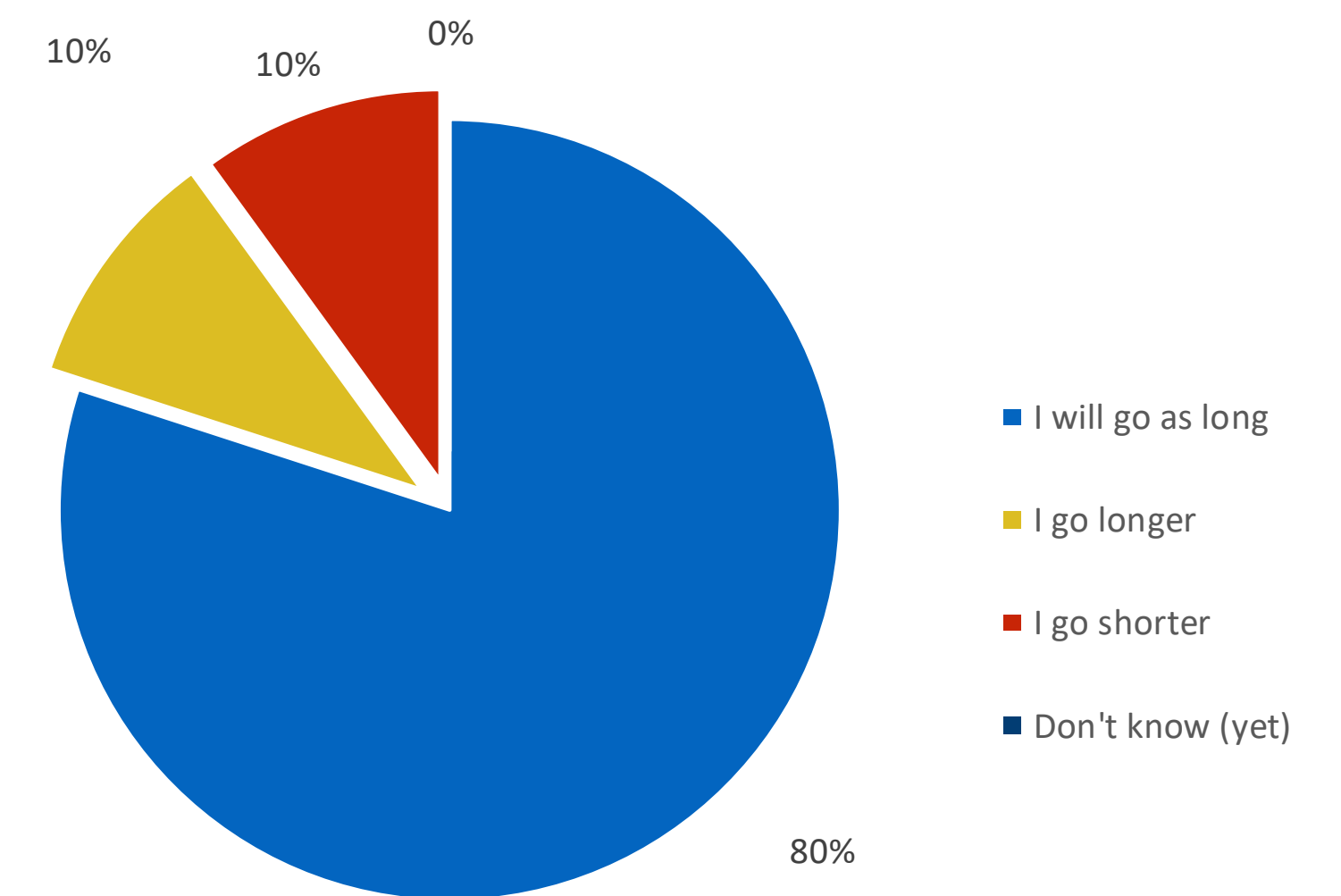
59% of respondents go on a skiing holiday between 7 and 9 days, while more than a quarter go for 4 to 6 days. 8% go on winter sports for more than 12 days.

The vast majority of respondents (80%) indicate that the length of their winter sports has remained the same over the past 5 years. 10% indicate that they go shorter nowadays and an equally large percentage say that they go on a longer winter sports holiday these days.

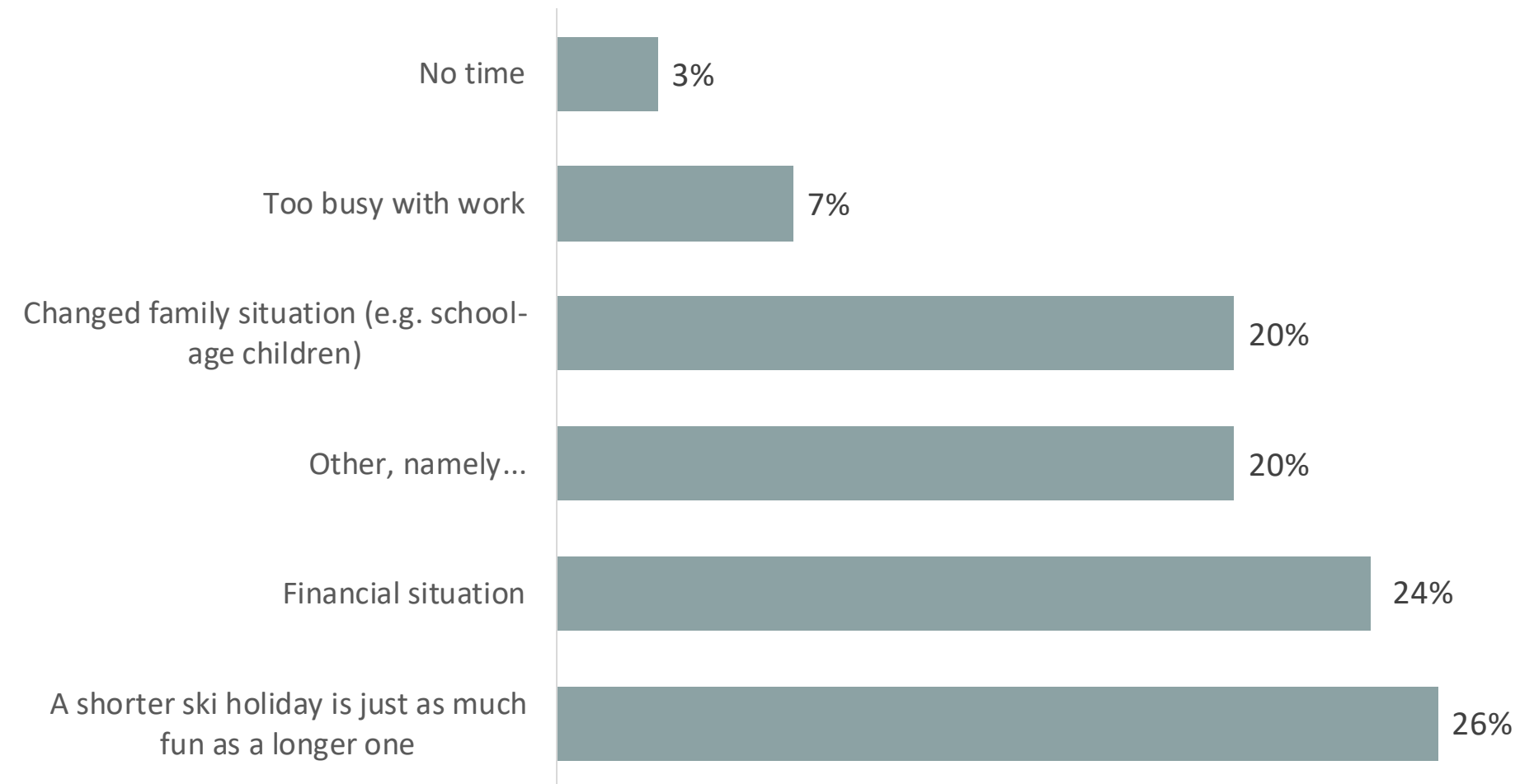
How many days do you normally go on winter sports?



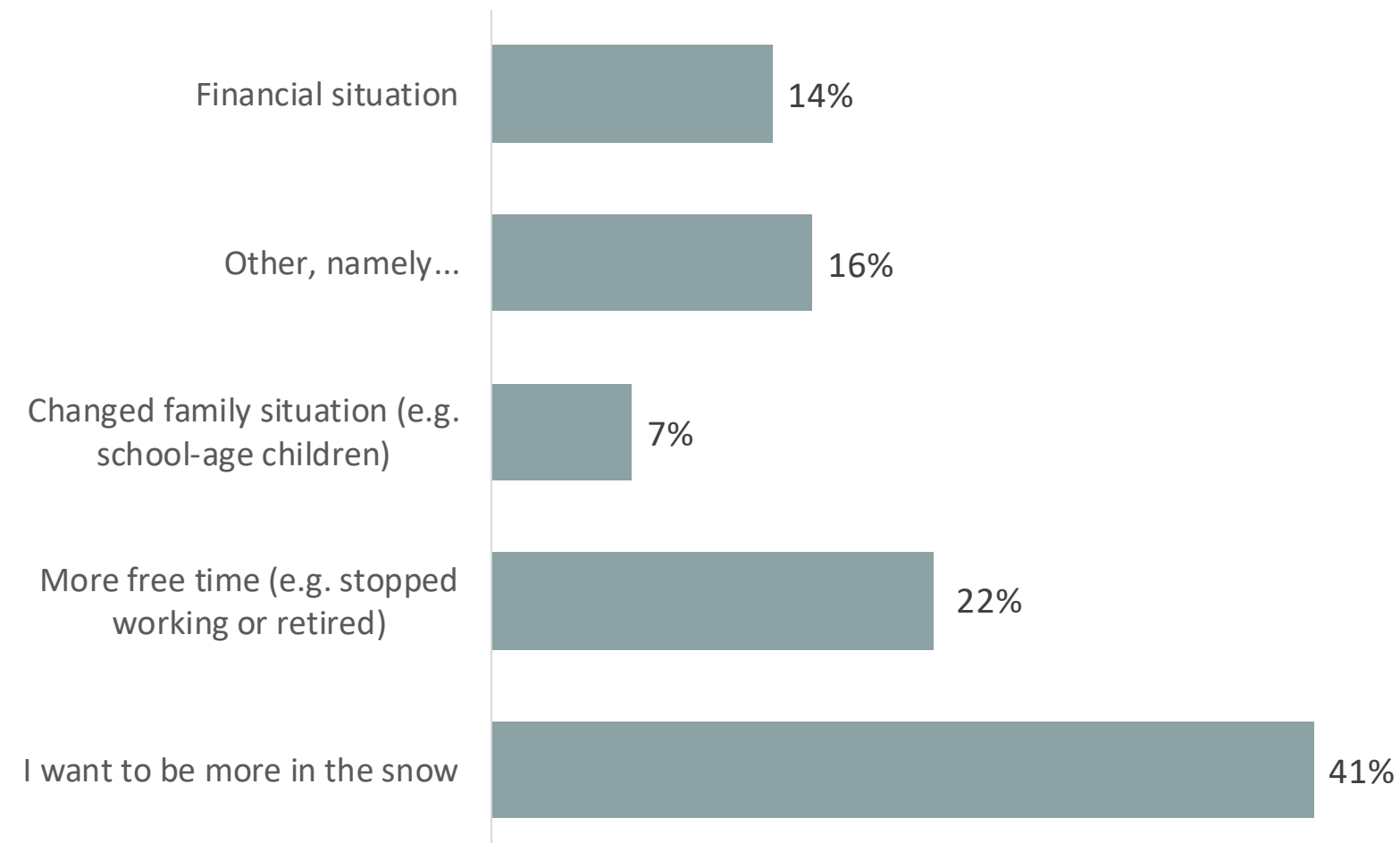
Has the length of your holidays changed in the past 5 years? Are you going on winter sports for a shorter period of time, the same amount or longer?



