



Ski Industry Report 2013

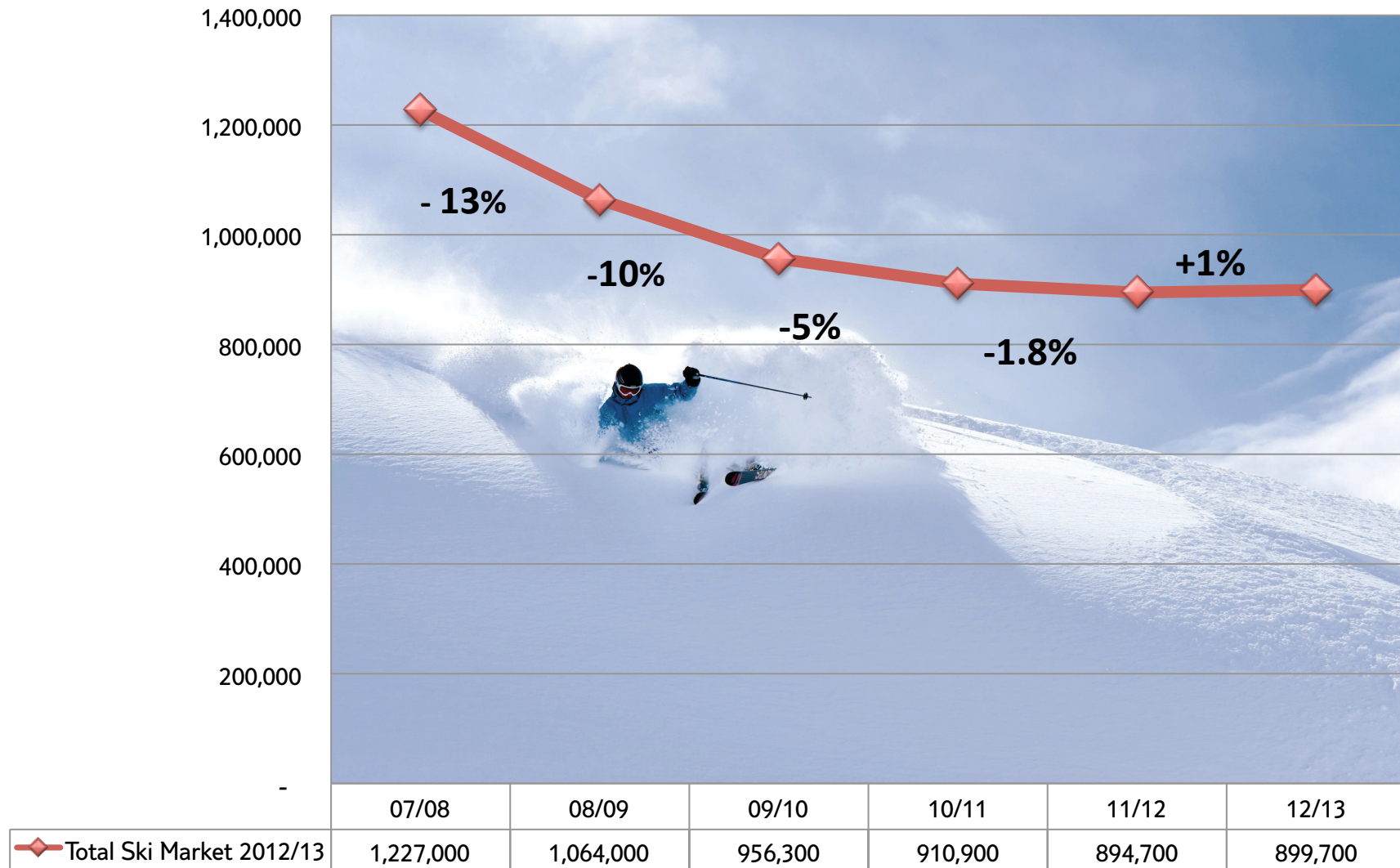
The Ski Industry Report 2013 brings together information on the UK winter sports industry into one unified report. Sources include tour operators' statistics, British Ski and Snowsport (BSS), airport passenger figures, published CAA statistics, tourist office data including the Observatoire National des Stations des Montagne and travel agency reporting.

The figures quoted cannot therefore be taken as absolute but, because of the breadth of sources used, are believed to be as balanced and accurate as possible.

Please note – the term 'ski' has been used within the report as a generic term for the whole of the winter sports market.

