

PRESS RELEASE



Grenoble (France), September 2, 2025

With 26 million skier-days: China confirms its skiing boom

In April 2026, the global mountain development industry will gather in Grenoble, France, for the Mountain Planet international trade show, which will bring together more than 20,000 trade visitors from 68 countries, as well as 900 international exhibitors and brands. The publication of the China Ski Industry White Paper 2024-2025 report marks the beginning of a series of press releases on the global ski and mountain development markets. The first press release, based on a report by Chinese consultant Wu Bin (Benny Wu) published on August 26, 2025, sheds new light on the skiing boom in China.

The report provides a comprehensive and quantified overview of the development of skiing in China over the past season. This reference work offers international players in mountain tourism a clear view of the trends, key figures, and prospects for the Chinese ski market.

Market Growth and Momentum

The 2024–25 season confirms skiing's remarkable rise in China. The country now has 748 active ski resorts (including 66 indoor resorts) and 26.05 million skier days, which is an annual increase of 12.9%. The number of skiers increased by 5.86%, reaching 13.55 million.

Expansion of Indoor Resorts

The most striking development is the rise of indoor ski resorts, which account for 21.61% of national attendance with 5.63 million visits, showing spectacular growth compared to previous years. Seven of the ten largest indoor ski areas in the world are now in China.

Concentration of Destinations and Modernization of Facilities

China is moving towards polarization around major destinations, such as Jilin, Hebei, Xinjiang, Heilongjiang, and Beijing, which are the real driving forces behind winter tourism. Modernization is accelerating. By 2025, 181 resorts will be equipped with ski lifts, 41 of which will have detachable lifts, for a total of 119 facilities.

PRESS RELEASE

Profiles and Practices of Chinese Skiers

Behavioral data reveals a growing democratization of skiing. The ratio of beginners to experienced skiers is evening out. Urban customers favor indoor centers and nearby resorts. The tourism offerings are evolving toward three main categories: tourist experiences, local learning, and destination stays.

Outlook and Challenges

Buoyed by the Beijing Winter Olympics legacy, the Chinese ski sector is experiencing continued growth of indoor resorts, diversified offerings, and concentrated tourist flows toward major centers. These dynamics establish China as a key player in global skiing, at the crossroads of innovation and sustainable development.

The full report is available for download on Swiss consultant Laurent Vanat's website. Vanat is the author of the International Report on Snow and Mountain Tourism, which lists and analyzes data from over 2,000 ski resorts in 68 countries annually. To access the "2024-2025 China Ski Industry White Paper" report, visit www.vanat.ch/publications

About Wu Bin (Benny Wu): Mr. Wu Bin is the Chairman of Henan Songding Ski Resort, the Founder and CEO of Beijing Snowpal Enterprise Management Co., Ltd. and WUKONG Ski School, author of China Ski Industry White Paper, editor-in-chief of Ice and Snow Blue Book, vice chairman of Beijing Ski Association, and distinguished expert lecturer of Beijing Sport University. Before he founded Snowpal, Mr. Wu had been Chief Strategy Officer of Vanke Group Ice and Snow Division, Deputy General Manager of Golf & Ice and Snow Department of Beijing Wanda Cultural Industry Group Operation Center, General Manager of Jilin Beidahu Ski Resort. He has been committed to promoting the development of the domestic ski industry for a long time, and has in-depth research on the international and domestic ski industry.

About Mountain Planet: Mountain Planet is the global trade show for mountain development and industry. It is held at Alpexpo, the event park in Grenoble, Auvergne-Rhône-Alpes. This major event for mountain professionals is an international gathering showcasing the latest innovations and market trends. It brings together the entire global mountain ecosystem, including manufacturers, elected officials, local authorities, accommodation providers, and ski area operators, every two years. MOUNTAIN PLANET allows professionals in the sector to unveil innovations and the latest trends and technologies for sustainable mountain development in summer and winter. MOUNTAIN PLANET welcomes more than 900 international exhibitors and brands each year. Its exhibition area covers 60,000 m². More than 20,000 professional visitors from over 68 countries attend. The 2026 edition of the MOUNTAIN PLANET trade show will take place from April 21 to 23, 2026, at the ALPEXPO convention center in Grenoble, France. For more information, visit www.mountain-planet.com/en/