

# Small lecture

# Swiss Snow Sports Initiative

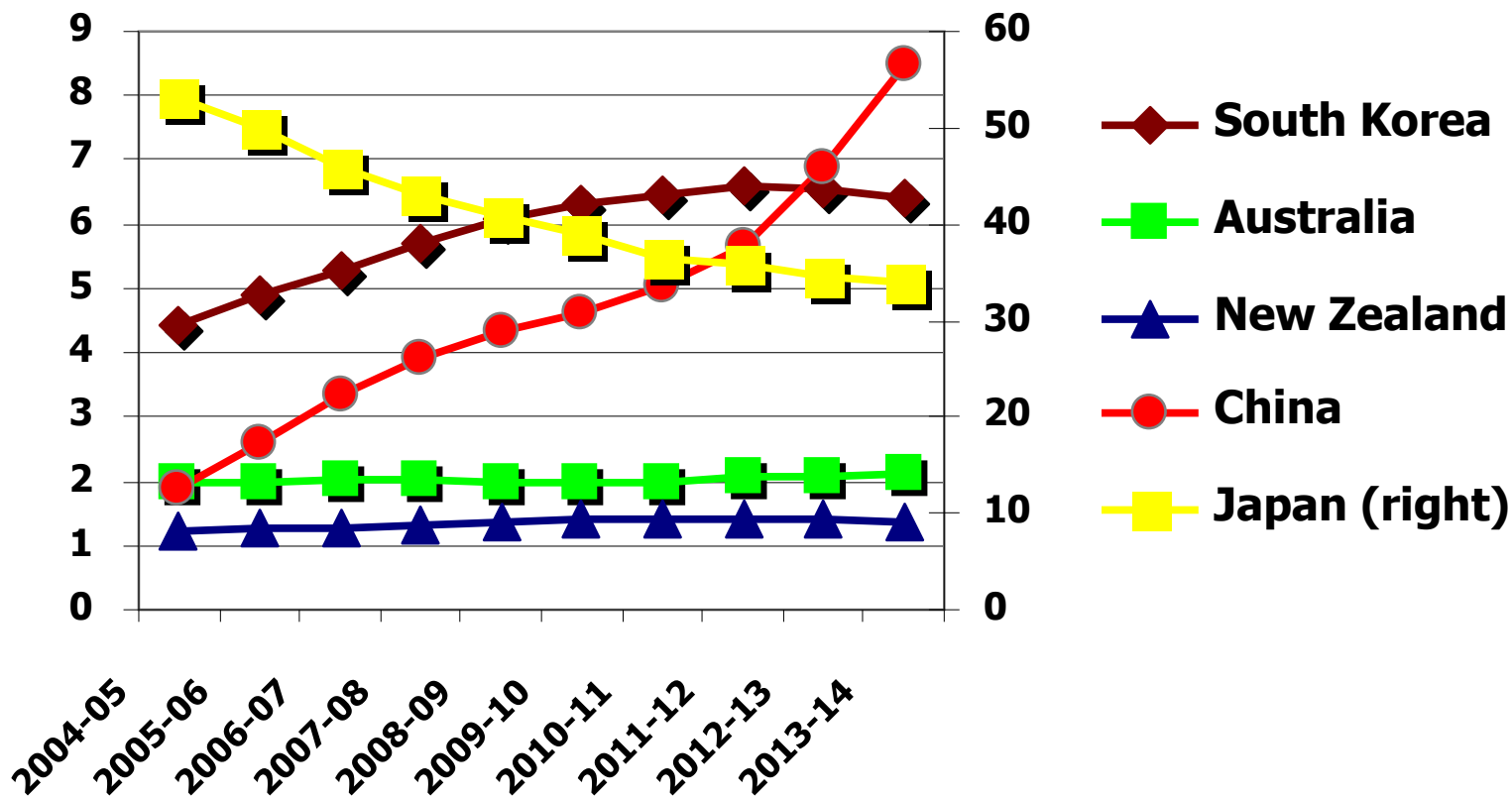
Place/date: Ushuaia, 9 September 2015, Hall A  
Speaker: Gaby Mumenthaler