What is the (main) reason for going on shorter winter sports?



What is the (main) reason you spend longer on winter sports?



A shorter ski holiday is just as much fun

More than a quarter of those surveyed indicate that they go on ski holiday for a shorter period of time, because they enjoy it just as much as a longer ski holiday. 24% indicate that they are now going shorter due to financial reasons. In the case of the 'Other, namely...' health and lack of days off are mentioned several times.

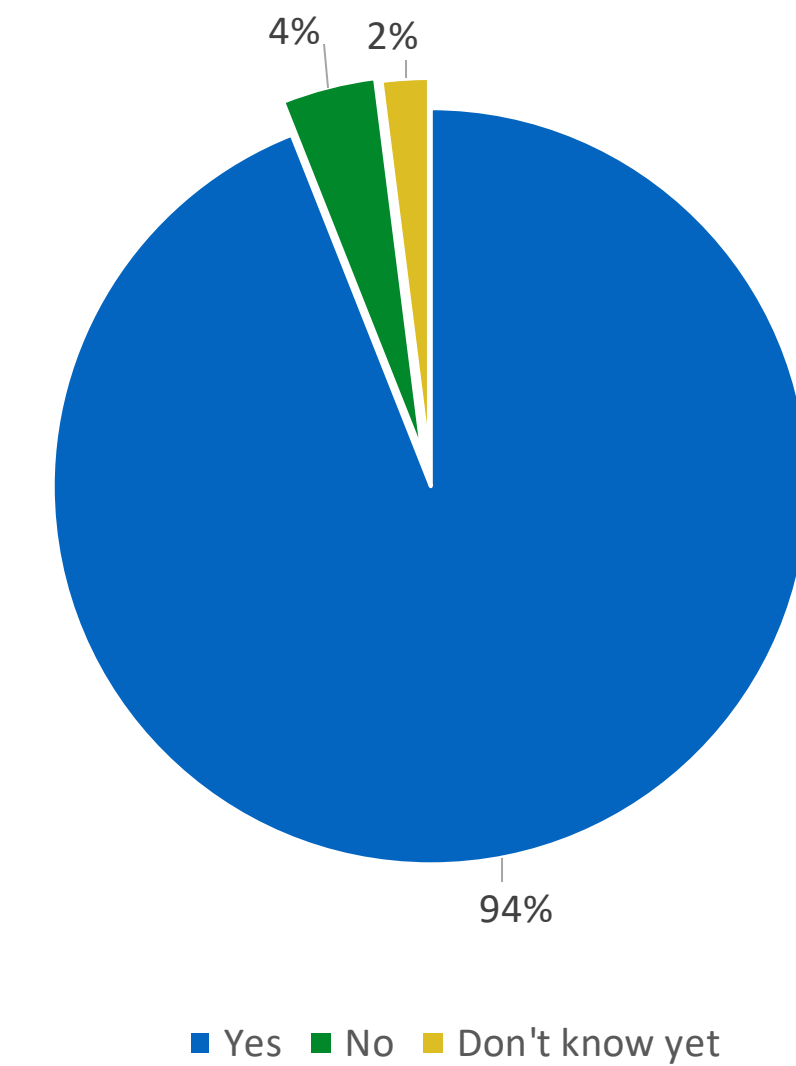
Of the respondents who indicate that they will go on winter sports for longer, 41% say that they just want to be in the snow as much as possible. 22% have been given more time, for example because they no longer work. A significant proportion indicate that they are now going on longer winter sports for financial reasons. There are also people who have their own residence in the Alps and/or work from home and therefore go on longer winter sports.

94% go on ski holiday 71% have already booked

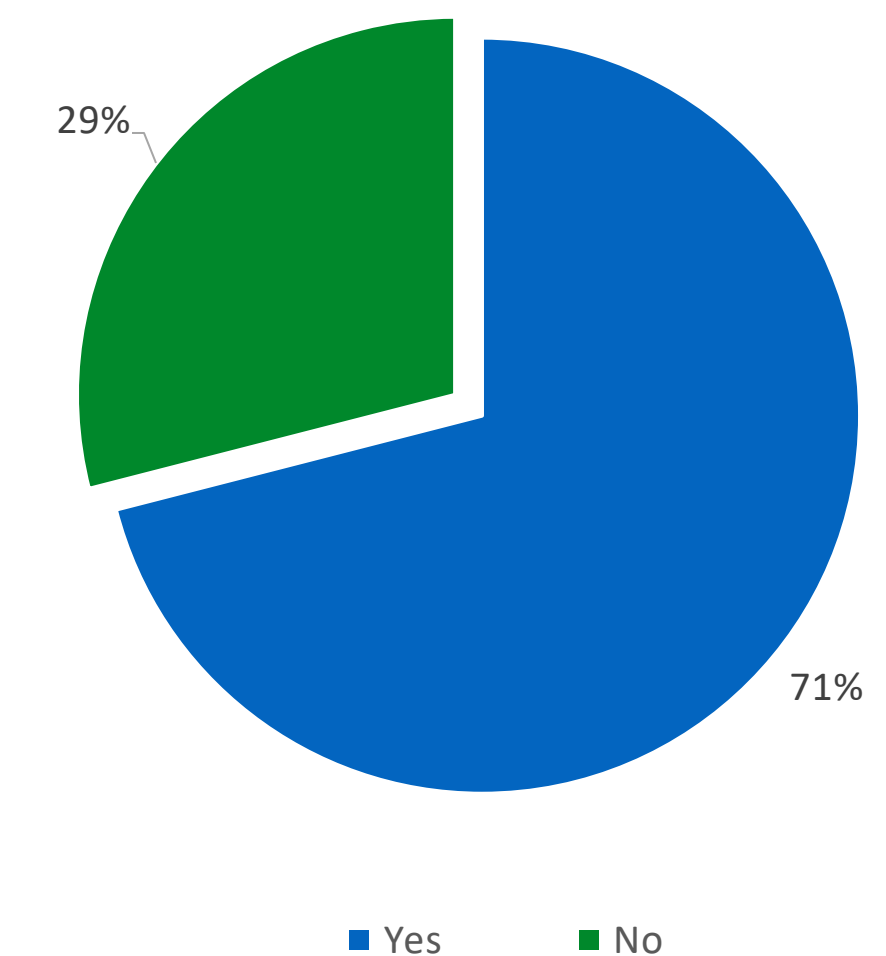
Of all those surveyed, 94% indicate that they will definitely go on a winter sports holiday next winter. 2% don't know yet and 4% say they won't go this season.

Almost three-quarters of the respondents (71%) have already booked their winter sports holiday. 29% still want to do so.

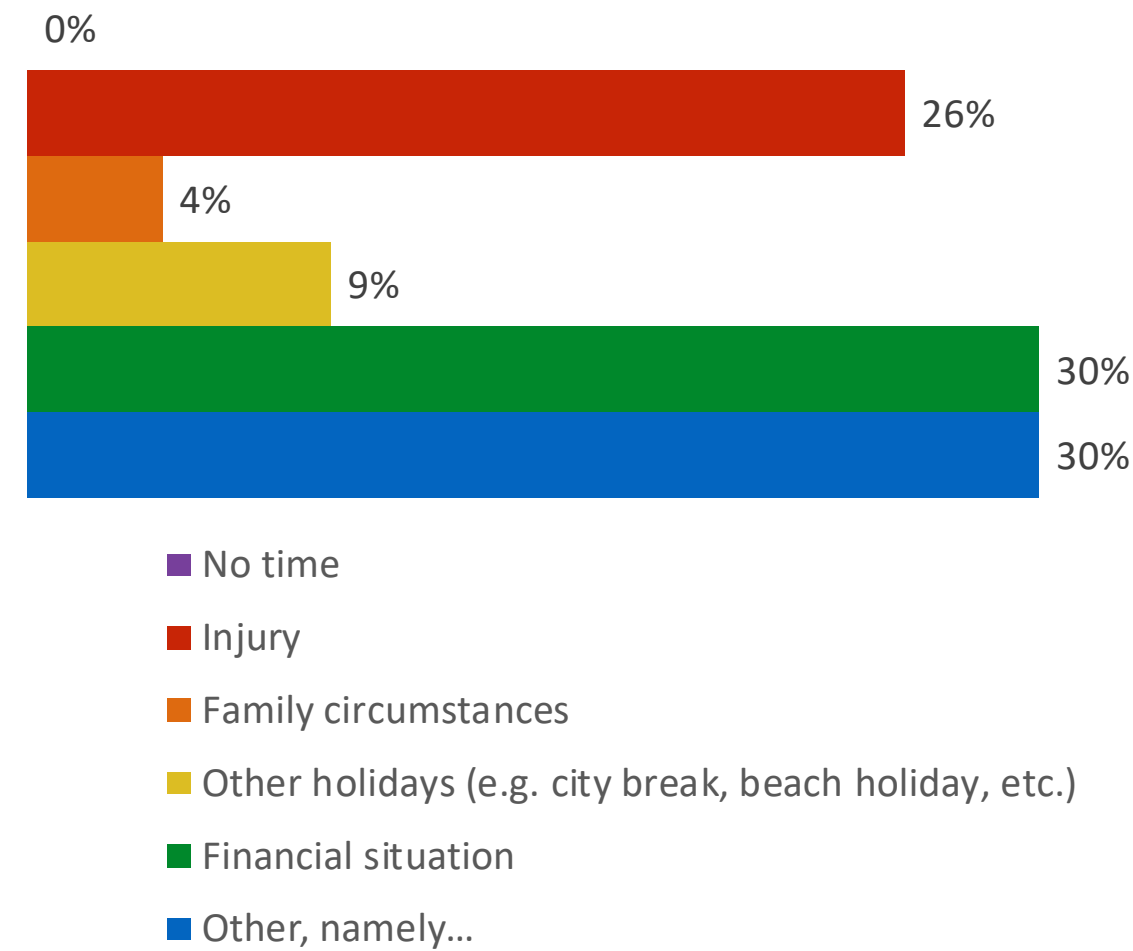
Are you planning to go on ski holiday this season 2024/2025?



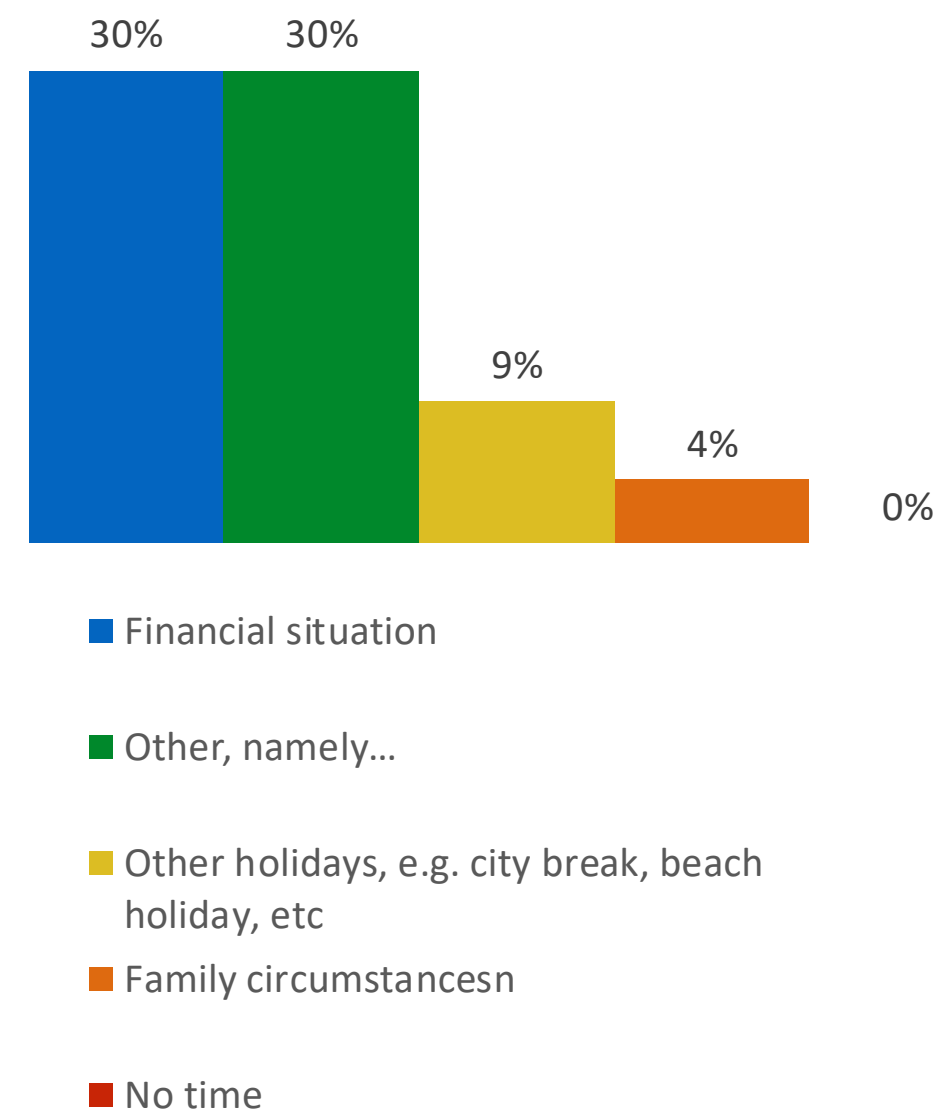
Have you already booked your winter sports for 2024/2025?