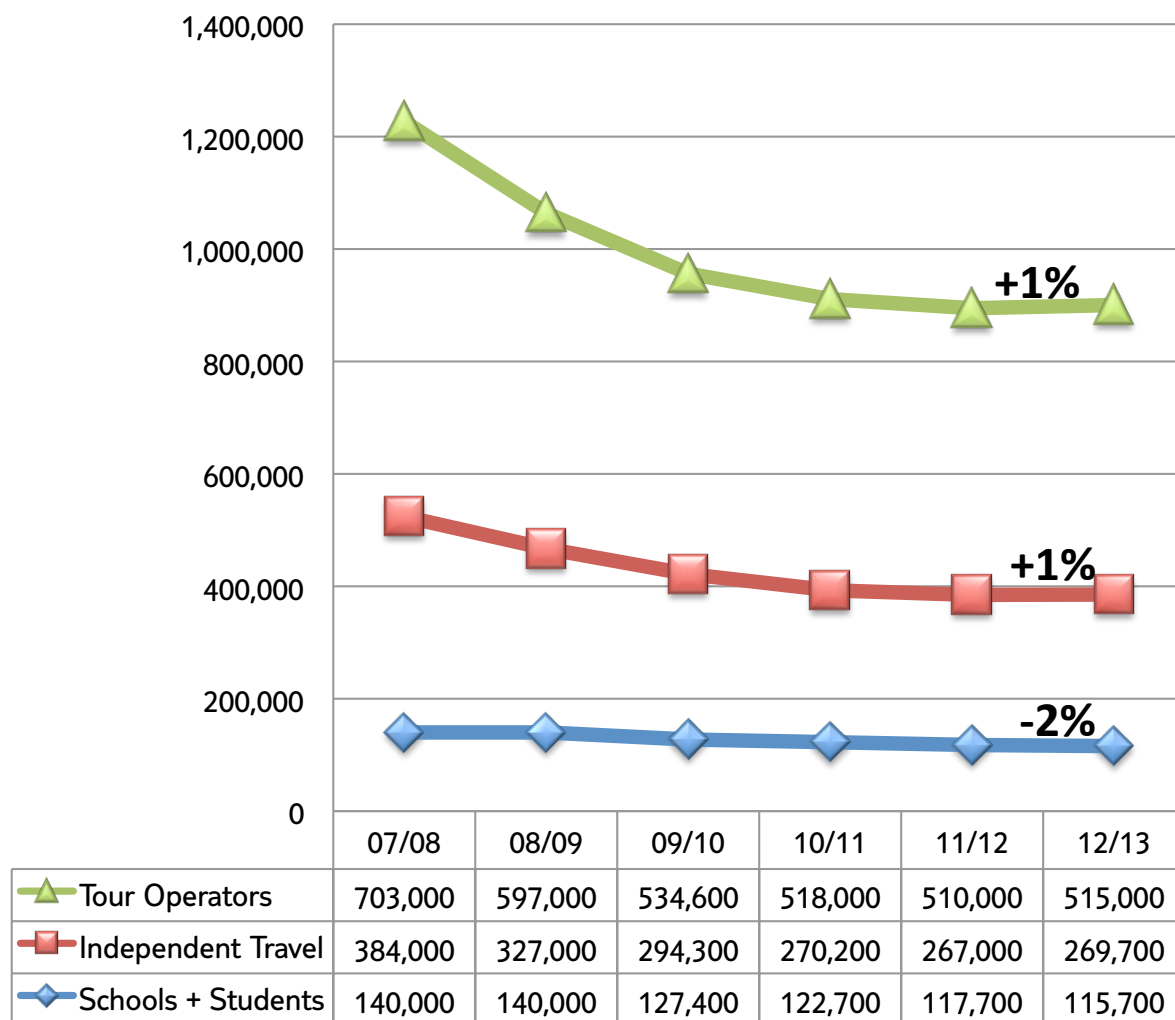
Total ski market

Overview 2007/8 – 2012/13



Total ski market

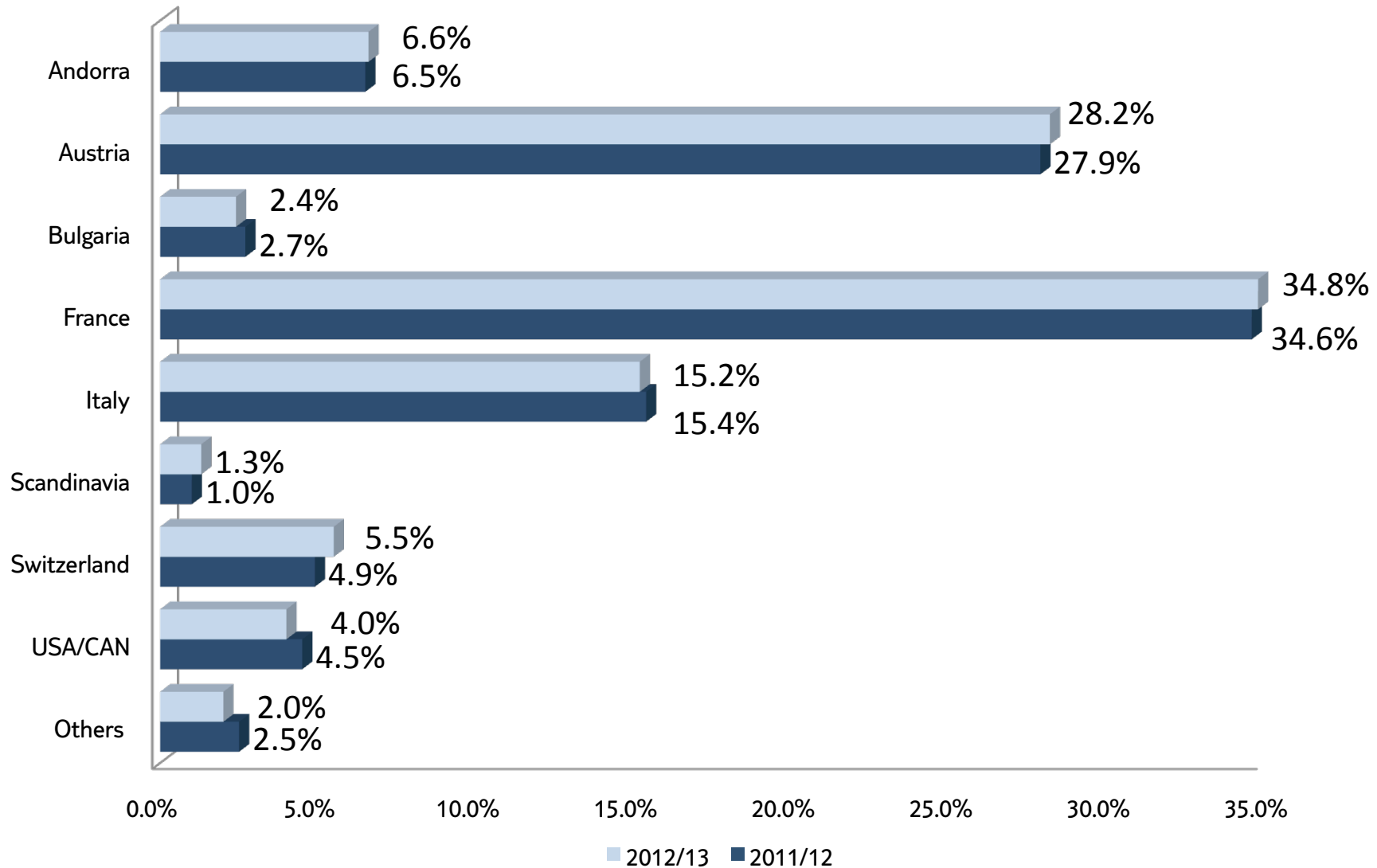
Overview 2007/8 – 2012/13



- Overall ski market increased by 1% last winter
- Both the tour operator market and the independent travel sector experienced marginal increase of 1%
- The schools and student market encountered a further decline of 2% year on year with the schools market down and student market up

