

Ski Scotland Online Research

Methodology

Online research with consumers from the Ski Scotland Snow Alert database. Fieldwork took place in **August 2006** over a 2-week period. Analysis is based on a sample of 2,137 respondents.



Skiing in Scotland last winter

- Nearly 70% had **skied in Scotland last winter**.
- Most of these respondents visited on a **day trip**.
- **Glenshee and the Cairngorms** were the most popular resorts.
- Most respondents had taken their most recent ski trip **between February and April 2006**.
- Most respondents travelled with **friends or family** on their ski trip, with an average **party size of 2** people.
- For those staying overnight, respondents tended to stay in **hotels and B&Bs** for an average of **2 nights**.
- The most common **spend was £100 on a day trip and £500 on a short break/holiday**.

Respondent profile

Respondents tended to be:

- **male** (70%)
- **Scottish** (69%)
- with **no children** living in the household (62%)
- skiing/snowboarding was popular across **all ages** (90% between 25-64)
- regular holiday makers in Scotland (55%)

Ski profile

When skiing in Scotland, respondents tended to:

- ski in Scotland on a **day trip**
- usually ski between **1 and 5 times** per season

The **Ski Scotland website** was the most popular method used for checking snow conditions (88%).
(n.b. sample obtained from Ski Scotland snow alert database)



Ski Scotland information and promotional material

Snow conditions prompted the majority of respondents to take a ski trip in Scotland.

For those respondents who had been influenced by Ski Scotland information in their decision to take a trip (15%), the **Ski Scotland website and snow alert had been the most influential** promotional materials.

Overall, 70% of all respondents had been influenced by Ski Scotland information & promotional information in their decision to go skiing in Scotland last winter.

"Love the website and find the snow reports and links to the resorts really useful to help decide where to go!"



Although the **availability of snow is the main motivator** for skiers/snowboarders in their decision to take a trip in Scotland, the promotional material used by Ski Scotland last winter was successful in encouraging skiers/snowboarders to take a ski/board trip in Scotland.

Ski Scotland has the opportunity to continue this success by focusing on their most effective promotional methods; the website and snow alert.

The experience skiers have at the resort is also important. Some of the resorts have already added to their facilities by introducing online ski passes and displaying live webcams of the slopes on their websites.