What is the main reason you are not going on ski holiday next season?



What is the (main) reason you don't know yet if you will go on ski holiday this season?



Financial reasons play an important role

Of the 4% of all respondents who are not going on ski holiday this year, 30% say it has to do with their financial situation. The same percentage cites other reasons, such as pregnancy, relocation, etc. More than a quarter indicate that they do not go on winter sports because of an injury.

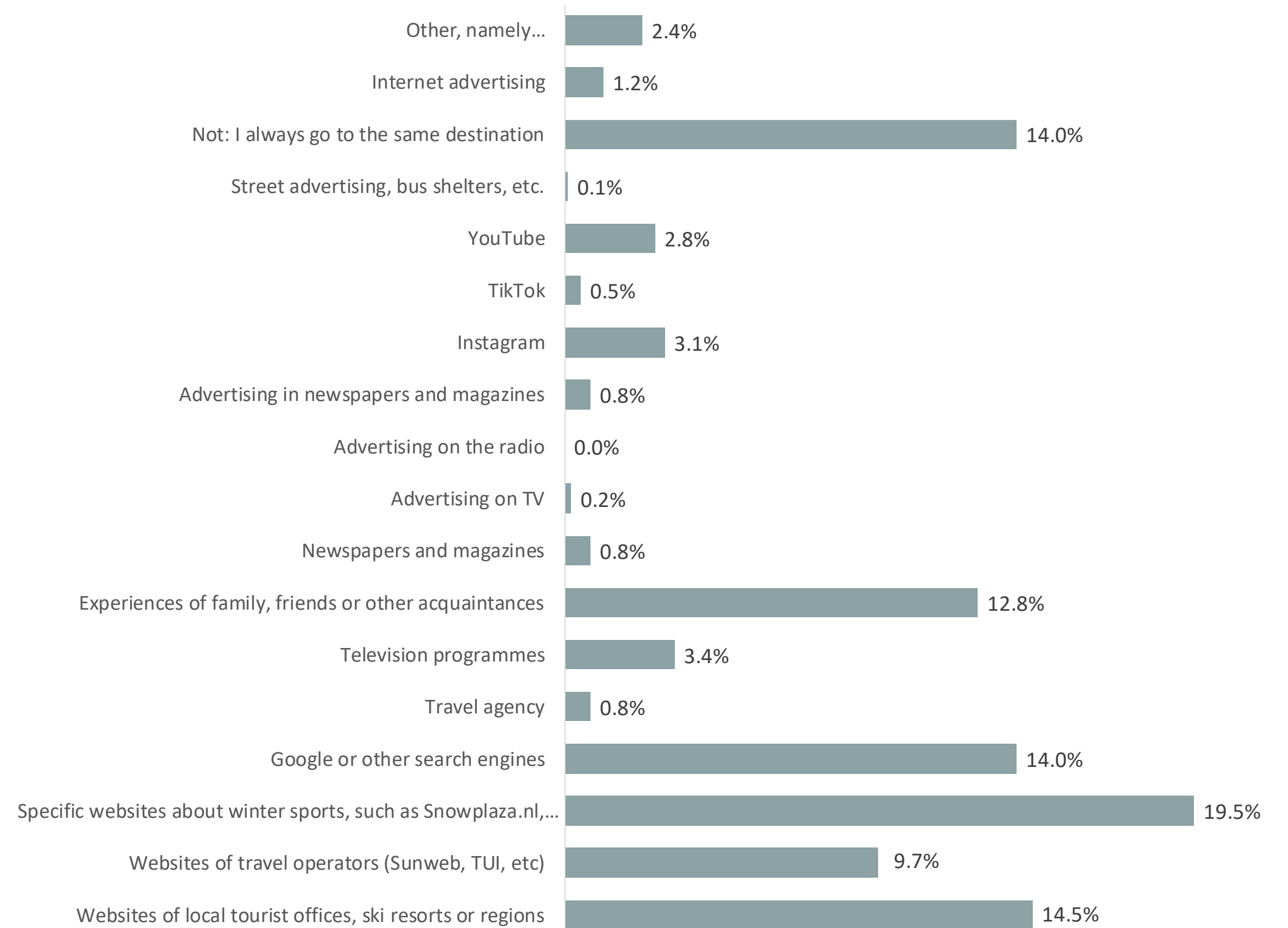
Of the respondents who indicate that they do not yet know whether they will go, 30% indicate that this has to do with the financial situation. Nearly a quarter are waiting to see what prices will do. In the case of 'Other, namely...' things are called injury, illness or a possible move. 9% prefer other holidays, such as a beach or city trip. 4% say they don't know yet because of family circumstances.

Main source of inspiration: specific websites about winter sports

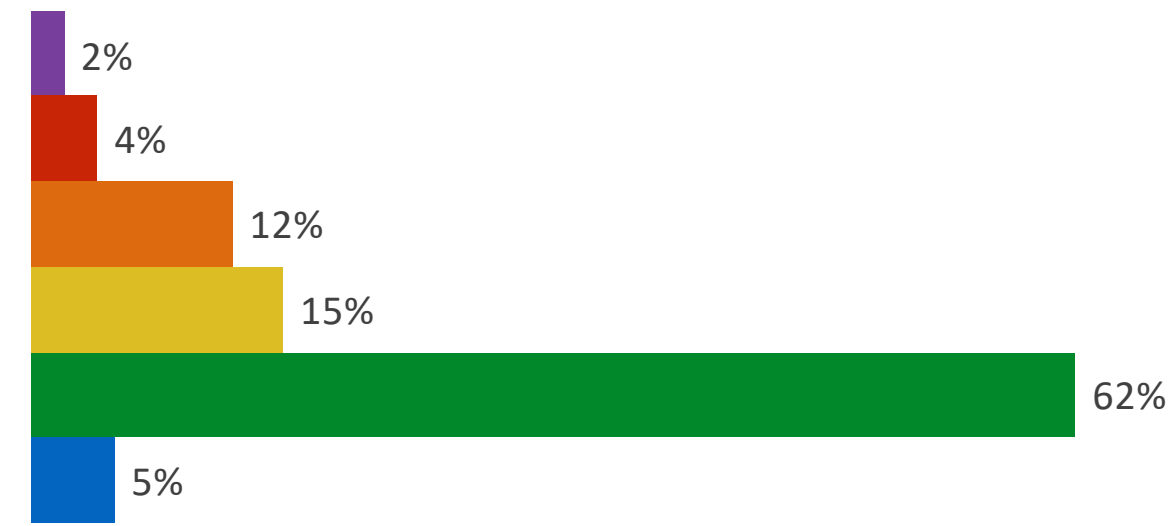
When asked where people get inspired when they want to book a winter sport, several answers could be given. The main source of inspiration with 19.5% are specific websites on this theme such as Snowplaza.nl, Skiinformatie.nl, Wintersport.nl, etc.

Another large part, 14.5%, gets their information from the websites of local tourist offices, ski resorts or regions, while 14% search via Google or other search engines. It is striking that 14% always go to the same destination and the experience of family, friends or acquaintances (12.8%) is also an important source of information. Instagram, YouTube, but also TikTok are on the rise compared to previous years.

Where do you look for information or get inspired when you want to book a winter holiday?

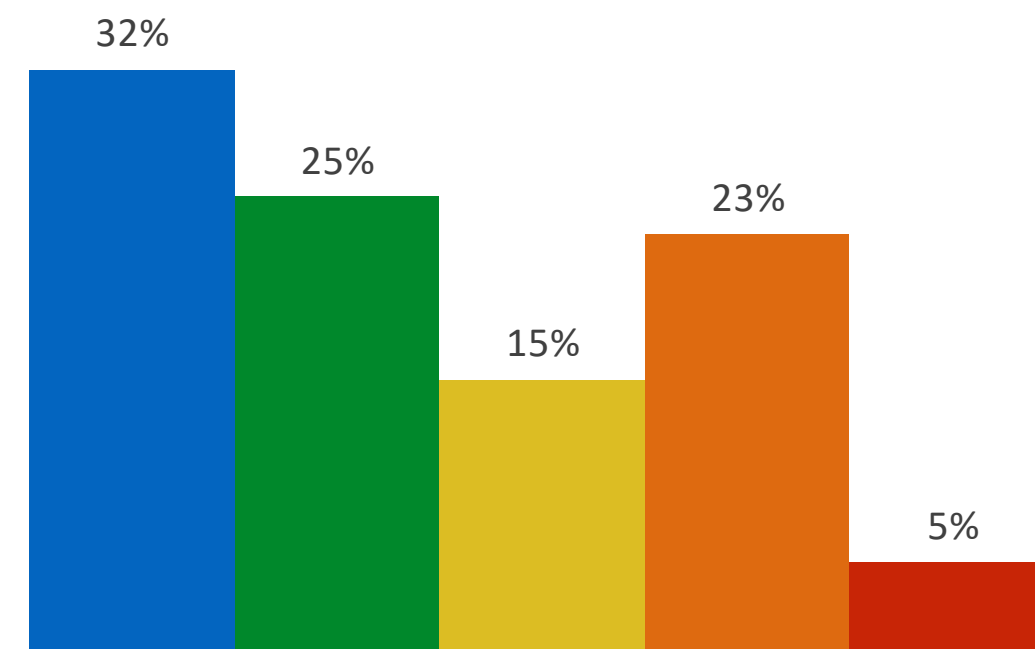


How do you usually book your ski holiday?



- Accommodation request through websites
- Via the local tourist office (phone, mail, website)
- Online booking sites such as booking.com
- Through a travel agent
- Directly at the accommodation
- Other, namely...

Suppose a destination (village/ski resort) puts together its own package holiday consisting of accommodation, ski pass and activity(ies). Would this be of interest to you?



- Yes, if I can save money that way
- Yes, if I can compose the package myself
- Yes, I would find that useful
- No
- No opinion

Majority book directly with the accommodation

It is striking that 62% of the respondents book their holiday directly with the accommodation, while 15% choose to book through a travel agent and 12% book their winter sports via booking sites such as Booking.com, Trivago, etc.