Country mix

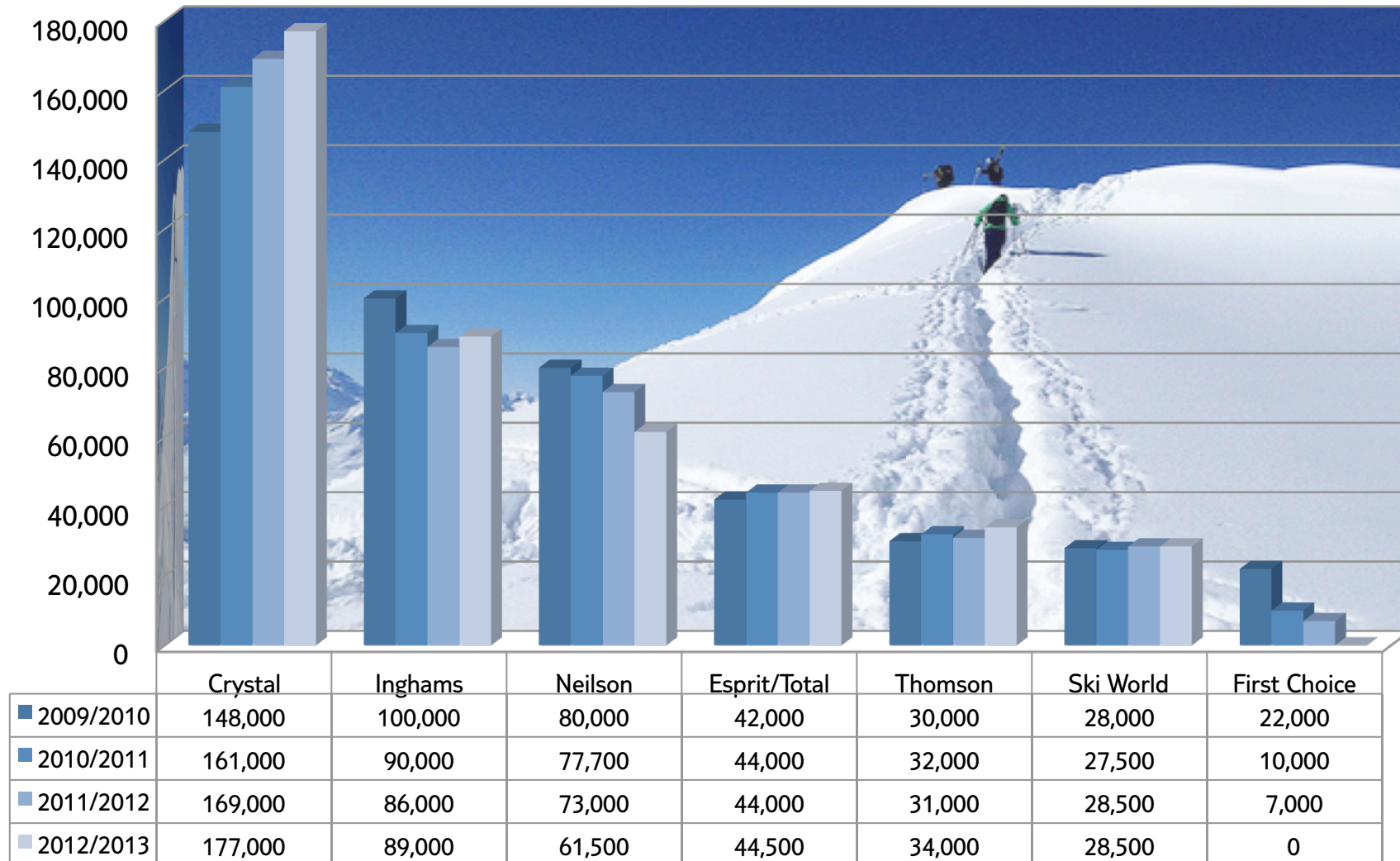
2011/12 versus 2012/13



- France maintains the number one position at 34.8% (2011/12: 34.6%). Increase due to improved self catering accommodation and '*added value*' offers.
- Austria 28.2% (2011/12: 27.9%). Market share growth due to excellent snow conditions year on year, newly linked ski areas and well priced packages especially in smaller resorts.
- Italy 15.2% (2011/12: 15.4%). Small decrease YOY as charter flying has reduced slightly into TRN/VRN.
- Scandinavia 1.3% (2011/12: 1%). Growth through additional flights and increase of those wanting skiing and other snow related activities from their winter break.
- Andorra increased its market share to 6.6% (2011/12: 6.5%). It's the 4th year of growth as Andorra capitalises on market demand for value.
- Switzerland 5.5% (2011/12: 4.9%). Confidence returns as the exchange rate stabilises and Switzerland's marketing investment pays off.
- North America 4% (2011/12: 4.5%)
USA continues to see a decline as Canada grows market share through good snow and marketing momentum.
- Bulgaria 2.4% (2011/12: 2.7%) Share reduces as Inghams withdraws.

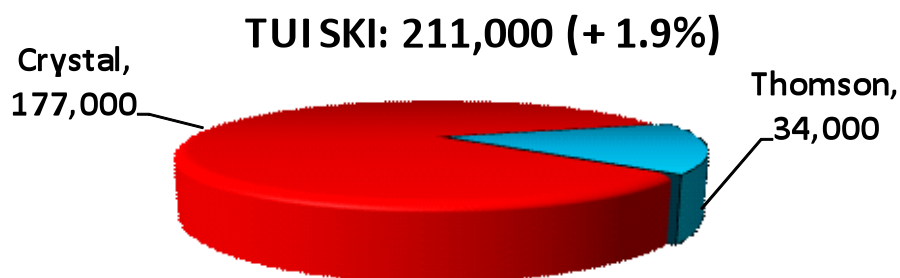
Total tour operator market (515,000)

2009/10 – 2012/13

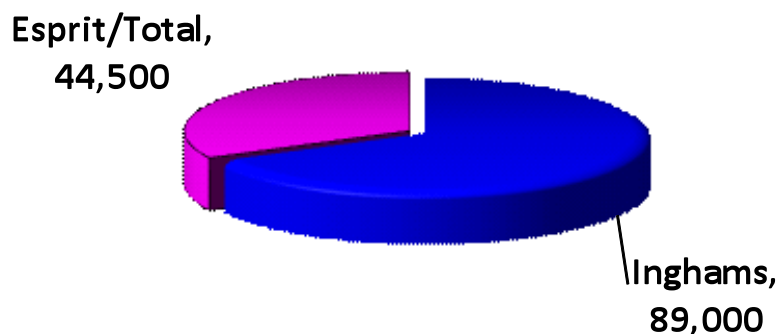


Tour operator market

- The Big Three (406,000)



