



Knowledge transfer project:

SKI TOURING IN NORWAY

Ski touring in USA, France, Spain, Germany, Austria,
Switzerland and Sweden and their perceptions of Norway as
a ski touring destination

2017-2018

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Photo: Håvard Myklebust – visitnorway.com

Summary and key findings

This project is a cooperation between Innovation Norway and NCE Tourism Fjord Norway. The project was conducted by Innovation Norway's offices in France, Germany, USA, Spain and Sweden in 2017-18. The project has been done in two phases. First we did a desktop survey scanning the markets' ski touring tour operators, web sites, organizations, magazines and festivals. Secondly we conducted interviews with the most relevant tour operators in each market. The results are shown in this report.

We hope that this report can contribute in the production of high quality ski touring adventures in Norway. Key results and take-home messages are mentioned in this summary, but we recommend you to read the whole report.

Opportunities

- There is an increased interest for ski touring in France, Germany, Spain and Sweden. In USA, the demand seems to remain stable.
- Sales of ski touring equipment has increased largely in France,
- Ski touring will most likely not become a volume activity, due to high demand of physical abilities, good mountain and snow knowledge and a certain income (France)
- In USA, Norway enjoys a strong association with skiing. However, few skiers seem to be traveling there to ski. The destination's reputation is that of a very "serious" place to ski. Showcasing more intermediate ski products, along with a diversity of experiences available only in Norway, could give Norway the potential to become a very attractive ski destination.
- Sustainability is not a spoken need, but people practicing this sport put nature first and see the activity as sustainable "per se".
- The results indicate that the French ski-touring tourist, although asking for comfort, puts guiding (in French), expertise, scenery, snow condition and security above luxury, other activities and local food. The actual skiing is the main goal for the trip.
- Norway is already a very important ski touring destination for the Swedish market, and it has the potential to increase its popularity even more.
- Ski touring communication can inspire other types of skiing
- One of the most important factors (at least seen from Spain) is to have a guarantee of the quality of the snow and the ski experience.
- Many of the Germans, Austrians and Swiss skiers travelling abroad to go ski touring, do so through alpine clubs or mountain guide schools. Spanish skiers travel mostly with groups of friends.
- Logistical ease, value for the dollar, and a variety of types of skiing in one place are all in high demand for the American ski tourist.
- The different landscape from the Alps is an important plus for choosing Norway for ski touring trips.
- It is also important to point out that Norway offers a major advantage to Swedish travellers due to its proximity. This reduces travel times at a point when an increasing number of people tend to travel more frequently and for shorter periods.

- For many ski touring tourists, Norway is seen as a great, unique place for a combination of ocean and ski experience.
- Norway's major selling point as an end-destination for ski touring is the easy access to stunning and “untouched” natural scenery combined with the heavy amounts of high quality snow in most parts of the country.
- Individuals from US do not travel for ski tourism with very high frequency thus it is important to target ski clubs and associations as the gatekeepers for this niche market.
- For swedes, the fact that Norway provides an experience of tranquillity through its “untouched” nature relatively free of motorised vehicles is considered an additional selling point.
- Norway can offer a long spring season with great ski touring conditions, which prolongs the skiing season in regions such as the Alps.

Challenges

- Norway faces many challenges due to high cost and limited availability concerning accommodation, transports (difficult connections – especially mentioned in Spain) and guiding services.
- Unstable weather conditions and high price level
- American travellers have specific needs, this includes high quality accommodations and equally high quality levels of service – both areas in which Norway has been known to struggle.
- Certified guide services are seen as very important. All the French, German, Austrian and Swiss tour operators bring their own guides. Norwegian guides are often considered too expensive.



Photo: Håvard Myklebust - Visitnorway.com

Ski Touring France

Knowledge transfer

Saksa, Hjerundfjorden



Håvard Myklebust / fjellfotografen.net / fjordnorway.com

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1. Executive Summary

In the first quarter of 2018, Innovation Norway France' Paris office conducted a knowledge transfer project targeting the actors in the ski touring market.

France is a ski-nation and has a wide offer for all types of skiing on their own territory. The survey permits to indicate if- and in what way, Norway has added value to the existing offer in France to attract French skiers. Further it presents ideas on how to develop the ski touring destinations to capture the potential in the best possible way.

The goal of the project was to get more knowledge about who the actors on the segment are, how they work, who their clients are and what they seek. We studied French ski touring tour operators, relevant websites- and magazines, federations, associations and mountain clubs.

Three official federations supervise the discipline. Each with thousands of licensees and hundreds of clubs for leisure and competition throughout France. More than 250 clubs offer discovery, initiation and advanced training for ski mountaineering:
38 clubs dedicated to ski mountaineering competitions, and 209 clubs for leisure.

There is an increasing interest for ski touring in France. One of the indicators that talk for itself is a remarkable rise of sales of ski- touring equipment (doubled from November 2014 to October 2016, representing ca 8% of all ski equipment sales).

Out of 8,6M French skiers in 2017, the number of practitioners of ski touring is estimated to between 150 000 and 200 000. From 2014 to 2015, the activity has increased by 40% according to *Compagnie des guides* (Chamonix)

Ski touring is the only growing ski practice in France but as the activity demands physical qualities and a good knowledge of the mountain and a certain income, most actors think that ski touring will never be a mass market activity.

Innovation Norway's strategy points out sustainability as the leading curser for all touristic development. We aimed to find out about ski touring tourist's emphasis on the theme.

Sustainability is not a spoken need, but people practicing this sport put nature first and see the activity as sustainable "per se".

This project also shows some of the specific needs of the French traveler on the segment. It indicates that the French ski-touring tourist, although asking for comfort, puts guiding (in French), expertise, scenery, snow condition and security above luxury, other activities and local food. The actual skiing is the main goal for the trip.

One observation is that ski touring communication can inspire other types of skiing and put Norway on the mind map of consumers of adventure- and active holidays

Norway, despite it's beautiful and appealing nature, also faces many challenges due to high cost and limited availability concerning accommodation, transports and guiding services.

2. Methodology

The project was conducted in two phases:

Phase 1 was done through an internet-based desktop research based on existing knowledge to gather relevant operators and other actors.

The following sections were mapped out in phase 1: ref Excell doc.

- Tour operators who offer ski touring trips
- The most important websites/forums dealing with ski touring
- Ski touring magazines
- Ski touring associations, federations & mountain clubs

After defining relevant tour operators, we picked out the most important of these for phase two of the project.

Phase 2 was done by conducting telephone interviews with 6 different tour operators who propose ski touring tours. Most of them already sell tours to Norway, some not yet. One produces for several operators/brands. (Altaï)

The interviews were done in March 2018.

We hope the reader will get a better idea and enhanced knowledge about the French ski-touring market, from a tour operator's perspective. This includes target audience, understanding of success factors for suppliers, competing destinations and a sense of what criteria needs to be met for a country or region to succeed as a destination for the French ski touring segment.