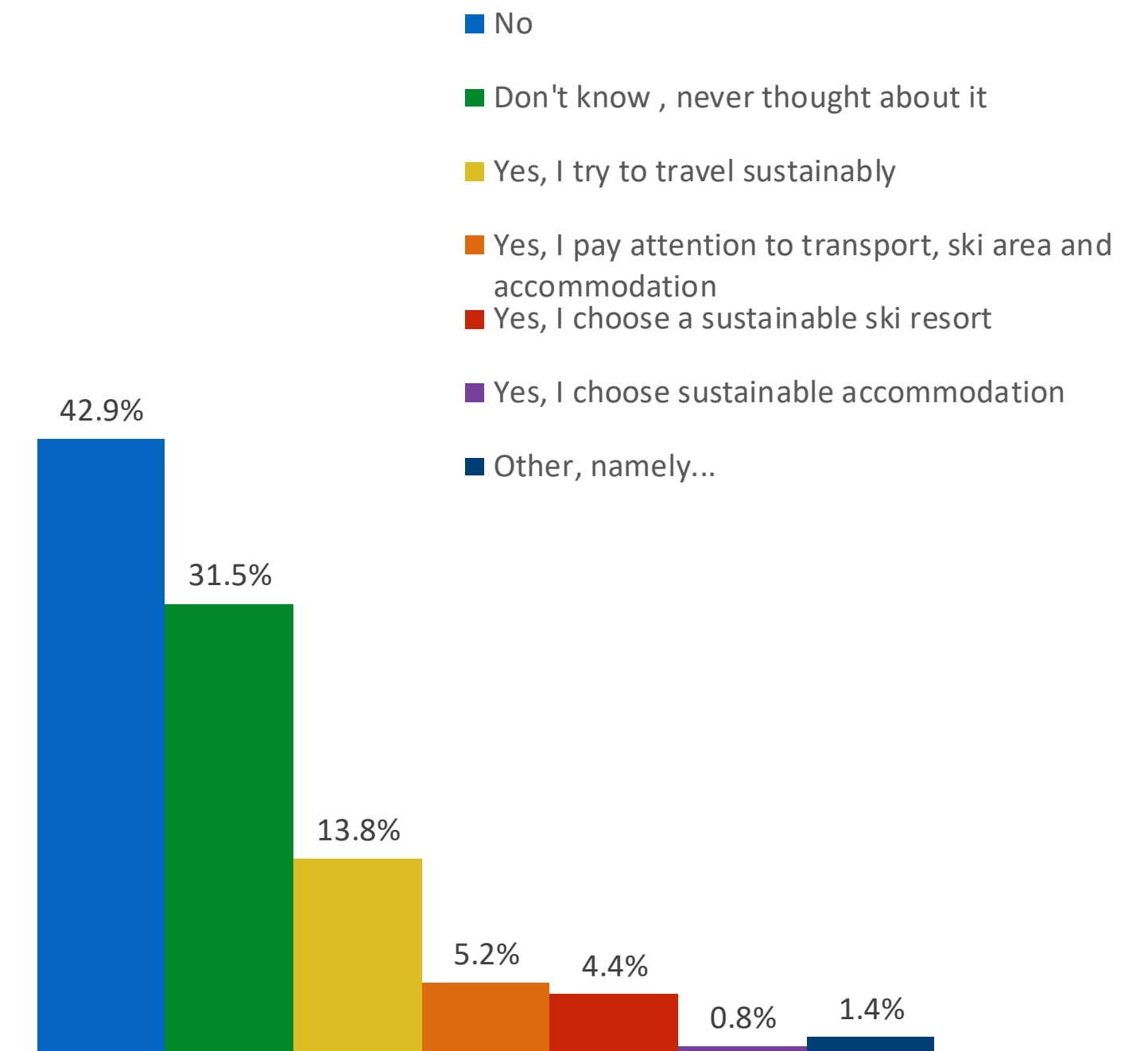
An Austrian tourist office that is actively putting together its own holiday packages wondered if there is interest in this. A third of those surveyed indicated that they find this interesting when money can be saved in this way. A quarter would like to put together the package themselves and 15% indicate that they find this useful. 23% see no added value in such a product.

Sustainability plays a limited role in winter sports

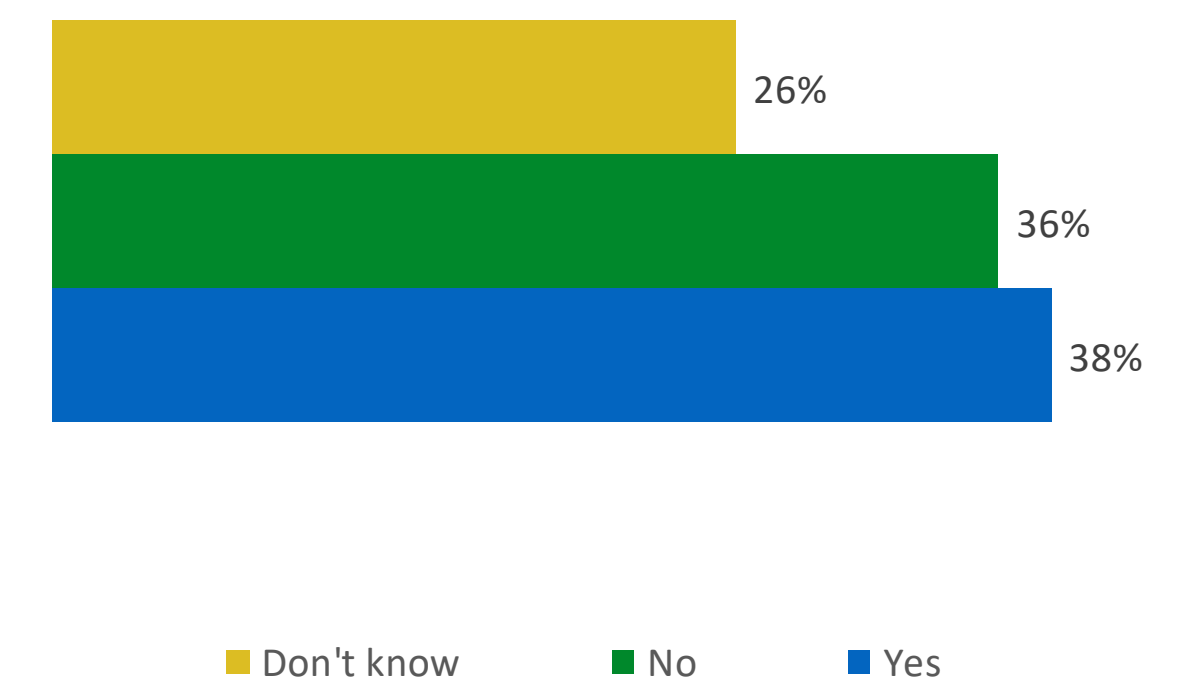
When asked whether it is important for a ski resort or destination to be actively visible with sustainability, 38% answered positively. However, it is striking that on the other hand it is indicated that it does not play a major role in their ski holiday.

For 43%, sustainability does not play a role in winter sports and 32% do not know. Almost 14% do try to travel sustainably when they go on ski holiday. Just over 5% pay attention to sustainability in transport, ski area and accommodation. Just over 4% choose a sustainable ski resort, while less than 1% take it into account when choosing an accommodation.

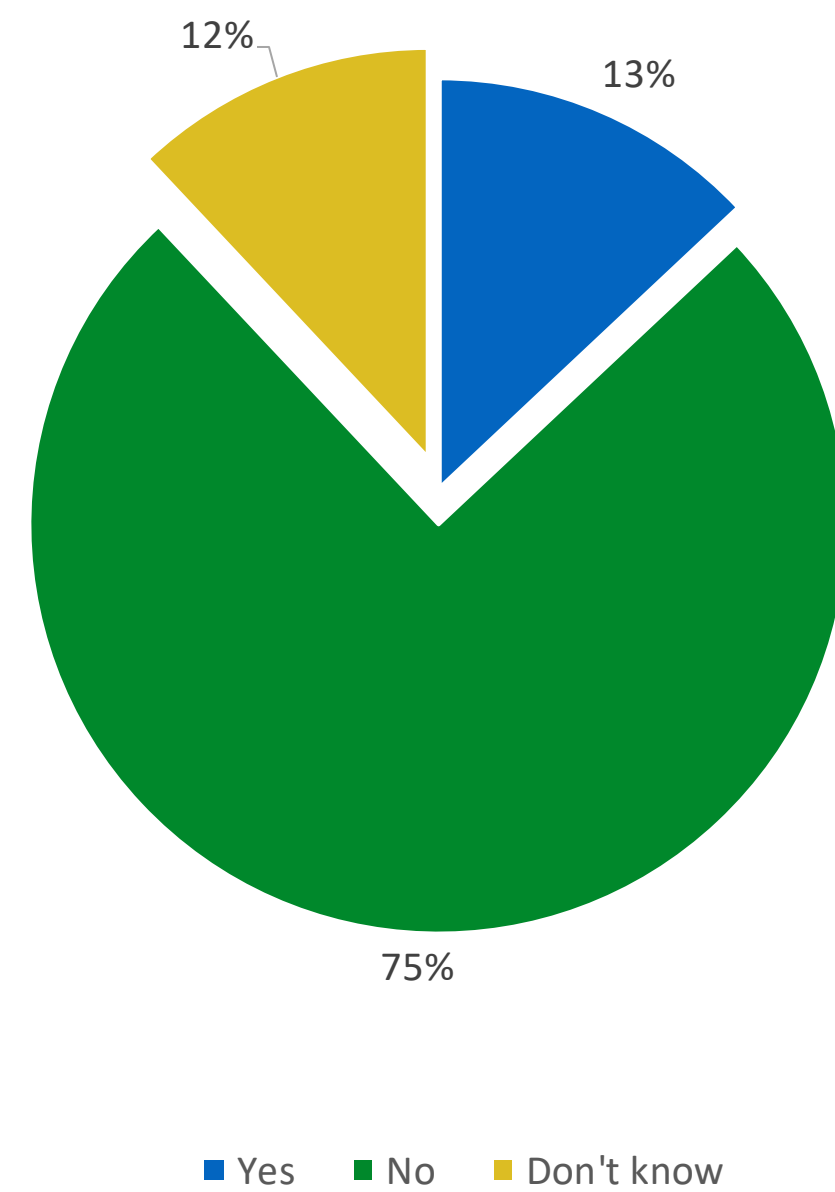
Does sustainability play a role in your ski holiday?



Do you think it is important that a ski resort/destination is actively and visibly engaged in sustainability?



Does the choice of your winter sports destination depend on the extent to which a ski resort is sustainable or actively involved in it?



75% don't think sustainable ski area is important

Only 13% of respondents indicate that they make the choice of a winter sports destination dependent on the sustainability of a ski resort.

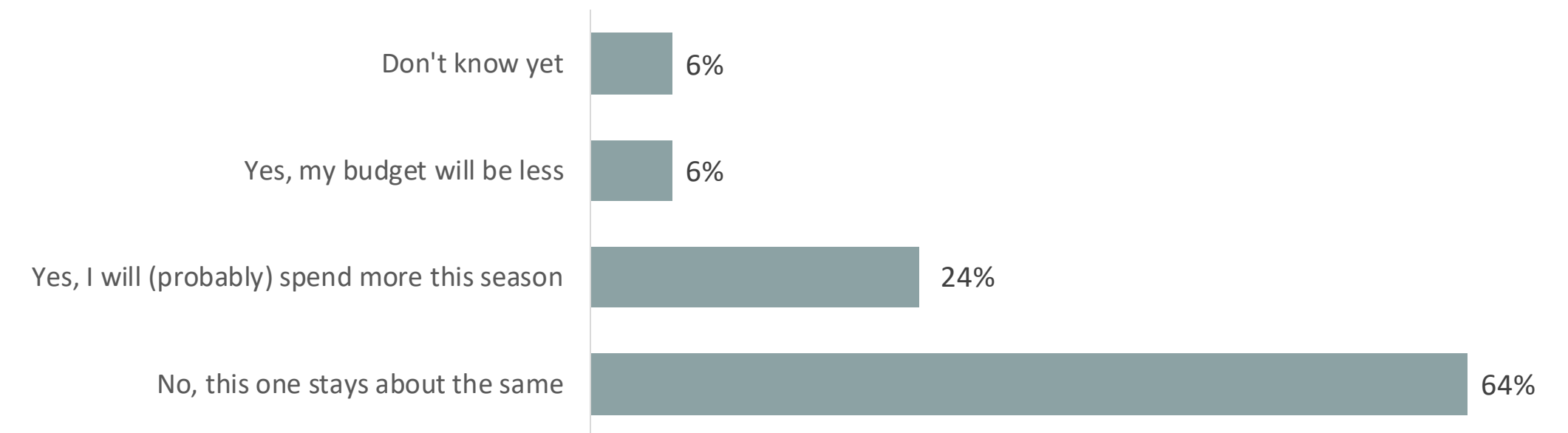
For three-quarters of those surveyed, the sustainability of a destination or ski resort does not play a role, and 12% do not know.