# Swiss Snow Sports Initiative



# Development of skier days in Asia

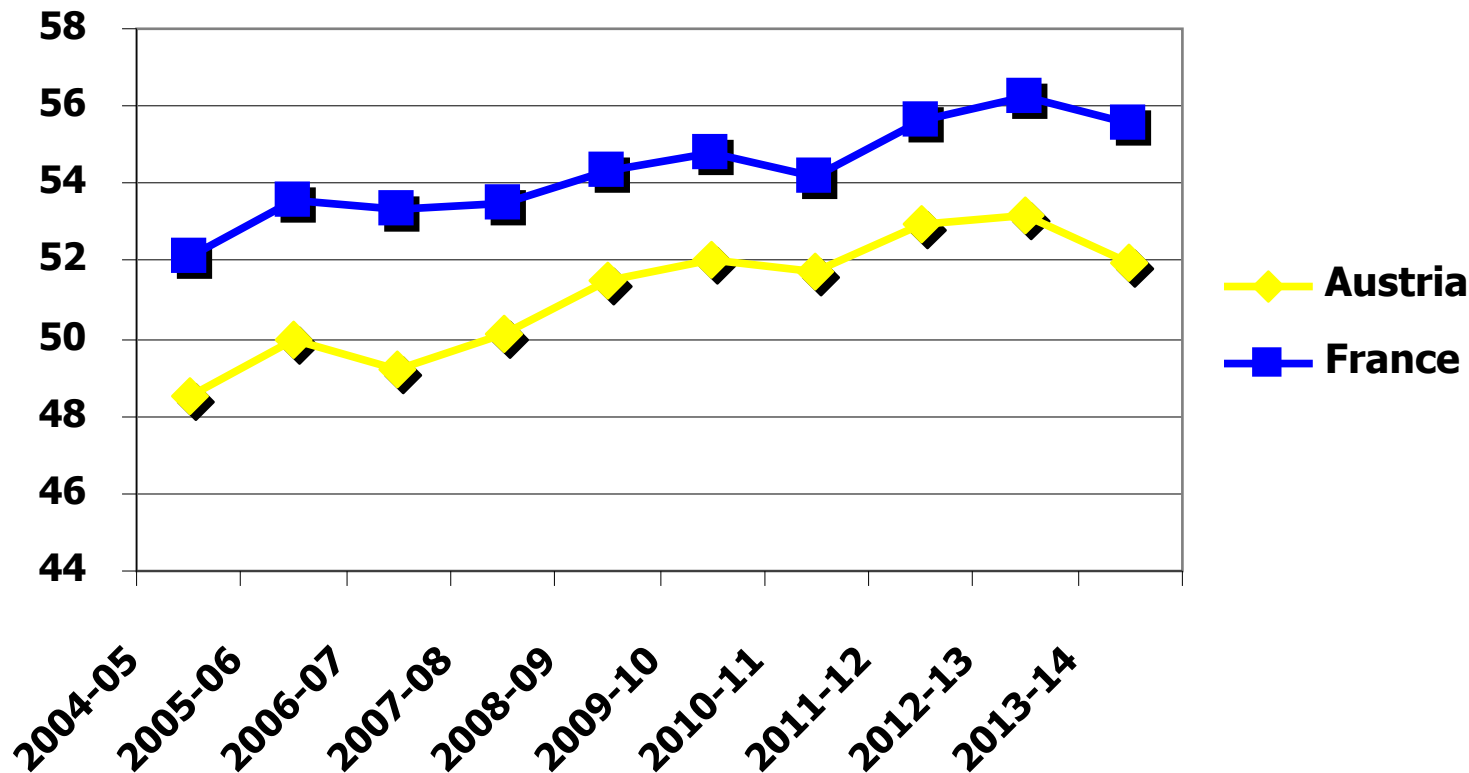
Development of five-year average  
(in millions of skier days)