3. Research on the Internet: Phase 1

The first mapping was internet-based desktop research where we answered several already identified questions within the topics mentioned in the introduction:

- Tour operators who offer ski touring trips
- The most important websites/forums dealing with ski touring
- Ski touring magazines
- Ski touring associations, federations & mountain clubs

4.1 Tour Operators:

We identified 14 French tour operators. We looked at their target audience, what types of trips the operator is offering, if they have an environmentally friendly focus, if they offer trips to Norway, and if they could be interesting for Norwegian suppliers. A few of these operators do not propose ski touring but other types of ski trips, these were not included in the phase two of the project.

4.2 Websites/forums/festivals:

We identified important websites with ski touring as the interest area:

The *Community Touring Club* which is an open ecosystem of ski tourers, free riders, competitors, shop brands, resorts and mountain professionals. It is worth mentioning the Big Up&Down event organized by Community Touring Club each year in Les Arcs, in the French Alps; *Ski Alpinism*, the official website for ski-mountaineering competitions, and *Skitour* the site/forum entirely dedicated to the discipline, 100% ski touring. Forums provide a large scale of all kind of information (the latest news, the weather, sharing of experiences, discussions about equipment...) and are important areas for exchanges between fervent skiers.

4.3 Magazines:

5 French magazines are specialized in ski-or snowboard with the word ski in the title – this shows the interest for the discipline and that there is an audience! One is entirely dedicated to ski touring - *Ski Rando Magazine*. Followed by *Ski Magazine*, *Skieur Magazine*, *Snowboard Magazine*, *Ski Chrono*: all for passionate and ski enthusiasts. Next to those, several well established outdoor, mountain and multi activities magazines regularly present articles about the ski touring discipline. Innovation Norway Paris have worked with almost all of these magazines by accommodating for journalists on press trips to Norway. These magazines are an important arena to promote Norway as a ski destination to the ski enthusiast public even if tour operators do not use this channel to recruit their targeted clients for the ski-touring niche.

4.4 Associations, federations and mountain clubs

We have mapped that the Ski Touring activity is represented by 3 federations, each with specific missions: the mission of the French Federation of Alpine and Mountain Clubs - FFCAM - is to ensure a widespread accessibility to an autonomous and responsible mountain practice; the French Federation of Mountain and Climbing - FFME – was in 1997 given the mandate to promote, develop and organize the discipline by the delegation of the Ministry of Health and Sports. The French Federation of Ski – FFS, - founded in 1924, is dedicated to the practice and the development of skiing in France, it resembles all French ski clubs and organizes competitions on the territory. FFS promotes skiing in all its form, including ski touring. The number of licensees of clubs affiliated to the three main federations mentioned above have doubled in 15 years. Olivier Mansiot, technical advisor for ski-mountaineering at FFME, give us an estimation of 150 000 to 200 000 practitioners out of which 20 000 are licensees in the discipline. Since practicing the discipline is free of charge, these estimates are based on federated practitioners and annual sales of equipment (ski bindings, skins, skis...).

4. In-Depth Telephone Interview: Phase 2

In the first phase we identified 14 different active holiday tour operators that offer ski trips. In depth interviews were conducted with 6 of them, chosen because of their importance due to volume and because they represent slightly different target groups. Almost all operators sell Norway today.

1) Which activities does the operator sell?

Two of the TOs are specialized in mountain activities summer and winter, one of them upscale expensive ones, the other is in Nepal spring and Autumn. Freeride/Heli ski, Alpinism, Mountain bike, via Ferrata for the first. The second Mountain sports Climbing, scrambling, writing books on these activities (Might be interested in writing a book about glacier walking in Norway) Develops tourism in underdeveloped areas. **A third company is specialized in Arctic activities**, the remaining, and also **the largest operators propose multiple activities** such as kayak and canoeing, photo trips, observation of fauna, hiking, trekking, cross country skiing, sailing, dogsledding, snow scooter... etc.

2) What kind of company do you represent?

One of the interviewees is an authorized mountain guide working under license as an agent (forfaitiste) (Serac Grenoble), all the rest are TO / TA thereof two also doing Incoming to the French Alps.

3) Which market(s) do you represent?

France for all the interviewed companies, Belgium for 4 of them as well as Canada and China for one.

4) Does the company offer ski touring activities in Norway?

Only one of the asked companies does not offer ski-touring trips to Norway but is planning to do so from 2019 (Paulo Grobel).

5) Where in Norway?

Allibert Trekking offers trips to Lofoten, Lyngen, Senja, Sognefjord and Ålesund.

The other ones are all in the Lyngen Alps, one in Lyngen and Lofoten and another in Lyngen and Svalbard. Most of the trips are for the moment produced in Northern Norway but there is some activity also in Fjord Norway.

6) Does the company have offices/ are represented in other countries than France?

GNGL products are sold in Switzerland and Belgium represented by Terre d'Aventure Altaï in Switzerland, Belgium (UK China (66 Nord) just starting). Paulo Grobel in Nepal Allibert Trekking in UK where KE Adventures are selling Allibert products.

7) How do you consider the development of demand for ski-touring tourism over the past years?

Half of the TO's (3) say there is an increase, 2 say large increase and one finds the market steady.

8) In which way will you characterize the demand?

The tour operators have similar answers to this question, here a resumé:

Client are generally between 30- 60 years old. It's a specific market, niche, for passionate and already initiated skiers and mountaineers. Clients have paying ability, they ask for instruction and competence. Paulo Grobel thinks that the Ski&sail activity triggers the guides in the French market to develop ski touring in Norway, also inland. The TOs mostly have regular clients, looking for new destinations ex. Norway, Iceland etc.

9) Can you say something about the size of the market for ski-touring?

Azimut have in 2018 40-50 pax to Norway, they will focus on getting max clients to the two products they have for the moment, then look for more places in Norway. **Product 1 in Lofoten** <https://azimut.ski/fr/trips/norvege-ski-de-randonnee-dans-les-lofoten> **Produkt 2** in the Lyyngen Alps <https://azimut.ski/fr/trips/bateau-ski-de-randonnee---alpes-de-lyngen>

The TOs all think the market will remain a niche but get bigger. They all think it is a cost sensible market, meaning that the products are not accessible for people without a certain ability to pay. The market has few actors with informed clients who know what they want. The competence from suppliers is crucial.

One interviewee stresses the great potential for new areas/ destinations in Norway, also inland.

10) What kind of accommodation do ski tourists prefer on ski-touring holidays?

All the TOs uses hotels, 50% mentions boat and 50 % cabins with self-service. (One uses tent for the cross-country skiing trips in Svalbard). Altaï are looking for a boat for next year for ski and sail in Lyngen or Senja. Otherwise, Rorbu is a sought-after alternative.

11) Are there special demands regarding accommodation facility needs?

The facilities can be simple but must be comfortable. Welcome, service and atmosphere are very important factors. Good examples mentioned: rorbu or the alpine camp in Henningsvær..

Good amenities and comfort, not too expensive. Problem in Lofoten: less and less capacity, more and more expensive concerning accommodation, therefore one operator wishes to buy their own building there ...

Services on location are important like logistics, bus shuttles, taxis - Transport...One TO suggests that hotels could manage these services. This could be a business opportunity?

Allibert Trekking mentions kitchen to make own food, accommodation with moderate pricing, no luxury... yet

12) How does your company consider the target group's willingness to Pay (WTP)

The WTP for accommodation in the total budget is average. This reflects the answers about accommodation above.