Nearly a quarter have a higher budget this season

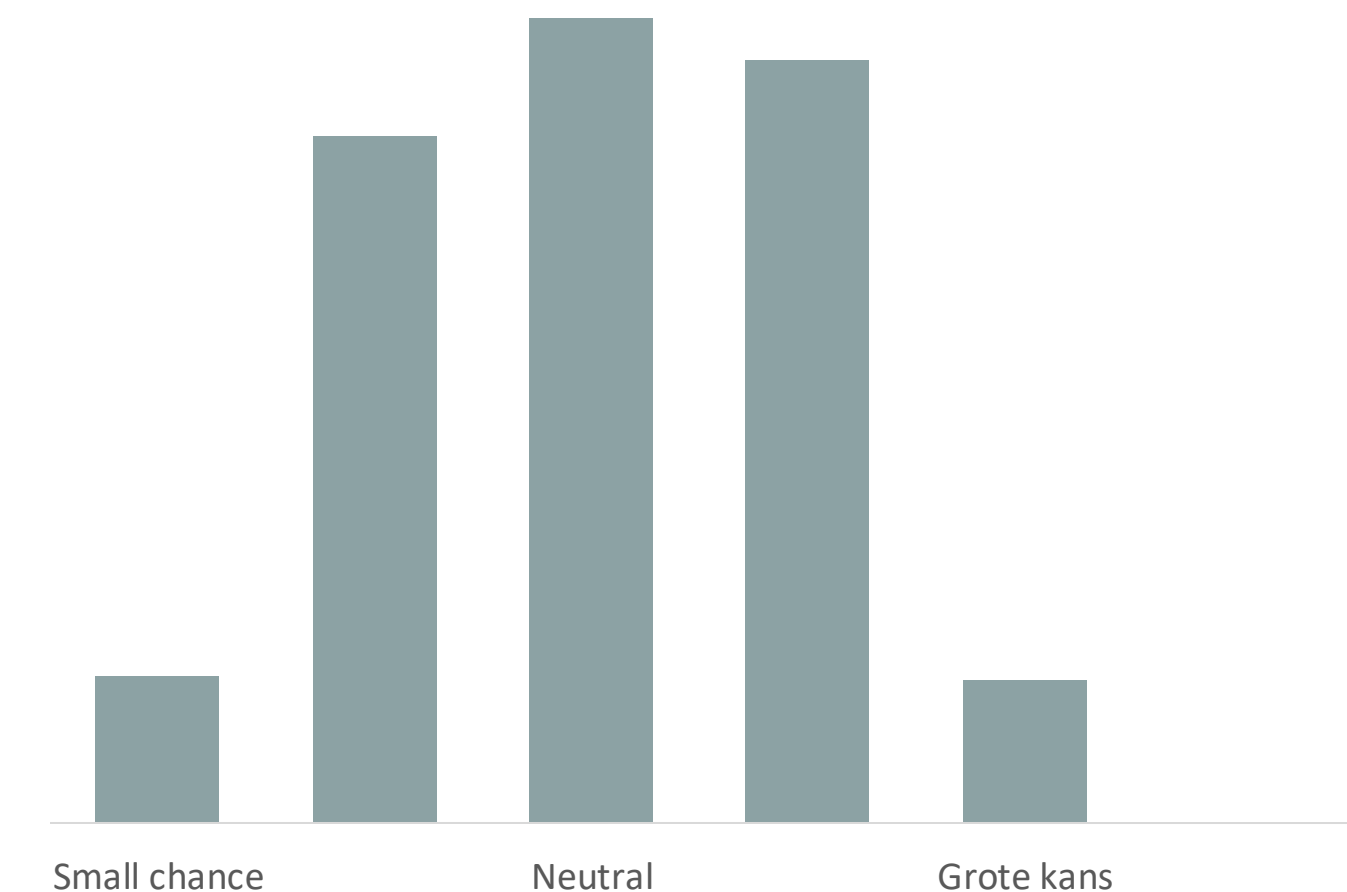
For 64% of the respondents, the budget for winter sports will remain the same this season, while 6% expect the budget to decrease. Nearly a quarter, 24%, say they are likely to spend more money on the ski holiday this year.

When asked to what extent they expect another economic crisis within 1 to 2 years, the majority is neutral. A slightly larger proportion expect a new economic crisis compared to the number of people who consider this chance small. A minority of respondents are therefore concerned about an economic crisis.

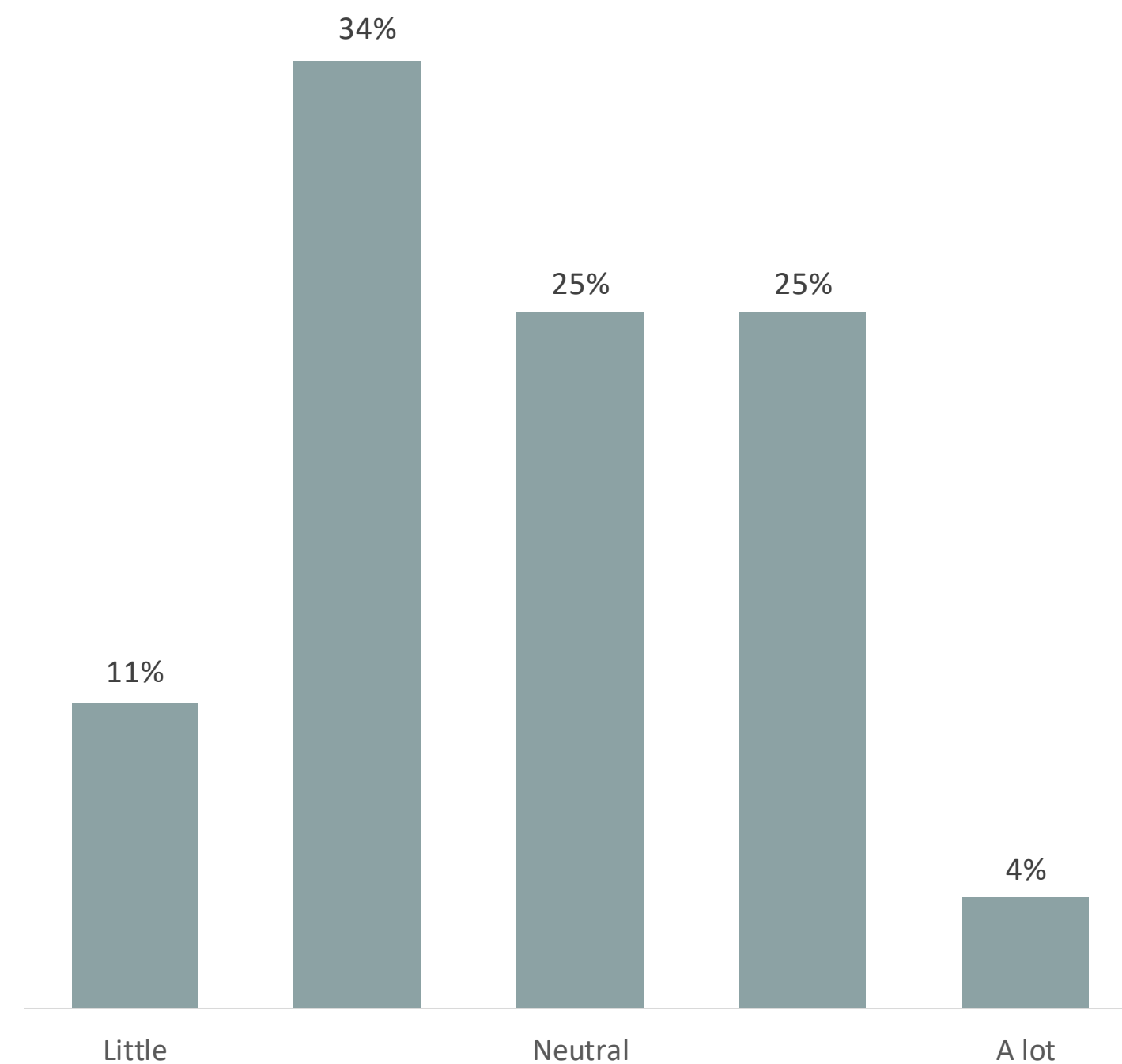
Is your budget for your winter sports changing this season?



To what extent do you expect another economic crisis within 1 to 2 years?



Suppose there is an economic crisis. To what extent do you expect this to affect your personal situation?



45% do not expect any influence on personal situation in the event of an economic crisis

When asked whether respondents expect a possible economic crisis to have an effect on their personal situation, 25% answered neutrally. 11% are convinced that this will have little impact and 34% have the same conviction, but slightly less strong.

4% expect an economic crisis to have a major impact on their personal situation, while 25% expect this to happen, but less strongly.

In conclusion, more than 70% are neutral or positive about their personal situation in the event of an economic crisis. So, the concerns are generally quite low.

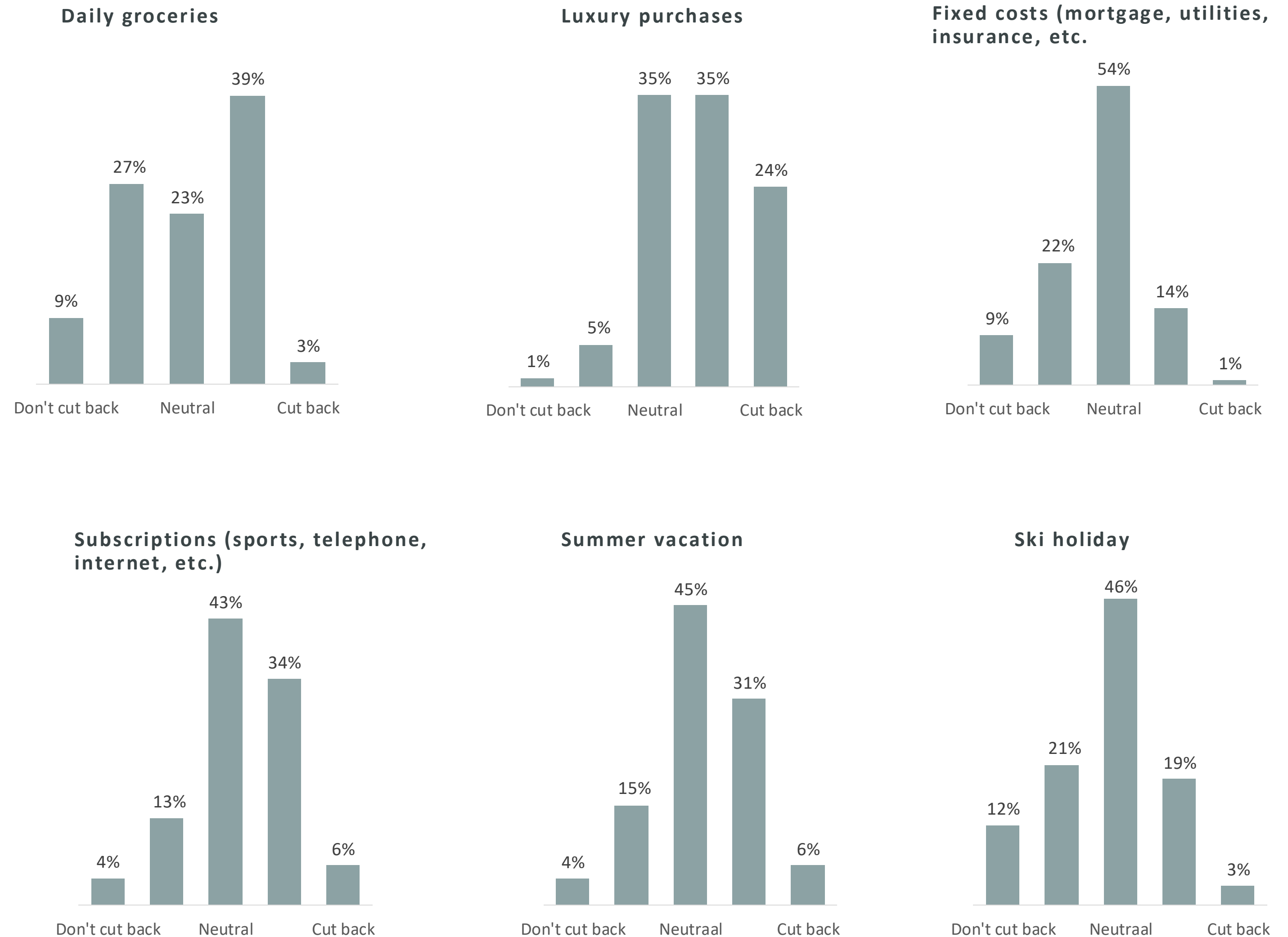
Ski holiday more important than groceries, luxury purchases, subscriptions and summer holidays