Hotelplan: 133,500 (+ 2.6%)



Thomas Cook: 61,500 (- 8.5%)

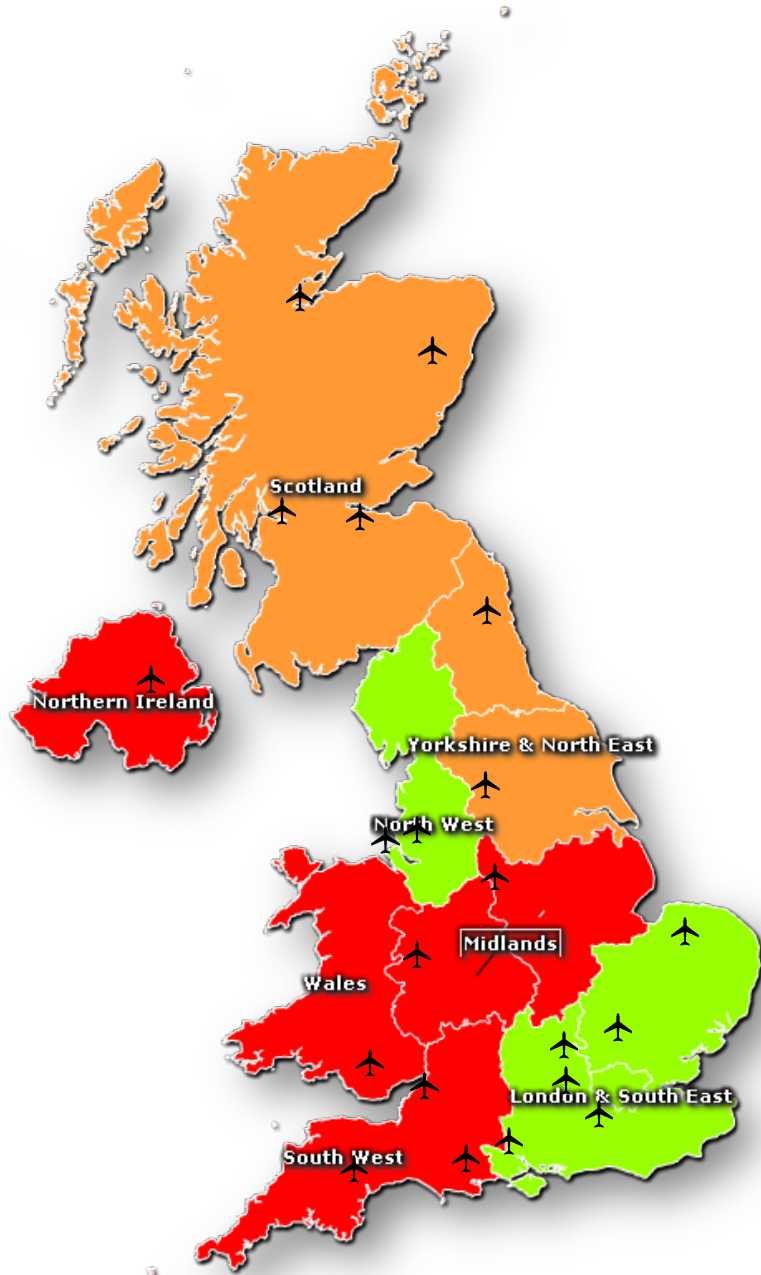


Neilson,
61,500

- TUI Ski remains clear market leader with nearly 52% share
- Crystal increases its share to 43%, an increase of 2%
- Hotelplan share increases to 33%, with Inghams at 22% and Total/Esprit at 11%
- Thomas Cook remains in third place with just over 13% of this selection