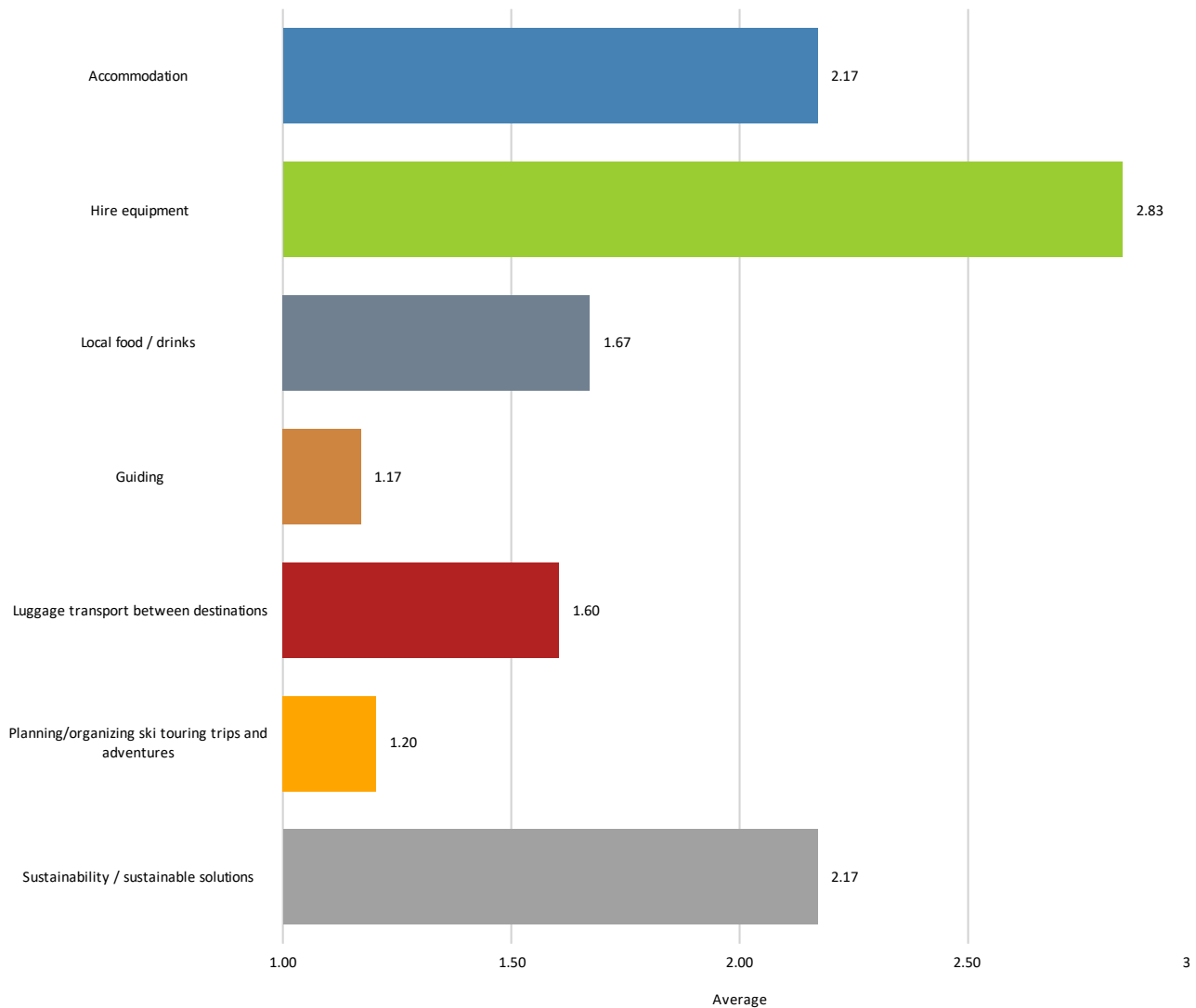
WTP for equipment hire is low as most skiers bring their own equipment.

Local Food is important but just over average WTP, this is the case also for luggage transport (this shouldn't be too expensive). Sustainable solutions have under average WTP.

The highest WTP is on the guide and for the planning and organizing.

The knowledge and competence is the core of what ski touring tourist want and need.

Question	Average	N
Accommodation	2.17	6
Hire equipment	2.83	6
Local food / drinks	1.67	6
Guiding	1.17	6
Luggage transport between destinations	1.60	6
Planning/organizing ski touring trips and adventures	1.20	5
Sustainability / sustainable solutions	2.17	6



13) How important is local food and drinks to your customers, when they are at a destination?

For two TOs local food it is very important. Azimut they have rather upscale clients and for Altaï. One TO does not know. The rest says local food is not that important.

14) Have your customers requested sustainable solutions for their ski holiday?

GNGL, doesn't know. Most of the TOs say there is no demand for sustainable solutions.

These operators and the ski touring activity is regarded upon as a sustainable activity unconsciously and "per se"

15) Are there other elements regarding the adventures that the ski touring tourists are willing to pay extra for?

The answers vary from TO to TO One has no demand for other elements.

Snow conditions!

Security and rescue services important!

"Not in our programs so far, they come essentially for the package we sell".

"Comfort and spa, not so many other activities because they are mainly there for the skiing and as the travels are only 8 days travel included, not so much time left".

Otherwise these elements were mentioned: Extension to go to Oslo + museums, whale watching, Aurora borealis activities, Culture + nature Sauna or hot bath tub

16) Any additional comments to the question above?

We received a comment concerning air transport: Concerning SAS and Norwegian: As tickets can be expensive ex. 500-700 € in some periods, the services on board does not reflect this price, as they are only offered a coffee or a tea and must purchase any other services. This has an impact on client satisfaction for the whole trip. This is important for them.

17) Do the ski tourists bring their own equipment, or do they hire on site?

All TOs say that the clients bring their own equipment.

Exceptions: They hire on site in Svalbard. Safety equipment is provided by the TO.

18) Is guide considered as important?

All the TO answer that they bring their own guide.

Guides are very important. Collaboration with local guides has started lately.

French speaking guides are essential, but there could be mixed guiding NO/FR, as a solution to the language challenge. Norwegian guides are sometimes too expensive.

19) What kind of ski touring holiday is most wanted?

Base camp with guided day trips is most frequent, then follows ski and sail and Haute Route.

The TOs have neither base camp with self-guided day trips, nor hire a car and go on your own, no guide

Comments: Azimut uses an old whaling skip, 66 Nord a sailing boat with motor

Paulo Grobel can have 2 different Base camps in one travel. Allibert Trekking wishes to start ski and sail.

20) What is the typical length of a ski touring holiday?

All ski touring trips in Norway with the interviewed TOs, last 7-9 days

Other places one of them has travels up to 14 days

21) What characterizes a typical booking?

The main rule is Individual bookings, rarely groups

22) What kind of groups?

If there are groups, it is GIR = groups of individuals or friends or colleagues.

No Incentives, very rarely teams, clubs or families.

23) When does the majority of bookings take place?

Most travels are booked 2-3 months before travel.

