



Winter sports holiday research

2025-2026



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From August 24 to September 24, 2025, the winter sports websites Skiinformatie.nl, Snowplaza.nl and Snowplaza.be conducted research into the trends in winter sports among the Dutch and Belgians. We asked questions about booking behavior, the use of AI, but also asked about factors that are important in the choice of destination and accommodation for winter sports.

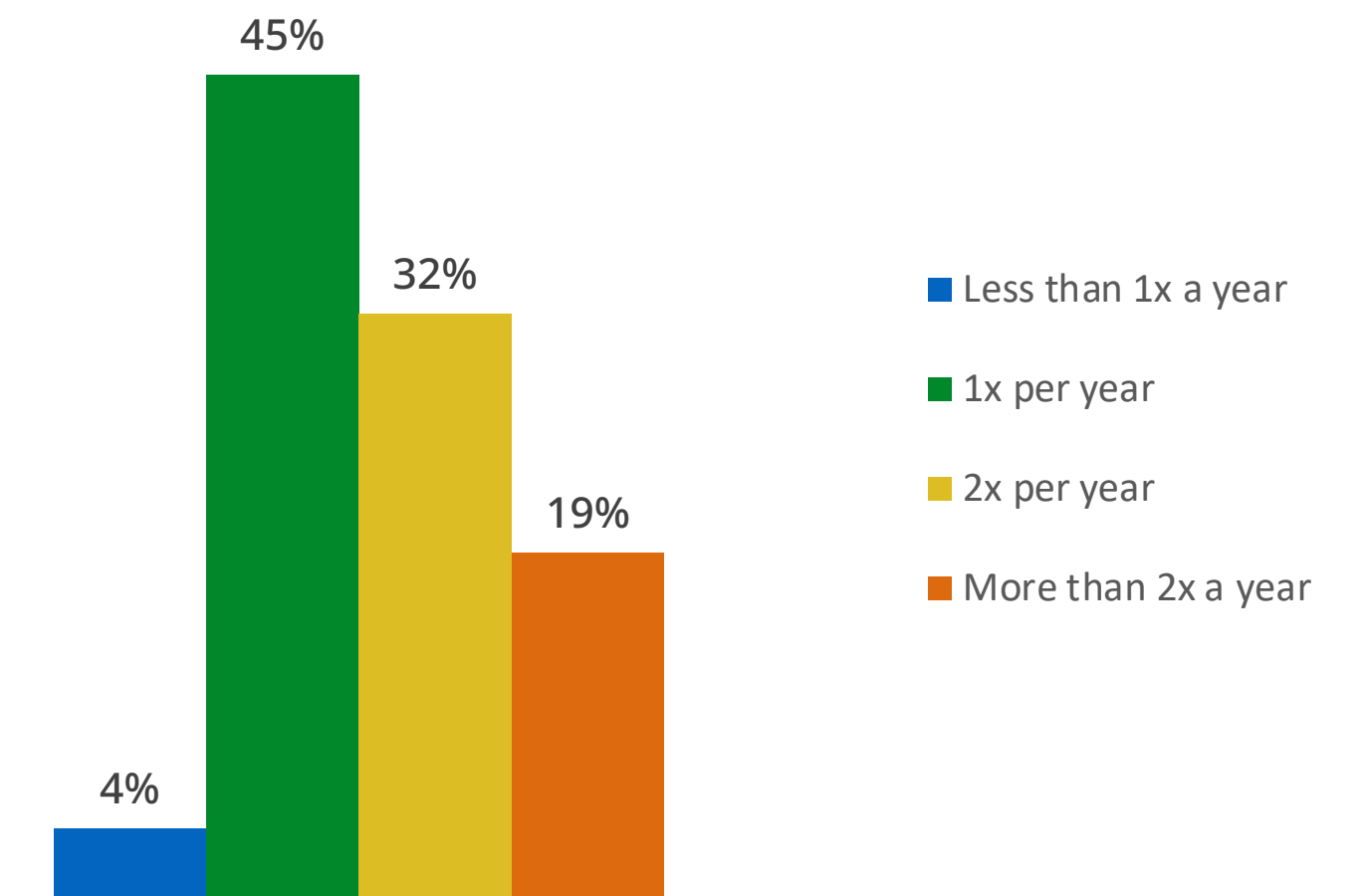
In total, more than 1500 winter sports enthusiasts participated in the study, 91% of whom came from the Netherlands. The male-female ratio is: 58% against 41%. Almost 33% of the respondents live in the provinces of North and South Holland, followed by North Brabant with 16%. The answers were collected through an online survey, which was distributed via the websites and the associated social media channels of the various websites.

Winter sports holiday frequency: 32% go on winter sports 2x

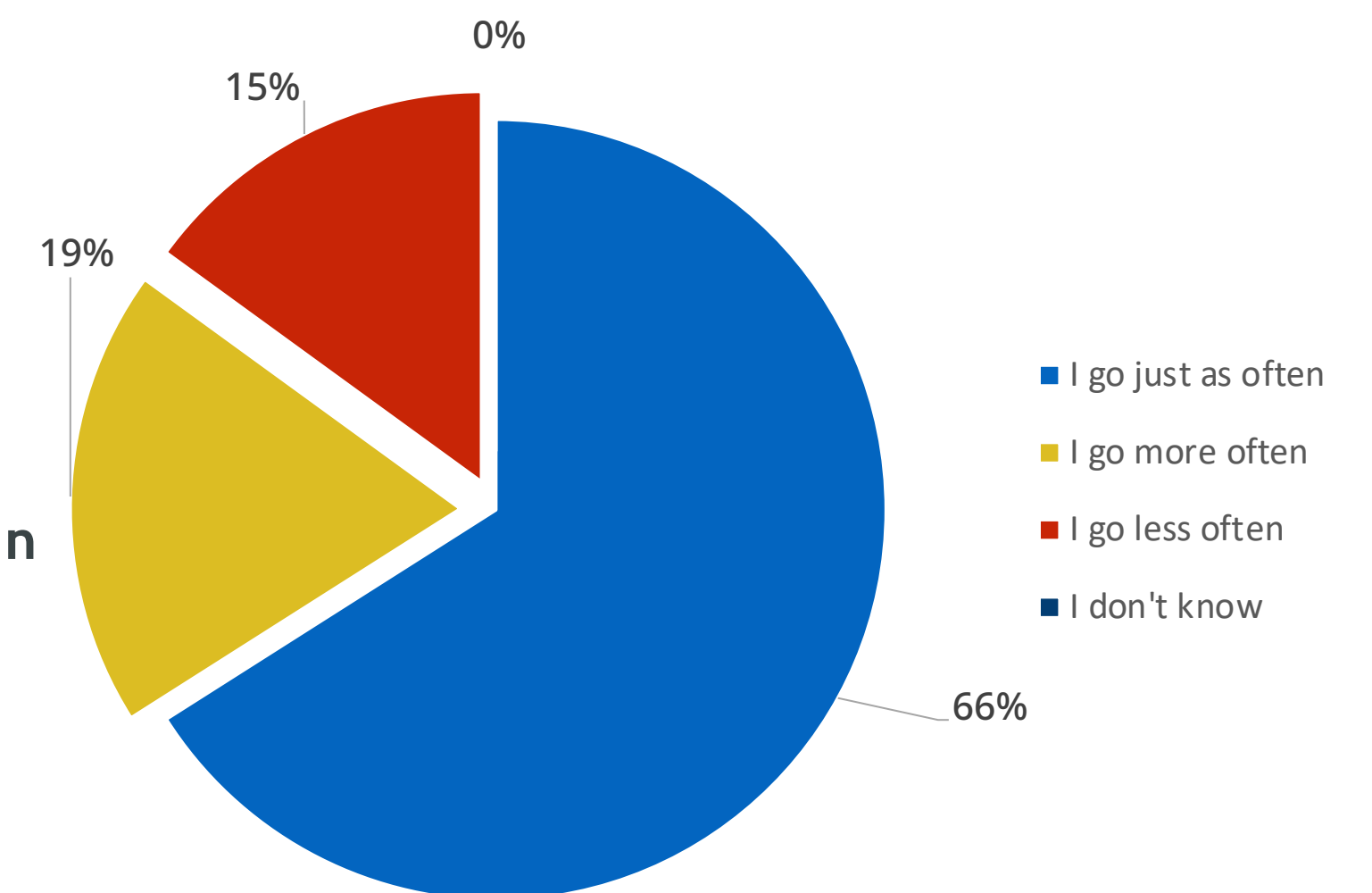
Of all those surveyed, 45% go on winter sports holiday once a year. Almost a third even go twice and 19% even more often. Last year, the percentage of 'more than 2x a year' was still 16%, so this has clearly increased. A small percentage (4%) does not go on a skiing holiday every year.

66% of those surveyed indicate that they have been going on winter sports just as often in the past 5 years. 19% say they go more often these days. The percentage that goes less often has increased minimally compared to last year, when it was 13%, this year 15%. So people go on skiing holidays both more and less frequently.

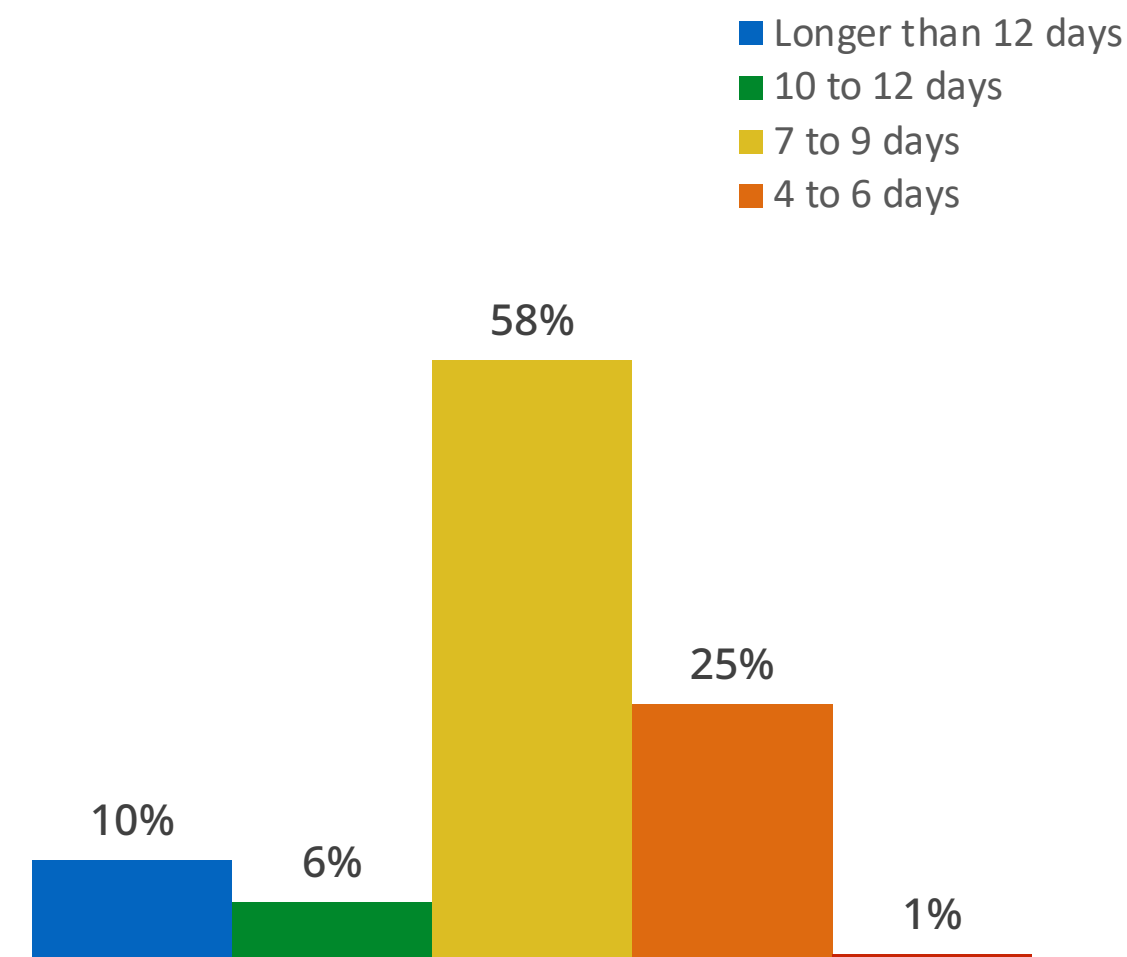
How often did you go on winter sports holiday on average in recent years?



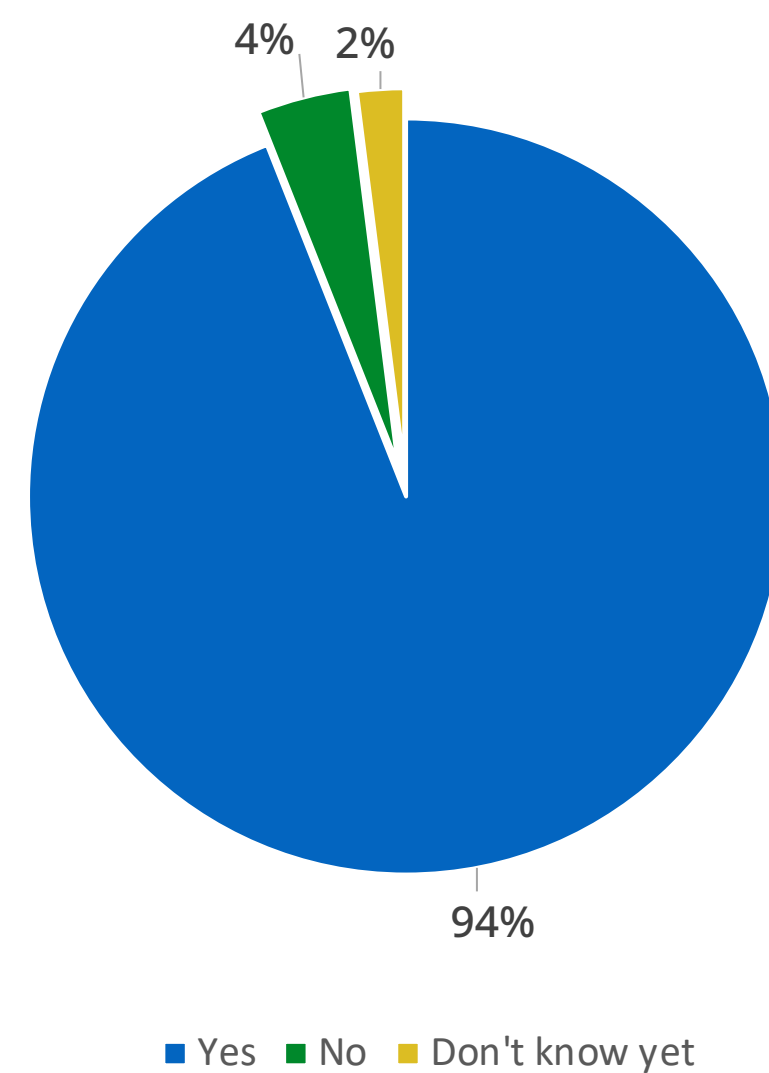
Has your holiday frequency changed in the past 5 years? Do you now go on winter sports less, as much or more often?



How many days do you normally go on winter sports?



Are you planning to go on winter sports holiday this season 2025-2026?



58% go about a week on winter sports holiday

58% of respondents go on a skiing holiday between 7 and 9 days, while a quarter go for 4 to 6 days. 10% go on winter sports for longer 12 days, this percentage was 8% last year and has therefore increased slightly.

