THE FUTURE OF WINTER SPORTS
DGT’S PROGRESS IN TOURISM RESEARCH

INTRODUCTORY PRESENTATION:
*Prof. Hubert J. Siller*, Head, MCI Tourism Business Studies, MCI Management Center Innsbruck

MODERATED BY:
*Prof. Dr. Anita Zehrer*, Vice President & Member of the Board, German Society of Tourism Research (DGT), MCI Innsbruck

PANEL GUESTS:
*Dr. Petra Stolba*, Managing Director, Austrian National Tourist Office
*Jörg Peter Krebs*, Director Germany, Central- & Eastern Europe, Switzerland Tourism
*Prof. Dr. Ralf Roth*, Head, Institute of Outdoor Sports and Environmental Science, DSHS (German Sport University Cologne)
*Prof. Hubert J. Siller*, Head, MCI Tourism Business Studies, MCI Management Center Innsbruck
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Hubert J. Siller, MCI Management Center Innsbruck
OVERVIEW

MCI RESEARCH study (excerpt)

„Mountain Holidays“, Guest Survey Germany conclusion, 6 theses “future of winter tourism”
RESEARCH DESIGN

- Survey with standardized, semi-qualitative questionnaire
  \( (n = 2263) \)

- Selection/Survey with quotas based on population proportion, gender and age in all 16 states of the German source market

- Survey from \textbf{June to September 2014} (excluding summer holidays) conducted by qualified MCI Tourism interviewers
How satisfied have you been with your last winter holiday in the mountains?

Mean 14 - 29 = 1.55
Mean 30 - 49 = 1.51
Mean 50+ = 1.44

25 % net Promoter Score (NPS)
What do you spontaneously associate with winter holidays in the mountains? (n = 4464)

- Skiing, Snowboarding: 28.0%
- Snow, Winter Atmosphere: 13.6%
- Fun, Entertainment, Apres Ski: 11.2%
- Activities, Winter Sports: 6.2%
- Mountains, Landscape: 3.6%
What is especially positive about winter holidays in the mountains? (n = 2231)

- Snow, Winter Atmosphere: 18.5%
- Activities, Winter Sports: 13.8%
- Skiing, Snowboarding: 12.6%
- Mountains, Nature, Landscape: 9.7%
- Good Air, Air Quality: 5.6%
What is especially negative about winter holidays in the mountains? (n = 1218)

- Cold, Climate, Weather: 22.1%
- Too Expensive: 20.8%
- Too Crowded, Mass Tourism: 15.0%
- Unreliable Snowfall, Artificial Snow: 8.2%
- Arrival, Traffic Congestion: 8.1%
Associations and importance of travel motives for winter tourism in the mountains

Importance of Travel Motives

High Importance
Weak Association

Low Importance
Weak Association

High Importance
Strong Association

Low Importance
Strong Association

Association with Winter Holidays in the Mountains
Associations and importance of travel motives for winter tourism in the mountains

Importance of Travel Motives

High Importance
Weak Association

Low Importance
Weak Association

High Importance
Strong Association

Low Importance
Strong Association

Importance with Winter Holidays / 14-29 Years
Associations and importance of travel motives for winter tourism in the mountains

- Adventure
- Action
- Activities
- Authenticity
- Relaxation
- Freedom
- Coziness
- Indulgence
- Health
- Comfort
- Culture
- Experiencing Nature and Landscape
- Distinct Way of Life
- Meeting People
- Prestige
- Romance
- Tranquility
- Fun
- Sports
- Activities

Association with Winter Holidays / 30-49 Years
Associations and importance of travel motives for winter tourism in the mountains

![Graph showing associations and importance of travel motives for winter tourism in the mountains.](image-url)
How important are the following activities when deciding on winter holidays in the mountains?

- **Skiing** (n= 1766)
  - Very important: 60.5%
  - Important: 13.0%
  - Neither/nor: 10.4%
  - Unimportant: 2.2%
  - Very unimportant: 13.9%

- **Snowboarding** (n= 1627)
  - Very important: 24.7%
  - Important: 10.4%
  - Neither/nor: 17.5%
  - Unimportant: 6.0%
  - Very unimportant: 41.4%

- **Cross-Country Skiing** (n= 1700)
  - Very important: 22.0%
  - Important: 18.4%
  - Neither/nor: 21.0%
  - Unimportant: 8.3%
  - Very unimportant: 30.4%

- **Ice Skating** (n= 1626)
  - Very important: 13.1%
  - Important: 15.2%
  - Neither/nor: 24.5%
  - Unimportant: 10.9%
  - Very unimportant: 36.3%

- **Winter Hiking** (n= 1722)
  - Very important: 34.8%
  - Important: 26.1%
  - Neither/nor: 15.2%
  - Unimportant: 6.5%
  - Very unimportant: 17.4%

- **Ski Touring** (n= 1622)
  - Very important: 13.3%
  - Important: 16.4%
  - Neither/nor: 24.0%
  - Unimportant: 10.7%
  - Very unimportant: 35.6%

- **Sledding/Tobogganing** (n= 1683)
  - Very important: 33.1%
  - Important: 30.0%
  - Neither/nor: 16.3%
  - Unimportant: 5.9%
  - Very unimportant: 14.7%
How important are the following activities when deciding on winter holidays in the mountains?

1= very important – 5= very unimportant

14-29 (n= 1169 - 1199)  
30-49 (n= 456 - 491)  
50+ (n= 176 - 214)

- Skiing
- Snowboarding
- Cross-Country Skiing
- Ice Skating
- Winter Hiking
- Ski Touring
- Sledding/Tobogganing
CONCLUSION

FUTURE of WINTER sports
6 theses derived from MCI RESEARCH studies
Emotionalization is the biggest challenge for the successful future of snow sports.
Snow sports, especially skiing, will still exist in 2050 – despite the climate change.
Attractive ski areas are vital for the success of snow sports destinations.
THESIS 4

The sustainability hype in the media could turn into a trap for snow sports.
snow sports (specially skiing) is becoming a lifestyle product for an exclusive minority.
Sports, nature and fun are the key elements for success in winter sports.
THANK YOU!
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