Azimut: 70% in advance, 30% last minute (this goes for all their travels not only ski-touring)

GNGL 80% in beforehand (6 months before) 20 % last minute = 1 to 1 1/2 month before

Altaï: 30% books earlier than 3 months in advance and 70% from 3months to 1 1/2 prior to the trip

P Grobel: Ski sail: Long time in advance

For other types of programs 2 months in advance – this can cause problems concerning aviation (availability and price)

Allibert mostly 2-3 months before, booking in November and December

24) How often does the main target group travel abroad for ski touring holidays?

The main target group travel once a year most commonly. Sometimes 2 times a year or less than once a year.

25) Other important information about the main target group? (special needs, requests, demands etc.)

The most important is to understand that the target group are passionate mountaineers and skiers who want to see something different from what they find in France, ex. ski with sea view or discover the arctic (Svalbard). They are changing destination each year.

One TO points out: 3 sorts of markets:

A) One market drags the other: Norwegian guides inspire French guides

B) Those who travel on their own are more trained skiers and they go also inland to ski.

C) This kind of niche segment is a good way to stretch the seasons.

26) Which countries/destinations are on the ski touring tourist's bucket list?

Countries mentioned by the TOs are: France, Italy, Austria, Switzerland, Norway, Iceland, Greenland, Georgia, Slovakia, Poland, Canada, Japan

Comments: Travels to Nepal are seen as "expeditions" travels to other destinations = "Travel"

GNGL: " We only offer Norway, sometimes we get requests for Iceland and Greenland for ski touring, this is because of the nature of our activities, we are specialized in arctic travels, so it's not natural to ask for ex. Italy or other countries in other hemispheres".

27) Which are the most important success factors for destinations developing ski touring tourism?

Snow conditions, beautiful nature, ski with sea view and difference from own country.

Unique environment that offers more than France, the particularity of the destination.

The fact that the destination is less developed creates good opportunities. Otherwise, exclusivity, novelty, good accommodation, comfort, are important factors

Better transports, new zones, no crowds, good prices, inspire people to go

Communication = get the message out, even in summer. Explain the different regions in Norway:

Ex: "the 5 best regions for Ski touring» Top 5 or Top 10 etc...

28) What are the challenges for Norway as a ski touring tourism destination in order to succeed?

Success already!

More notoriety, promotion and communication of the different regions where ski touring is possible towards the TOs and producers

Accessible formulas price wise.

One challenge would be not to develop too much, people come for silence, snow quality and traditions... and no crowds!

Continue the development even inside the country without boat. Ski and sail triggers but opens for other types of development also.

Norwegian guides knowing French are needed.

The Quality and variety of accommodation is worth looking into; Ex. Eco lodge, sport lodge, farms within the local life.

The service and welcoming of guests are crucial elements

Build up clusters, have a large vision of development and take concern to the architecture of the information.

Weather conditions and probability for good snow conditions.

29) Which channels do you use in order to reach the main target group?

All say through internet, websites, Social media, very few go through outdoor magazines. No fairs and no printed press. (OBS! For this particular segment, eks, Allibert Trekking are present on fairs and festivals for their overall offer)

Other channels;

Word of mouth between regular clients, event evenings, The guide's Facebook pages, films and photos from ski touring travels.

There is an agency that gives service to individual guides: SERAC in Grenoble.

Contact them for more info, they know the variety of the different travels ...

www.skipass.com

www.ski-rando.fr/

30) Who, in your opinion, are the most important bloggers or other social media influencers? (NB! the TOs vision)

"In France bloggers are not important on this segment".

Did not get any names from the TOs, they did not know them.

Ski guides are the real influencers with-in the segment, according to them.

31) Which are the most important skiing/outdoor magazines?

The TO's mention these:

Ski Rando Mag www.Ski-rando.fr

Powder

Montagne Magazine, paper edition

Alpine Mag = webmag

Skipass Magazine

Wider

Two TOs do not know the magazines and don't communicate in them

32) Are there any other interesting/relevant comments from the interview?

"Interested in partnerships with Innovation Norway, (promo, fam-trips etc..)"

"We are interested to learn in contact with Innovation Norway about new opportunities for ski touring in other regions than we produce so far".

"The specificities in Norway, can be a driving force for motivation to come, Ex Vikings Myths..."

"Marketing about skiing also leads to increasing demand for snowshoeing and other activities."

"Norway is very visible"

"Innovation Norway's presence in the B2B market important to help developing new destinations in common"

"Interested in partnership in marketing new circuits."

NB! Vidian (Allibert Trekking) wishes to hear result of this survey (concerning all countries) possible?

5. Conclusions and Recommendations

Throughout this survey we found that there is a significant and increasing demand for practicing ski-touring.

Ski touring has literally exploded these recent years in the vicinity of French ski resorts. Through dedicated trails, events and initiations, equipment brands, professionals and ski resorts accompany this development to make things easier and more secure. The last 2 years, the event " *the BIG débat*" initiated by Community Touring Club <http://communitytouringclub.com/big-debat/> gather professionals - brands, retailers, ski resort managers and institutions – to exchange about the growing discipline (how to accompany, help and promote ski touring). Around the table this year (february 2018) were: Bruno Bertrand for *Salomon*; Pierre-Jean Touchard for *Dynafit*, Caroline de Wailly for *ZAG*; Philippe Janin for *Les Arcs*; Philippe Goy from *Vertical Mountain*; David Giraud from *My-Ski.fr*; James Blanc from *l'ESI (école de ski international)*.

"Ski touring is a great way to enjoy a different kind of experience in the snow and taste the freedom of wide-open spaces. A number of ski resorts are keen to offer people the chance to try it out in a safe and managed setting this winter. Breath-taking descents, access to wild and untouched places, powder snow up to your knees – ski touring offers purists unique freedom, far from the busy ski areas and in the heart of unspoiled nature.

But this sport of dreams – and even fantasy – needs to be approached with care and respect. For a safe introduction to this activity, you need to put yourself in the hands of mountain specialists who will teach you the correct approach to ski touring." says France Montagnes.

France Montagnes is an association that brings together the major players within the mountain tourism industry of France. The objective of France Montagnes is to promote the French mountains on a national and international level.

Even if France has a large offer of places to practice ski touring, there is a potential for Norway in the French market because we can offer added value such as the possibility of skiing with a sea view, to practice ski and sail, the vast unexploited areas with untouched snow and no cueing with other skiers, longer seasons with a high probability of good snow conditions.

Ski touring tourists seem to fit our strategy for tourism development in Norway:

The fact that these types of tourists (apart from flights to come here) have a low impact on nature, goes well with our aim for sustainable tourism, so does the fact that this niche contributes to prolonged tourist seasons and thus create opportunities and work for suppliers all year round. Ski touring is possible in large areas in the north, in the Fjord region and other mountain areas, and not only in winter. The activity could help to get more activity in shoulder seasons in high mountain areas.

We have also learned something about the challenges for the development.

Costs: Even if people have a good ability to pay, it is a challenge to keep prices in check to fit the quality offered.

Tour leading: The guides are crucial for this segment, not only for the organizing and tour leading but as we have seen above, for the communication and promotion of potential destinations. French tourists like having guides in their own language and it is therefore more cost efficient bringing French guides on the tours. There seem to be an opportunity that Norwegian guides team up to work with French guides.

Accommodation: The accommodation can be simple but must be comfortable, with possibility to cook the skier's own food. There is a lack of these types of accommodations in some periods, but here lies a chance to invest, invent and develop.