When the income of the participants were to decrease, they would cut back the most on daily groceries, luxury purchases and subscriptions. Although another large share (36%) also indicates that they will not cut back on daily groceries.

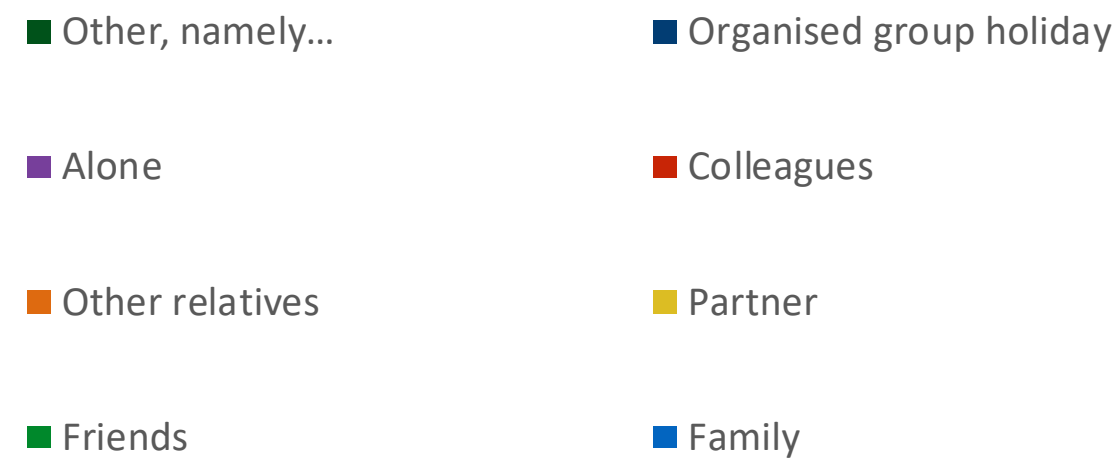
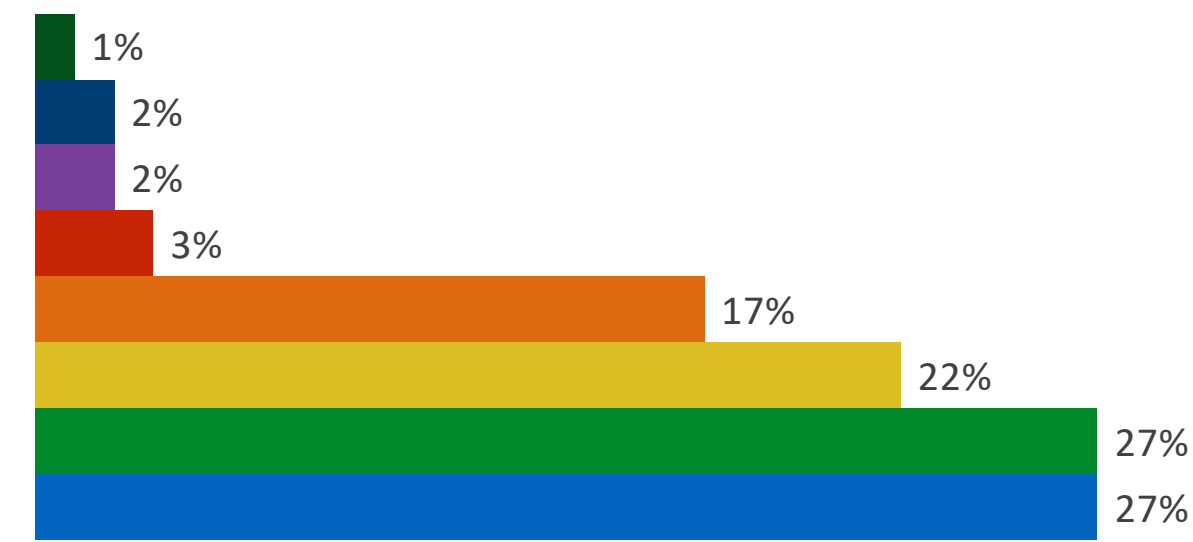
It is striking how important the Dutch and Belgians find 'their' ski holiday. 33% indicate that they will not cut back on this, while 46% are neutral about this. 22% say they will cut back on their ski holidays. More savings are made on the summer holidays, 37% expect to spend less on this, while 45% have a neutral view of it. 19% say they will not cut back on summer holidays.

In conclusion, we can say that ski holidays are very important to us and are less likely to cut back on them.

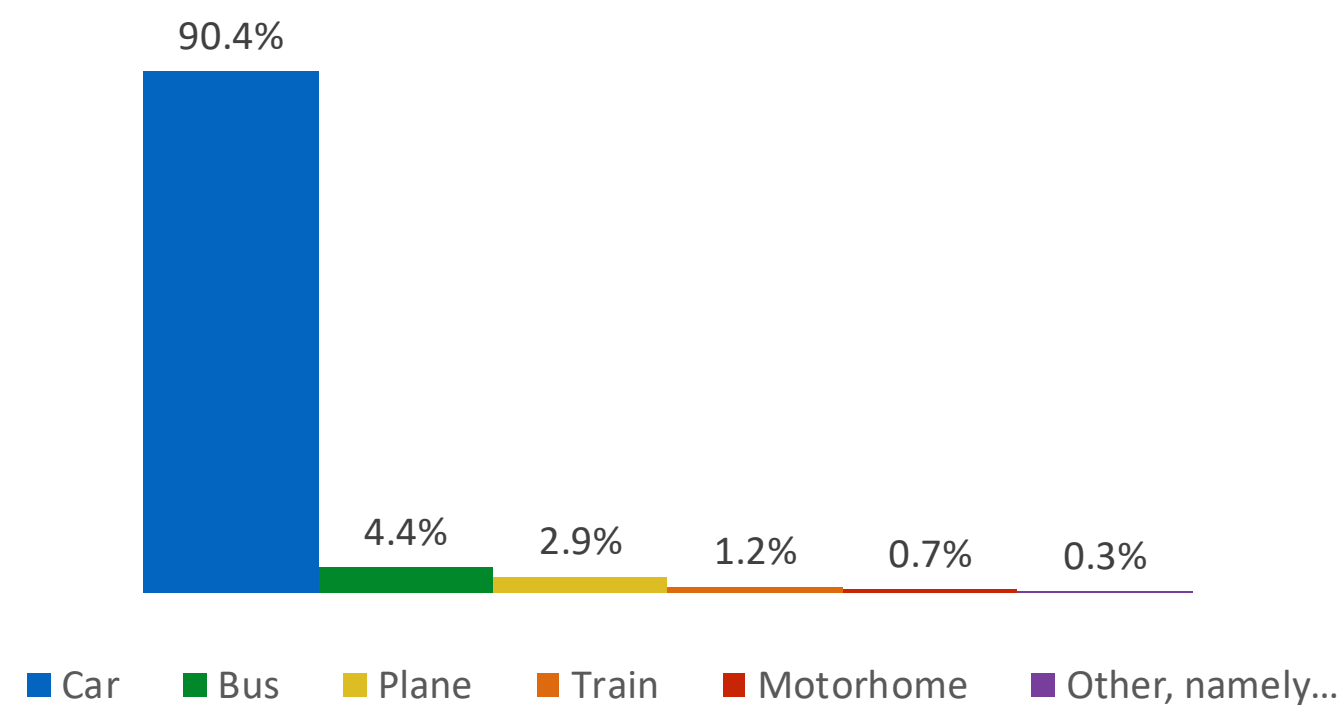
Suppose your income were to decrease or you have less to spend, to what extent would you cut back on the following things



Who do you normally go with on ski holiday?



Which means of transport do you use (usually or mostly) to go on ski holiday?



Ski holiday with family or friends and the car

With 27%, the family (parents with children) together with friends (27%) is the largest target group of this study. This is followed by winter sports enthusiasts who go on a skiing holiday with their partner (22%). 17% go on winter sports with other family.

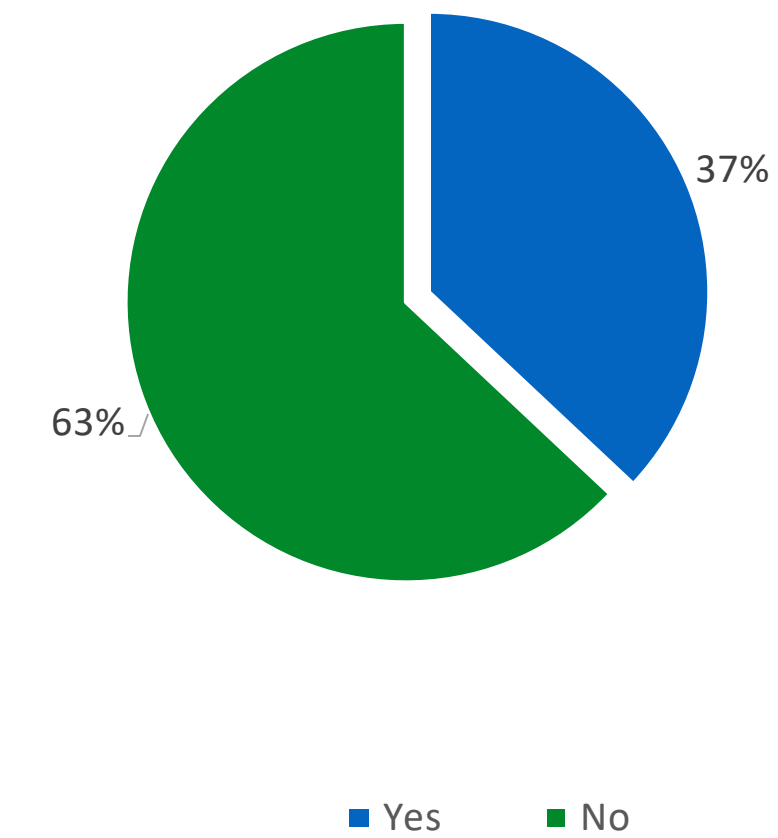
More than 90% (still) go to their winter sports destination by car, followed by bus (4.4%), plane (2.9%) and train (1.2%). This distribution has remained more or less the same in recent years. The car remains by far the most popular transport to the ski holiday.