# Development of skier days in Europe

Increases in tourist numbers still evident in Austria and France

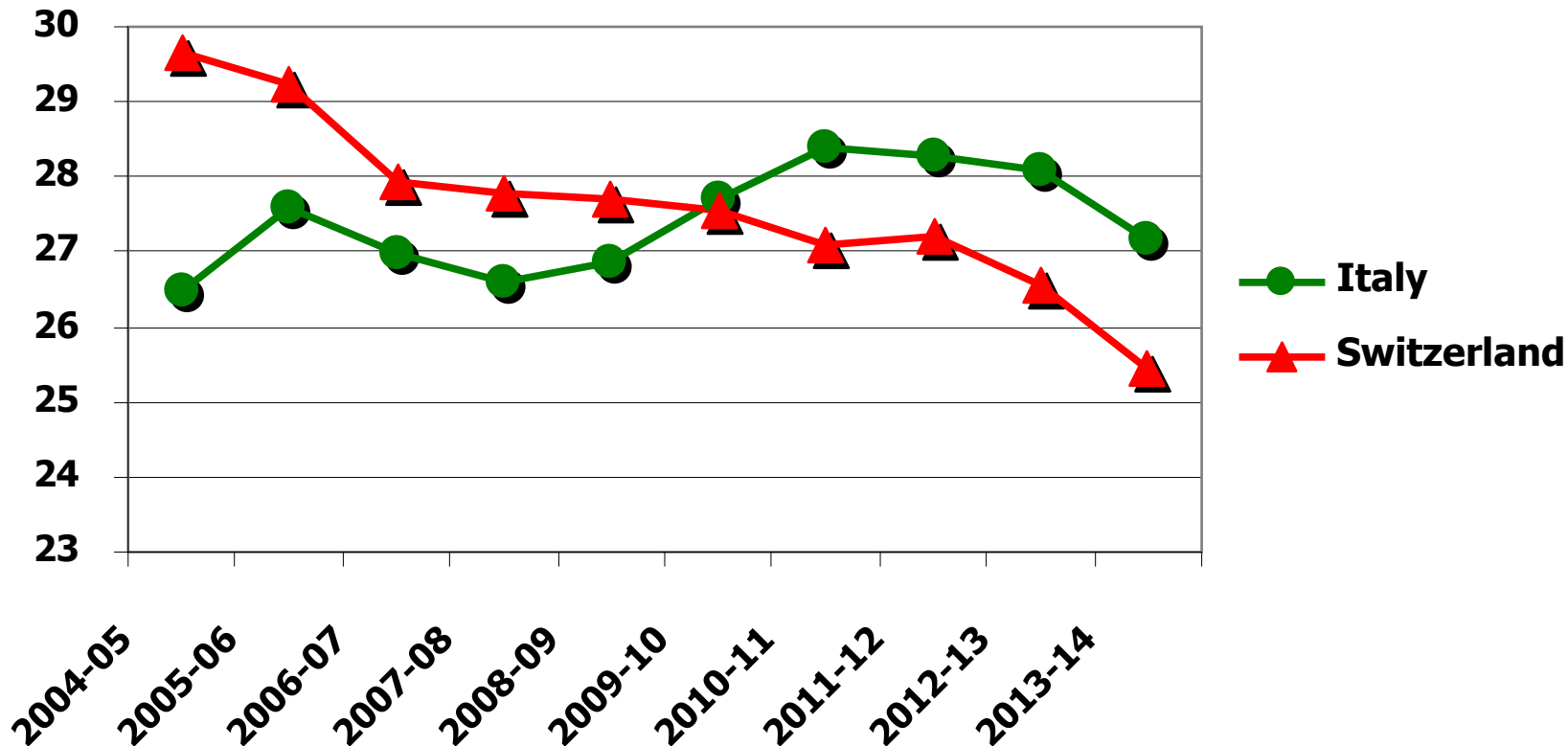
Development of five-year average  
(in millions of skier days)



