



The Club Med Southern Africa Snow Holiday Report

South Africans and snow holiday trends

Club Med 

#ThePlaceToSki



Welcome to the first South African Snow Holiday Report by Club Med Southern Africa.

Until now, not much has been researched or made available on South Africans’ snow holiday behaviours and trends. And while it is difficult to ascertain the exact number of South Africans going on snow holidays across the globe, from a Club Med-only perspective, we have seen the amount of South Africans booking international snow holidays (with us) increasing steadily each year. When looking at Club Med’s Winter 2017 season, we achieved a 29% growth compared to 2016.

As the market leader in all-inclusive (and hassle-free) snow holidays, many South Africans trust us with their snow holiday needs each year at one of our many snow resorts in some of the most incredible locations around the world.

Our goal is to educate more South Africans on snow holidays; debunk any myths related to snow holidays; and ultimately, get more South Africans booking snow holidays and ensuring that this number continues to increase year on year.

This report provides a wealth of information that’s specifically relevant to South Africans and is something we’re extremely excited to launch. We hope you’ll find the content and insights interesting and – most importantly – that it inspires you, your family, your clients or your colleagues to take a snow holiday in the near future.

Olivier Hannaert,
MD of Club Med Southern Africa



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Step out of bed, step onto the slopes

With our Club Med resorts located steps from the slopes - we have brought the mountains literally to your doorstep.

#WakeUpAndSki

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South Africans and snow holidays

When it comes to South Africans picking holidays or destinations for a trip, more often than not a sun or beach destination will come out on top as these are “familiar” options. Mauritius is a firm favourite for South Africans, considering its great weather for most of the year and the convenient four-hour flight to get there. Many other sun destinations follow hot on its heels.

Snow holidays are foreign (both literally and figuratively) to a large portion of the South African market. There are many possible reasons for this, including the fact that South Africans do not see snow (unless in the Lesotho/ Drakensberg region), which means a snow holiday is not top of mind. A snow holiday also seems like more of a “mission”, with a lot more prep and planning required than, say, a beach holiday or a trip to the bush.

There are also misconceptions around the cost of snow holidays. Many South Africans look at the DIY snow holiday option - i.e. putting their trip together themselves - which becomes very costly very quickly. They are perhaps not aware of the fact that an all-inclusive package is the more cost-effective option.

And finally, there may be some apprehension around the cold weather. (How on earth will I keep warm?)

Having said all of that, South Africans are an adventurous bunch who are keen to try new things - and so a snow holiday should fit perfectly into this spirit!

Afriski Mountain Resort in Lesotho is one snow destination close to home that South Africans visit either to try their hand at skiing, snowboarding or other snow sports, or simply to see and experience snow.



Club Med Beidahu, China

Located in Jilin province, a region famous for its long winter snow season and fairytale beauty of “rime ice” crystals, the brand new Club Med Beidahu resort promises an unforgettable snow holiday. The Beidahu ski domain has runs to suit all members of the family. In these magnificent snow-covered landscapes you’ll feel the perfect harmony between Man and Nature. An all-inclusive holiday in China that combines tradition with originality, in a contemporary resort inspired by cinema and nature.

There are many factors that drive South Africans to choose snow holidays, including:



They are keen to try something new and exciting



They want to see snow for the first time



They are snowboarding or skiing enthusiasts and keen to get back on their board or skis



They are interested in an alternative honeymoon option



They are looking for an outdoor holiday



They want an alternative, exciting option for a group holiday with family, colleagues or friends

Afriski stats

11 000

day visitors during the 2016 winter season (June, July and August 2016)



of which about 60% actually skied or took part in some form of snow activity



Roughly 24 000 bed nights were sold (7 600 guests who stayed for three or four nights)



2015-2016 saw a 10% increase in the number of guests staying at Afriski, which is testament to the fact that more South Africans are entertaining the idea of a snow holiday.

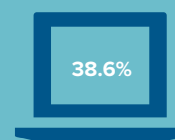
Google search stats

Six most searched for snow holiday-related words on Google are

- Tiffindell ski resort
- Afriski packages
- Ski Italy
- Ski holidays
- Livigno ski
- Club Med ski



About **61%** of research is done via phone.