More than half of winter sports enthusiasts go on holiday (partially) in the high season

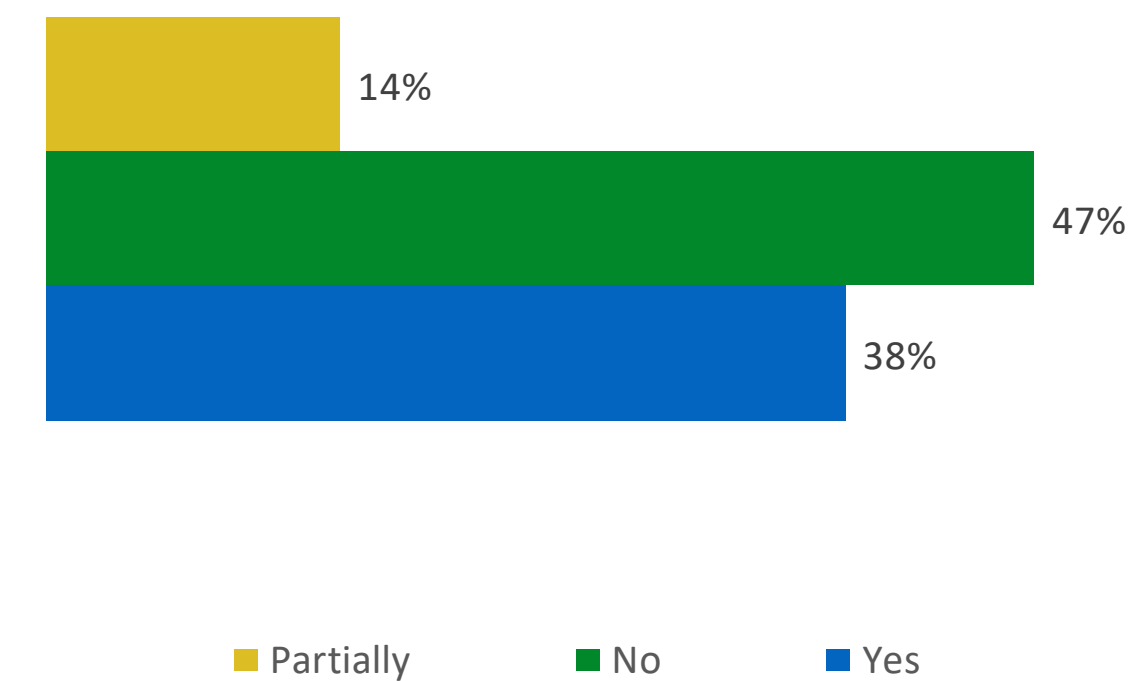
Of those surveyed, 37% indicated that they have school-age children. Since a total of 47% go on holiday in the high season and 14% partly in the high season, people without school-age children also consciously opt for the busier holiday periods.

Almost half of the respondents (47%) of the respondents avoid the school holidays when they go on winter sports.

Do you have school-age children?



Are you going on ski holiday in the high season, during the school holidays?

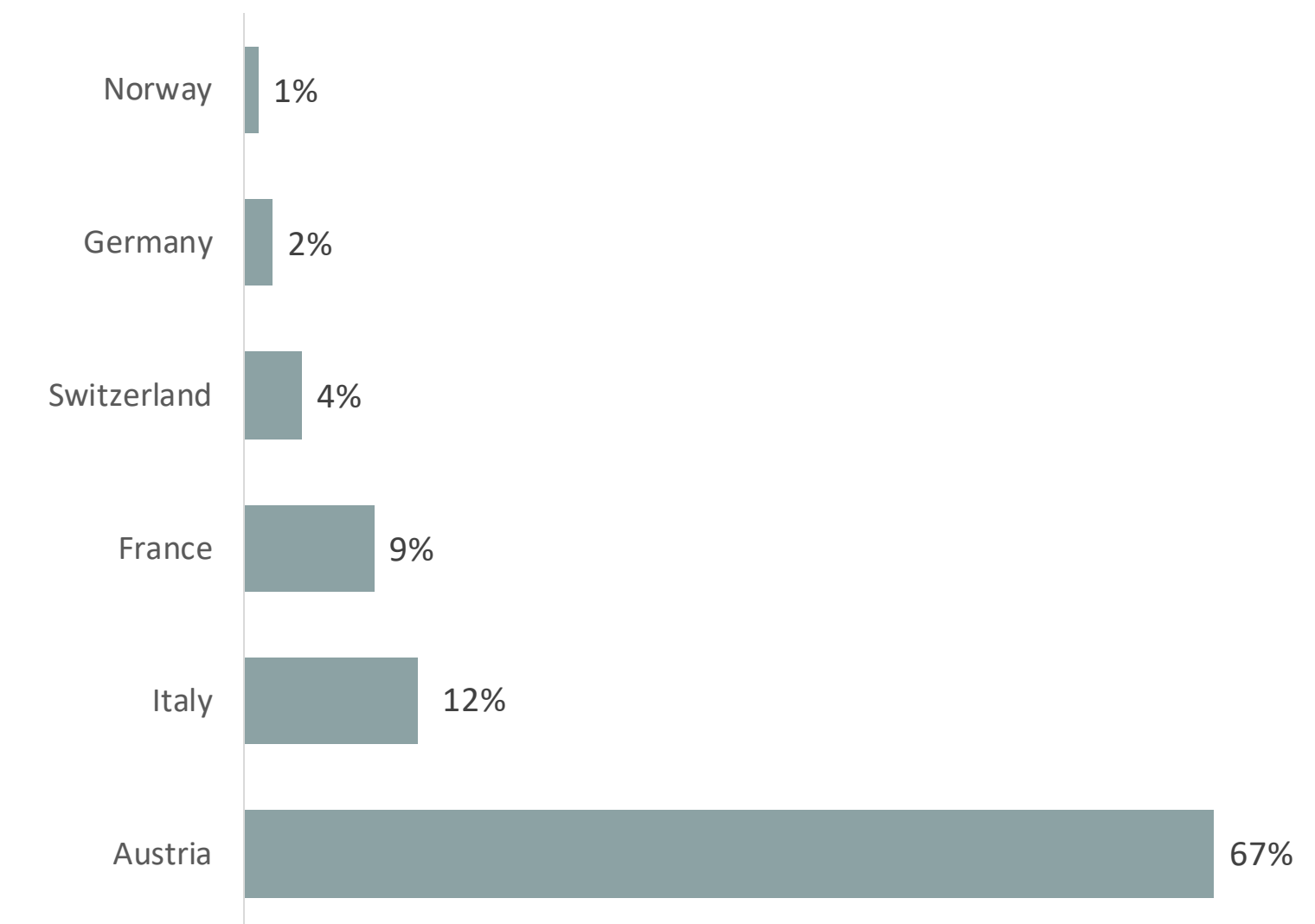


Austria continues to rise in popularity for ski holidays

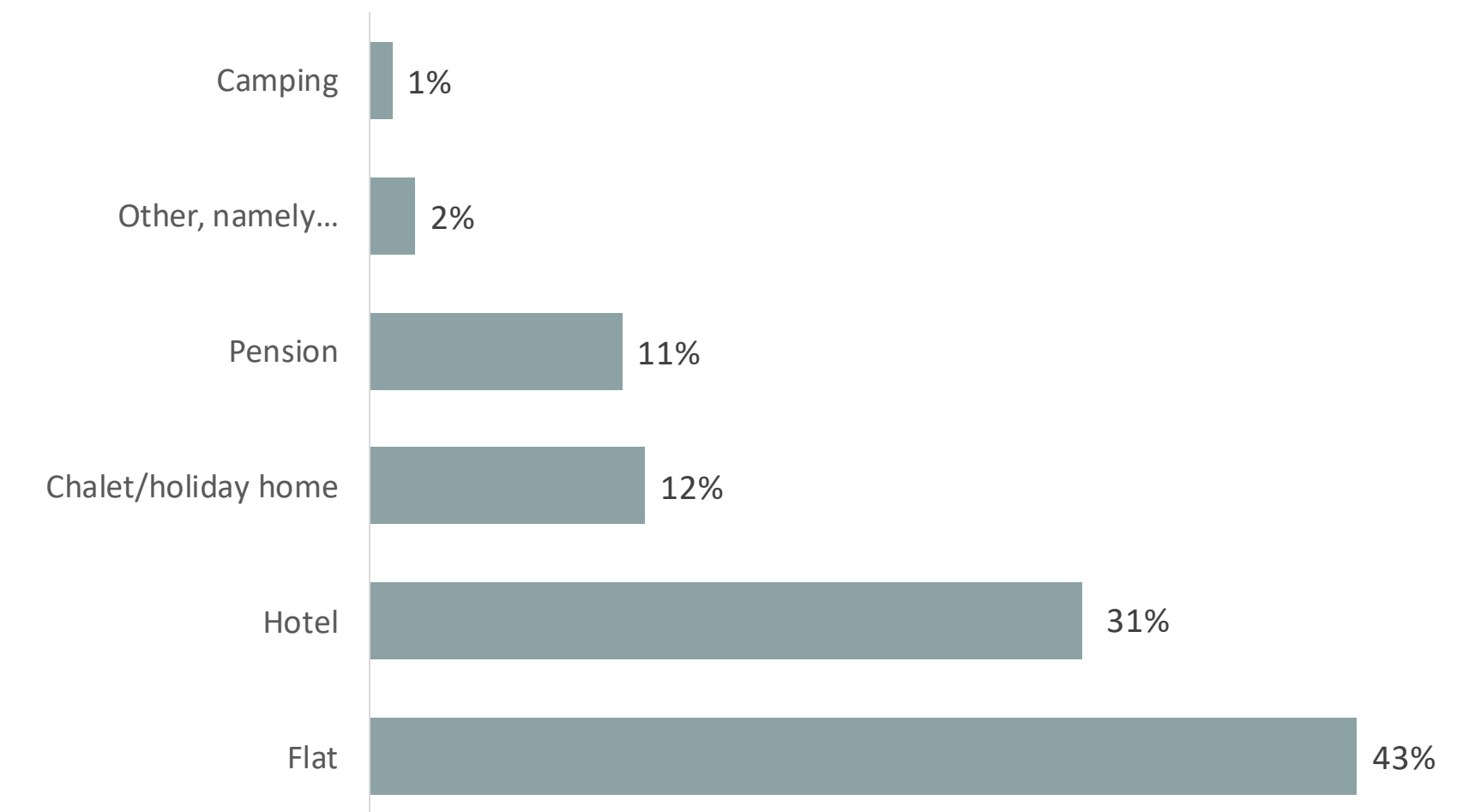
Austria is still by far the most popular winter sports country among the Dutch and Belgians. 67% indicate that they want to go to Austria or want to go to Austria. Last year, this percentage was 3% lower. As a result, the other winter sports countries have fallen slightly.

We prefer to spend the night in an apartment, no less than 43% of the respondents prefer this. This is followed by the hotel with 31%, followed by a chalet or holiday home with 12%. 11% of those surveyed choose to retire. 'Other' is often referred to as a private accommodation.