Regional passenger volumes

2011/12 - 12/13

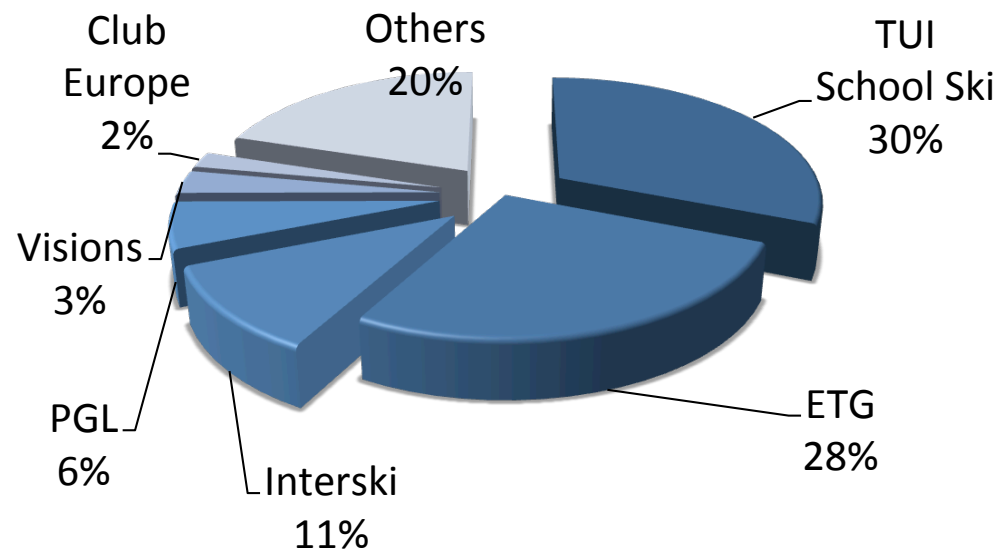


Growth

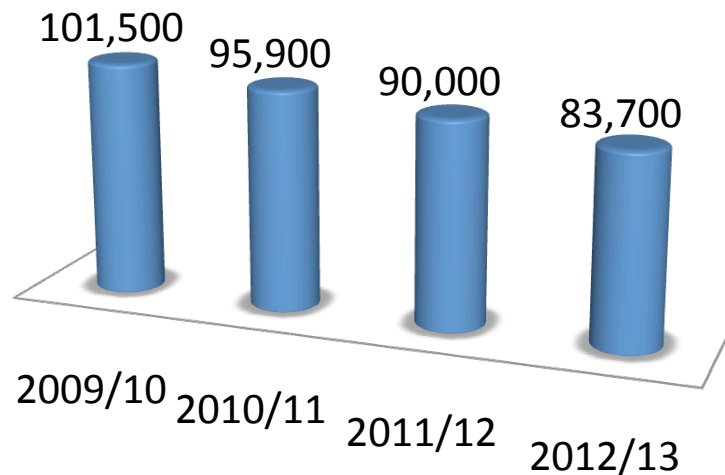
Level

Reduction

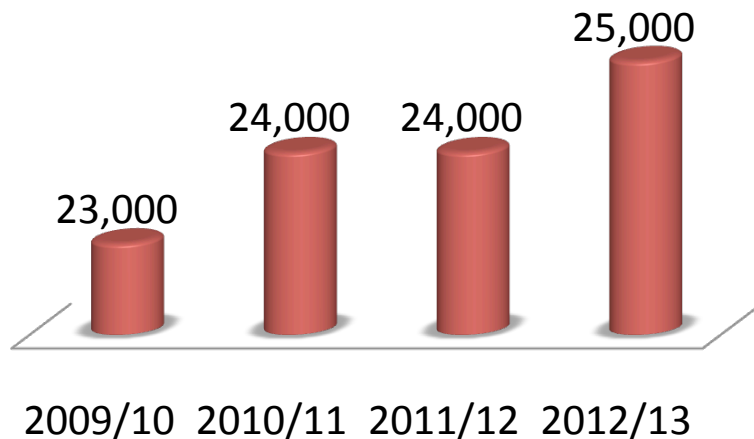
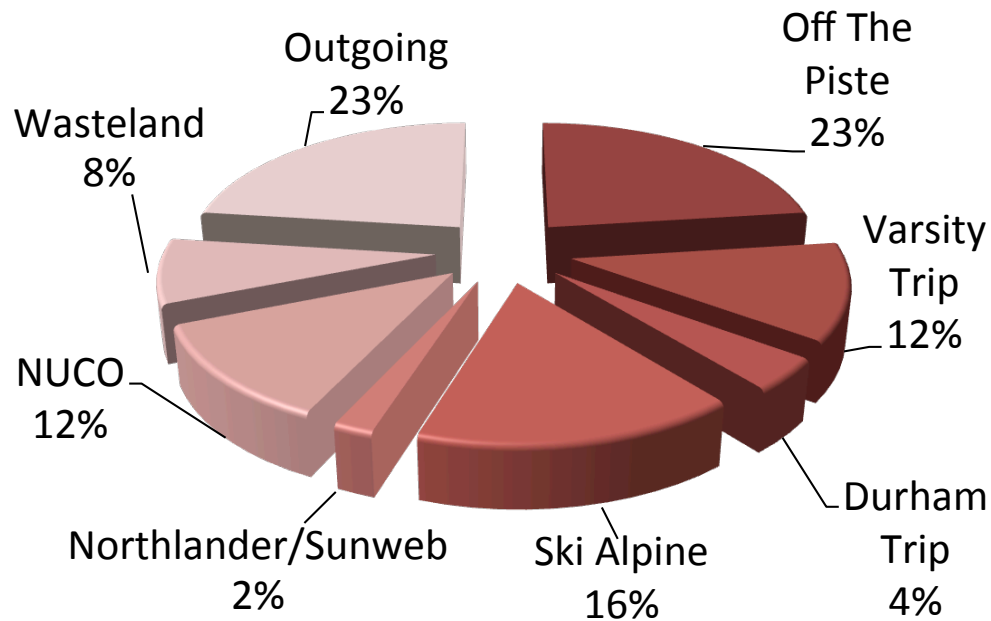
School ski market (83,700)