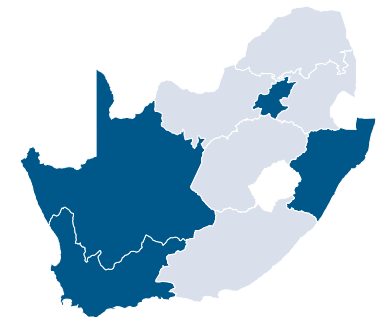


38.6% is done via desktop

JAN	FEB	MAR	APR
MAY	JUN	JUL	AUG
SEP	OCT	NOV	DEC

May, June and July are the times of year where we see the highest amounts of snow holiday-related Google searches by South Africans

Gauteng, Western Cape, Northern Cape and KZN are where the most snow holiday-related Google searches come from in South Africa.



Club Med receives the most snow holiday-related traffic by far, when compared to any other non-SA ski booking site.

The popularity of the snow holiday experience – a growing trend

Skiing and snow holidays were arguably once an elite and exclusive pastime. However, in recent years snow holiday culture has featured prominently in film, music, interiors and fashion – transforming it into an experience that's more accessible than ever before.

Head off on a snow holiday these days and you'll see people of all ages enjoying the snow; ski and snowboarding lessons are filled with toddlers to teenagers, and twenty-something to people in their 60s and beyond.

While snow holidays are typically assumed to be for snow sport enthusiasts, they are becoming extremely popular as a holiday option for those looking for a wellness, health and relaxation retreat. That may sound surprising, but there is so much to do at a snow-filled destination other than just ski or snowboard. Whether it's shopping, indulging in the

resort's spa treatments, hopping on and off chair lifts to discover the best views of the region for the perfect Instagram picture, tobogganing, snow-shoe walking, enjoying the Jacuzzi in the snow, or simply sitting at the fireplace with a good book with majestic mountains spread out in front of you – there's so much to offer everyone.

More South African families are opting for snow holidays, too. They are looking for resorts that cater to the whole family. Club Med offers the perfect solution for families as children stay free at select snow resorts! This includes daily ski or snowboarding lessons for the little ones and adults, with professional instructors every day and a variety of in-resort and out-of-resort activities, allowing the whole family to enjoy the snow and the slopes.

Club Med has also noticed a growing trend among sales teams, CEOs and business

owners of trading boardrooms for snowboards and spa days for ski days, seeking out new experiences for their conferencing and incentive trips. Voluntarily spending time in below-freezing temperatures may not sound conducive to business brainstorming, or ideal as an incentive, but you'd be surprised at how inspiration can strike atop a chair lift heading from one ski slope to the next; or how business relationships are strengthened while sipping on a chocolat chaud during a spontaneous après-ski session, as the sun sets over the mountains. There is evidence that such informal encounters with like-minded people can be the key to unlocking some of the most valuable business conversations any sales teams, business owners and top management executives are likely to have.

Whether it's a corporate group or a big bunch of friends, a snow holiday offers something completely different. The magic is enhanced when it's experienced in a group. Groups also enjoy better discounts when it comes to snow holiday bookings, particularly when booked six to 12 months in advance.

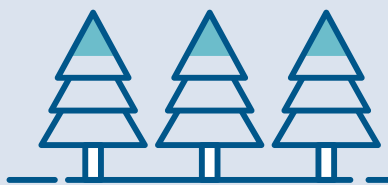
Globally there is high demand for snow holidays, which means snow holiday resorts are also in need. Club Med has made a concerted effort to make snow holidays more accessible to a larger part of the population, and with more than 20 all-inclusive Club Med snow resorts around the world, and one new snow resort opening each year, Club Med is providing a wider variety for the South African traveller keen to try something new, somewhere new.



Club Med offers the perfect solution for families as children stay free at select snow resorts!

With snow resorts across Europe and Asia, the ranking in terms of where South Africans are booking to go on snow holidays with Club Med is as follows:

1. French Alps
2. Italian Alps
3. Swiss Alps
4. Japan
5. China



Club Med Grand Massif Samoëns Morillon Resort, French Alps

The latest addition to the Club Med family is a 4 Trident family resort, opening in December 2017, which is already expected to be one of Club Med's best-selling ski resorts. In a region renowned for its picturesque hamlets, this resort with its fabulous panoramic view of the mountains has been designed to blend in harmoniously with nature, while at the same time providing an authentic mountain-ski experience.

Located on the Plateau des Saix (a 75-minute drive from Geneva and Annecy) this ski-in ski-out resort has it all: 148 km of pristine slopes; exceptional views over the mountains from the hotel; a gourmet lounge restaurant; a pool; Club Med Spa by CARITA; wine corner; pilates – and more!

