



RISING COSTS ENCOURAGE BRITS TO BOOK SKI HOLIDAYS EARLIER THAN EVER

As of September 2024, 56% of skiers had already booked a W25 ski holiday, which is a 30% increase compared to the same time last year

With the cost of ski holidays continuing to rise, almost half cite that value for money is one of the biggest considerations going into the upcoming season

Significant snowfall at the beginning of last year's season has impacted decision making as to when people booked their trip, with December now the most popular month for skiers

LONDON - 29th October 2024: Today, luxury travel brand and leading ski operator, [Club Med](#) has revealed its findings from its annual ski report, titled *Carving Out New Tracks: The Shifting Trends for 2024/25*. Remaining cost conscious, while trying to secure the best possible scenario for good snow conditions are the overarching themes dominating consumer feeling ahead of the upcoming season. The two also go hand in hand, with higher altitude ski domains aware they are more in demand than ever before and as a result prices are increasing. So the big factor for consumers is how to ensure they are getting the most out of their ski holiday, while remaining good value for money.

Booking Behaviours

For the upcoming 2024/25 season, booking behaviours continue to be dominated by two main considerations: costs and conditions. Whilst neither are dampening Brits' appetite to return to the mountains this season, many are opting to book earlier to secure lower rates, or last minute to take advantage of late deals and good snow conditions.

Nine in 10 (90%) skiers have booked or intend to book a ski holiday this season - an increase of 105% compared to the same time last year - however, in light of the UK's current economic landscape, value for money is the most important factor for Brits when deciding what to book – with 42% of skiers citing it as a key consideration.

That said, Brits are willing to spend an average of £1,840 per person on a week long ski holiday (£381 more than in 2023), showing that despite it being an expensive hobby, many are willing to make costs work to enjoy their time in the snow during the limited season window. For avid skiers, over a third (36%) are prepared to take two or more trips this season.

For Club Med, the average customer spends £2,000 per person on a week long ski holiday in one of their premium all-inclusive resorts; whilst this may be slightly higher than the figure the average Brit is looking to spend, their premium all-inclusive packages cover in-resort costs such as food & drink, kids clubs, week-long lift passes and 25 hours of group ski lessons with ESF, plus the snow guarantee – which can quickly mount up with other package types. In fact, 88% of skiers say they would be more likely to book with an operator that includes lift passes within their overall package price. Club Med's [ski holiday comparison tool](#) allows customers to compare the price of a Club Med winter sports holiday with a holiday that they could organise themselves, taking into consideration accommodation and flights, as well as ski passes and lessons.

Booking well ahead of the season enables skiers to lock in early deal prices before they rise with demand. Research found that 56% of Brits have already booked their ski holiday by September – a 30% increase compared to the same time last year. Of these, 37% had booked up to a year in advance. 91% of those who have already booked their holiday have done so to try to secure the best price, and this is more than double (+117%) the number who did so for the same reason last year.

Club Med has seen this trend first hand with their own customers, whereby the number of ski holidays booked during the first week of the brand's Winter 2025 Sales Opening are up 89% versus last year, with the average ski holiday bookings being made nine months in advance of travel.

Half (50%) of those polled believe that all-inclusive is the best value accommodation option for winter sports holidays, and with 40% opting for all-inclusive, it is the most popular accommodation type for skiers for the upcoming season.

At the other end of the spectrum, half (50%) of those skiers yet to book this year's ski holiday intend to do so a month or less prior to departure. The largest factor in deciding to book last minute is the hope of finding a late deal, with 52% of those yet to book their 2024/25 ski holiday opting to wait for last minute deals. Second to late deals, one third (32%) have opted to delay booking their ski holiday to check snowfall, and plan to book based on the best conditions. Two thirds of skiers (68%) are concerned about snowfall and conditions going into the 2024/25 season; this is a 47% increase compared to those concerned ahead of last season.

With consumer confidence potentially bolstered by the strong snowfall at the beginning of last year's season, December is now the most popular month for skiers, with 38% of those polled planning their holiday in the festive month (versus 32% in 2023). Club Med have reported similar patterns with their own bookings, with December bookings currently up 23% year-on-year, and the festive weeks specifically seeing a 38% surge.

In order to put their minds at ease, skiers are increasingly looking to holiday providers to offer assurance when it comes to the risk of snowfall. 88% would be more likely to book an operator with a snow guarantee (up 10% versus Club Med's 2023 poll). Club Med provides a market leading [Snow Guarantee](#), which sees skiers moved to an alternative resort or offered a credit note for the full value of their stay, if

more than 50% of the ski domain is closed for two or more consecutive days within a five-day period before departure.

Destinations

With almost 4,000 ski resorts in Europe alone, there has never been a shortage of options for skiers. For decades, choosing a destination would boil down to factors such as slope suitability, wider domain facilities and offerings within the alpine towns, the breadth of accommodation on offer, but now more than ever, the cost combined with looking at more snow-assured resorts are playing pivotal roles in where Brits are booking their winter sports holiday.