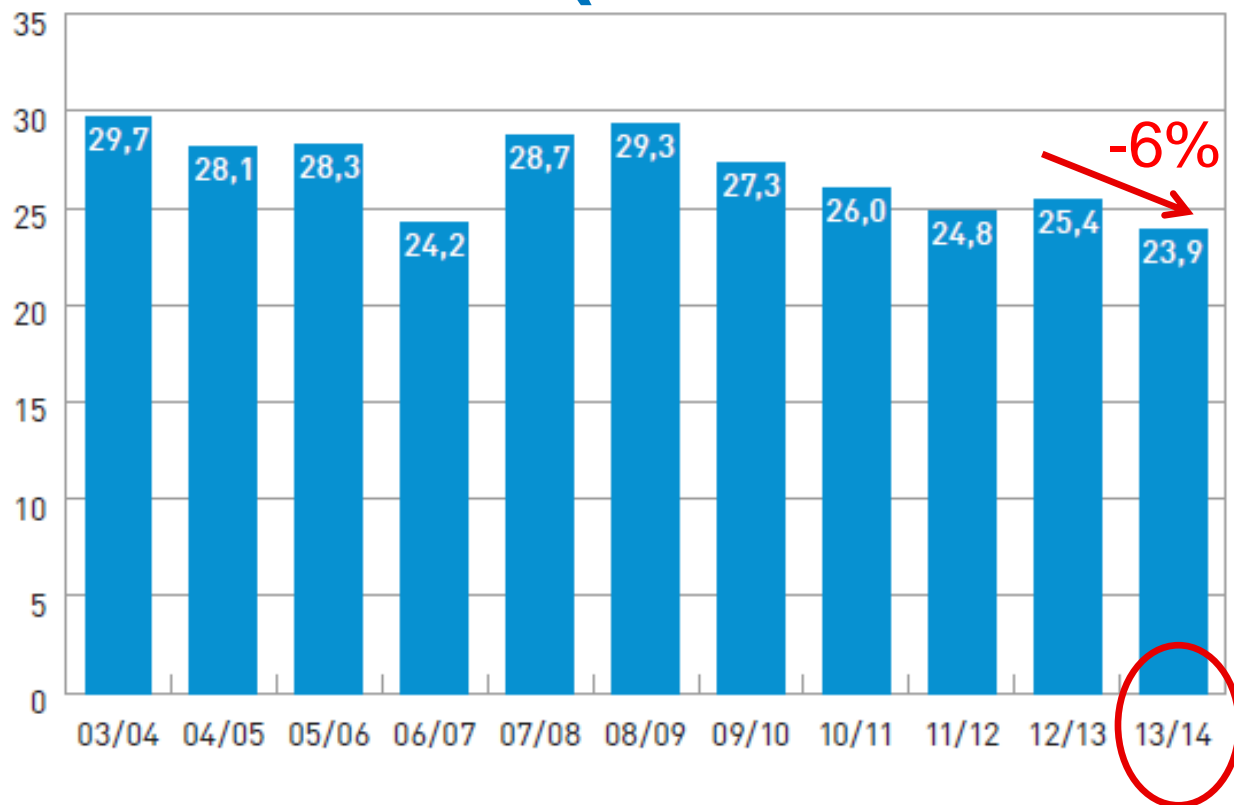
# Development of skier days in Europe

In contrast, Switzerland has seen a strong decline and there is great uncertainty

Development of five-year average  
(in millions of skier days)



