

PRESS RELEASE - APRIL 18, 2018



THE MOUNTAIN PLANET TRADE SHOW REVEALS THE LATEST FIGURES ON THE WORLD ECONOMY OF SKI RESORTS

Grenoble - April 18, 2018 - From 9 am this morning, all mountain professionals had an appointment for the opening of Mountain Planet, an unmissable event that takes place every two years at Alpexpo Grenoble in the heart of the French Alps. Mountain Planet is a place of exchange and prospective on the future of resorts and the mountain. In addition to the innovations of the 900 brands present, one of the highlights of this first day was the preview presentation of the 10th Annual International Report on Snow and Mountain Tourism by the Swiss expert Laurent Vanat. At his side were also Pierre Lestas (President of the French National Ski Areas Association), Vladislav Subbotin (Director of the Alpine Ski Industry Union, Russia) and Sandro Lazzari (President of Piz de Sella and Dolomiti Superski, Italy). Here is an overview of what the large audience heard about the global evolution of the ski industry presented in this report.

- For the first time in 3 years of stagnation, the total number of skier-days in the world showed an increase of 4% over the 2016/17 winter season, independent of weather conditions (which were particularly favourable in Europe this winter). This brings the number of skier-days to 400 million worldwide, 157 in the Alps, and 54 in France. There are notable differences from one country to another: stability in mature Western markets, growth in Russia—with the “post-Sochi effect”—and China.
- 130 million skiers in the world, or 2% of the world population: only half of them ski each year. Only 15 million people go abroad to ski.
- Development of the sale of multi-station season passes: after the USA (Epic Pass), Switzerland tried the experience with its Magic Pass. A positive experience which saw an increase in the number of skier days and participating resort turnover.
- Major consolidation manoeuvres. Two major operators are emerging in the USA (Vail Resort and Alterra Mountain Companies). However, Compagnie Des Alpes remains in the lead for the number of skier-days registered on its domains. There is also an increase in the very large ski areas connected to each other in the USA and Austria.
- China is skiing! 57 new ski resorts have sprung up like mushrooms in 2017, even in southern territories, at the latitude of Dubai! The Chinese government is targeting 120 million skiers and 1000 ski resorts in 2022 and is investing heavily in the development of this activity.
- The importance of domestic markets. There is a huge share of potential skiers, even in mature Western countries. However, it is very difficult to attract foreign skiers who are very few in number (15 million). For Laurent Vanat, “if efforts are made to increase the share of domestic skiers by 1%, the result is a 12% increase in skier-days”.

For Mountain Planet organizers, this study is good news and opens great development prospects for mountain industrialists: “In addition to being a business platform, Mountain Planet is also a crossroads for exchanges. It is an exhibition where the dynamism and quality of the companies of the sector showcase their expertise, making it a major event,” comments François Heid, General Manager of Alpexpo.



#MountainPlanet

Press contact: Alexandre Bérard - Alternative Media
4, boulevard Gambetta – 38000 Grenoble - France
Tel. +33 (0)4 76 12 01 33 - email. alex@alternativemedia.fr
www.alternativemedia.fr

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During the first day, the Mountain Planet was very well attended. The show will continue on Thursday and Friday April 19 and 20. Tomorrow, one of the highlights will be the round table "Changes and evolutions in the resort economic model: a question of culture and altitude?". The speakers will be: Agnès Pannier-Runacher (Deputy General Manager at Compagnie des Alpes), Li Yi, CEO (Vanda Indoor SKI, China), Aleksandre Onoprishvili (Director of Mountain Resorts Development, Mountain Resorts of Georgia) and Jimmy Ackerson (General Manager, Corralco Resort de Montaña, Chile).

*Data: 2017 International Report On Snow and Tourism, Laurent Vanat. The full report can be downloaded at: <http://www.vanat.ch/ski-resorts-english.shtml>

Mountain Planet: facts and figures

*Created in 1974 in Grenoble, Mountain Planet is the world exhibition for mountain development and industry. It allows professionals in the sector to unveil innovations and the latest trends/technologies for sustainable mountain development in summer and winter. Mountain Planet welcomes more than 900 international brands. Its exhibition area is 42,000 m². More than 18,000 trade visitors from over 60 countries come to each edition. More information at: mountain-planet.com
For more information: www.mountain-planet.com*

An Alpexpo event



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