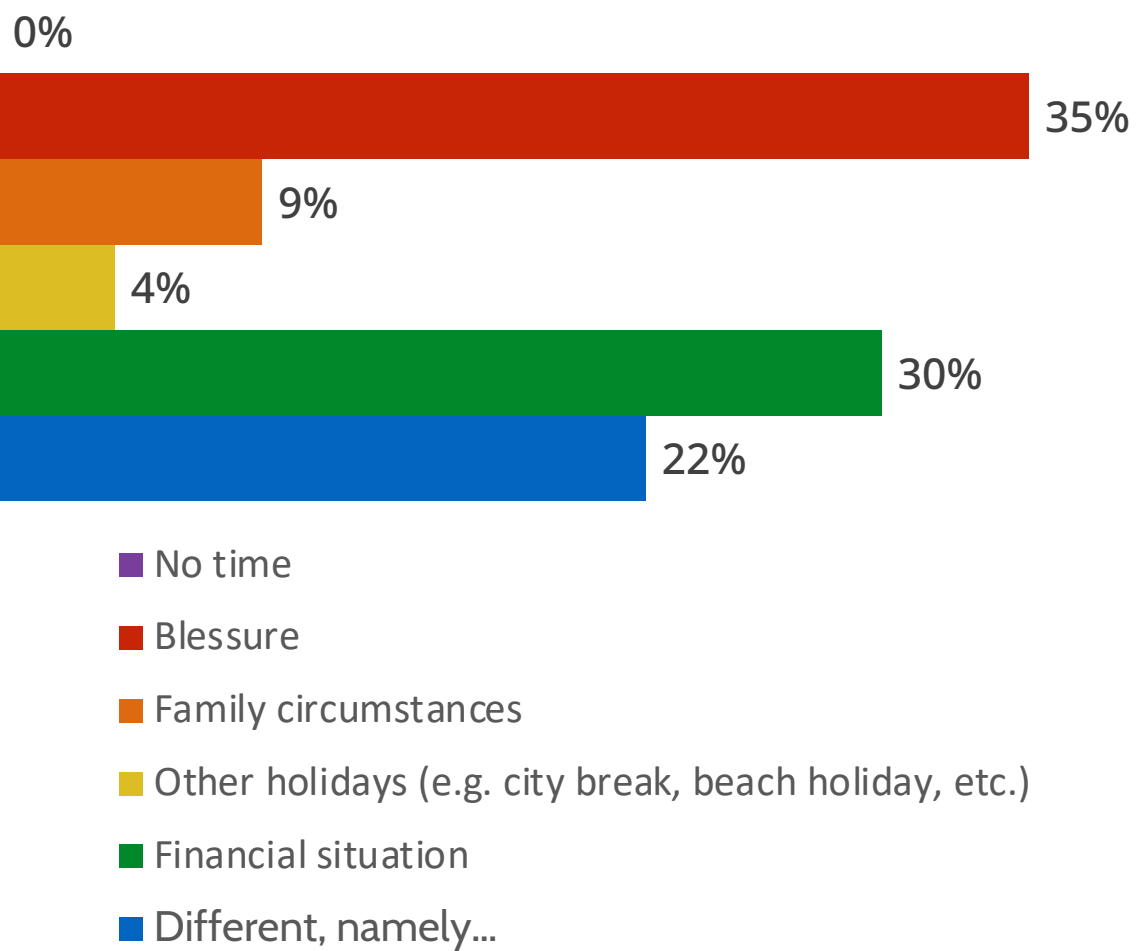
94% of the respondents indicate that they plan to go on winter sports this year as well. 4% say they will skip this year, while 2% do not know yet. These percentages are exactly the same as the survey of a year ago. A stable market, you would say.

Why shouldn't people go on winter sports holiday?

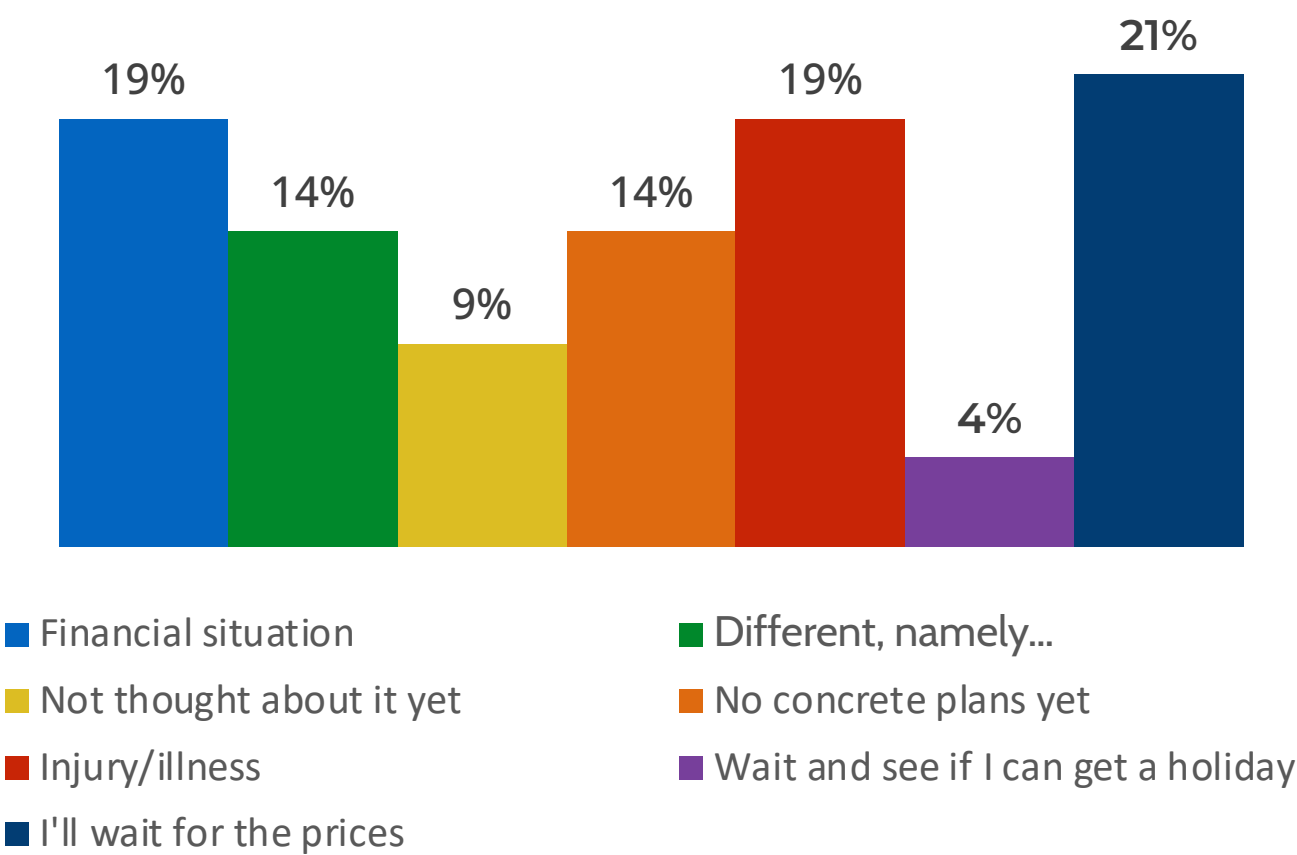
Of the 4% of all respondents who will not go on winter sports this year, 30% say this has to do with the financial situation. Last year, this percentage was exactly the same. 35% indicate that they do not go on winter sports because of an injury. For other reasons, old age or small children are repeatedly mentioned as reasons for not going.

Of the respondents who indicate that they do not yet know whether they will go, 19% indicate that this has to do with the financial situation. Last year, this percentage was still 30%. So it seems to play less of a role. 21% are waiting to see what the prices do and 19% indicate an injury/illness as the reason for the doubt. A relatively large proportion (23%) has not yet thought about winter sports or has not yet made any concrete plans.

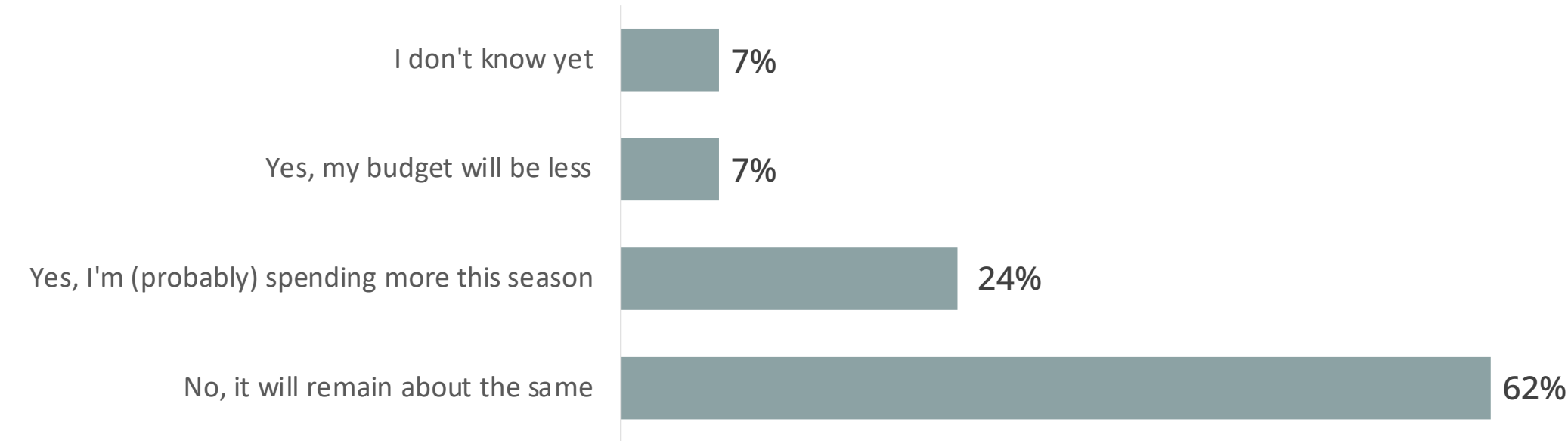
What is the main reason you don't go on winter sports holiday this season?



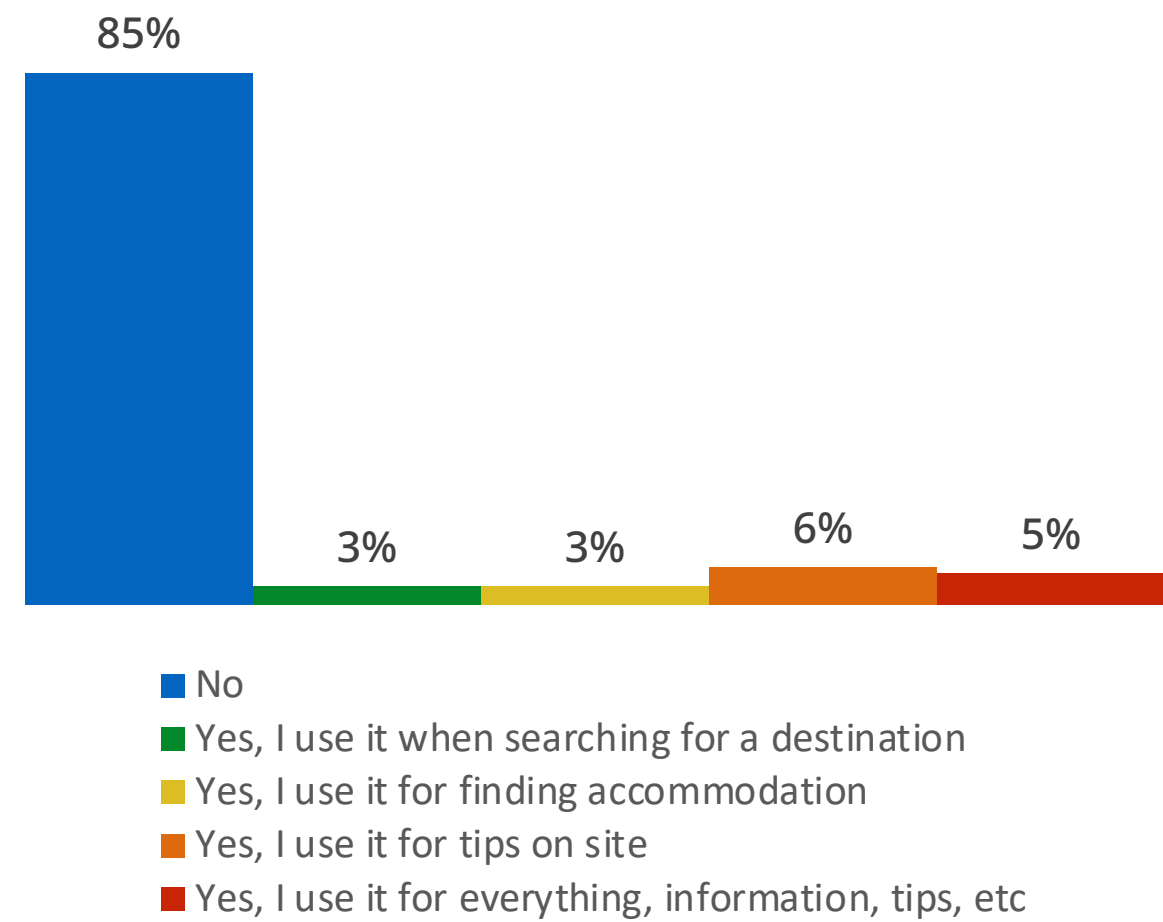
What is the (main) reason that you don't know yet whether you are going on winter sports this season?



Is your budget for your winter sports changing this season?



When choosing your winter sports or when looking for information about destinations, activities and tips, do you use AI (e.g. ChatGPT, Gemini, Bing AI, etc.) and if so, for what?



AI is still little used for winter sports holidays

For 62% of respondents, the budget for winter sports will remain the same this season, while 7% expect the budget to be lower. Almost a quarter, 24%, say they will probably spend more money on the ski holiday this year.

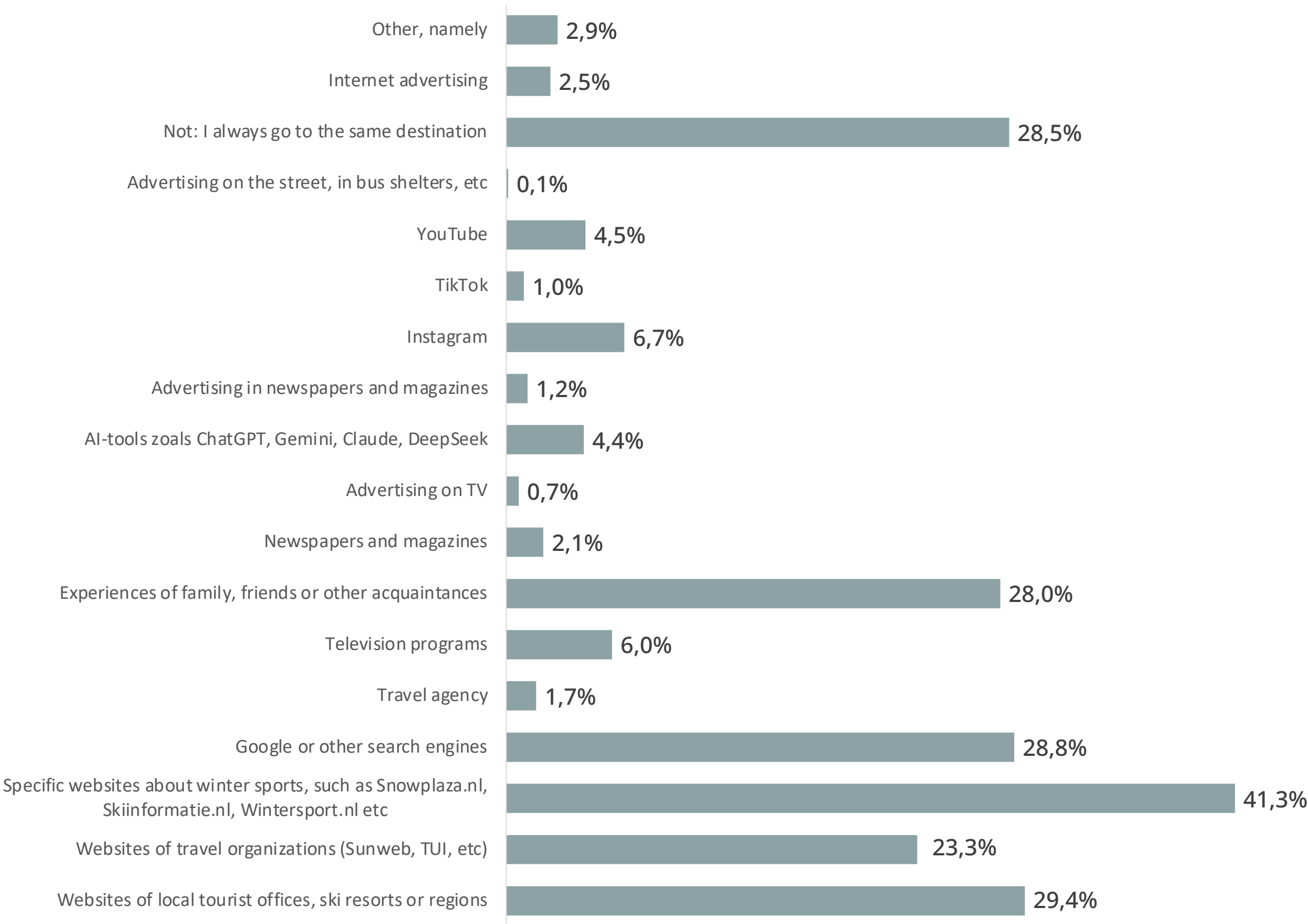
AI is still relatively little used for searching for information for winter sports holidays. 85% indicate that they do not make use of this. Of the people who do use AI, 6% do so for tips on the spot. 5% of all respondents say they use AI for everything before and during winter sports.