# Development of skier days in Switzerland (numbers in millions)



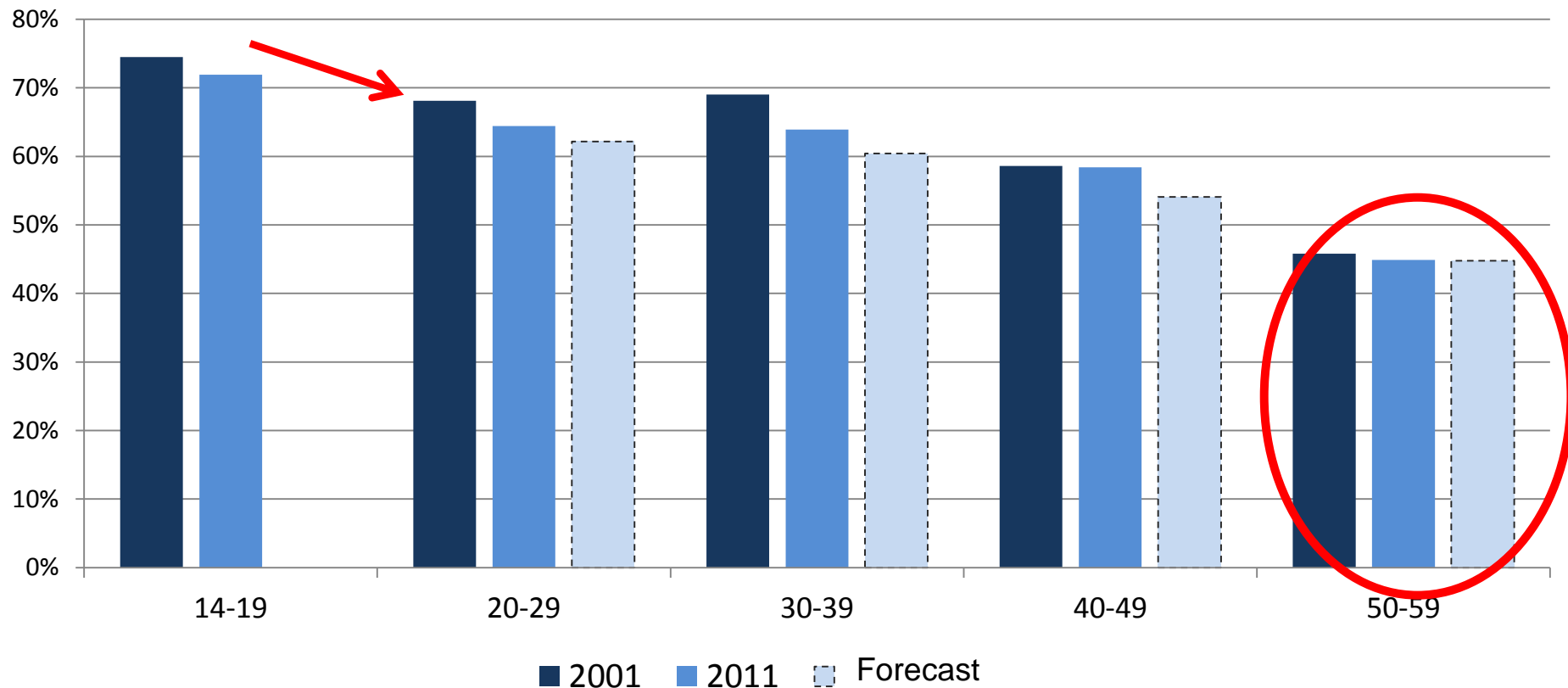
» Winter sports enthusiasts are ~50% Swiss and ~50% foreign tourists

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» >80% of the industry's annual turnover is generated in winter

# Why do we need to go on the offensive?

Age comparison – winter sports enthusiasts in the population



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# Results of the analysis

- There is a lack of Swiss tourists in particular
- There is a lack of young people in particular
- Strong Swiss Franc compared to the weak Euro



Why and what can we do about it?