Grand Massif Samoëns Morillon is a new architectural concept combining a chalet atmosphere with modern design.

If you have families with children within your incentive trip or conference, Club Med's experienced G.Os will take care of the little ones from 4 months to 17 years old to ensure they are looked after and have as much fun as the adults do.

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From kindergarden to Snow Garden

With Club Med's Snow Garden, watch your little ones take their very first snow-steps. Young starters, fast learners!

#SnowGardenStars



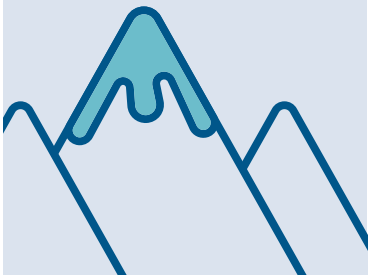
Snow holiday demands

These are some of the factors that South Africans look out for when they go on a snow holiday:

- The quality of snow**
Higher altitude resorts are proving most popular as there is more snow in these areas. The snow at these altitudes is also better for skiing, snowboarding or general snow sport activities.
- Short distance to the slopes**
South African snow holidaymakers are looking for resorts close to the slopes, with major preference for ski-in ski-out resorts – no need to waste time and energy shuttling to the slopes with heavy equipment.
- The number of slopes**
With so many incredible snow destinations around the world, South Africans are spoilt for choice. Apart from location, a big deciding factor when it comes down to picking a snow holiday is the number of slopes (also known as ski trails or ski runs) within an area. The bigger the ski domain, the more ski runs of varying difficulty – from green to black – it’s likely to have. One of the biggest and most popular is Les Trois Vallées.

Authentic experience

Snow holidays provide a truly authentic experience with a cultural exchange like no other. While they are generally linked to snow sport enthusiasts, there’s a whole lot more they have to offer the average Joe who may not be interested in strapping on a pair of skis, but rather, who may just be looking for a new experience of a lifetime.



Most popular Club Med snow resorts during the Winter 17 and Winter 18 season, which tick all of the above boxes:

1. **Val Thorens Sensations** – French Alps
2. **Grand Massif Samoëns** – French Alps
3. **Val d’Isere** – French Alps
4. **Cervinia** – Italian Alps
5. **Tignes** – French Alps
6. **Peisey Vallandry** – French Alps
7. **Valmorel** – French Alps
8. **Pragelato Vialattea** – Italian Alps



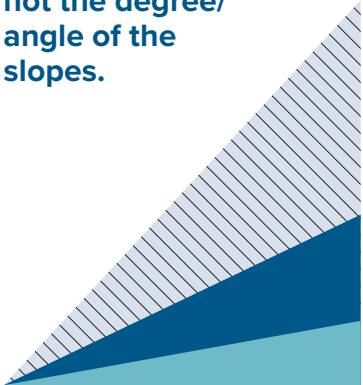
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Access it all, here

With Club Med’s in-resort ski facilities, gear-up & sign up instantly. Drop your bags and hit the slopes!
#EverythingInOnePlace

Ski trail difficulty is measured by percentage of slope, not the degree/angle of the slopes.



- In general, beginner slopes (green) are between 6% and 25%.
- Intermediate slopes (blue) are between 25% and 40%.
- Difficult slopes (red and black) are 40% and up.

Les Trois Vallées (English: The Three Valleys) is a ski region in the Tarentaise Valley, Savoie département of France, to the south of the town of Moûtiers, partly in the Vanoise National Park. Since 1973, it has been possible to ski the interlinked valleys using a single ski pass – making Les Trois Vallées the largest ski area in the world which is connected solely by ski lifts and slopes.

600 km of ski slopes resulting in 18.5 km² of groomed runs

120 km for cross-country skiing

183

ski lifts, which can transport

260 000

skiers per hour

Why choose all-inclusive

When it comes to snow holidays there is a fair amount of planning that would need to be done. For this reason the best (and most hassle-free) way to do it is all-inclusive, letting the experts take care of it. All-inclusive will also ensure you get the best value (and quality) for what you pay for a snow holiday – which really will be a holiday of a lifetime!

Why all inclusive?