Main source of inspiration: specific websites about winter sports

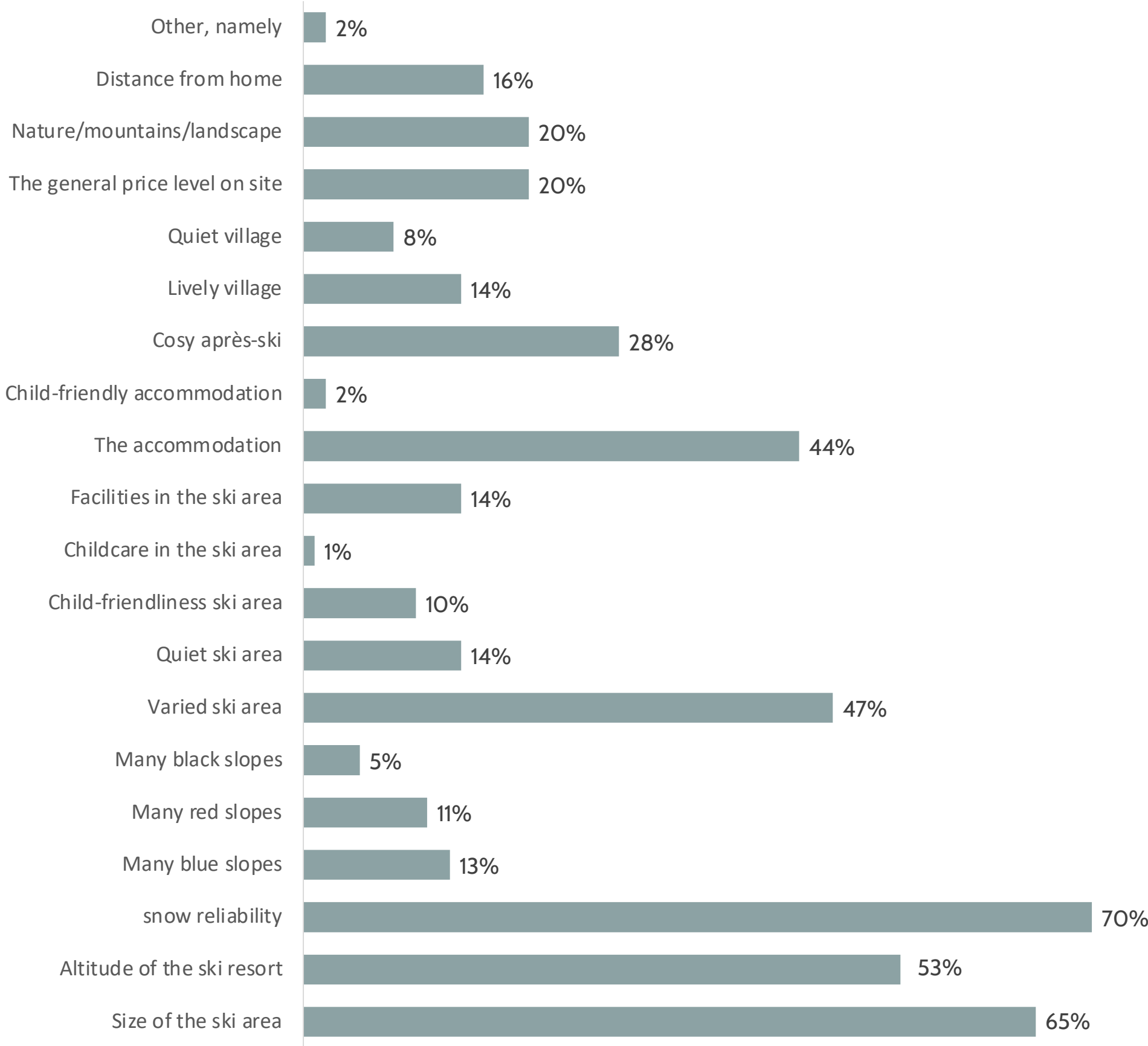
Several answers could be given to the question of where people get inspired when they want to book a winter sport. The most important source of inspiration with more than 41% are specific websites on this theme such as Snowplaza.nl, Skiinformatie.nl, Wintersport.nl, etc.

Another large proportion, 29.4%, gets their information from the websites of local tourist offices, ski resorts or regions, while 28% search via Google or other search engines. It is striking that 28.5% always go to the same destination and the experience of family, friends or acquaintances (28%) 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 sports holiday?



Which factors are important to you when choosing your winter sports destination?



Snow reliability most important factor in choosing a destination

When asked which factors are important in the choice of winter sports destination, several answers could be given. Snow reliability is the most frequently mentioned at 70%, followed by the size of the ski area (65%) and the altitude of the ski area (53%).

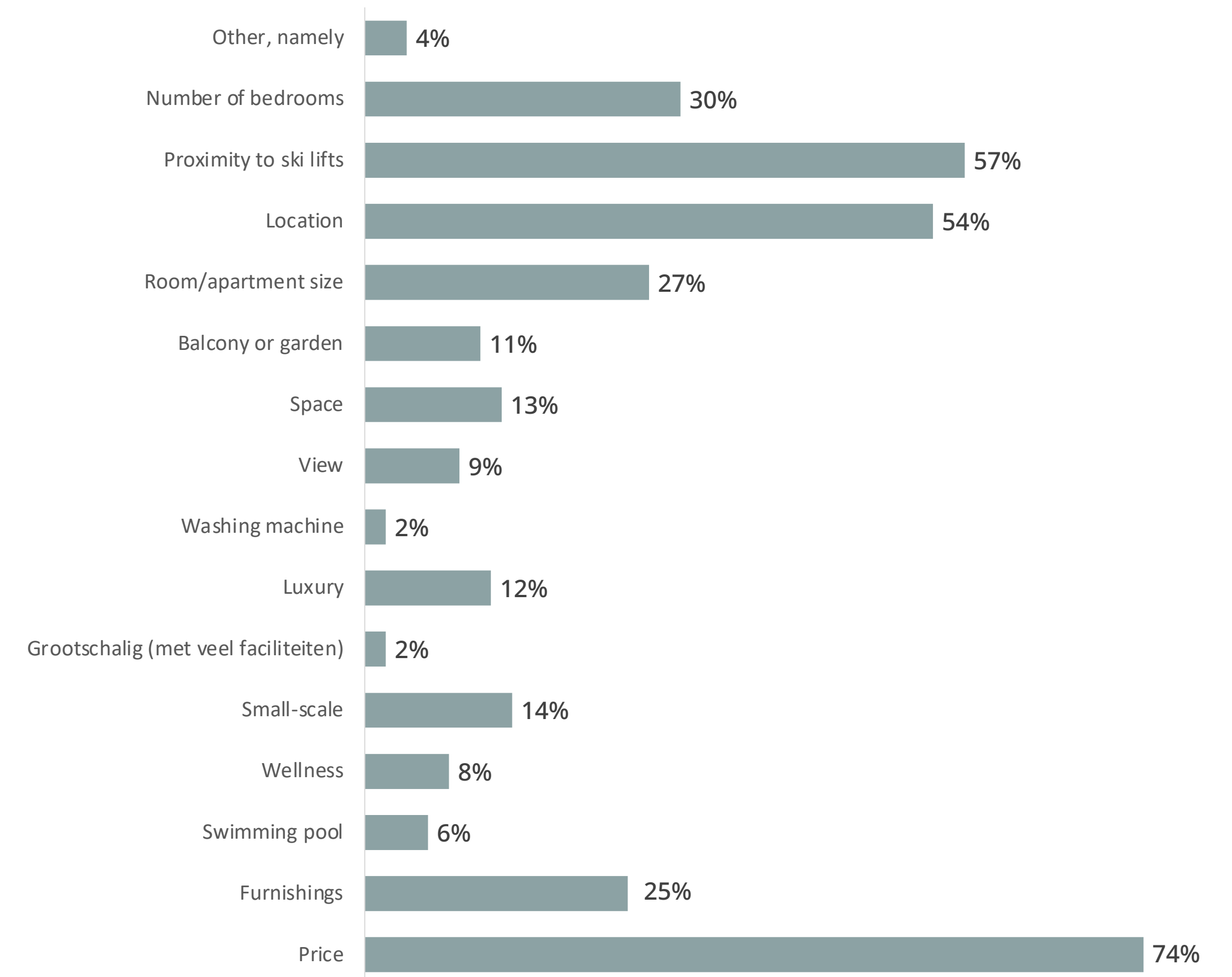
It is striking that for 44% the accommodation also plays an important role in the choice of winter sports destination. Cozy après-ski is mentioned by 28% of the respondents. The general price level on site and the nature/mountains/landscape with both 20% is also an important factor.

Price is the most important factor when choosing accommodation

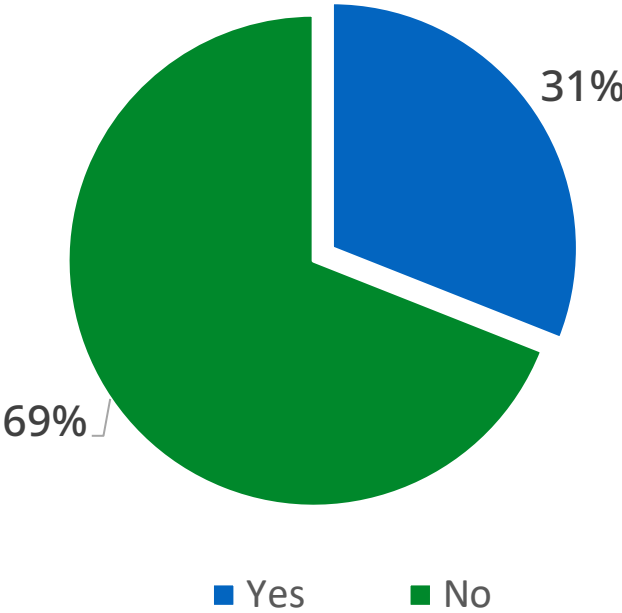
Several answers could also be given to this question. At 74%, price is clearly the most important factor when choosing accommodation. This is followed by proximity to location with 57% and location in general with 54%.

Other factors that were often mentioned are the number of bedrooms (30%), the size of the apartment (27%) and the furnishings (25%). There is clearly less interest in large-scale accommodations with many facilities (2%). The presence of a washing machine (2%) or a swimming pool (6%) also play a small role in the choice of accommodation for the winter sports holiday.

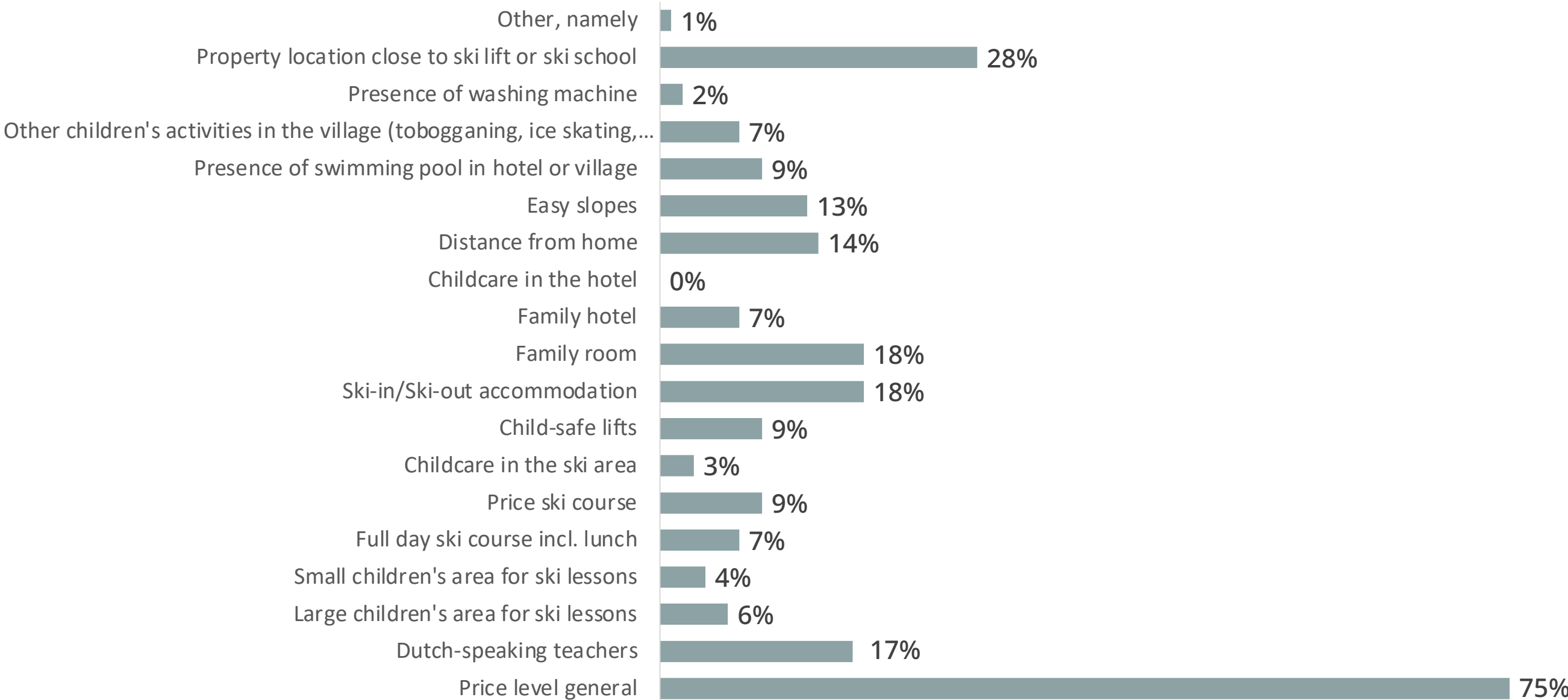
What factors are important to you when choosing your accommodation?



Are you going on winter sports with school-age children?



Which factors and/or facilities are important to you (when booking) a family winter sports holiday?