Transportation: For land programs, transportation is a challenge when it comes to availability and costs.

Communication: Norway is vast and difficult to understand, so the information should be easy to find and simple to understand, ref. example: 5 best spots to do ski-touring etc.

For this niche segment the most efficient channels to reach the consumer are somewhat narrower than for other segments which, could also be seen as an opportunity to reach a niche audience.

Connections, relations and personal contact with relevant tour operators and guides is important to develop the market further.

Sales channel: The new web platform Adrenaline Hunter can be a good channel for direct marketing and sales <https://www.adrenaline-hunter.com/fr-FR/rechercher-par-sport-et-spot/neige/ski-de-randonnee/comte-de-more-og-romsdal/124-1216-2049>

Development: One of the most important added values for Norway as a ski-touring destination, is that skiers can enjoy vast areas of untouched snow without cueing with too many other skiers. This value would disappear if some areas get overexploited or are developed in a wrong way, eks. By opening up to heli- or catskiing. A good idea would be to plan nation- regional or cluster

6. References data – Tour operators

Name of Company	Allibert Trekking	ALTAÍ 66 Nord	UCPA
URL	http://www.allibert-trekking.com/ski-de-randonnee.htm	http://www.66nord.com/	https://www.ucpa-vacances.com/
Phone	+33 (0)4 76 45 50 19 Vidian	nicolas@66nord.com Nicolas Bichet	Voir Nicolas Bichet Altaï (66 Nord)
Mass or Niche	Niche	Niche	
Description	Ski rando, ski rando Nordique ski de fond	ski nordique et de randonnées	
Season	Winter / spring	All year	
Target Market	Privat, not lux, GIR , hiking clubs,	Private, not lux, GIR	
Level of Experience	Initiation in France Norway niveau 3	Niveau 3	
Themed Tours	Ski randonnée, Off piste skiing, cross country included in multiactivity programs	Yes	
Destinations	Div. Europe (incl. Norway +Spitzbergen), Japan, Marocco, Iran, Greenland	Alaska, Antarctique, Canada Div. Europe (incl. Norway), Mongolie, Russia	
Standard or Customized	Both	Both	
Custom	Custom or taylor made trips	Custom or taylor made trips	
Packaging	Flights, full pension, guides included	Base packages BB with options to activities	
Prices	Reasonable	Reasonable	
Additional Activities	Yes Hiking	Yes	
Norway?	Yes + Spitzbergen	Yes Ski in Lyngen, Lofoten	
Sustainability Focus	Yes !	Yes	
Safety Focus? (Avalanche)	Yes safety kit	Yes	
Online Bookings	Yes	Yes	
Brochures	Yes but not for ski yet		
Potential for Norway	Yes they are continuing the developpement	Yes wants to develop, 66 Nord is	
Comments	This is one of the most important operators for aktive holidays and they wish to continue developping ski products in Norway		

6. References & data – Tour operators

Name of Company	Terre d'Aventure	GNGL	Chamina
URL	https://www.terdav.com/lm-ski-de-randonnee-et-freeride-859	https://www.gngl.com/	http://www.chamina-voyages.com/randonnees-hiver
Phone	+33 1 53 73 76 85 Caroline Laurent	+33 (0) 1 40 46 05 14 Dominique Albouy	Fabrice Weber
Mass or Niche	Niche	Niche	Niche
Description	Ski Rando Ski de Font Ski Nordique	Ski Rando Ski de Font Ski Nordique	Randonnée ski nordique
Season	Winter spring (All year for other activities)	Tout saison Northern destinations and southern hemisphere	All year
Target Market	Groupes, wants to develop FIT	Sporty people between 30-60 years to Spitzbergen, Norway more confort larger profile mostly GIR	
Level of Experience	level 3 in Norway	level 3 in Norway	
Themed Tours	Ski and sail	Ski and sail	Culture, winter, Pilegrimage, CE and Associations, recurrent hikes, new years travels
Destinations	France, Italiy, Norway		
Standard or Customized			
Custom	yes	Yes	Yes
Packaging	Full package with guides and full pension	Full package with guides and full pension	
Prices	Reasonable to expensive		
Additional Activities	Yes ,Sow shoe, dog sledding, Hiking, bikikng, cruises, kayak, snorklin		Hiking, biking, Trail ,dogsledding wellness/spa,
Norway?	Yes + Spitzbergen	Yes + Spitzbergen	Yes Fjord Norway, Lofioten and Vesterålen , Cap Nord, Oslo Bergen
Sustainability Focus	Yes!member of Agir pour un Tourisme Responsable (ATR).	Founder and member of ATR (Agir pour un Tourisme Responsable), certified for Responsible tourism by l'AFNOR Certification since Déc 2009.	
Safety Focus? (Avalanche)	yes	yes	
Online Bookings	yes	yes teaser	
Brochures	yes	yes	
Potential for Norway	Wishes to further develop FIT ski products and group trips		
Comments	Terre d'Avebnture is a brand in the Groupe Voyageurs du Monde.Collaborating with GNGL on production	GNGL is a brand in the Groupe Voyageurs du Monde.Collaborating with Terre d'Aventure for production	

6. References & data – Tour Operators

Name of Company+D1A1:D21	Visages Terre du Syd	Ski-rando.fr et Alta-Via	Grand Angle
URL	https://bit.ly/2rvihsk	http://www.ski-rando.fr/	http://www.grandangle.fr/
Phone	Mazet Philippe 04 92 45 18 05	+33 458 00 17 11	
Mass or Niche	Niche rando all year	Niche	Niche / All public
Description	Ski rando	Alta- Via Association registrered in Atout France Ski Rando	Only cross country and mountain ski
Season	All year	Winter, but Alta-Via all year	All Year
Target Market	People interested in randonnée all ages , family	Families, groups and individuals from niveau 1 to 4 meaning moderate to sportive people	All ages, Asso, clubs, CE, Families, Seniors..
Level of Experience	Level 4 for ski rando in Norway	level 1 to 4	all levels
Themed Tours			Yes nature, culture, sport, relaxation and encounters ;
Destinations	For ski rando: Monténégro, Arménie, Slovénie, Iran, Maroc : les 4000 de l'Atlas à ski de rando, Europe	Customized	All continents, see here for details: http://www.grandangle.fr/destinations/
Standard or Customized	Paquages with option and supplements	Both	Both
Custom	Yes	Yes for smaller groups	Yes
Packaging	Full paquage with flights	Activities inclusive of guide	Yes
Prices	Resonable		Resonable ++ (taylor made)
Additional Activities	All types of hikinng and trekking, snowshoes and bike	Alpinisme , climbing, hiking	hiking and trekking with or without guides, biking with or without guide, Cross country skiing, Snowshoeing, kajak and canooing,
Norway?	Yes Alpes de Lyngen	No	
Sustainability Focus	Not especially mentioned on their site	Yes	YES. MEMBER OF " Agir pour un Tourisme Responsable". AND labelled European charter for sustainable tourism in protected areas
Safety Focus? (Avalanche)	Insurance	Yes	
Online Bookings	Yes	Yes	
Brochures	Yes	no	yes
Potential for Norway	Yes in other areas?	...	Yes but not for Ski Touring

