

SURVEY SHOWS BRITISH SKIERS CAUTIOUSLY OPTIMISTIC FOR SKI HOLIDAYS IN EUROPE NEXT WINTER BUT NOT YET CONFIDENT ENOUGH TO BOOK

JASNA ADVENTURES TO OFFER MORE FLEXIBLE BOOKING CONDITIONS

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FOR IMMEDIATE RELEASE

Results released today from a survey of regular British skiers reveals the majority of ski holiday makers still wanting and expecting to take a European ski holiday next winter, although lacking in confidence to make bookings.

The survey reveals many people are not concerned about flights or resorts not operating, but are most concerned about losses and unexpected cancellations, suggesting operators are still not doing enough to ease these concerns. People are taking a wait and see approach to planning and booking, with just 5% having made some form of booking already, and 36% searching or making enquiries about destinations or accommodation.

Among those surveyed, 72% are very or extremely keen to take a European ski holiday, but confidence for a “normal” ski holiday next winter is moderate to low (13% Extremely/very confident, 40% Not at all/Not so confident). Just over half say they are expecting (52% definitely/probably) to go on a ski holiday, with a further 41% still undecided.

Further, the findings suggest how ski holidays could look quite different with demand for less known, smaller resorts and self-managed holidays (self-driving and self-catering) increasing, whilst larger resorts, après ski bars and restaurants may experience challenges next season.

The results reveal après ski bars are looking at possible significant reductions in trade with one-third of those surveyed saying they will start to avoid those bars next season. This combined with one quarter of those surveyed expecting to avoid restaurants and choose self-catering indicates food and beverage operators will need to look at novel ways to maintain their trade next season.

The survey was conducted by Jasna Adventures, who specialise in chalet ski holidays to Jasna, Slovakia. They surveyed 100 people from their customer base from 25 May to 4 June, 2020.

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As Justin Garrett, Co-owner of Jasna Adventures explains: “We needed to understand expectations for holidays to Jasna specifically given we’re a little off the radar but a growing destination among Brits. So it’s encouraging to see almost three quarters of skiers are keen for a ski holiday for next winter, but with 40% not at all or not so confident they will experience a normal ski holiday we all have some work to do on defining what the new guest experience will look like.”

Justin goes on: “But most immediately, we’re developing new booking and cancellation policies to make it clear what happens for guests in the case of a repeat of lockdowns, cancelled flights, and resort closures. This will include 100% refunds for booking deposits, free date changes, and credits for unused ski passes. We had guests directly impacted last season with early departures and cancellations, so we’ve seen first-hand the concern guests have when this happens. We’re using that experience to develop our more flexible booking conditions”.

The new booking conditions will apply retrospectively to all current bookings.

Given the rapidly changing situation, with borders opening, travel restrictions being lifted and many resorts launching summer lift operations there are plans to repeat the survey during the summer months to assess the change in British skiers sentiments and expectations.

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About Jasna Adventures

Jasna Adventures is a ski chalet and travel company specialising in customized skiing and snowboarding holidays to Jasna, Slovakia, primarily for the UK market. They offer full packages including accommodation, lift transfers, ski passes, ski hire, lessons, and airport transfers.

Jasna Adventures owns and operates its own ski chalet - The Dragon’s Lair, which opened in 2017. The chalet sleeps up to 19 people, and is a custom design and build, setting them apart from other UK focused tour operators in the region. The chalet features full time chalet host, lounge, terrace, jacuzzi and sauna, and has a full bar downstairs. Ski hire is also available in the chalet.

Jasna, in the Tatra mountains of Slovakia, is rapidly becoming known as a destination for families, skiers of all standards, freeride enthusiasts and those looking for good value for money without compromising on quality. Its modern lift system and varied terrain make it the premier ski resort of the region.
www.JasnaAdventures.co.uk

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Expectations for Ski Holidays June 2020 – Summary of Findings

Vast majority of ski holiday makers still wanting and expecting a European Ski Holiday next winter...

Demand among regular European ski holiday makers for this coming winter is healthy (72% very or extremely keen), but confidence for a “normal” ski holiday next winter is moderate to low (13% Extremely/very confident, 40% Not at all/Not so confident). Just over half say they are expecting (52% definitely/probably) to go on a ski holiday, with a further 41% still undecided. Very few people have written off a ski holiday for this coming winter.

But with low confidence on what a ski holiday will look like, most taking a wait and see approach to planning and booking...

At this stage planning for ski holidays has largely been “passive”, with many doing nothing yet (38%), but just over one third have explored new ski destinations (36%), searched/enquired about accommodation (36%) or flights (26%) making the top planning activities to date. 34% have started saving money towards a holiday. Only 5% have made some form of booking for next winter.

Most people seem to expect mostly normal holiday operations, but hold concerns about losses and unexpected cancellations...

The greatest concern for ski holidays is not being compensated for enforced cancellations (38% very/extremely concerned) followed by cancellations at any time (30% very/extremely concerned). Most people seem less concerned about a ski season not happening at all, with 65% not at all concerned about flights not operating or borders being closed, and 58% not at all concerned about resorts not opening at all – although just over half (52%) hold some concern about resorts operating with restrictions/limitations and 49% concerned about no/limited apres/F&B. Two thirds are not at all concerned about catching COVID-19 whilst traveling or on holiday, and 56% not at all concerned about virus outbreaks.

Some concern over certain destinations but half happy to go anywhere, including most open to new or less known resorts...

In terms of destinations, 48% are happy to go anywhere for a ski holiday next winter. 44% would not choose USA due to Covid-19, with Italian Alps (14%) and French Alps (13%) the top European destinations people would avoid due to virus concerns. Only 5% would avoid Austrian Alps and less than 5% would avoid Swiss Alps or Slovakia. Over 9 in 10 probably or definitely would choose a new or less known resort that has less impact of Covid-19 for their next ski holiday.

Smaller resorts and self-managed holidays becoming more appealing, with Apres bars likely to see lower trade...

Aside from practicing additional hygiene, the largest absolute increase in new ways to do ski holidays is going to smaller resorts with less people - with 4 in 10 people starting to do so (54% growth). One third will start to avoid Apres Ski bars, on top of the 12% that already do so (64% growth). “Self” orientated holidays to increase with self-driving from UK (24% starting, 62% growth, but still remains the lowest of actions taken), choosing self-catering (25% starting, 40% growth), and hotel rooms over shared chalets (24% starting, 42% growth).

Operators can drive consumer confidence with flexible booking and cancellation policies...

Biggest impact on confidence to book ski holidays will come from operators operating flexible booking conditions (82% fully/a lot), followed by a vaccine for Covid-19 (74% fully/a lot). Resumptions of flights (70%), lifting of lockdowns on UK or destination (65% or 68%) and announcements from ski resorts on normal winter operations (61%) are the other top confidence boosters for booking ski holidays now.

This coming winter presents opportunities for:-

- Smaller resorts
- Self-controlled holidays
- Operators offering booking flexibility with refund security

And challenges for:-

- Super resorts, in France/Italy
- Apres bars

Survey details

Survey ran from 25 May to 4 June 2020 and conducted among people that have made enquires or shown interest in ski holidays to Jasna, Slovakia (n=100).