Price is important for families with children

Of the respondents, 31% go on winter sports with school-age children. With this group we asked further questions about factors and facilities that are important when booking a family winter sportsholiday,

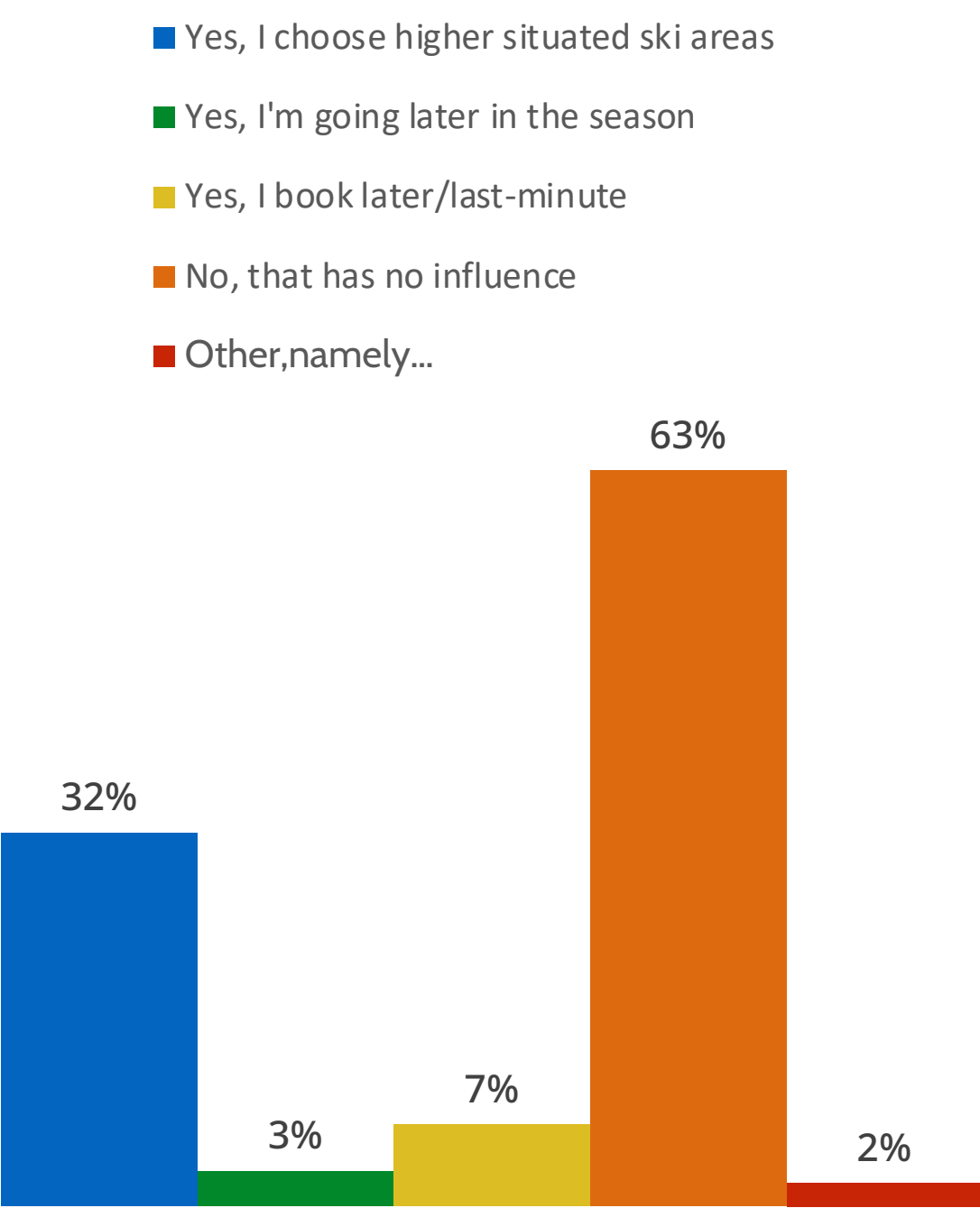
The price level overall scores the highest at 75%. The fact that the accommodation is close to the ski lift or ski school is also important at 28%. Other factors and/or facilities that families with children find important are a family room, a ski in – ski out accommodation and English-speaking ski instructors. Childcare in the hotel (0%) and childcare in the ski area (3%) are less important to the respondents.

Climate change does not (yet) play a major role

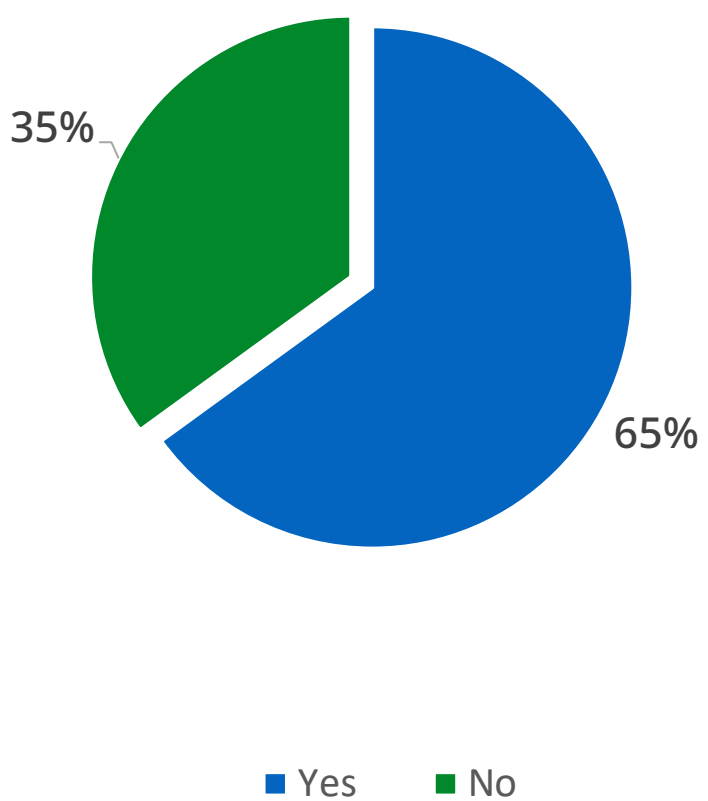
When asked whether climate change or less good winters have caused people to choose differently, 63% indicate that this has no influence. Almost a third say they consciously choose a higher ski area. 7% indicate that they book later or last-minute.

Of all those surveyed, 65% have already booked their winter sports holiday for the coming season.

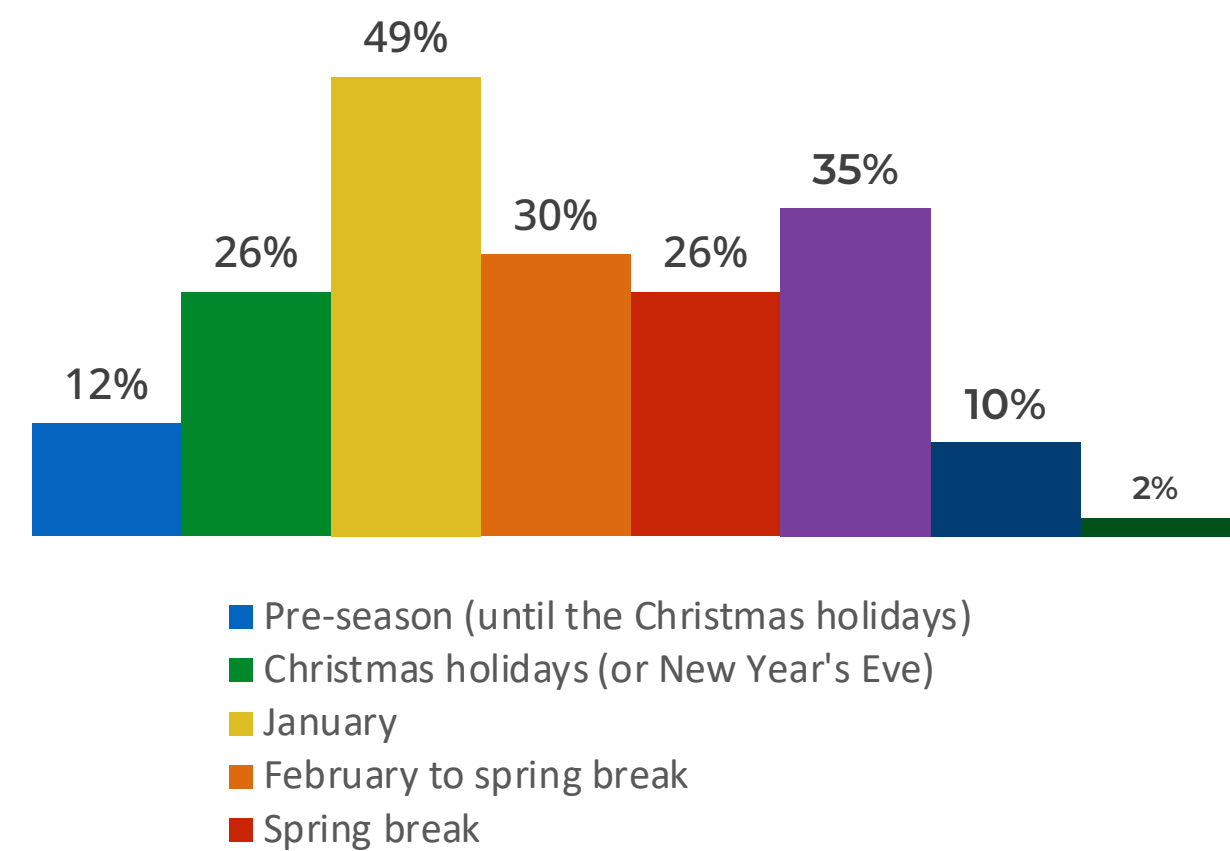
Have climate change or less good winters made you choose differently?



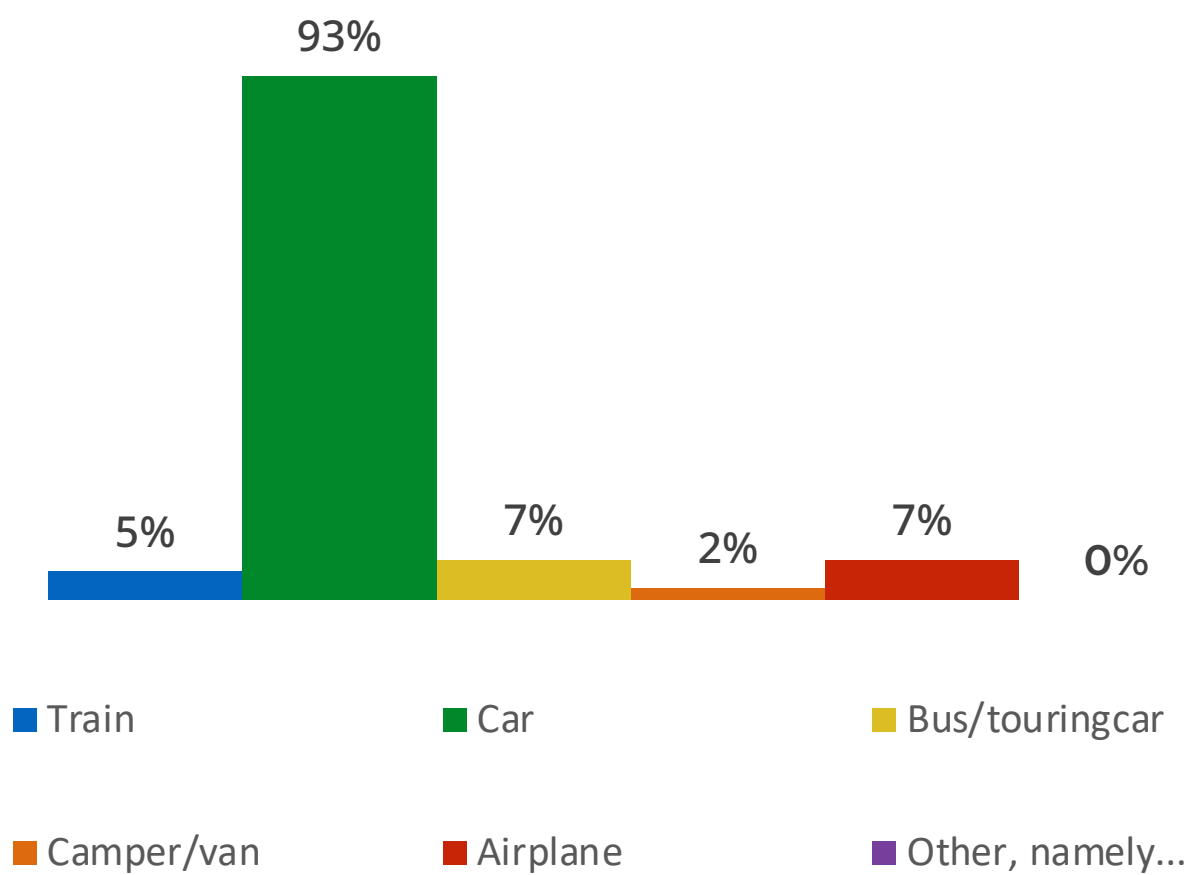
Have you already booked your winter sports holiday for 2025/2026?



When do you (usually) go on winter sports holiday?



How do you (usually) travel to your winter sports holiday?



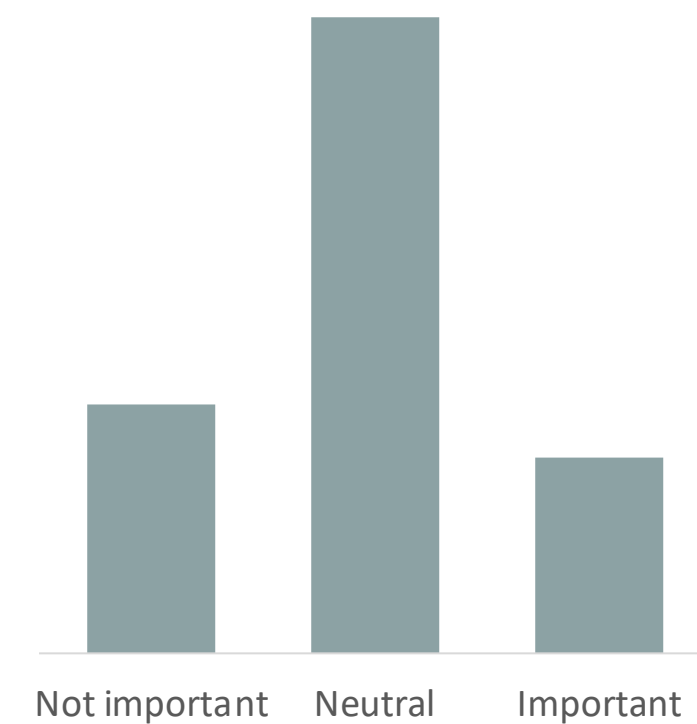
93% travel by car to winter sports holiday

Several answers could be given to the question 'When yes you (usually) go on winter sports, when respondents go on a skiing holiday more often. Almost half of the respondents go in January (49%), after which March is the most popular for 35%, followed fairly quickly by February (30%).

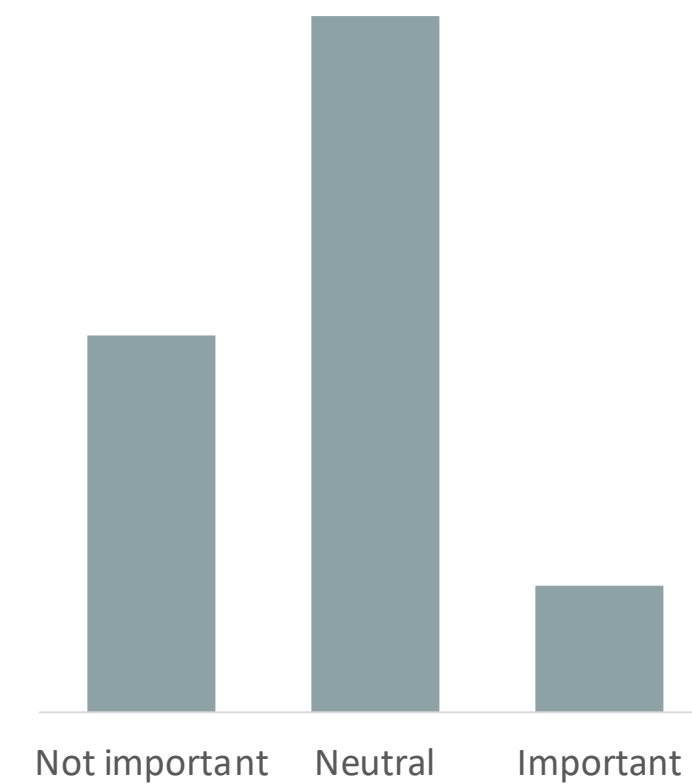
With 93%, the car is clearly the most popular means of transport to winter sports. At a long distance (7% both) the bus/coach and the plane follow.

To what extent do you think sustainability is important during your winter sports?