Everything is taken care of

What better way to enjoy a snow holiday than having everything covered and paid for in advance before you leave SA? Imagine not having to deal with organising your flights, transfers, accommodation, all meals all day, all drinks all day, entertainment, activities and sports, ski or snowboard hire, ski boot and helmet hire, ski pass, daily ski or snowboarding lessons with professional instructors, and child care facilities (if travelling with little ones). This is a big element that

sets Club Med apart from other travel brands, particularly when it comes to snow holidays. Club Med knows everything there is to know about the perfect snow holiday; they take care of everything. That carefree feeling ahead of an exhilarating holiday is something money can't buy.

The best equipment

The ski and snowboarding equipment at all Club Med snow resorts is the best quality and brand new. So you'll hit the slopes looking and feeling like a pro, even if you're a beginner.

Exchange rate-proof holidays

With the unpredictability of the rand, more South Africans are looking for travel packages that don't come with any surprises or hidden costs, including nasty

foreign exchange surprises! Once you have booked and paid your deposit for a Club Med holiday, the price is locked in and won't be affected negatively should the rand take a dive.

When you leave for your holiday, you could quite literally leave your wallet at home. When you arrive at the resort, all meals and drinks are at your disposal – all day. You don't need to worry about converting from rands to euros (which we are all too familiar with when travelling) to figure out how much that chocolat chaud is going to set you back. It's all included in what you pay upfront.

This peace of mind is a big value-add on top of the vibe and one-of-a-kind holiday experience Club Med provides.



When you leave for your holiday, you can quite literally leave your wallet at home.

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Hike, swim, climb, play... and ski

With a large choice of activities beyond the slopes, including snowshoe walking, fitness, indoor rock-climbing, skiing, snowboarding and more, you're spoilt for choice. Get a rush beyond the slopes!

#MountainsOfActivities

Club Med all-inclusive vs DIY snow holiday

The below is worked out based on two people on a snow holiday for one week to the French Alps in early December.
Currency rate worked on: 1 Euro = R14,50

	Club Med all-inclusive snow holiday to the French Alps	DIY snow holiday to the French Alps (based on a Club Med quality equivalent)
Accommodation (7 nights)	Included (based on Club Med Val d'Isere resort)	R20,000.00 Average cost for x2 people sharing x1 room
Meals	Included (buffet)	R5,110 p/p for the week x2 +R10 220
Drinks	Included (unlimited drinks)	R250 p/p (based on x4 drinks – alcoholic and non-alcoholic, daily) x7 days =R1,750
Ski pass (6 days)	Included	R4,100 p/p
Professional ski/snowboarding lessons (daily for 5 days)	Included	R7,500 p/p
Lockers for skis	Included	n/a
Activities besides ski/snowboard	Included	R500 p/p snow shoe hike
Transport to the slopes	Not required – all resorts are on the slopes with most being ski-in and ski-out	Included with ski pass
Transfer from the airport to the resort	Included	R2,000 p/p
Return airfare (from JHB-Geneva-JHB)	Included	R9,415 p/p
Total cost (average) per couple	R72,384.00 Furthermore, should you book a snow holiday with Club Med in advance, you qualify for an early booking bonus of 15% (per person). In this case, it would mean a discount of R5,428.80 per person (x2). Total cost per couple would then be R61,526.40	R98,720.00