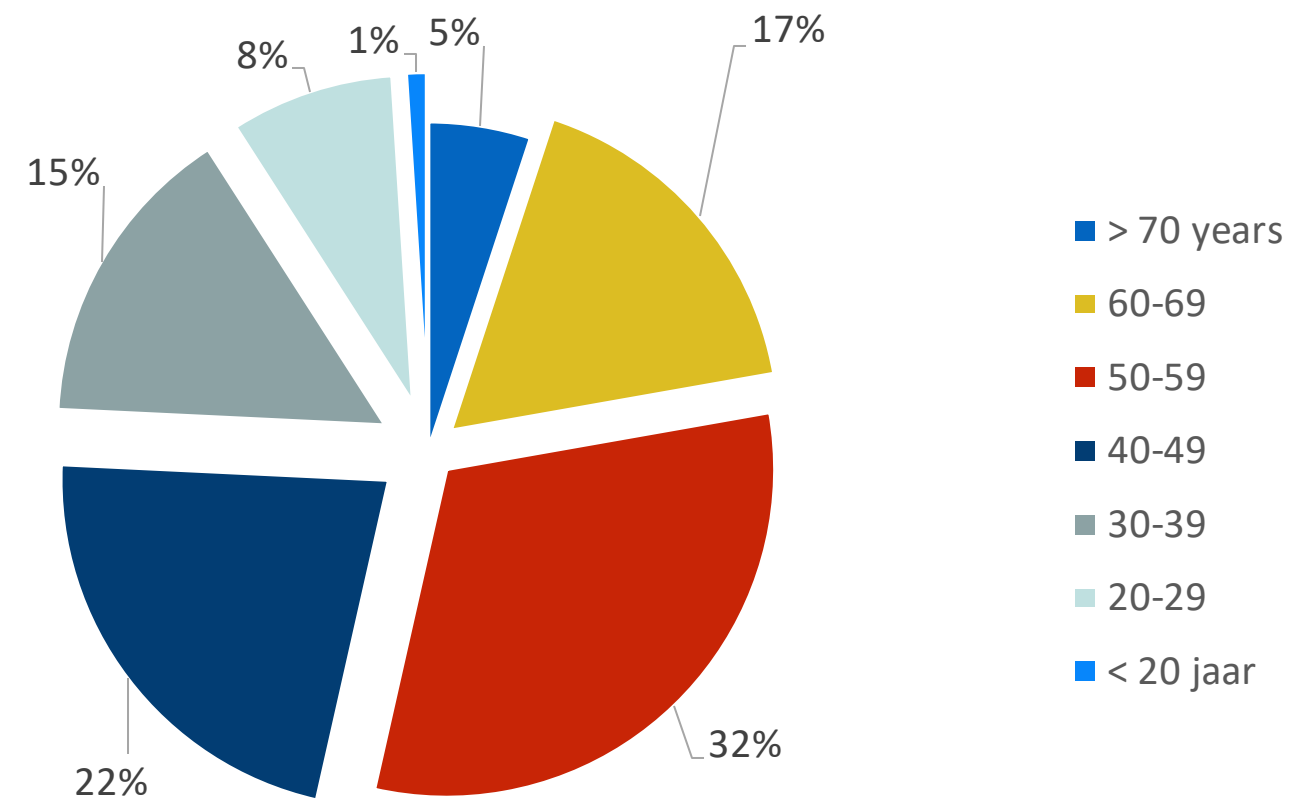
Do you already know where you are going or would like to go for your winter sports 2024/2025?



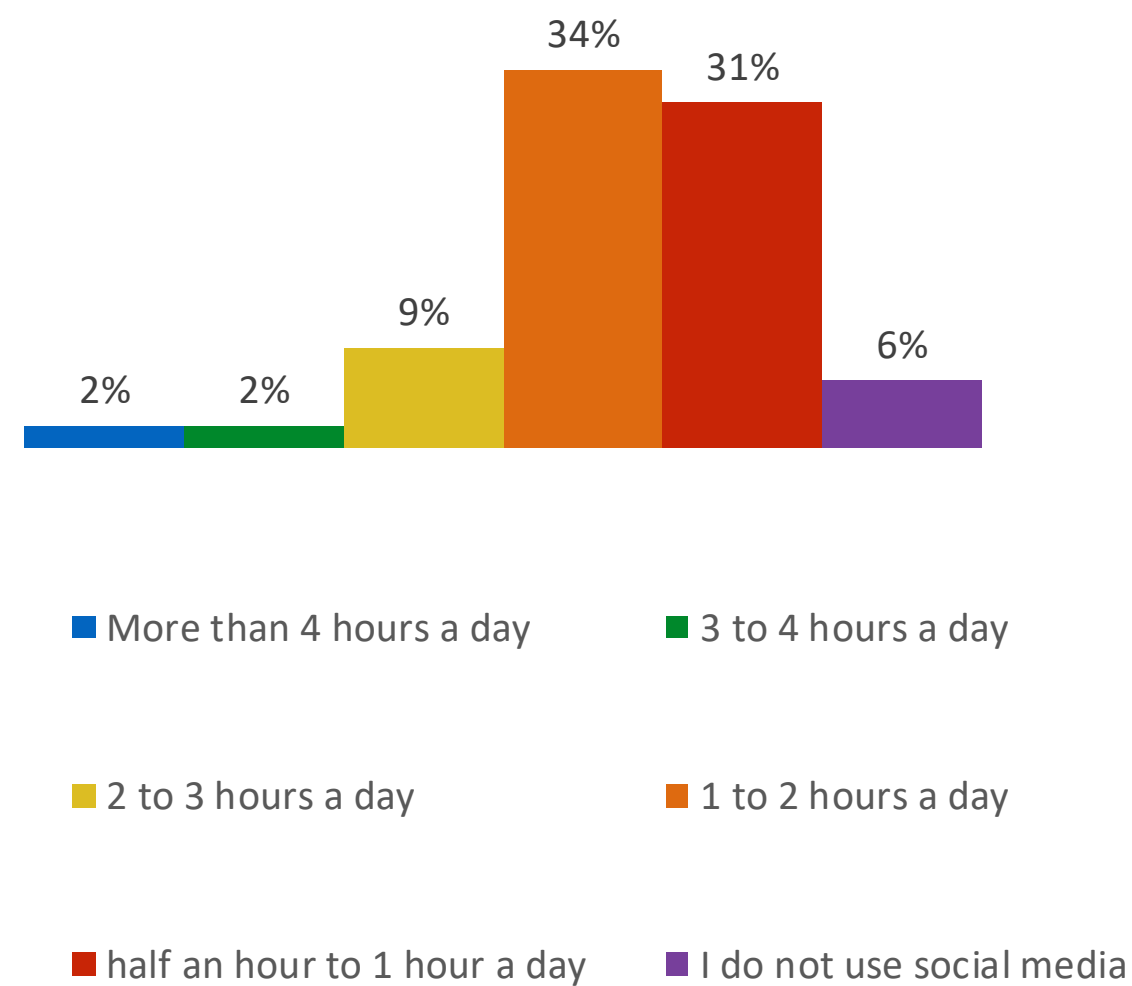
Where do you spend the night (most of the time or most) during your winter sports?



What is your age?



How much time a day do you spend on social media?



More than half of the respondents between 40 and 59 years old

The 50 to 59 age group is the most represented in this survey (32%), followed by the 40 to 49-year-olds (22%). We can therefore say that more than half of the respondents are between 40 and 59 years old. The group of 20 to 39 makes up just over a fifth of the total group of respondents.

More than a third spend 1 to 2 hours a day on social media, while just under (31%) say they spend 1 to 2 hours on social media. 6% say they do not use social media platforms such as Facebook, Instagram, TikTok, YouTube, etc.

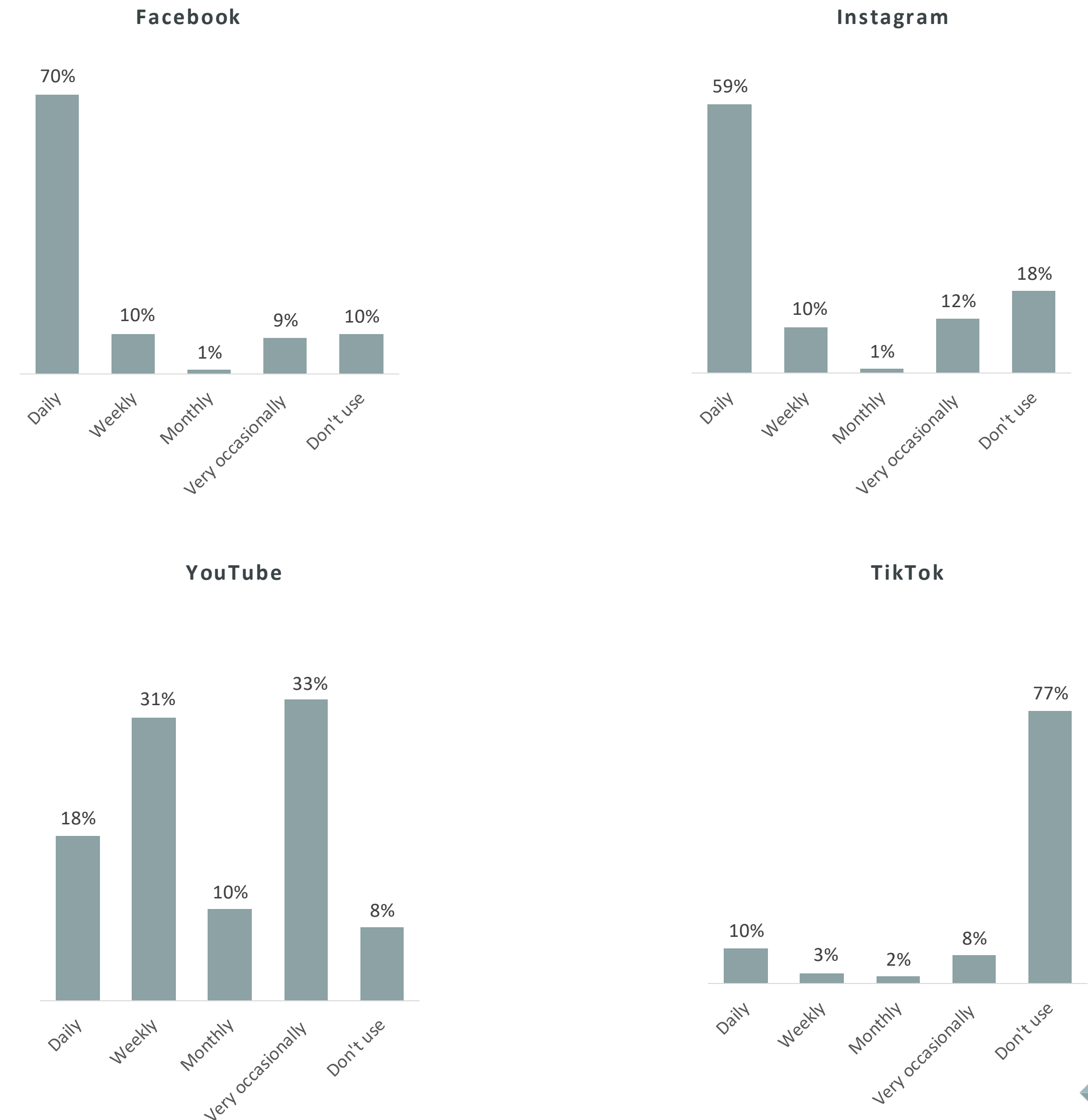
Facebook most popular among respondents

70% of those surveyed use Facebook on a daily basis, making it the most popular platform, followed by Instagram which is used by 59% daily. Although YouTube is used less frequently, more than half of them use it at least weekly.

When using social media, it is important to consider the age group of the respondents; More than half are over 40 years old.

For example, if we look at the daily use of respondents under the age of 30, we see that 83% of them are on Instagram daily, 26% daily on YouTube and 20% daily on TikTok. Facebook is less popular among this age group, with 65% visiting this platform daily. If we look at the respondents under the age of 20, 80% use all the above channels on a daily basis.

How often do you use the following social media?



Contact

Address : Veerdijk 40F
1531 MS Wormer
The Netherlands
Phone: +31 (0)20 52 18 133
E-mail: info@spalder.com
Website: www.spalder.com



Frank Pieters

Managing partner

E-mail : f.pieters@spalder.com

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



Vera Dormans

Sales manager

E-mail: v.dormans@spalder.com

Phone: +31 (0)20 521 81 32



spalder
MEDIA GROUP