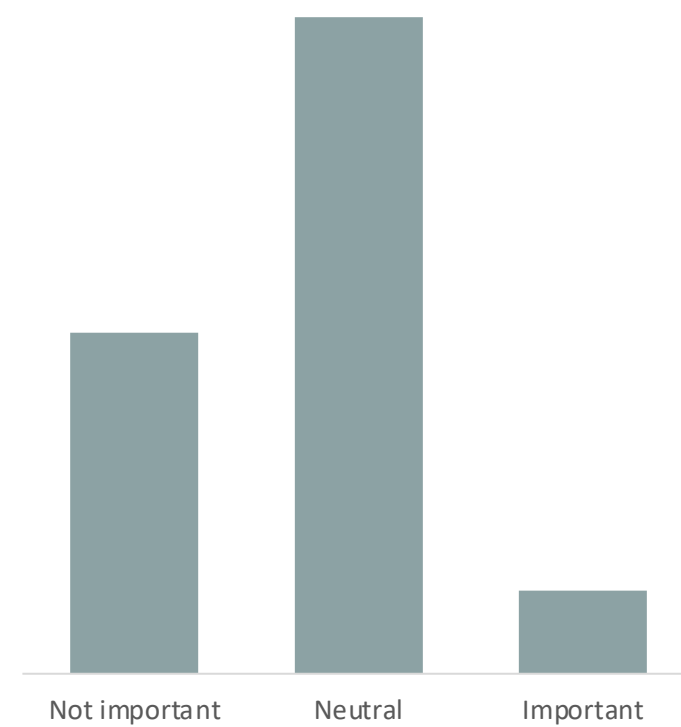
Sustainability in general



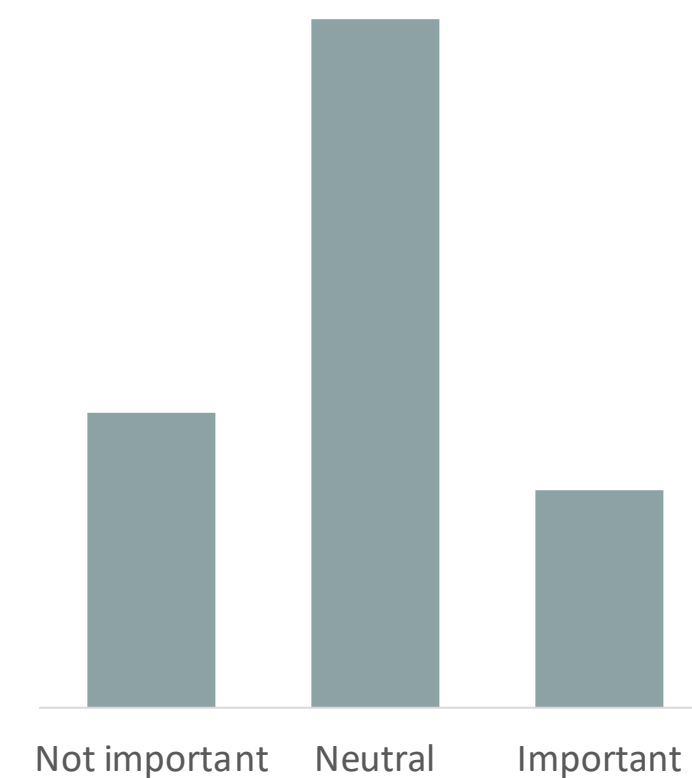
Sustainable travel



Sustainable overnight stays



A ski resort that is active in the field of sustainability



Sustainability does not play a major role in winter sports

We asked several questions about sustainability, in which respondents could indicate whether they thought something was important, neutral or not important. It is striking that for all four questions about sustainability in general, travel, accommodation and a ski area, the majority answered 'neutral'.

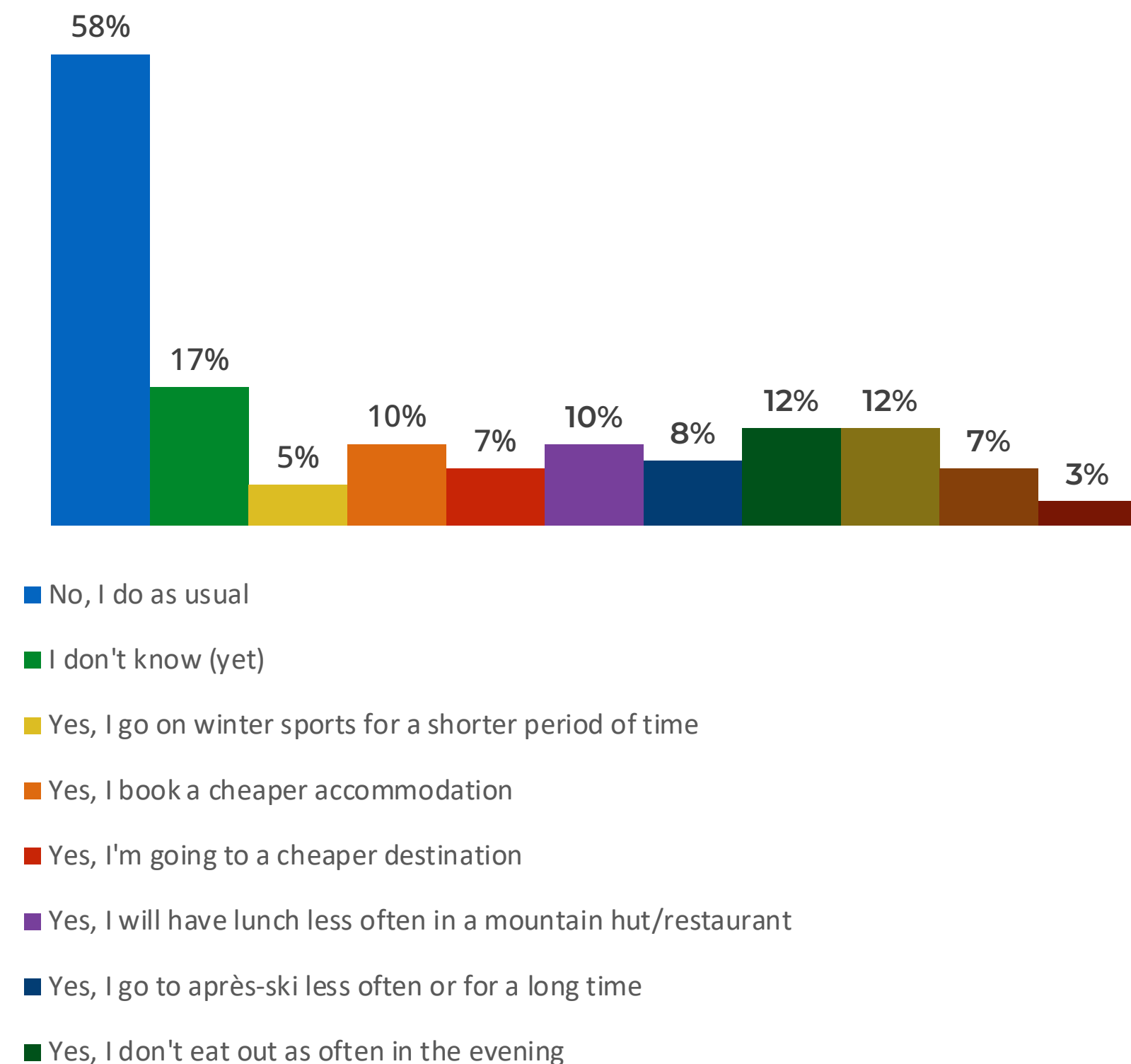
Sustainable travel and sustainable overnight stays are seen as the least important, while sustainability in general and an active ski area is more valued in terms of sustainability.

We don't make many other choices because of price increases

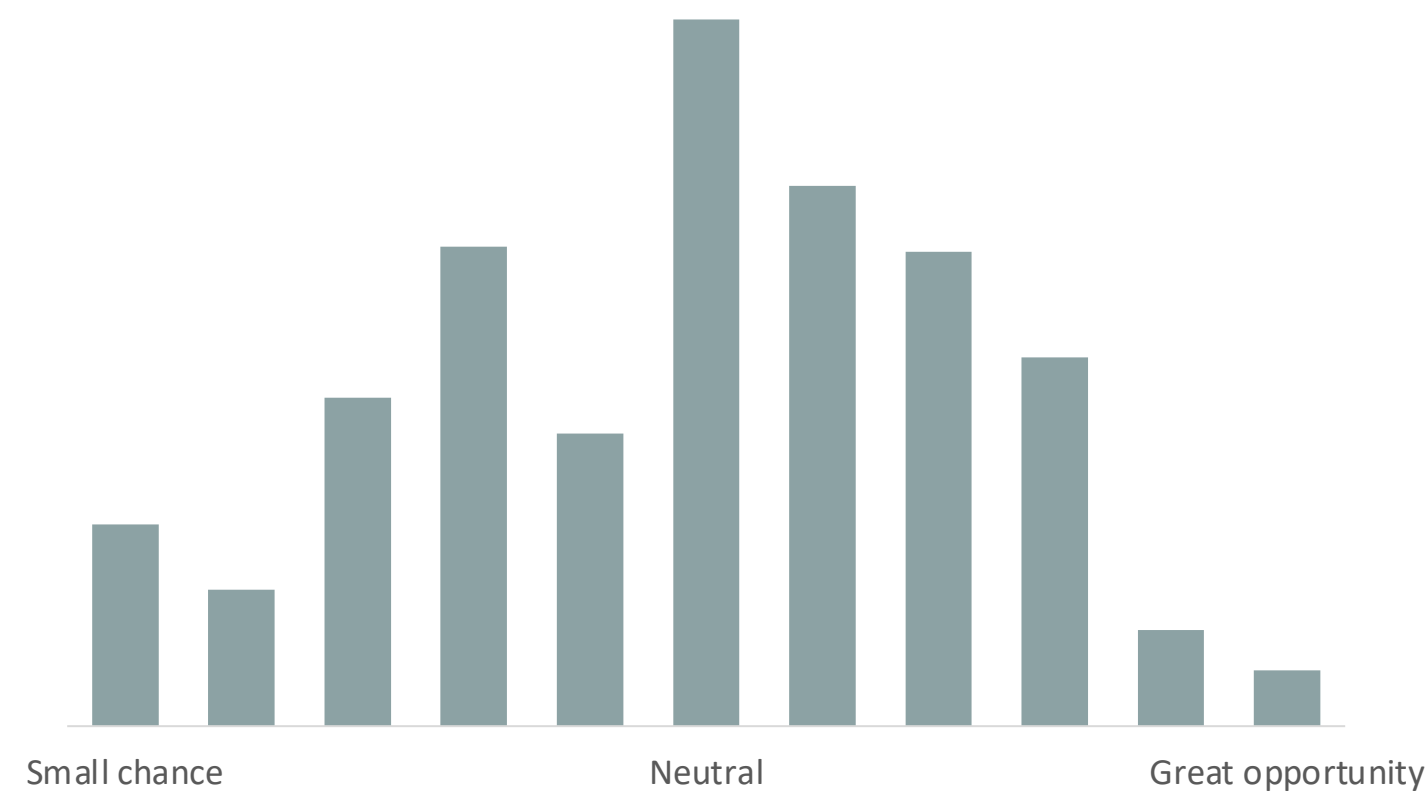
58% of the respondents indicate that they will not make any other choices because of price increases before or during their winter sports. 17% indicate that they do not yet know.

People who do change things as a result of price increases indicate that they will spend less money on eating out and they take more groceries from home (both 12%). 10% book a cheaper accommodation and an equal percentage want to cut back on lunches in a mountain hut/restaurant. 8% indicate that they go to the après-ski less often or for a long time. 3% indicate that they go to the après-ski less often or for a long time.

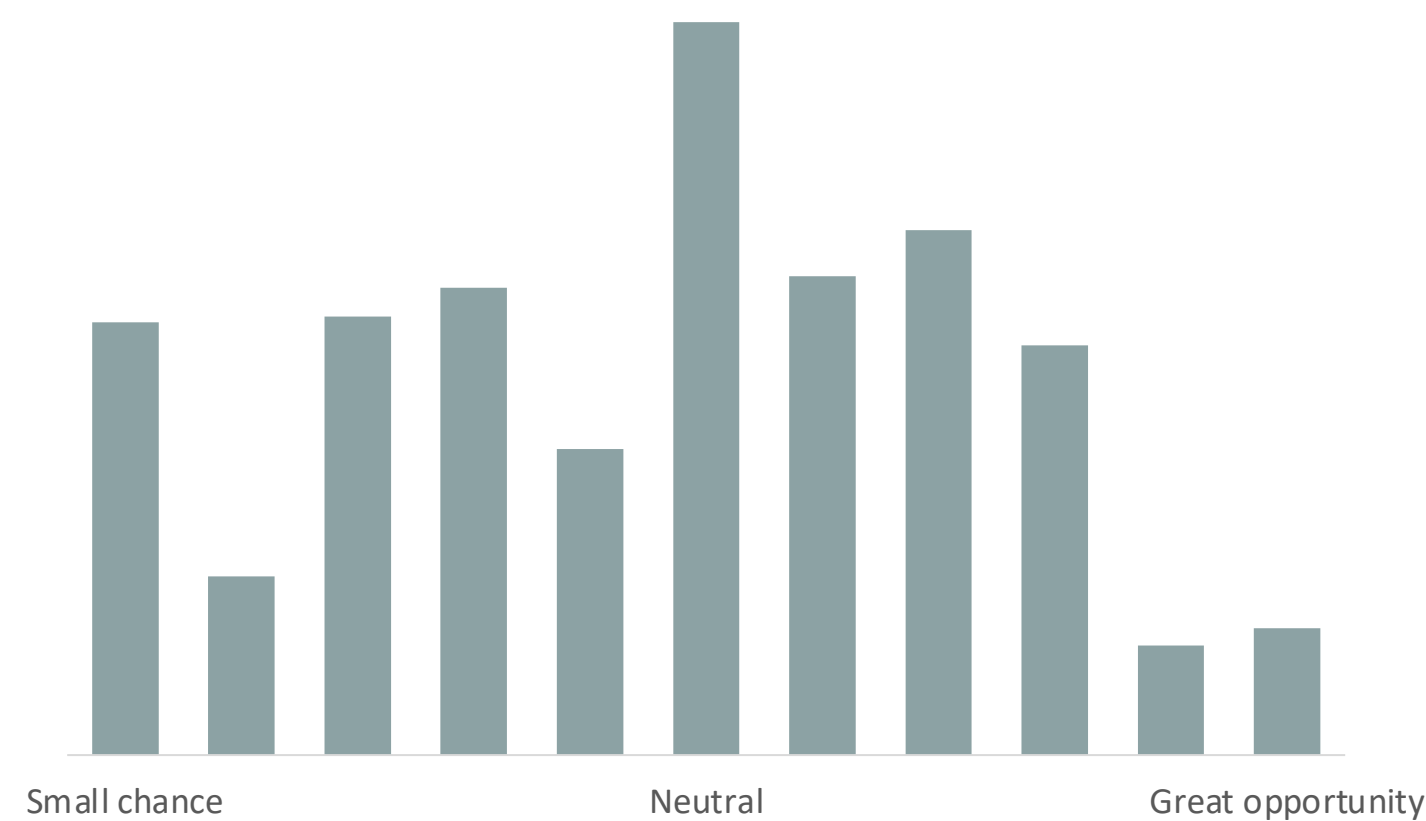
Are you making different choices this year before or during your winter sports holiday due to price increases?



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



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



Majority neutral when it comes to the economy and personal situation

When asked whether respondents expect a possible economic crisis to have an effect on their personal situation, a clear majority answered neutrally. The other participants are fairly divided over both a large and small chance.

When asked to what extent a possible crisis would also have an impact on the personal situation, the majority also answered neutrally. A remarkably large proportion expect that the chance that this will affect their personal situation is small.