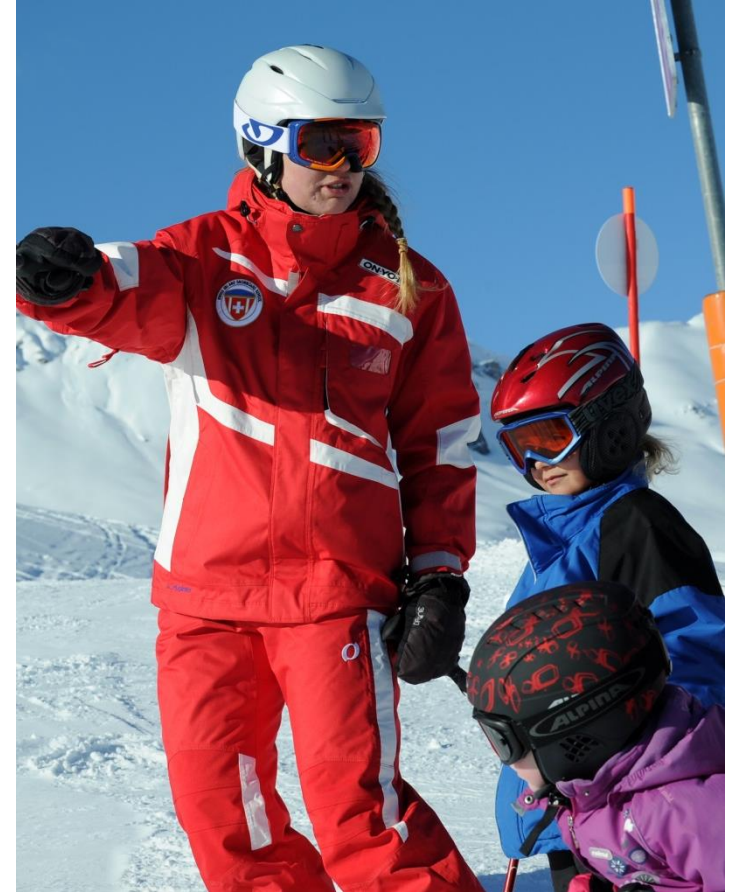
# Reasons for the drop in numbers of children/young people

- No compulsory school ski camps; great effort required by teachers/parents have high expectations
- Short holidays instead of “sports week”
- Increase in reasonably priced "winter holidays" in warm climates
- Children from a migrant background have no previous experience of snow sports



# Reasons for the drop in numbers of children/young people


- The cost of snow sports: very expensive for the average family
  - Access to snow sports not easy: organisation, equipment, transport...
  - Wide range of alternatives
  - From March onwards, it's already "spring" (biking, hiking...)
- => Switzerland has a lack of young people in snow sports



# Who is behind the Snow Sports Initiative?

**STV FST**  
Schweizer Tourismus-Verband  
Fédération suisse du tourisme  
Federazione svizzera del turismo  
Federaziun svizra dal turissem

**SPAF**

 Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

**Bundesamt für Sport BASPO**

**SWISS SNOWSPORTS**

**SWISSski**

**LCH**  
DACHVERBAND  
LEHRERINNEN  
UND LEHRER  
SCHWEIZ


 Seilbahnen Schweiz  
Remontées Mécaniques Suisses  
Funivie Svizzere



**ASMAS**  
Sportfachhandel Schweiz  
Magasins de sport Suisse

**KKS CRCS CICS**

Konferenz der kantonalen Sportbeauftragten  
Conférence des répondants cantonaux du sport  
Conferenza dei rappresentanti cantonali dello sport  
Conferenza de las incumbensadas e dals incumbensads chantunals da sport

 Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Staatssekretariat für Wirtschaft SECO

**innovation  
tourism**

 arbeitsgemeinschaft  
schweizerischer sportämter  
association suisse  
des services des sports  
associazione svizzera  
dei servizi dello sport