- Stable prior to 2010
- Decline over the past 3 years (11.3%) largely due to:
 - economic climate and family finance pressure
 - increased competition / choice of school trips
- TUI school businesses retain largest share



Student ski market (25,000)



- Total student ski market slightly increases as students seek the value offered by these organised ski holidays
- Core destinations remain: Val Thorens, Les Arcs 1800, Tignes Val Claret. TUI brands successfully expanding into Andorra
- TUI Student market share is 40%



Ski Holiday Industry 2013

Looking back ...

- Fantastic snow across Europe
- Growth of “added value”, inclusive and early booking offers
- Good calendar for Christmas & New Year
- Early season operational challenges due to huge amounts of snow
- Woodsy is World Number 1 ski slopestyle athlete
- British in French court over ski hosting



“Thick snow across the Alps ... 13th December”

“Snow causes 100-mile traffic jam”

“Some of the best conditions in recent years ...”



Vernon Deck Quicksilver

Social skiing

- Social skiing service in over 90 resorts
- Reps will be on hand at major lifts at the start of the day to assist Crystal Ski customers
- Reps show customers best restaurants, how to avoid queues, where the best snow is
- Suggested routes and itineraries are now available in our info pack
- Remains a free service



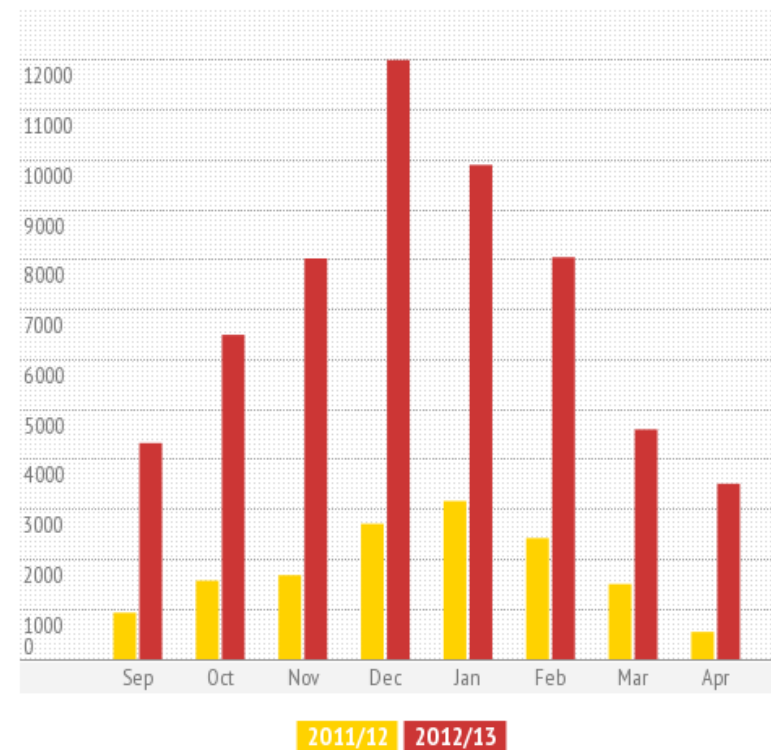
Ski community: Growth and flow of engagement



