

Monday, 30 March 2015

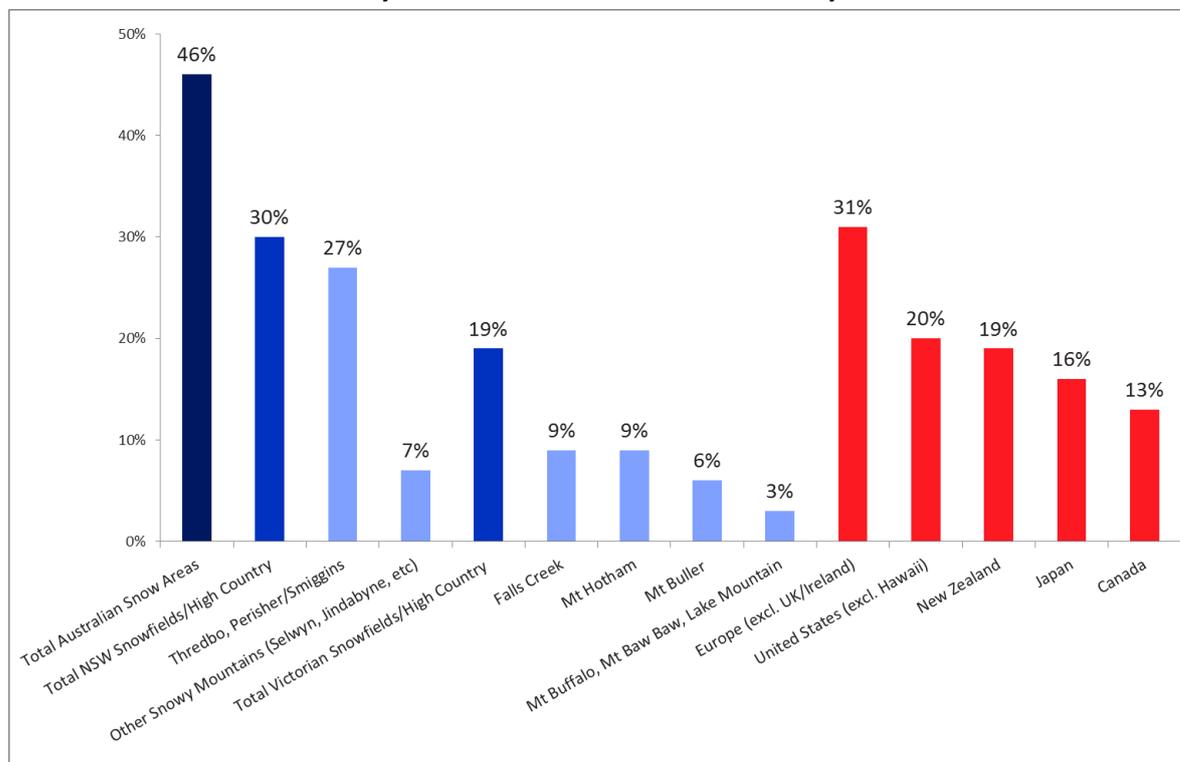
## Powder to the people: the world's top holiday picks among Australian skiers and snowboarders

Whether using skis or a snowboard, around 1 in 20 Australians (4.8%) regularly or occasionally hit the slopes, the latest tourism data from Roy Morgan Research shows.

46% of skiers/snowboarders say they would like to visit at least one of Australia's snow areas within the next two years. The Thredbo/Perisher/Smiggins slopes are the most popular destination, cited by 27% of skiers/snowboarders. 7% cite another Snowy Mountains area such as Selwyn or Jindabyne, making the NSW Snowfield/High Country area a prospective holiday spot for 30% of all skiers/snowboarders during the next two years.

In Victoria, there are more snow-capped peaks to choose from, but fewer skiers or snowboarders living nearby. 19% of skiers/snowboarders nationally cite a Victorian Snowfield/High Country destination. Falls Creek (9%) and Mt Hotham (9%) are the most commonly cited Victorian ski fields, ahead of Mt Buller (6%) and the Mt Buffalo, Mt Baw Baw or Lake Mountain area (3%).

**Proportion of regular or occasional skiers/snowboarders who say they would like to take a holiday at destination within the next two years**



**Source:** *Roy Morgan Single Source (Australia), January 2014 – December 2014, n=544 Australians 14+ who say they regularly or occasionally go skiing or snowboarding*

Proximity clearly plays a big role in determining where snow-seekers will travel: 53% of skiers/snowboarders in NSW/ACT and 47% of those in Victoria cite a home-state destination.

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But skiers/snowboarders are also more likely than their fellow Aussies to cite a range of overseas destinations—especially those hosting snow. 31% have their sights set on Europe (excl.UK/Ireland), including France (9%), Italy (8%), Germany (6%), Scandinavia (6%), Austria (3%) and Switzerland (3%). While these destinations might be on go-to lists for reasons other than (or as well as) their snowfields, skiers/snowboarders are almost 50% more likely than the average Australian to choose a country in Europe (excl.UK/Ireland) for a desired holiday.

Skiers/snowboarders also favour the continental USA (20%), New Zealand (19%), Japan (16%) and Canada (13%) at rates well above the norm.

**Angela Smith, Group Account Director – Tourism and Travel, Roy Morgan Research, says:**

*“900,000 Australians now regularly or occasionally participate in snow skiing or snowboarding, and almost half a million watch the sport on TV.*

*“Europe’s ski industry is reported to be booming. Although The Alps—bordering Italy, France, Switzerland, Austria and Germany—are still the world’s biggest ski destination, Eastern European resorts are also becoming more popular.*

*“In Australia, almost half of skiers/snowboarders say they want to the New South Wales or Victorian Snowfields/High Country within the next two years. New Zealand is also a major snow destination among Australian snow sports participants, especially Queenstown.*

*“Skiing is a global sport and holiday activity, and destinations and resorts around the world need to target and communicate with this small but valuable market.”*

**For learn more about how to identify, understand and reach skiers and snowboarders, please contact:**

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**Related research reports**

Browse our comprehensive range of domestic and overseas [Destination Intention Profiles](#) to discover which Australians are thinking about visiting soon. These profiles provide a detailed understanding of the target audiences, in terms of demographics, attitudes, activities and media usage.

**About Roy Morgan Research**

Roy Morgan Research is the largest independent Australian research company. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

**Margin of Error**

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

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Sample Size	Percentage Estimate
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	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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