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**SWISS SNOWSPORTS**

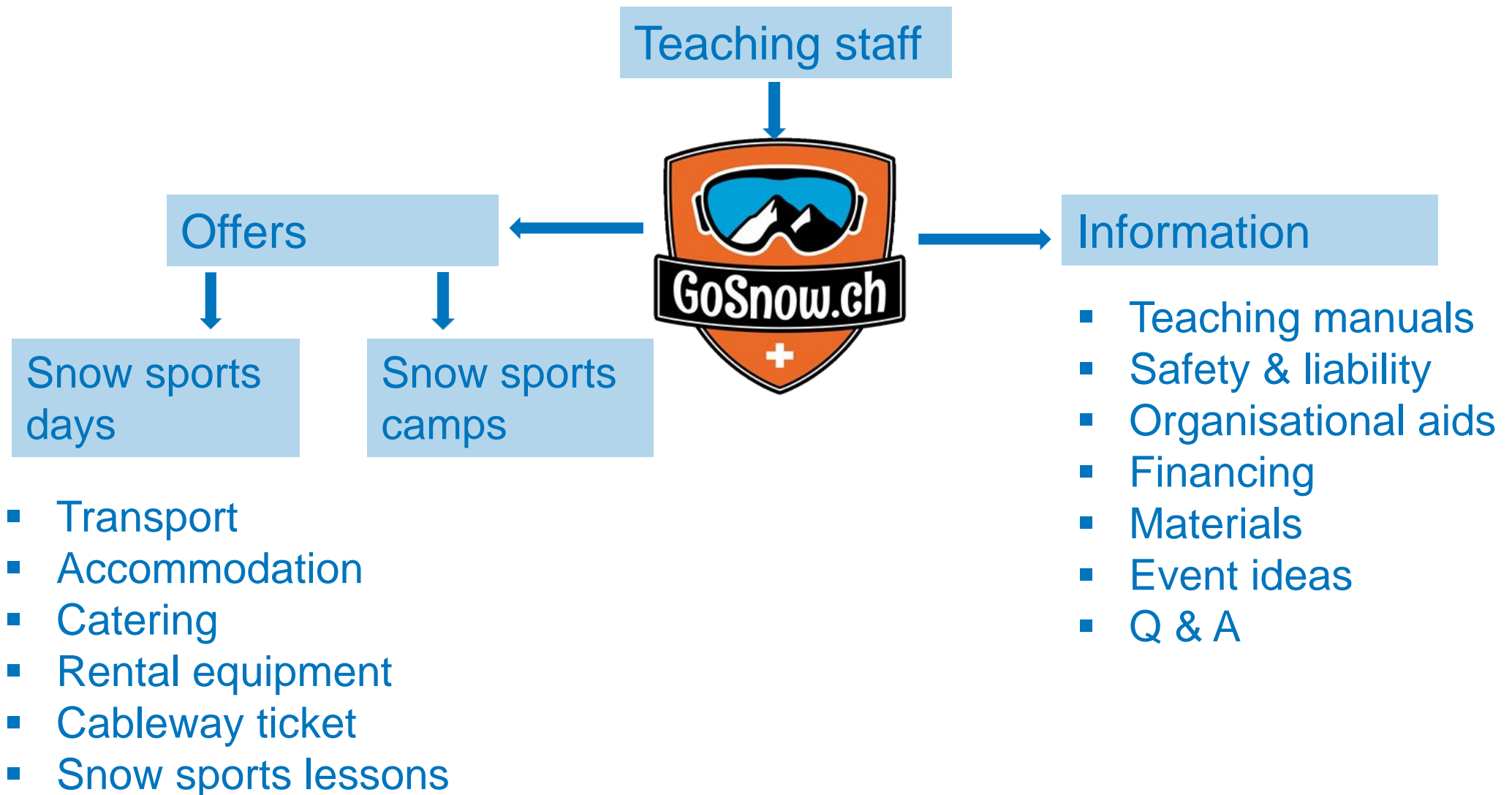
# Discussion at the highest federal level

Initiatives:

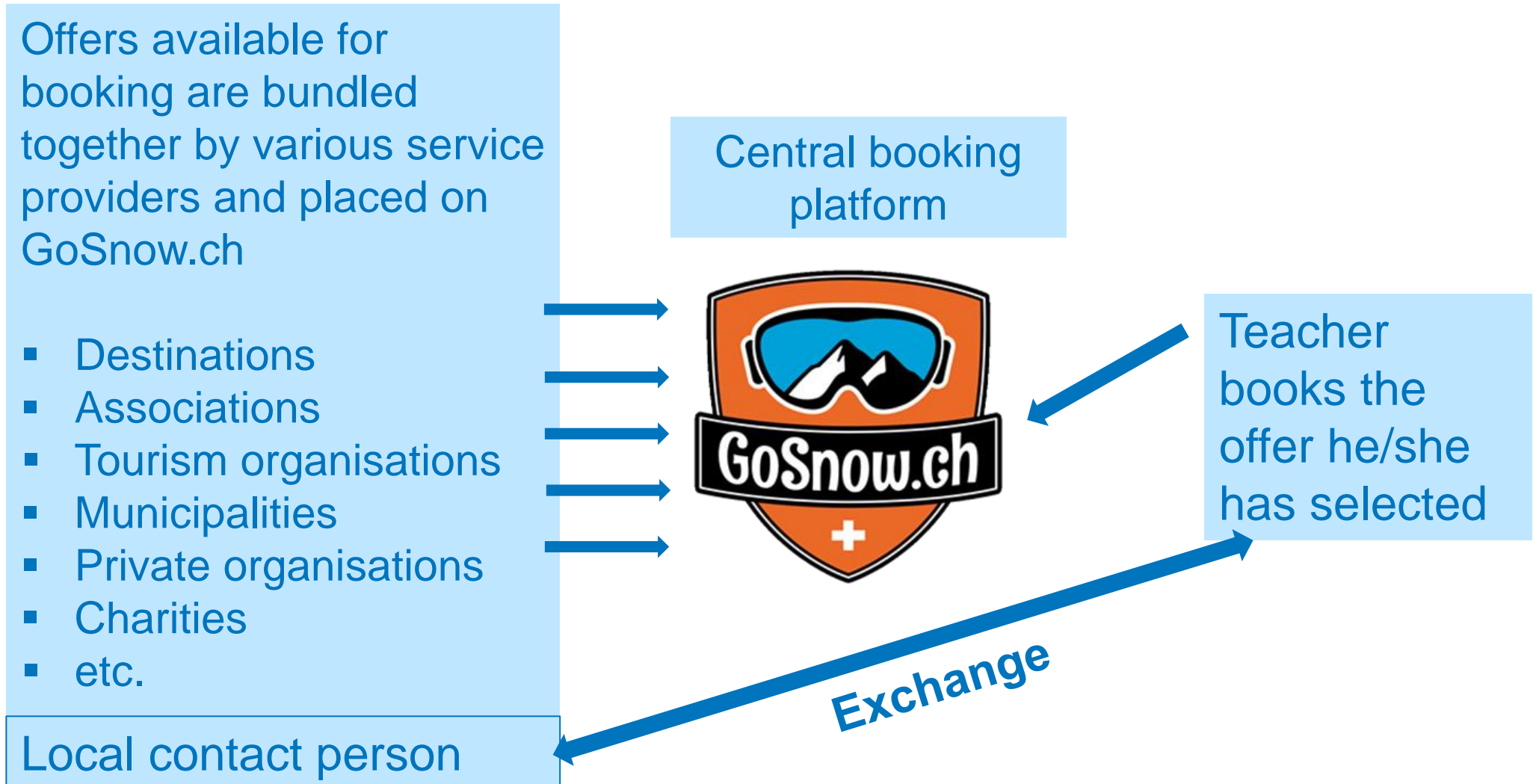
1. Establishment of Swiss Snow Sports Initiative association's GoSnow platform (organisation of school camps)
2. Compulsory school camps
3. 1-3 national snow sports centres for camps and training
4. Financial support for snow sports camps should be increased



# Online platform: GoSnow.ch



# Snow sports camp offerings



[www.gosnow.ch](http://www.gosnow.ch)



# Objectives of GoSnow

- Attractive prices => Investment in the future  
Snow sports day: CHF 30.00/child  
Snow sports week: CHF 350.00/child
- Main target group: teachers and pupils, class 1-9
- Only 2 clicks to book a snow sports camp => simple organisation for teachers
- Hosts at the camp to support the teachers



# Objectives of GoSnow

- We want 50% of teaching staff (primary schools) to know about the GoSnow platform in 1 year's time
- 100 camp offers in winter 2015-16
- 150 camp offers in winter 2016-17
- 3,000 children take part in a GoSnow snow sports camp in 2015-16
- 5,000 children take part in a GoSnow snow sports camp in winter 2016-17

# Financing for the next 3 years

The financing of the GoSnow structure has been secured for the next 3 years as follows:

50% public funds (state)

50% contributions from founding members (private)

Goal for the future:

The snow sports camps should be subsidised by additional money from sponsors and donors.

# Positive for future Snowsports in Switzerland

We hope that the Swiss Snow Sports Initiative will inspire more and more children and teenagers to become snow sports enthusiasts in the future!



**Thank you!**



**The presentation is available for  
download at [www.snowsports.ch](http://www.snowsports.ch)**