6. References & data – Tour Operators

Name of Company	Paulo Grobel	Tarentaise Tours	Nomade Aventure
URL	http://www.paulogrobel.com/ski-de-randonnee/	http://www.tarentaise-tours.com/welcome	https://www.nomade-aventure.com/
Phone	+33 (0)4 76 79 99 68	tel:+33457376565	01 46 33 71 71
Mass or Niche	Niche	High end	All public
Description	Mountain guide organizing expeditions and tours.	Tour Operator ad Agency, FIT, groups CE, insentives Events	TO since 1992 created already in 1975 as asso. No 3 in FR on adventure travels, 40 pax work there and 4 agencies Paris, Lyon. Toulouse Marseille
Season	All year	All year	All year
Target Market	High level sportive people but also inition to ski -Rando	FIT , Groups, CE, corporate high end	FIT, groups and Families
Level of Experience	advanced know all types of ski	All levels but rather sporty public	All levels
Themed Tours	Yes cultural alpinisme	Yes	Yes, ex Culture and Civilizations, Immersion, solidarity
Destinations	Alpes (La Grave) in winter, Himalaya and Nepal rest of year	France, Island Russia, Italie and Colorado	Global
Standard or Customized	Customized	Customized	Both
Custom	Yes	Yes	yes
Packaging	No	A la carte and activity packages	Yes
Prices	Resonable, pay the guide	From resanable to high	Resonable
Additional Activities	Alpinisme , hiking /trekking, cultural visits. Courses.	Snowboard, snowshoeing heliski, bobsleigh, multiactivities, events and evenings, Climbing, via Ferrata, Alpinism, whitewater, paragliding	A multitude of activities and rhemes ; https://www.nomade-aventure.com/cartographie/destination#themes
Norway?	No	No	Yes Oslo, Fjords Norway Northern Norway and Spitzberg
Sustainability Focus	Yes , in the learning program, how to leave no traces and how to respect nature.	? Does Heliskiing... No sustainability focus on their website	YES MEMBER OF " Agir pour un Tourisme Responsable ATR are about to be certified Ecocert Sustainability, respect for the people and cultures are the heart values of this TO's around which the trips are taylored
Safety Focus? (Avalanche)	Yes , ANENA memeber(Association Nationale pour l'Étude de la Neige et des Avalanches, courses	Multisport Insurance	Yes , general security for their passangers communicated on their website, not specially avalanches
Online Bookings	Yes, inscription		Yes
Brochures	No		No
Potential for Norway	little potential and if, only for few people with their guide.	Could be ! has travels to Italy, Island, Russia and Colorado , Intereseting TO/TA	Yes but maybe not for ski touring,, Other labels in Voyaheurs du monde will do that activity: Allibert or GNGL ..
Comments	Could be a good voice for Norway, if ever invited to experience there, he has his own blog.		Cross country skiing and snowshoeing , not Ski Touring.

6. References & data – Tour Operators

Name of Company	AZIMUT	La Compagnie de guides de Chamonix
URL	https://azimut.ski/	http://www.chamonix-guides.com/
Phone	+33 (0)4 92 23 07 24	00 (33) 450 530 088
Mass or Niche	Niche	Mass
Description	Independent TA/TO situated in Briancon France, makes their own travels, high quality service	Founded in 1821, 1st and biggest guide company in the world, over 240 independent guides. Working in the alpes and mountains all over the world.
Season	All year	All year
Target Market	For passionate mounteneers and skiers	All public
Level of Experience	All levels	All levels
Themed Tours		yes
Destinations	France, Italie, Austria,Switzerland Norway, Iceland, Georgia,	1 trip Nepal (Alpinisme) , 1 Ski Rando Iceland, 1 Ski Rando Chile, Iceland, Switzerland Italie
Standard or Customized	Programs are adapted after the weather conditions	
Custom	Yes	Customized Ad Hoc ?
Packaging	Package on location all included, air ticket not included	Package on location all included, air ticket not included
Prices	High	High
Additional Activities	Freeride/Heliski, Alpinisme, Mountainbike, via Ferrata	Multitude of summer and winter activities: Winter: Off pist skiing, heliski, snowshoeing, snowboard, winter climbing
Norway?	Yes, ski and sail Lyngen, Ski rando Lofoten	No
Sustainability Focus	Not in any visible way, not communicated	Yes , have some activities around the theme: http://www.chamonix-seminaires.com/91-nos-activites-eco-responsables-.htm
Safety Focus? (Avalanche)	Yes, are offering courses in Avalanche security and security and the guides decisions is explained here https://azimut.ski/pages/les-choix-et-les-decisions-de-nos-guides	Yes ! Security is underlying all their activities.
Online Bookings	yes	yes
Brochures		
Potential for Norway	Should be as they already have 2 products Lyngen and Lofoten, why not Fjord Region?	Constituated groups?Maybe ad-hoc travels?
Comments	Interesting to follow up	

6. References & data – Ski websites and forums

Skiing Website / Forum	Community Touring Club	Ski Alpinisme	Skitour (Forum)
URL	http://communitytouringclub.com/	http://www.ski-alpinisme.com/definition.php	http://www.skitour.fr/
Contact	http://communitytouringclub.com/contact/	Olivier Mansiot - National Technical Advisor for FFME in charge of ski mountaineering	-
Phone		Tel : 06 76 41 47 62 / e-mail : o.mansiot@ffme.fr	
Target	Open ecosystem of hikers, free-hikers, ski-runners, shops, brands, resorts, mountain pros	The official website for ski-mountaineering competition	Beginner, unscrambled or confirmed, a competitor, skipper or freeskier
Interest Area	Ski Touring	Ski-mountaineering competition	100 % ski touring
Followers/Likes	85 000 UV		
Selling Tours	No	No	No
Themed Content	CTC is a community program that blew its first candle in September 2014! Which material to choose? Where to practice? With whom ? How? CTC humbly offers answers to all these questions and seeks to create virtuous circles among all those involved in all forms of ski touring.	The official website for ski-mountaineering competition	Site entirely dedicated to ski touring. Whether you are a beginner, an unscrambled or a confirmed, a competitor, skipper or freeskier you will find on skitour a space to exchange, to inform you about the snow conditions, to choose your equipment, to organize your next outing or your next trip, share your experience or just dream. Skitour, it's you, make it live!
TO Aligned	No	No	No
Key Personalities	Gino Decisier & Guillaume Desmurs with Kilian Jornet, Enak Gavaggio, Cédric Pugin	No	No
Advertising Cost	No	No	No
Creative Ad Formats	No	No	No
Social Media Platforms	FB, Twitter and Instagram	https://www.facebook.com/ski-alpinisme-france/	https://www.facebook.com/skitourfr/
Event	Big Up&Down		
Event Website	http://communitytouringclub.com/big-up-down-concept/		
Potential for Norway			
Comments			