Club Med is the all-inclusive snow holiday leader

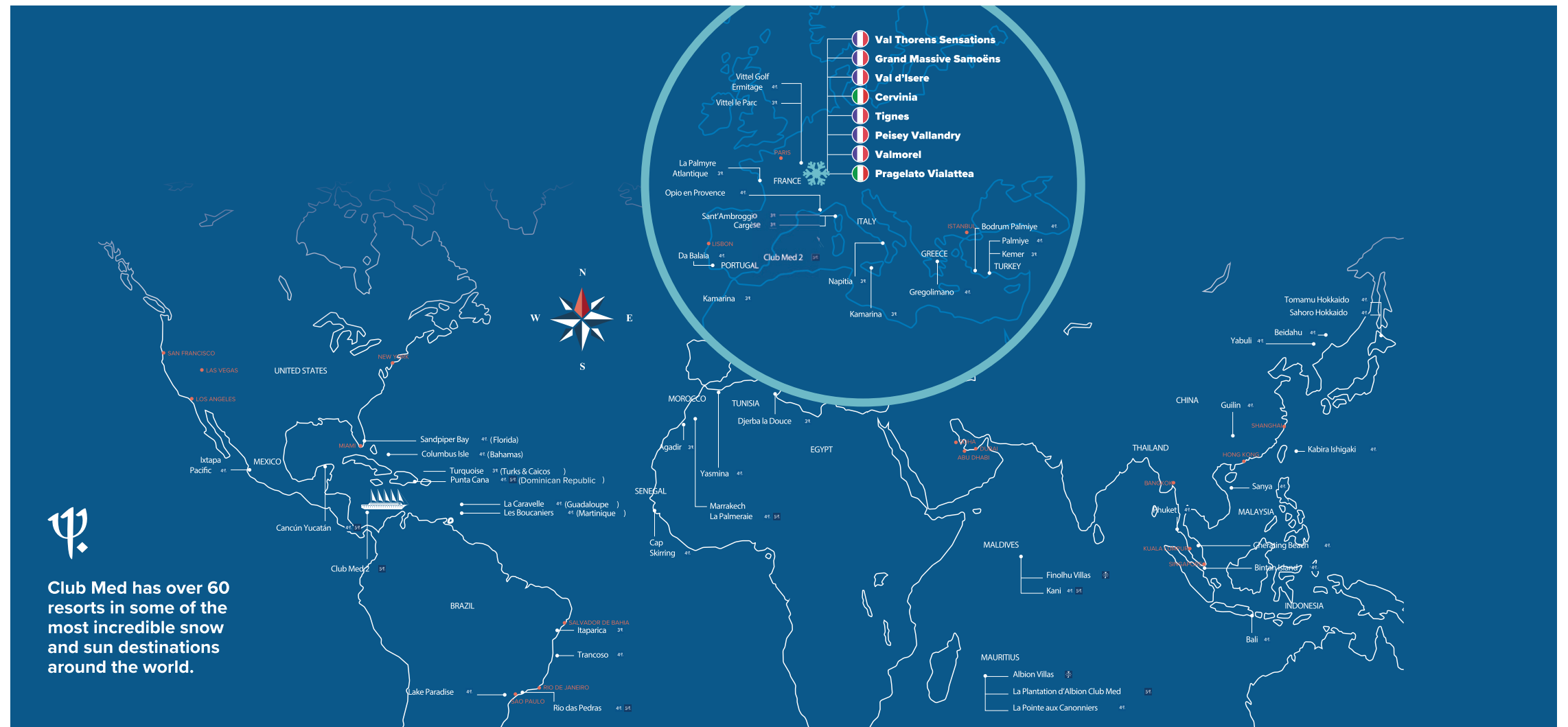
From the very beginning our focus has been on providing clients with incredible and memorable holiday experiences. Since launching in 1950, Club Med has been a pioneer within the travel industry. Our mission is to innovate constantly and find new ways to provide clients with a worldwide playground to rediscover, recharge and just reconnect, either alone or with loved ones.

In close to 70 years we have not changed our heritage or our brand, we have just enhanced it. With the ever-changing needs of our clients, we are constantly listening and adapting – always remaining true to our core brand promise to offer people freedom and joy in their holidays, and providing the best worry-free getaway from their everyday life, via exceptional natural environment and sports activities.

South African consumers are always keen to try new experiences, which is great because we have a world of travel options and opportunities available for the adventurous traveller, starting with snow holidays.



Club Med has over 60 resorts in some of the most incredible snow and sun destinations around the world.



The purpose of life is to be happy.
The time to be happy is now. The
place to be happy is here.

- Gérard Blitz, co-founder of Club Med



Testimonial – Brendah Nyakudya (travelled with us to Val Thorens in 2016)



**Fun. Magical.
Exhilarating.
I must bring
my kids!**

My initial thought about going on holiday in the snow was that it would be cold, brutal, unpleasant and

unfamiliar. And I had only heard of white people going skiing. Excitement was high, but apprehension was an even greater emotion. I had experienced snow before, but from the confines of a warm home as it fell on the ground on a particularly cold day in London. I had never actually made plans and set time aside to holiday at a snow destination with the actual intention of having fun IN the snow. Well they

say there is a first time for everything and this would be the first but definitely not the last.

Fun. Magical. Exhilarating. I must bring my kids!

These are the feelings I came away with after my Club Med holiday at Val Thorens. The magical Disney feeling that falling snow evokes was not lost on me. The thrill of learning

how to ski and being able to do it alone down an icy slope was intoxicating. Dancing, drinking and snowball fighting après ski... addictive! Playing in the snow makes you feel like a kid again and that is something we could all do with a little bit of every now and then. That goes for everyone, regardless of what colour you are!

Catch you on the slopes!

