



Oct 17, 2019 08:37 CEST

## **SkiStar and Ski Club of Great Britain combine to produce extensive and authoritative 2019 Consumer Research Survey**

**The Ski Club of Great Britain has publicised its seventh annual national survey looking into the habits and future plans of the UK's snowsport community. The survey results were delivered to a group of media and snowsport operators and partners of The Ski Club of Great Britain at a presentation on Thursday 10<sup>th</sup> October in the Science Gallery in London before the findings being made public to all those interested in the current**

**trends. Over 9,000 participants completed the 21 minute survey which was live between 20 June until 31 July – 41 days.**

SkiStar, owner and operator of five of Scandinavia's most prestigious resorts, was the primary partner for the survey, reflecting the company's intent to promote the Scandi experience to UK snowsport fans. The top findings, such as skiers and snowboarders putting guaranteed snow and quality pistes at the top of their 'wish lists', plus the importance of overall travel time and especially airport transport time was certainly music to the ears of the SkiStar bosses.

- We are delighted to have worked so closely with the Ski Club of Great Britain on the 2019 Survey," said **Mathias Lindstrom**, SkiStar's Sales & Marketing Director. It is a fantastic example of the club's long-standing commitment to the better understanding of the UK snowsport fans. We are both indebted to the audience of over 9,000 skiers and snowboarders who collectively invested over 3,100 hours to complete the study and provide us with their detailed feedback.

- For SkiStar this comes at an important time for our UK guests as we will be opening the brand new Scandinavian Mountain Airport this winter with regular flights from London Heathrow airport via SAS starting on 28<sup>th</sup> December. One of the outstanding features of this new service is the airport-to-resort transport time. Just 10 minutes to Sälen in Sweden and 40 minutes to Trysil in Norway! By way of a thank you from SkiStar and the Ski Club, we are delighted to make the full results of the research available to everyone, for free – please download, read and share with our compliments.'

Download [here](#).

The survey was compiled by SkiStar's UK marketing and media agency, MPA Creative, in association with world-renowned sports marketing agency, Nielsen Sports. The respondents represented a very high average household income of £78,369 compared to the UK average of £28,677 and the average age was 48. However the younger audience was well represented with the 16 – 24 year olds choosing great night life and off-piste action amongst their 'wish list'.

Said Ian Holt, the new Chief Executive of the Ski Club of Great Britain, "We are delighted with the success of the survey this year. We had a great deal of

interest and participation and the reaction around the industry to the results is very positive. It is important that we know our audience and we have a great piece of data here to ensure the industry thrives during these difficult times. It was a great pleasure to work with our partner SkiStar, who again has proved it is a company passionate to bring the best possible conditions to the skier and snowboarder and has an ambition to continue to build a thriving market with the UK snowsport fans.”

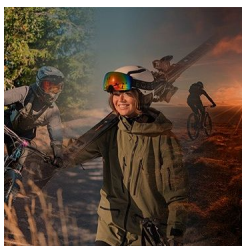
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### **SkiStar in brief:**

*SkiStar AB (publ.) is listed on the Nasdaq Stockholm stock exchange, Mid Cap segment. The group owns and operates ski resorts in Sälen, Åre, Vemdalen, and Hammarbybacken (Stockholm) in Sweden, Hemsedal and Trysil in Norway, and St Johann in Tirol in Austria. Market share is 50% in Sweden, 31% in Norway and a total of 41% in Scandinavia. Our core business is alpine skiing, and our main focus is the overall ski experience of our guests. The business is divided into three segments; Ski resorts – Operation, Infrastructure and Development.*

*Images and videos in SkiStar's Newsroom can be freely used along with information about SkiStar and/or SkiStar's destinations and products.*

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