
Description: Ski resorts and winter destinations face a continuous challenge to set themselves apart from the competition. Worldwide, there are more than 5,000 winter and ski areas/resorts trying to attract skiers and winter guests. In addition to the two most relevant criteria (snow and length of slopes), more and more ski areas and resorts focus on developing innovations and new ideas to differentiate themselves.

The report addresses the innovation challenge

This report captures that search for innovations and new ideas and is designed to support the executives of winter resorts and destinations in managing these challenges. The report analyzes the most relevant trends for resorts/destinations and presents a large number of case studies of ski resorts and destinations where the trends have already “become reality.”

From mega trends to “simply good ideas”

This report covers not only mega trends relevant for ski areas/resorts (e.g., sharing economy) and new ideas based on ski/travel trends (e.g., free riding, local touch,…) but also presents ideas that are just “simply good.”

What makes this trend report unique

- Focus on mountain and ski resorts – This report focuses exclusively on trends relevant for mountain and ski resorts/destinations. You do not have to think what vague mega trends and travel trends could mean for your resort – we have done it for you and have also included relevant case studies for each trend.

- Proven ideas ready to implement by the next winter season – This report is not a “philosophical trend paper”; instead, it is a practical guide to innovations and new ideas we have seen successfully put into practice in some forerunner resorts. The focus is on giving ski areas/resorts well-structured information needed to quickly implement nearly all ideas presented in time for the next winter season.

- Case studies, case studies, case studies – We know that executives prefer case studies of trends “becoming reality.” Therefore, over 80 percent of the report consists of case studies. In total, the report 135 pages and 89 trend case studies.

- Quantitative approach, we quantify the relevance of each innovation – In all the talk about trends and innovations, what is most important is how relevant and “hot” the trend/innovation really is. The key element of our quantitative approach is that the market insiders and readers of the report can rate the trend and see the overall vote and therefore the relevance to the industry. Try the voting for one example yourself. In addition, the report includes results of a trend survey of ca. 60 industry executives. Among other things, the survey evaluates in which phase of its life cycle key trends/products currently are (e.g., back country, uphill, …).

- Information ready to use – We offer well-structured and clear explanations, and our focus is on giving ski areas/resorts the information needed to quickly implement nearly all the ideas presented. Also every case study can be exported as PowerPoint slide and be used directly in your own presentation.

- Trends you will likely not find anywhere else – As we have no advertising or advertorials in the study you will find only a limited number of “new” gondolas, groomers, climbing parks, … We think you will likely see those “trends” and new products featured/advertised also in other media or marketing material. Instead, we focus on ideas, trends, … the resorts/destinations developed more or less on their own.

- Objectivity, no ads no advertorials – In order to keep the highest possible level of objectivity in our presentation and analysis, we do not accept any kind of advertising or advertorials in our studies. That is, this study is financed exclusively through being sold to executives in resorts/destinations.

Contents: 1. Innovation And Trends - Introduction
2. Approach Of This Trend Study

3. Global Mega Trends (22 Trend Case Studies)
- Sharing Economy Goes Skiing
- Connectivity – Always Online
- Augmented And Virtual Reality
- Active Aging

4. Travel And Ski Trends (45 Trend Case Studies)
- Local Touch
- Freeriding / Backcountry
- Zero Waste / Sustainability
- Funslopes
- Cool Alpine
- Vip And Loyalty
- Trends For Restaurants/Huts/Hotels
- Trends For Family And Kids
- Trends For Ski Schools
- Trends For Rental And Storing
- Trends For Snowmaking
- Selected Equipment Trends

5. Simply Good Ideas (22 Trend Case Studies)

6. Contact


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