We don't cut back on winter sports holidays so quickly

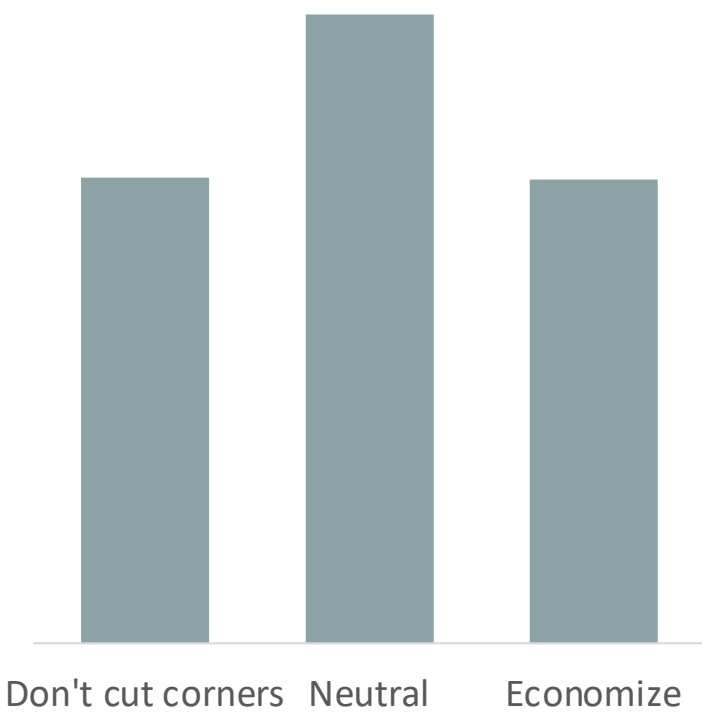
If the income of the participants were to decrease, they would cut back the most on luxury purchases and subscriptions. But we are also more likely to save on daily groceries and other holidays than on winter sport.

It is striking how important the Dutch and Belgians find 'their' winter sports. 36% indicate that they will not cut back on this, while 39% are neutral about this. 25% say they will cut back on the ski holiday. More savings will be made on the other holidays. Fixed costs are the least cut.

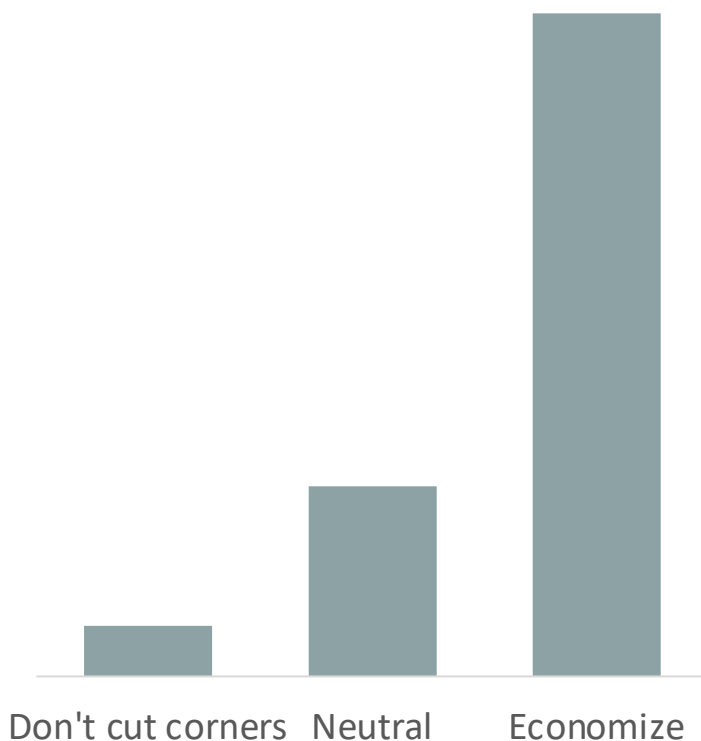
In conclusion, we can say that we find holidays very important and are less likely to cut back on them.

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

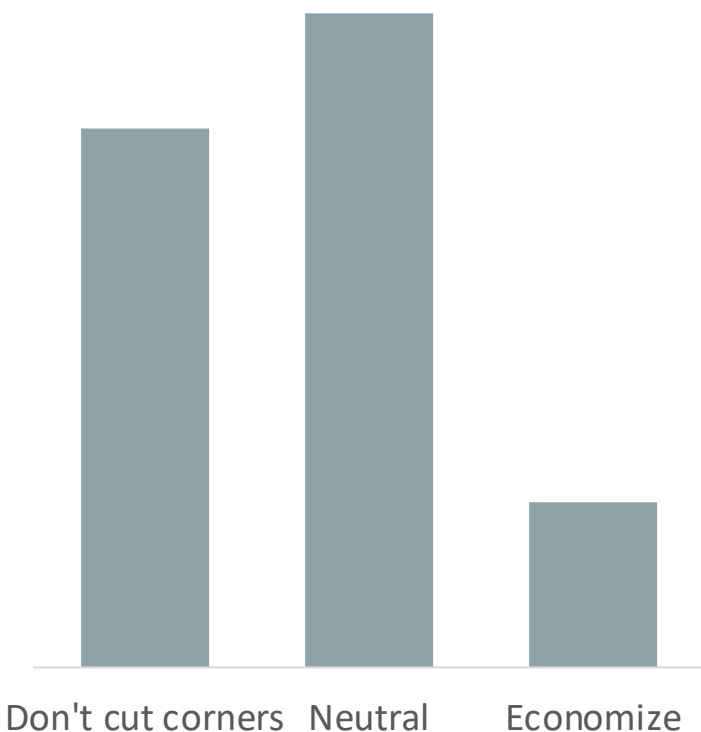
Daily groceries



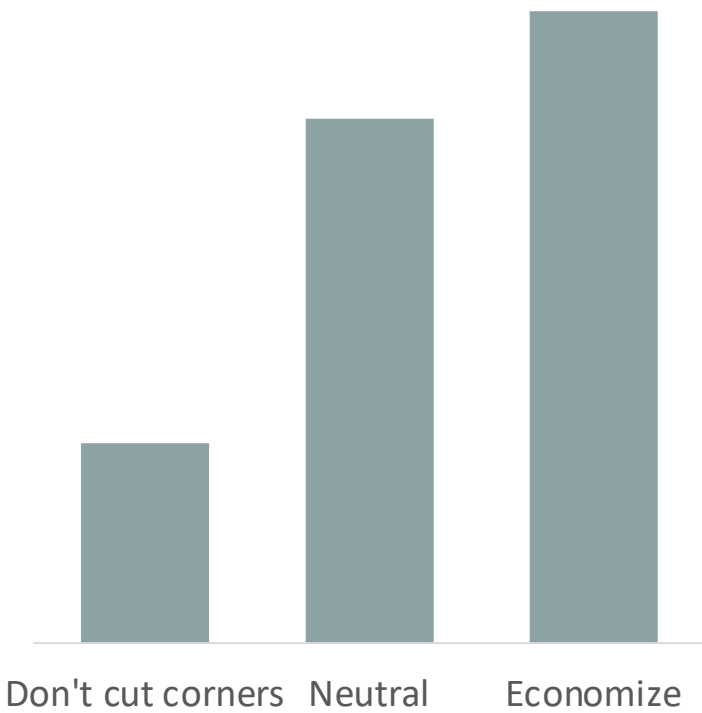
Luxury purchases



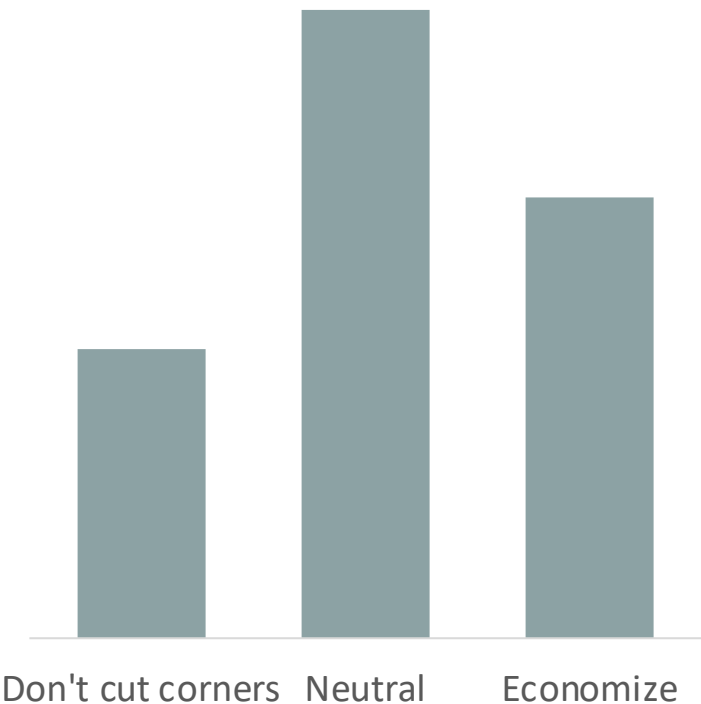
Fixed costs (mortgage, utilities, insurance, etc.)



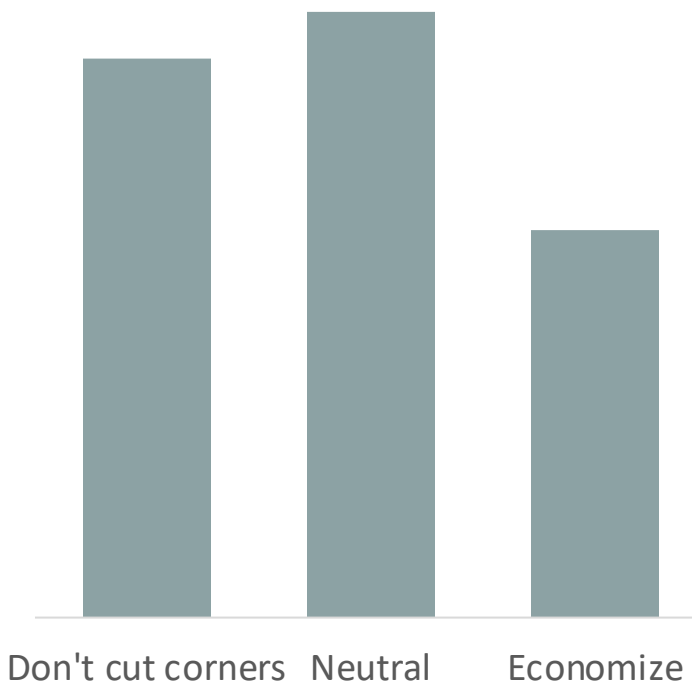
Subscriptions (sports, telephone, internet, etc.)



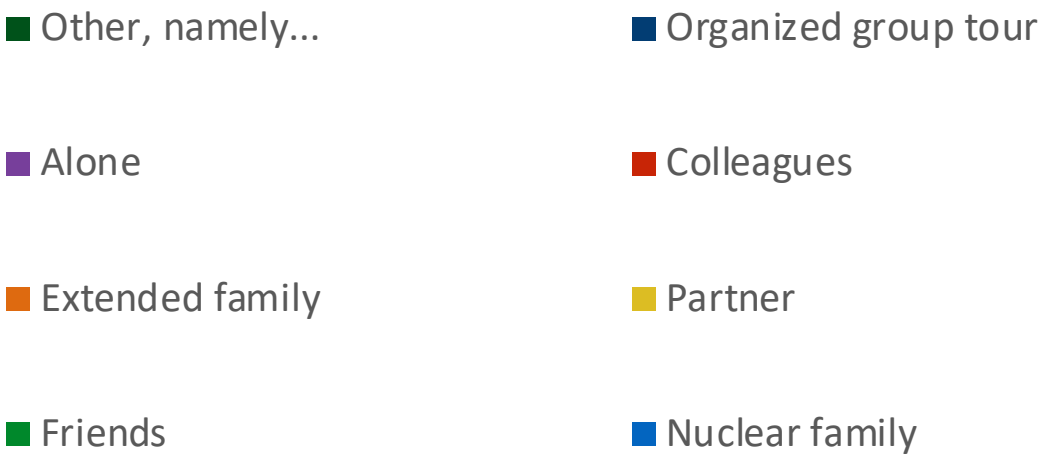
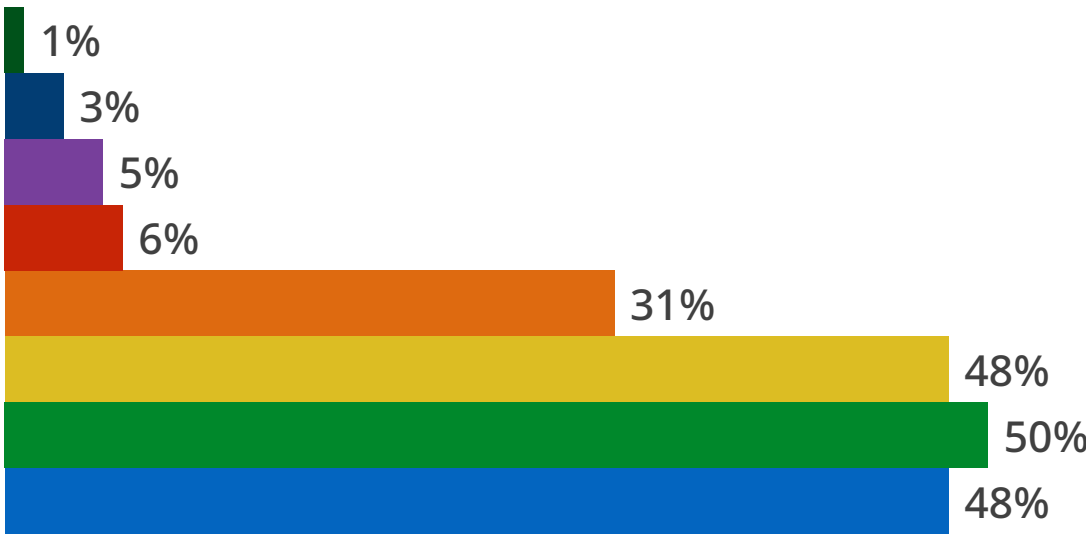
Other holidays



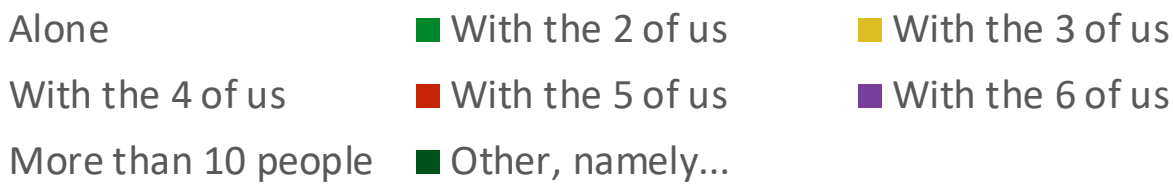
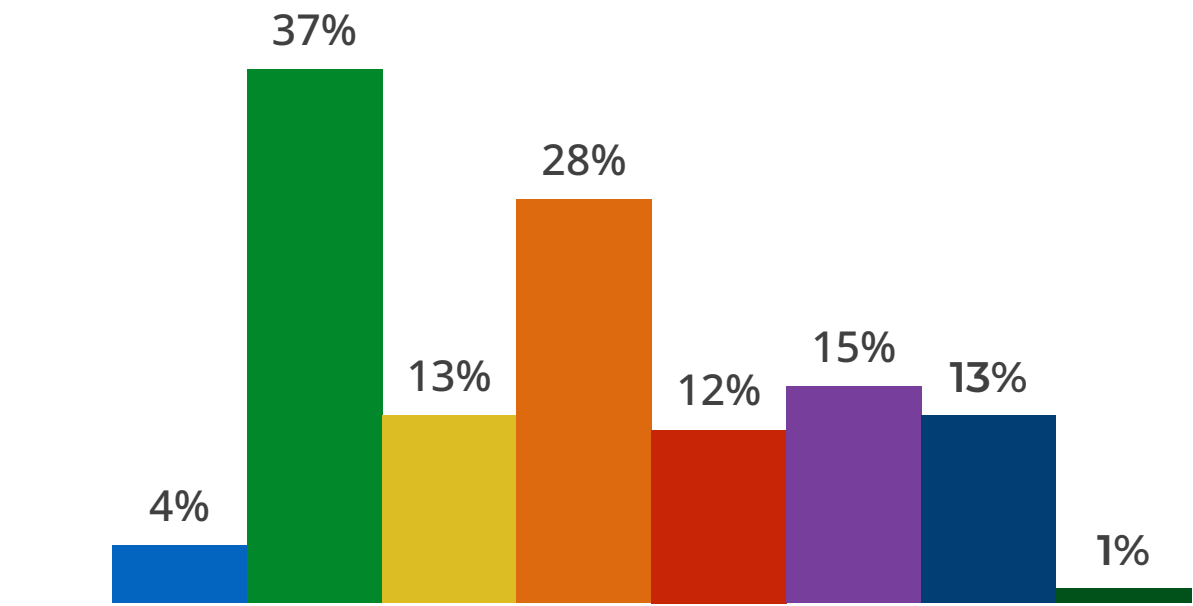
Winter sport holiday



Who do you normally go with
On winter sports?