Getting the best value ski holiday has never been more important, and the choice of destination has a huge part to play here. While still largely cheaper than North America, lift passes in Europe for the 2023/24 season topped over €400/£330 for the first time for a week's stay - a significant cost to factor into the price of a holiday - with some resorts seeing bigger price increases than others. As such, 65% of those polled cited that the rising cost of a winter sports holiday would make them reconsider their choice of destination this season, up 25% compared to going into the 2023/24 season.

It is therefore no surprise that the research revealed that value for money is the most important factor (42%) for Brits choosing a resort and destination. Other factors which influence the overall destination being booked include seeking out less crowded resorts (29%), the variety of slopes on offer (28%) and the overall size of the ski area (23%).

With two thirds of skiers (68%) being concerned about snowfall, three in 10 (30%) Brits now also review recent snow conditions of a resort during the booking process - a 50% increase compared to the 2023/24 season. When asked about recent seasons' snow conditions, 82% would be more likely to book a high altitude resort, but just over half (56%) are concerned this will come with a higher price tag.

Club Med benefits from a number of high altitude resorts which are more snow-sure - including eight located over 1800m and located in domains reaching 3000m. [Val Thorens Sensations](#) is located a little over 2,300m - making it Club Med's highest altitude resort in Europe, with snow regularly in place from November to May. Equally, the resort in [Tignes](#) as well as benefiting from a high altitude in the upper town of Val Claret (at 2,300m), at the summit of the Tignes - Val d'Isère ski area lies the Grande Motte glacier at 3656m whereby skiing and snowboarding can also be possible throughout the summer months.

The research also revealed that Switzerland comprises almost a third (30%) of bookings or intended bookings for the upcoming season, with the below the top six countries which Brits have booked or plan to book for winter 2024/25; Switzerland (30%), France (24%), Austria (19%), Italy (18%), Canada (14%) and USA (9%).

For the top two destinations, these are both uplifts on last year's research findings, with a 30% increase for Switzerland and 20% increase for France. The increased demand for these countries is also reflected

by Club Med sales data for the upcoming season, with an increase in bookings for the brand's French resorts with [Tignes](#), [Val Thorens Sensation](#) and [Alpe d'Huez](#) amongst the most popular and 26% year-on-year increase in bookings for Club Med's Swiss resort in [Saint-Moritz](#).

Nicolas Bresch, Managing Director, UK, Ireland & Nordics at Club Med, commented, "Whilst it's pleasing to see that the travel landscape is on its way to making a full recovery from the past few years, we acknowledge that a number of factors, such as rising inflation, are still a key consideration for travellers when planning their next ski holiday. Now more than ever, overall value for money and reliable snow conditions are vital when influencing skiers' choice of destination and resort. We benefit from a number of high-altitude resorts which are snow-sure, including the newly renovated [Serre Chevalier](#) where 80% of the slopes are above 2,000 metres. Furthermore, as we approach the 2024/25 season we've seen a marked increase in travellers looking to book all-inclusive, with our research showing that 40% of skiers are opting for all-inclusive.

Our presence as a leading all-inclusive operator, especially with lift passes, ESF group lessons and a first class snow guarantee included within our packages, has helped establish Club Med as a trusted option amongst our customers year on year. We pride ourselves on delivering a reliable and valuable service that ensures ease and value for money for our customers, taking the stress out of ski holidays and leaving them to focus on making memories, both on and off the slopes."

Families and Activities

Club Med has long established itself as a leader in family-friendly ski holidays, and this year family trips have proved to remain the key demographic for the brand - with over half (54%) of those polled choosing to enjoy a ski holiday with their families. 47% are opting for a getaway with their partner, whilst 24% will be embarking on a trip with friends, and 7% are choosing to take on a solo adventure.

When it comes to planning a family holiday, a significant criteria is finding a resort that ensures reliable childcare provision and supervision. Club Med pioneered the kids club concept and has over 50+ years of experience in providing Kids Clubs, which gives credence to the statistic that 64% of families would use a kids club if available, with a 7% increase in 2024 of those opting to use the kids clubs since 2023, where last year saw a further 34% increase vs 2022. Tailored for each age group from toddlers to teens, Baby Club (4-23 months), Petit Club (2 - 3 years) and Mini Club (4-10 years) are carefully crafted spaces for children to have fun and learn at the same time, whilst being cared for by a dedicated team of professionals.

When it comes to what families value most in a resort's kids club, two in five parents (39%) prioritise English-speaking staff, while a third (33%) appreciate tailored activities for different age groups. Additionally, 32% of parents seek opportunities to participate in activities as a whole family, and another 32% value kids clubs that cater to all ages, up to 17 years. Over a quarter (27%) of parents said they would be comfortable leaving their children in a Kid's Club for up to four hours a day.