6. References & data – Ski websites and forums

Skiing Website / Forum	Outdoor Expert Forum	Camptocamp.org
URL	https://www.outdoorexperthforum.org/	https://www.camptocamp.org/
Contact	contact@outdoorexperthforum.org	https://www.camptocamp.org/articles/106727/en/contact-us
Phone	06 79 28 52 70	
Target	Recognized since 2002 as the leading French outdoor industry publication by key opinion leaders and decision makers, Outdoor Experts provides an outlook across all aspects of the industry	Mountain sports community : ski touring, mountain climbing, rock climbing, ice climbing, hiking, snowshoeing, paragliding, mountain biking, via ferrata, slacklining
Interest Area	Sports nature	Mountain sports
Followers/Likes		
Selling Tours	No	No
Themed Content	market trends, brand and equipment, manufacturer news, outdoor retail news, changes in how people play in the outdoor, tourism strategies, event organizing	Camptocamp.org aims to facilitate information sharing between mountain addicts and contribute to the safety of mountain activities. Topo guide, forum, articles
TO Aligned	No	No
Key Personalities	No	No
Advertising Cost	No	No
Creative Ad Formats	No	No
Social Media Platforms	https://www.outdoorexperthforum.org/blog	https://www.facebook.com/camptocamp.org/
Event		
Event Website		
Potential for Norway		
Comments		

6. References & data – Ski Magazines

Magazines	Ski Rando Magazine	Montagnes Magazine	Ski Magazine
Contact	Sylvio Egea	Fred Labreux	Mathieu Ros Médina
Mail	redaction@skirandomag.com	fred.l@montagnes-magazine.com	mathieu@skimagazine.fr
Tel	+ 33 (0)6 89 40 09 47		+33 (0)6 24 21 21 85
Tourism Focus	The magazine dedicated to ski touring and splitboard. Reports about ski touring in France or abroad, ski touring material tests etc..	100% mountain magazine multi activities: hiking, mountaineering, climbing, ski touring, trail, via ferrata	The Leader Magazine of the Grand Ski Matter tests, freeride and freerando trips, ski resorts and ski trips, events, etc.
Target	Freeriders	Adults, CSP +, hyper-practicing, hyper-consumers, multidisciplinary (5 activities on average) of all categories: contemplative, family or more sporty (professionals or amateurs). Men 30-45 years	For skiers who have the means to live their passion to the full, from large European estates to luxurious lodges with skis or helicopters. Skiing is a passion and a way of life: firewood, good food, beautiful skis, spa, cocktail, our readers seek above all pleasure and freedom, without hindrance. 80% men 30-50 years
Distribution	Kiosk and subscriptions - France	kiosk and subscriptions - France	kiosk and subscriptions - France
Publish Frequency	4 issues/year	14 issues/year	5 issues/year
Lifetime	Issue 31- Feb/March/April 2018	For over 35 years the leading brand, known and recognized by the mountain community	
Website / URL	- http://www.skirandomag.com/	http://www.montagnes-magazine.com/	- http://www.skimagazine.fr/
Advertising Cost A4 side	2 000 EUR	4 900 EUR	4 400 EUR
Circulation	35 000	45 000	41 000
Potential for Norway	Yes	Yes	Yes
Comments			

6. References & data – Ski Magazines

Magazines	Skieur Magazine	Snowboard Magazine	Ski Chrono du Dauphiné Libéré
Contact	Mathieu Raynaud	Mathieu Ros Médina	Laurent Davier
Mail	mathieu.raynaud@skieur.com	mathieu@skimagazine.fr	
Tel	+33 (0)4 76 70 54 11	+33 (0)6 24 21 21 85	
Tourism Focus	The ski reference in all its forms (track, freeride, freerando, racing, freestyle). All the variants of freestyle racing with a focus on freeskiing.	The historic title of snowboarding in France (1992). An editorial approach based on openness and accessibility to speak both to the newcomer and the expert while showing the essence of sport: the pleasure of a rider	The magazine of the ski competition in all its forms. Alpine, Nordic, biathlon or freestyle, it immerses himself every month in the news and behind the scenes of the competition. With the intervention of champions, journalists specialized in each discipline and experts, it is the essential meeting for enthusiasts
Target	Global ski media for both skiers passionate and demanding in search of the latest news, and more casual skiers looking for advice to progress and choose equipments. 85% Men 25-45 years	Snowriders - 87% Men 25-45 year	
Distribution	kiosk and subscriptions	kiosk and subscriptions	
Publish Frequency	Every 2 months - 8 issues/year		5 issues per year
Lifetime	Issue 138 - Januar/Februar 2018	Created in 1993	Since 2006
Website / URL	http://www.skieur.com/	http://www.snowsurf.com/	http://www.ledauphine.com/skicrono
Advertising Cost A4 side	4 000 EUR	3 700 EUR	
Circulation	41 000	25 000	
Potential for Norway	Yes	Yes	
Comments			

6. References & data – Ski Magazines

Magazines	Wider	Outdoor Go !	30 degrés magazine
Contact	Sylvain Bazin	Christophe Delaporte	Christian Bugnon
Mail	sybazin@gmail.com	redaction@outdoorgo.com	christian.bugnon@cbcommunication.com
Tel	+33(0)4 76 70 92 86		+41 79 204 37 90
Tourism Focus	Outdoor magazine multi activities: aventure, trail, kayak, ski, snowboard, rando, trek, VTT, sail	Thematic approaches, targeting the different outdoor activities, escapes proposed in France and / or abroad	In June 2002, sports and leisure joined forces in a single magazine: 30°. Published in French and German, as well as in English, since November 2012 for special editions, 30° has positioned itself as a provider of excitement.
Target	High-end sports-oriented 100% nature. Active, urban, sporty / 85% Men 30-45 years	Hyper-practicing, hyper-consumers, multidisciplinary of all categories: contemplative, family or more sporty (professionals or amateurs)	Urban, active consumers engaged in sports, recreational activities and travel. Two-thirds (67%) of 30° readers are in the 26–45 age bracket! 25'831 men and 22'004 women read 30° regularly. Men 54%, Women 46%
Distribution	kiosk and subscriptions	Kiosk in France	Kiosk and subscriptions - France, Switzerland
Publish Frequency	5 issues per year	5 issues per year	9 annual issues (5 national editions + 4 special issues)
Lifetime		Created in February 2017	Since 2002
Website / URL	http://www.widermag.com/	http://www.outdoorgo.com/	http://www.30degres.ch/
Advertising Cost A4 side	5 400 EUR	4 500 EUR	8 000 EUR
Circulation	50 000	60 000	47 835
Potential for Norway	Yes	Yes	Yes
Comments			

6. References & data – Ski Magazines

Magazines	Geo Aventure (Hors Série GEO)	Respyr
Contact	Eric Meyer	Olivier Domecq-Cazaux
Mail	emeyer@prismamedia.com	v.o@respyr.com
Tel		+33 (0)5 62 26 14 88
Tourism Focus	Recognized as an expert in the field of image and travel, GEO comes in a special Adventure Series and sets out to conquer readers eager to explore the world. Adventurous reports and spectacular photographs.	Hiking, mountain biking, trail running, climbing, skiing, ski touring, freeriding, mountaineering ... RESPYR dissects all the passions under the prism of accessibility and discovery
Target	GEO Adventure is a spokesperson for a community of modern adventurers where freedom, sharing, adrenaline and a pioneering spirit are key words.	Active, CSP +, Men 25-35 years. Wide readership : hikers, skiers, snowboarders, climbers, mountain bikers, mountaineers ...
Distribution	Kiosk and subscriptions - France	Kiosk and subscriptions - France
Publish Frequency	2 annual issues Hors Série	5 annual issues
Lifetime	New! Since 2017	Since 2002
Website / URL	https://www.geo.fr/en-kiosque/geo-aventure-le-nouveau-ne-de-la-famille-geo-174506	www.respyr.fr/
Advertising Cost A4 side	12 800 EUR	2 600 EUR
Circulation	7 000	8 000
Potential for Norway	Yes	Yes
Comments		