Ski community: growth in social engagement

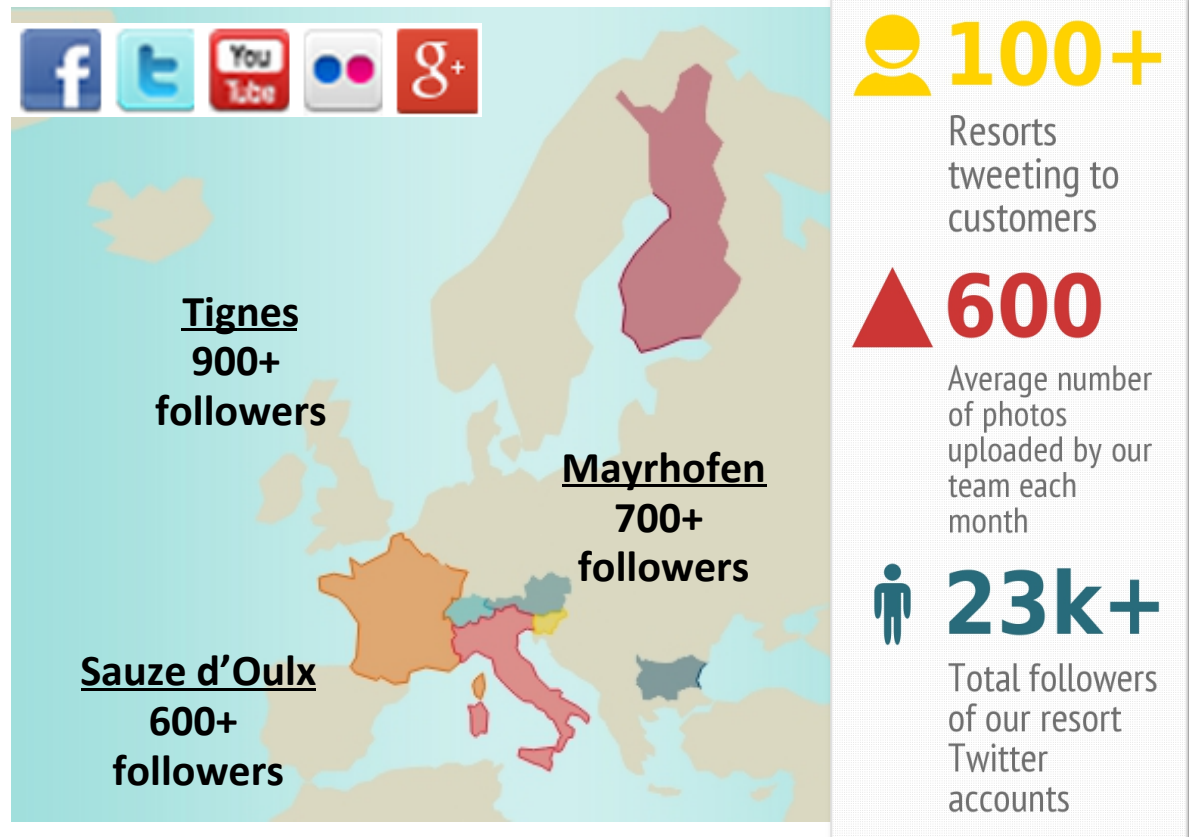
- Customers demand engagement earlier in the 'customer journey'
- Online mentions of the brand doubled pre-season
- Before booking, skiers have specific questions. They can speak directly to Crystal via our social media pages rather than wait to meet our team in resort

Rising Engagement

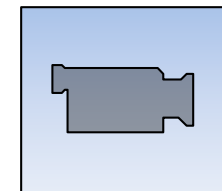


Ski community: connecting customers to our resort experts

- Reps in over 100 resorts tweeting directly to customers, before, during and after their holiday
- Resort teams keep customers updated with weather reports, events, news and photos



Ski community: customer experience enhancements throughout research and pre-departure journey



Value for money ski holidays

Learn to ski for free

- Engaging beginners in snowsports
- Offering more choice than before



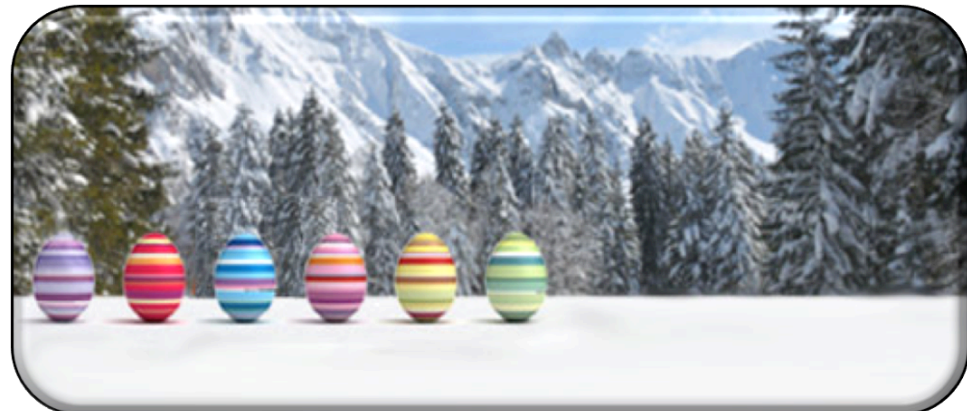
Added value

- More *hotel credit* offers
- Growth of *Crystal Ski Plus*



Looking forward ...

- Winter Olympics Sochi
- Snowsport England *Go Ski, Go Board* campaign
- Continued growth as tour operators build following recent capacity calibration
- Continued growth in premium product and chalets
- Late Easter might be an issue ...







Crystal Ski
DST House
St. Mark's Hill
Surbiton
KT6 4QD
020 8939 5027
www.crystalski.co.uk