How many people are you going with on
winter sports holiday?



With friends, partner or family on winter sports holiday

When asked who people go on winter sports with, several answers could be given if they go more often. Half of the respondents go with friends. This is followed by the family (parents with children) with 48% and the partner (also 48%). Almost a third go on a skiing holiday with other family members.

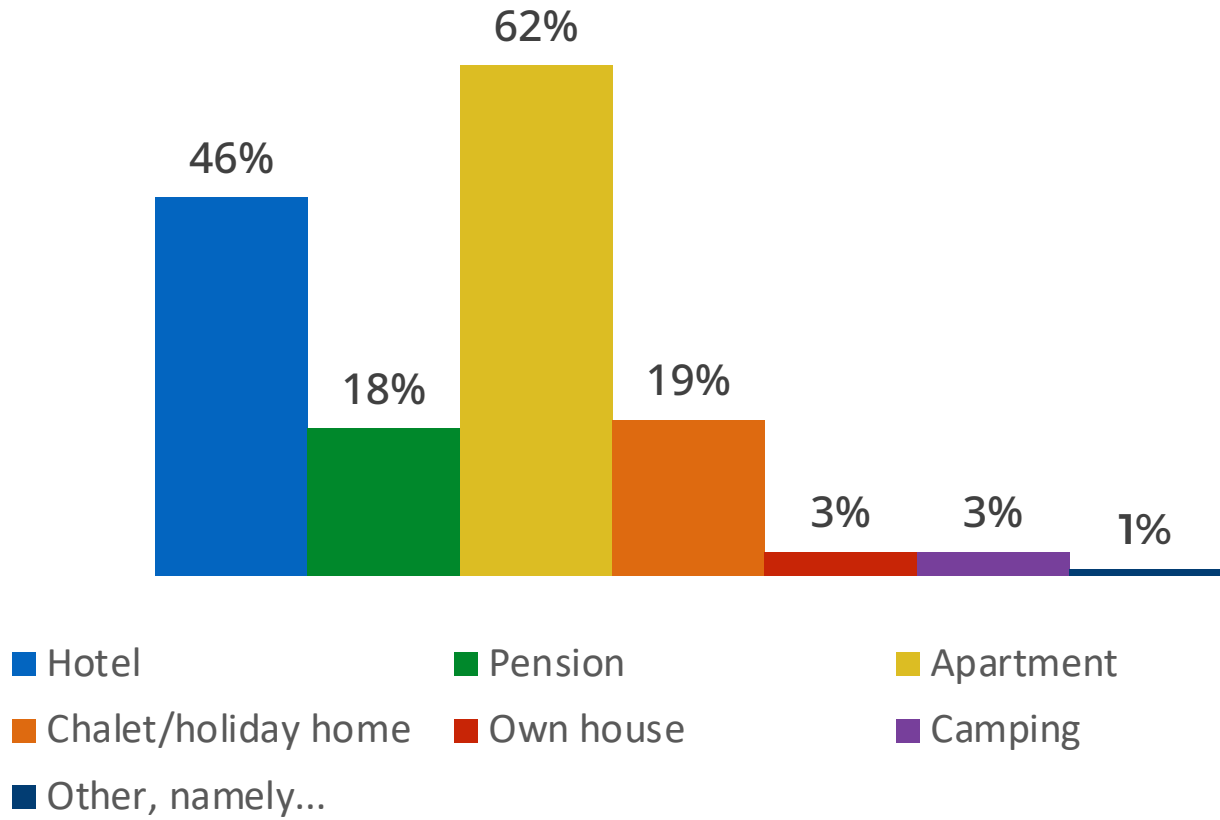
The majority of those surveyed (37%) go on winter sports with two people. 28% go to the snow with 4 people. Here too, several answers could be given when people go on winter sports more often per season.

94% are on skis during winter sports holiday

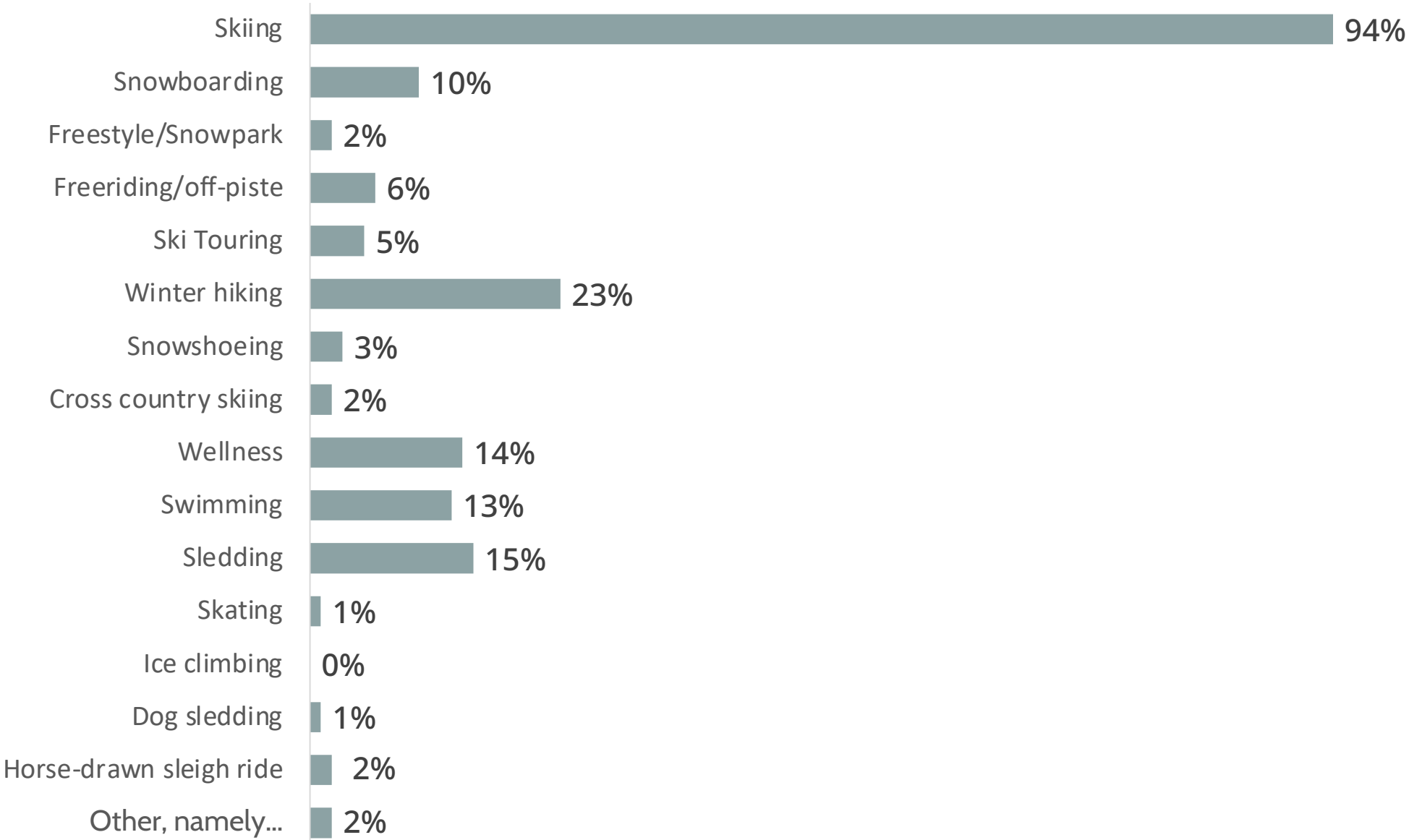
62% choose an apartment for overnight stays during winter sports, while 46% choose a hotel. 19% book a chalet or holiday home and 18% spend the night in a guesthouse.

Skiing is with 94% clearly the most popular activity during the winter sports holiday. We also (23%) like to go winter hiking and many people (15%) get on the sled during the winter holidays. Wellness (14%) and swimming (13%) are also popular.

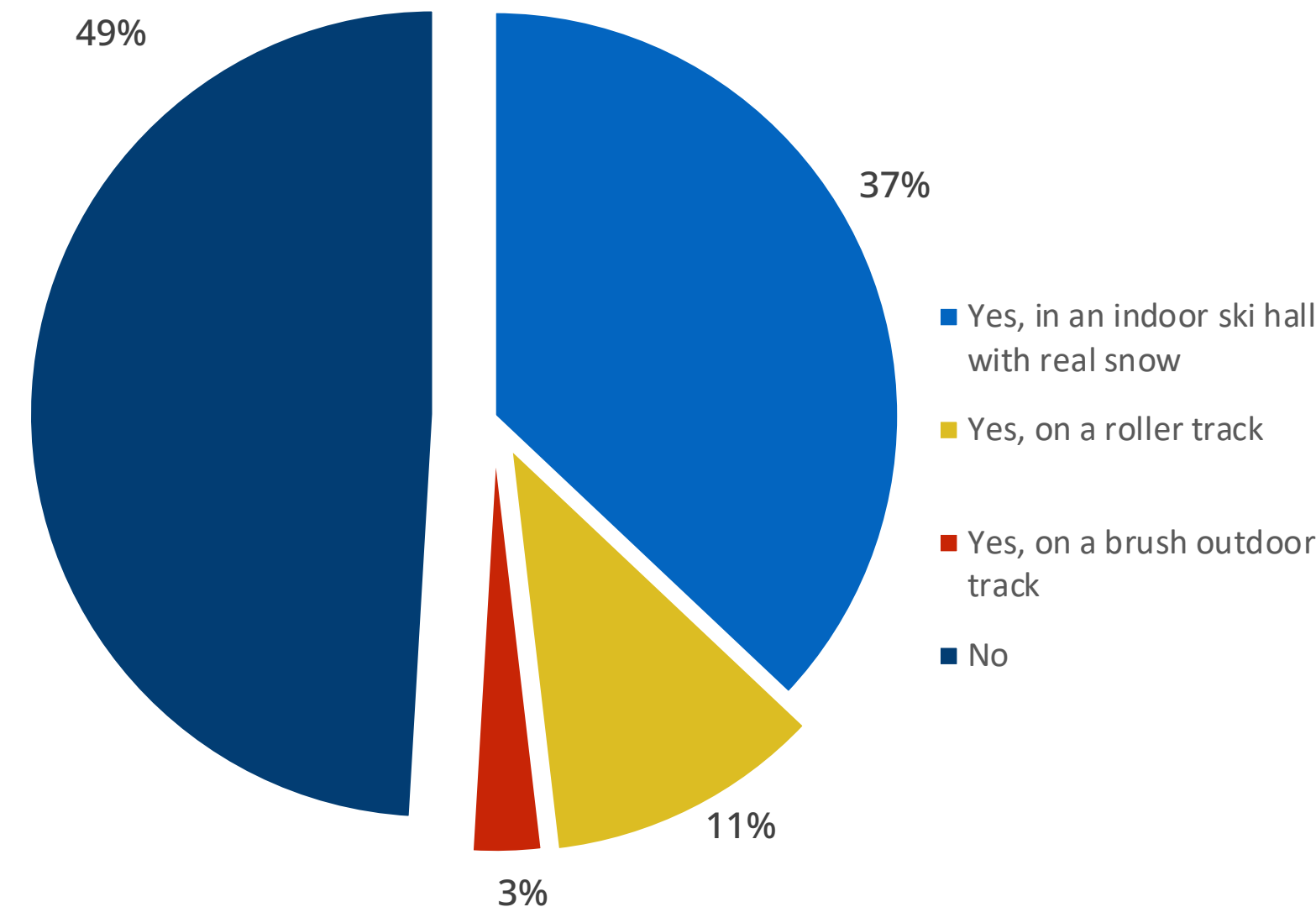
Where will you stay during your winter sports holiday?



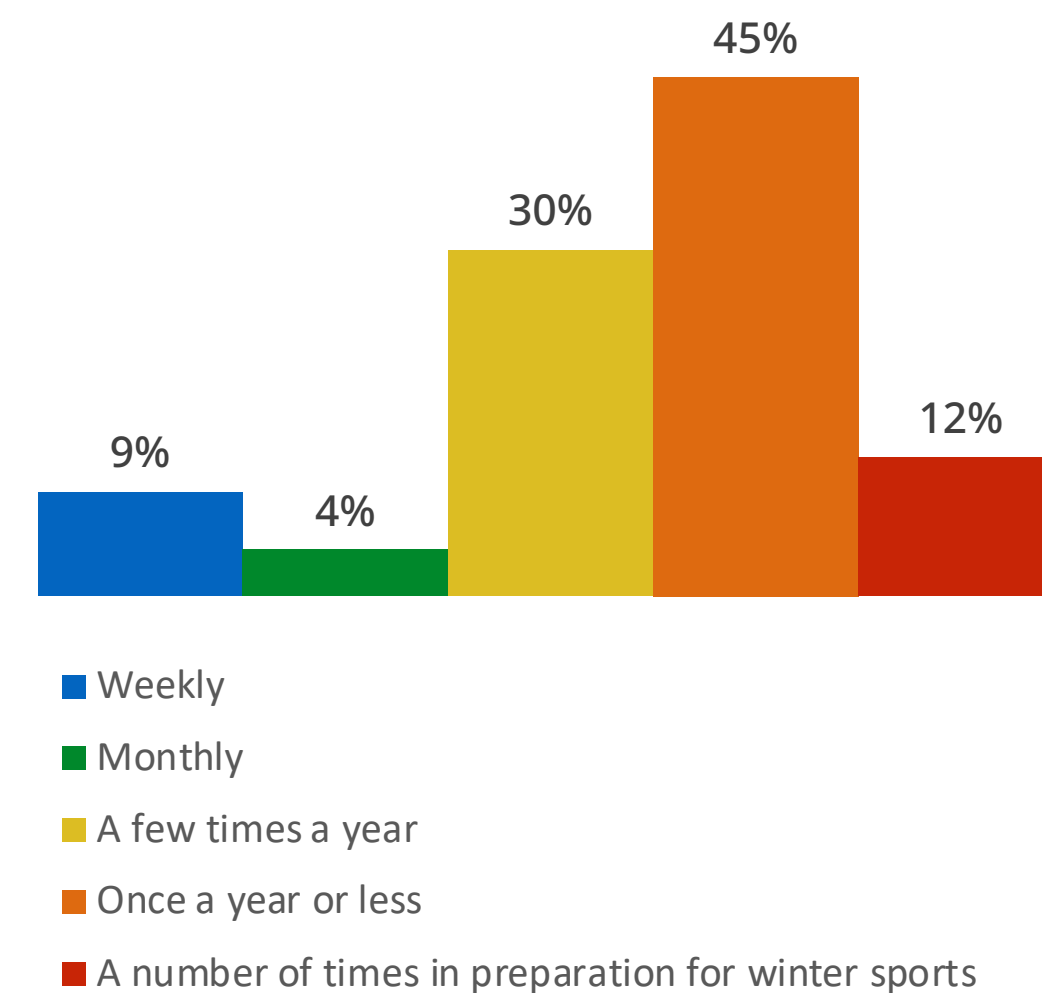
What do you do during your winter sports holiday?



Do you ever go skiing in the Netherlands?



How often do you go skiing in the Netherlands?



More than half of them go skiing in the Netherlands

Of all respondents, 37% sometimes go skiing in an indoor track on real snow, 11% opt for a roller track and 3% ski on an outdoor brush track.