Away from the hustle and bustle of family life, for those seeking relaxation and a moment of tranquility following a busy day on the slopes, Club Med offers luxury spa facilities with extensive treatment menus that are the perfect remedy for tired muscles, with the newly renovated [Serre Chevalier](#) offering a premium experience with a brand-new spa for guests to enjoy.

There is a clear demand for people wanting to explore more than just skiing and snowboarding on their holiday, with over half (56%) of those polled mentioning they have been on a winter sports holiday without taking to the slopes. It is here why Club Med continues to expand its offering of an array of alternative activities beyond the slopes. From ice diving in [Tignes](#) Le Lac to mountain guides in [La Rosière](#) to find hidden gems of tree-lined paths - there's something for everyone to enjoy.

Sustainability

The last few years have seen the travel industry deal with record-breaking warm winter weather currents, which have impacted snowfall and snow base depths, resulting in slope and - in some cases - resort closures. With one in eight ski areas at risk of losing all snow by the end of the century¹, it's crucial that the industry (amongst others) continues to meet both environmental and customer demands in order to preserve winter sports holidays for years to come.

With an increased effort to travel more sustainably and visit resorts that are actively sustainable, it's perhaps no surprise that two thirds (67%) of those surveyed look at the eco credentials of providers before booking their holiday. This figure has increased from 60% in 2023, highlighting the ever growing significance of sustainability for customers and how this is a key factor when selecting a holiday. Of those surveyed, air pollution (45%) and plastic waste (44%) are perceived to have the most impact on the environment when it comes to international holidays, followed by energy consumption (37%), food waste (36%), and deforestation (29%). Club Med's [Happy To Care](#) programme continues to strive and commit to responsible tourism and tackles some of these areas, amongst others. Across Club Med's mountain Resorts in Europe, 60% of the electricity consumed is produced by renewable energy sources and by the end of 2025, all Club Med resorts will be fully solar, wind and/or hydro powered. All of Club Med's Alpine Resorts are also Green Globe certified.²

Club Med's newly renovated [Serre Chevalier](#) resort, launching for this coming Winter 2025 season was specifically designed and re-modelled to minimise its environmental footprint, from the resort's alpine design to its structural operations. The resort is the brand's first ski resort to generate its own electricity, with a goal of producing enough power to cover up to 50% of its energy requirements by 2030. Almost half (43%) of Brits believe that booking with a holiday provider which gives back to the local community is one of the most important factors when planning their winter sports holiday. Serre Chevalier uses local distribution networks and hires local guides to teach both children and adults about environmental

¹ 'How climate change could transform our holidays', [The Telegraph](#) (August 2024)

² [Green Globe](#) is one of the most recognised and demanding international and independent sustainable tourism certification. It is awarded to tourism industry establishments committed to a comprehensive approach and to continuously improving the environmental and social management of their business

networks. Worldwide, almost 94% of the jobs created directly or indirectly by Club Med are filled by local hiring and 56% of the fresh produce used by Club Med Resorts are sourced from local farms or suppliers.

When it comes to transport methods in getting to winter sports destinations, while flying still leads the way (79%), the rising cost in airfares coupled with increased efforts to travel more sustainably has resulted in holiday goers considering alternative routes. With airfares in Europe rising by as much as 10%³ and forecasted to continue rising by a further 1.4% in 2025⁴, over three quarters of those surveyed (79%) would be open to using the reinstated [Snow Train](#). Brought back in 2023, the train heads to key destinations in the French Alps via a changeover in Lille, with Club Med offering guests the option to book without flights, giving them the flexibility to choose the Snow Train or an alternative mode of travel. Bourg Saint Maurice train station is centrally located for short onward transfers to Club Med's resorts in [Les Arcs](#), [Tignes](#), [Val d'Isère](#) and [La Rosière](#), and from Moutiers, [Val Thorens](#) in the Three Valleys.

A summary of the UK Club Med 2024 report can be found online [here](#).

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Notes to editors

The research was commissioned by Club Med and conducted in September 2024 by Ginger Comms. This surveyed 1,000 UK adults who have skied or snowboarded in the last four years. Please note, this research polled the general population, not Club Med clients.

ABOUT CLUB MED

[Club Med](#), founded in 1950 by Gérard Blitz and Gilbert Trigano, is the pioneer of the all-inclusive concept, offering nearly 70 premium resorts in stunning locations around the world including North and South America, Caribbean, Asia, Africa, Europe and the Mediterranean. Each Club Med resort features authentic local style and comfortably upscale accommodations, superior sports programming and activities, enriching children's programs, gourmet dining, and warm and friendly service by its world-renown staff with legendary hospitality skills, an all-encompassing energy and diverse backgrounds.

Club Med operates in more than 30 countries and continues to maintain its authentic Club Med spirit with an international staff of more than 23,000 employees from more than 110 different nationalities.

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³ Why are airfares rising - and should I book my summer holiday flight now?, [The Independent](#) (February 2024)

⁴ Travel costs to continue rising in 2025 as CWT predicts moderate increases, [Business Travel News Europe](#) (September 2024)