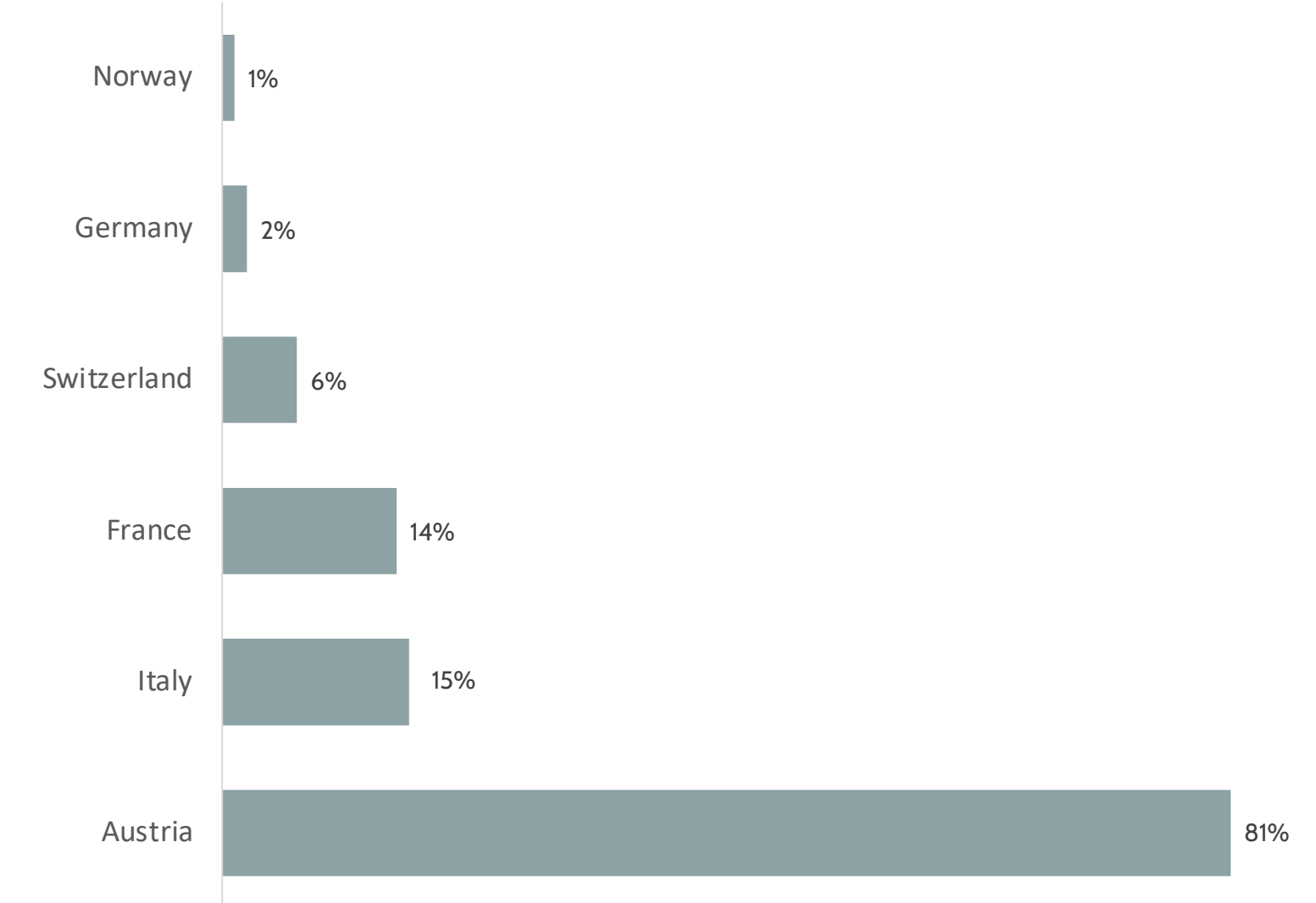
Almost half (45%) do this on average once a year and 30% a few times a year. 9% are active on skis in the Netherlands every week, while 12% go a number of times in preparation for the ski holiday.

Austria still by far the most popular country for winter sports

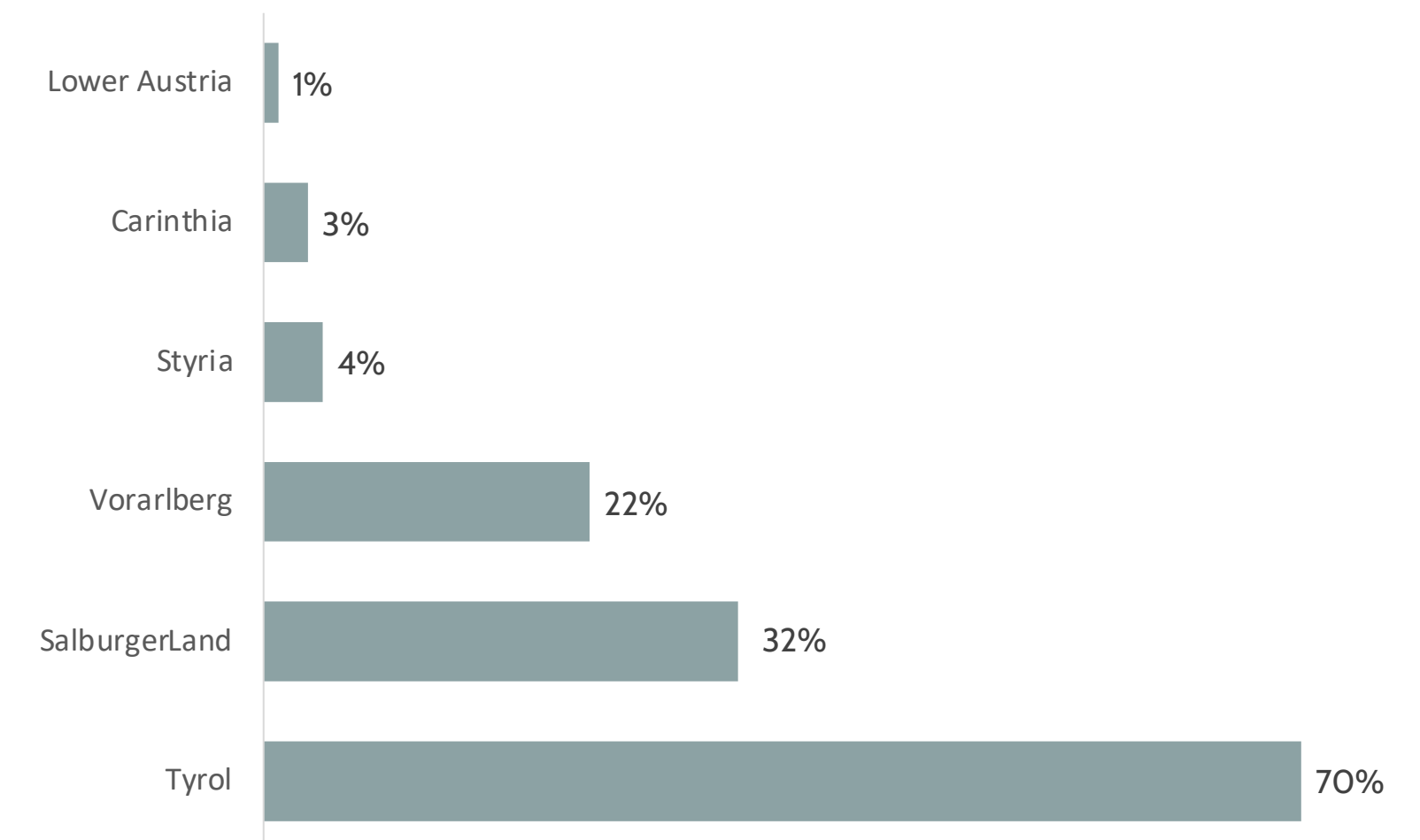
The question of where people are going or want to go, could also be answered several times if they go more often. Austria is by far the most popular with 81%, followed by Italy (15%) and France (14%).

Of the people who choose Austria, 70% go to Tyrol, 32% to SalzburgerLand and 22% to Vorarlberg. The other states in Austria are less popular for a holiday in the snow.

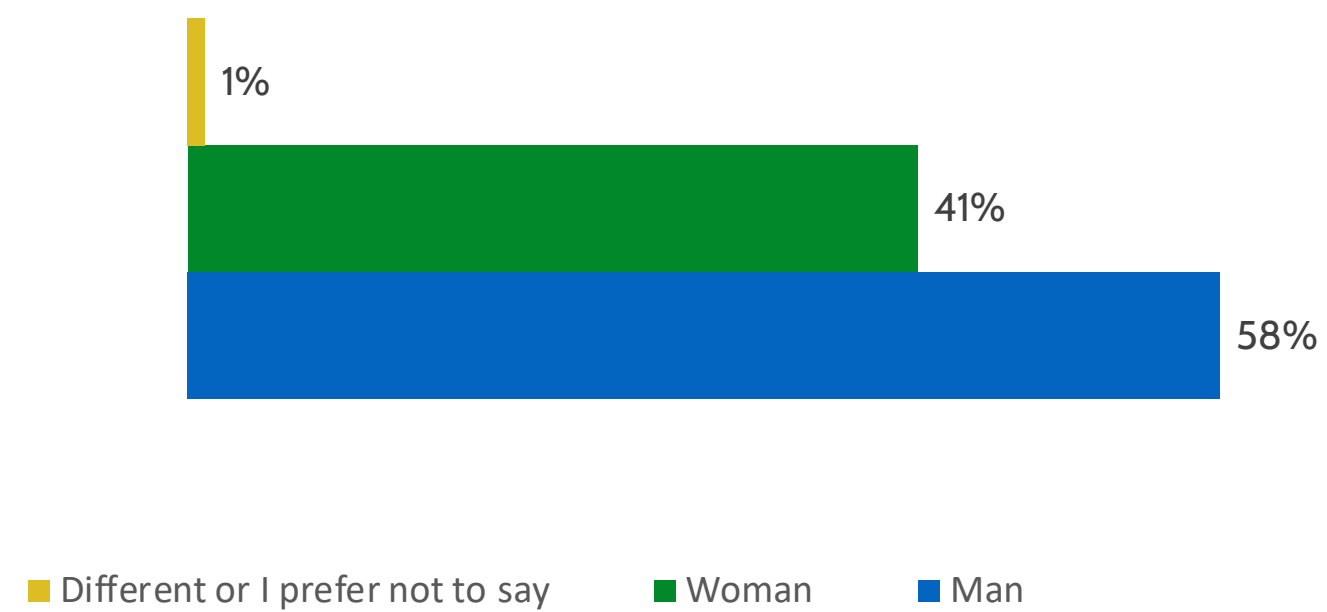
Do you already know where you are going or would like to go for your winter sports holiday 2024/2025?



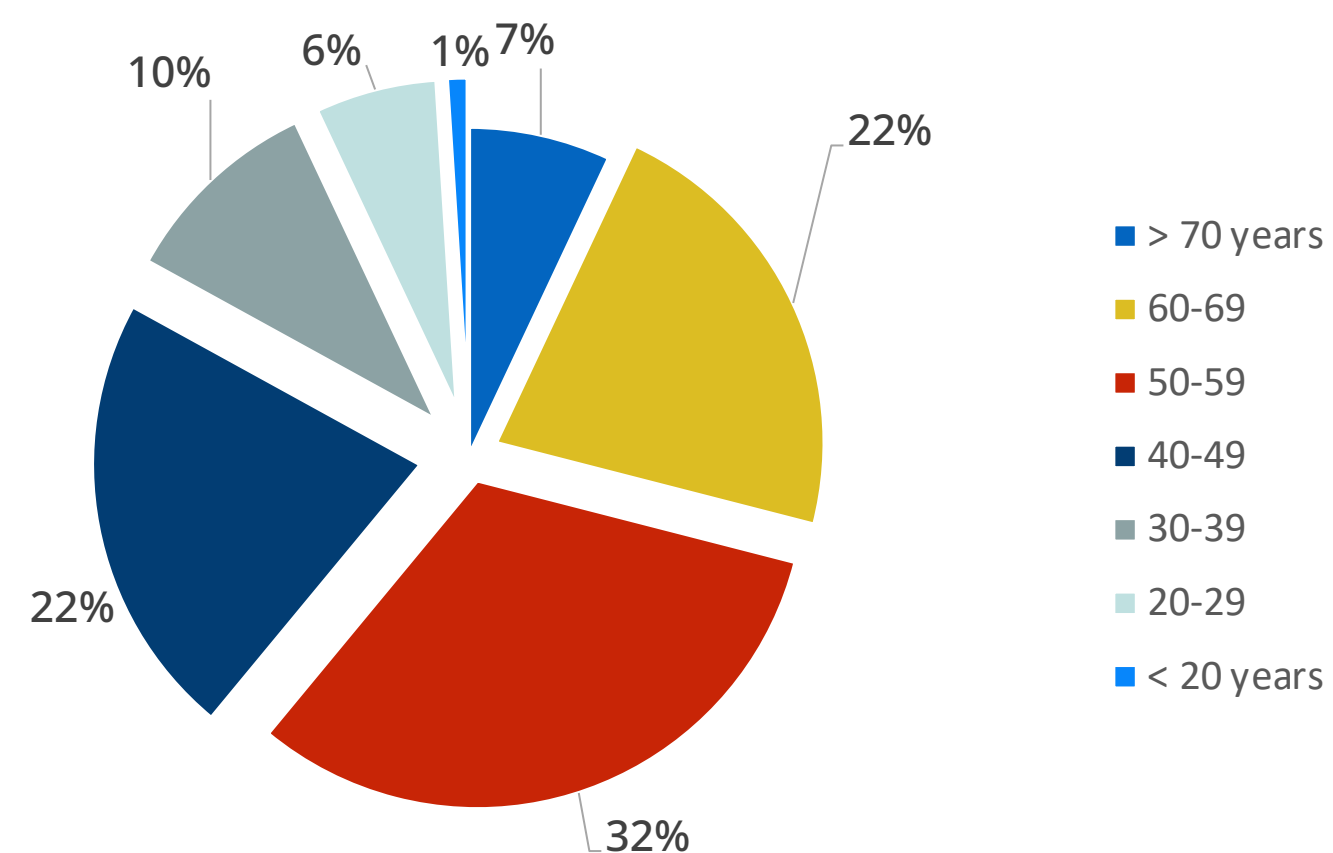
Do you already know where you are going or would like to go in Austria in 2025/2026 for your winter sports holiday?



What is your gender?



What is your age?



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

The age group 50 to 59 years is most represented in this study (32%), followed by the 40 to 49-year-olds (22%) and 60 to 69 years (also 22%). We can therefore say that more than half of the respondents are between 40 and 59 years old and almost three quarters are between 40 and 69 years old. This makes the target group relatively 'old'.

58% of the respondents are men, 41% women and 1% indicate 'otherwise' or prefer not to say it.

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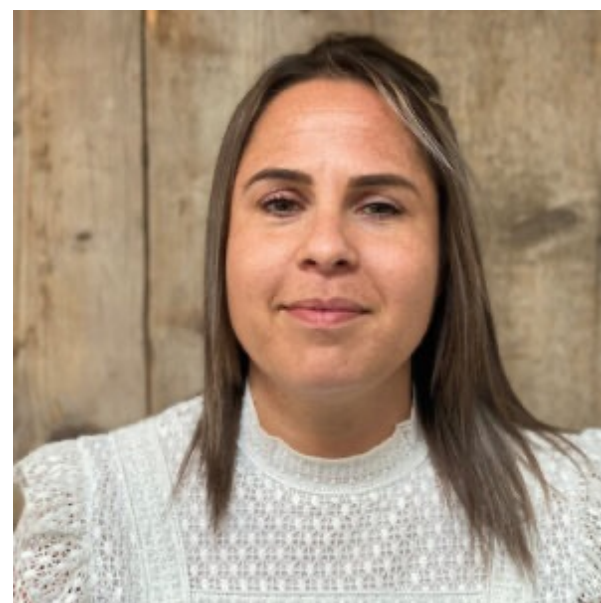


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