6. References & data – Ski Organizations

Federations, associations & clubs	Fédération Française des Clubs Alpins et de Montagnes	Fédération Française de la Montagne et de l'Escalade FFME	Ecole de ski Français ESF
URL	http://www.ffcam.fr/	http://www.ffme.fr/	https://www.esf.net/
Contact	Eva Poulichet (Directrice) / Niels Martin (Com)	M. Mansiot tel 00 33 (0)6 76 41 47 62	-
Phone	01 53 72 87 52 / 06 30 92 11 54	+33 (0)1 40 18 75 50 (Charlie)	
Members	95,000 licenses (38% women) in 385 clubs and 52 territorial committees throughout France	96 759 licenses / from 10 000 to 20 000 licenses in Ski Rando in 15 years	Est. 1945. 17,000 instructors in 250 offices. Ecole du Ski Français is the largest ski school in the world, with 2,000,000 pupils taking 800,000 tests every year.
Target	Contributes to the training and safety of mountain users, to regional planning and the protection of the natural environment, to the development and transmission of a mountain culture.	Founded in 1945, the FFME promotes and develops six sports activities in France: Climbing, Mountaineering, Canyoning, Mountain Hiking, Snowshoeing and Ski Mountaineering.	ESF offer Ski Touring lessons in all of our resorts in France. Book with a qualified ESF instructor and guide to experience the freedom today.
Characteristics	Multi-sports Federation, the French Federation of Alpine and Mountain Clubs offers various activities to practice in the mountains: mountaineering, hiking, climbing, mountain skiing, snowshoeing, air sports, mountain biking, canyoning, caving, etc.	The FFME is the delegated federation for Ski Mountaineering since 1997. Develops and manages training, represents practitioners for the institutions or local communities. The FFME is responsible for informing the public, developing rules of practice, competition rules and registering events on the official national calendar.	https://www.esf.net/nos-offres-classiques/hors-piste
Annual Events	Organizes popular gatherings for initiation or improvement, in climbing, skialpinism, dry-tooling and ice climbing.		https://www.esf.net/evenements
Magazine	La Montagne & Alpinisme / Montagne Infos	http://grandevoix.fr/	Traces Webzine http://traces.esf.net/
		http://www.ffme.fr/uploads/federation/documents/2016-chiffres-cles.pdf	

6. References & data – Ski Organizations

Federations, associations & clubs	France Montagnes	Sports Gouv.fr	Fédération Française de Ski FFS
URL	https://www.france-montagnes.com/	http://www.sports.gouv.fr/presse/article/Lancement-de-la-campagne-nationale-de-prevention-des-accidents-en-montagne-Pour-que-la-montagne-reste-un-plaisir	http://www.ffs.fr/
Contact	info@france-montagnes.com	-	Président commission ski touring DEJAX CHRISTIAN
Phone	Association Ski France Montagnes Alpespace, 24, voie Saint Exupéry 73800 FRANCIN		http://www.ffs.fr/contact
Members			1000 clubs affiliated to the FFS in France (155 clubs for ski touring) 130,000 members: 48,000 licenses "competitor" 82,000 licenses "leisure"
Target	France Montagnes is an association that brings together the major players in the mountain tourism industry of France. The objective of France Montagnes is to promote the mountains of France on a national and international level.		Est. 1924, FFS is dedicated to the practice and the development of skiing in France, it gathers all the ski clubs of France and organizes competitions on its territory. FFS promotes the ski in all its form, which include ski touring.
Characteristics		http://www.preventionhiver.sports.gouv.fr/IMG/pdf/labaseskiderandolow.pdf	-
Annual Events	Skiing into Spring http://www.skiingintospring.com/		
Magazine	https://www.france-montagnes.com/webzine		
TO Affiliate	https://www.ski-express.com/		

6. References & data – Ski Festivals and Events

Festivals	Big Up & Down	European Outdoor Film Tour	Nuit de la Glisse
URL	http://communitytouringclub.com/big-up-down-concept/	https://www.eoft.eu/fr/	https://nuitdelaglisser.com/
Concept	<p>The event that brings together all the practices and all the practitioners of the universe "ski touring".</p> <p>The Big uP & Down is a unifying event, open to all hikers (beginners or experts) and brings together all new ways of practicing.</p> <p>There will be something for all tastes and all ages, so come take part in one of the events, animations or supervised experiences of the Big uP & Down 2018.</p>	<p>One evening - Seven films - The Best outdoor and adventure films of the year The most renowned film event on the European outdoor calendar: The European Outdoor Film Tour is heading to more than 300 venues in 14 countries showing inspirational protagonists with an heartfelt passion for adventure and the great outdoors. Throughout the programmes of the last 15 years, we've followed one principle: We need no actors, no blue screen, no second takes. Only true adventure. THIS IS REAL.</p> <p>No script, no actors, no special effects</p>	<p>Just one year after the release of Don't Crack Under Pressure - Season 2, Thierry Donard brings us the final part of his trilogy. The culmination of a saga in which friendship and sharing reach their highest heights. La Nuit de la Glisse is entering a new era, exploring new disciplines, documenting the passing on of values between two generations of riders, the ultimate homage to athletes that have left their mark on their sports through their achievements. Goodbyes for some, picking up the relay for others.</p>
Where	Les Arcs (French Alps)	The European Outdoor Film Tour is heading to more than 300 venues in 14 countries	France, Switzerland, Italia, Germany, UK, Sweden, Austria
When	February	December	November
Interest Area	Only Ski Touring	The most renowned film event on the European outdoor calendar, showing inspirational protagonists with an heartfelt passion for adventure and the great outdoors.	The world of boardsports

6. References & data – Ski Festivals and Events

Festivals	Montagnes en scène	International Freeride Festival Tarbes
URL	http://www.montagne-en-scene.com/	http://www.festival-freeride.com/
Concept	<p>Mountains on Stage - After an opening show in Paris, Mountains on Stage will take the road across Europe. The aim of the festival is to showcase adventures, both human and challenging, personal and collective, reachable and extreme, right next to you and on the other side of the world.</p> <p>to experience the happiness of being in the mountains, through exceptional films!</p>	<p>With an ever-growing creativity from filmmakers around the globe and the evident lack of exposure given in Europe, ski/snowboard films deserved a fitting cultural and artistic event of their own. Over these 13 years, our festival has progressively filled this space, encouraging riders, filmmakers and spectators to follow their dreams. The festival has become an essential event in the Pyrenean Winter sports scene, thanks to the quality and diversity of the films presented each year, with a rich variety of footage and stories from all over the world.</p>
Where	40 cities in Europe: France, UK, Belgium, Switzerland, Luxembourg	Tarbes (Southwestern France)
When	March	November
Interest Area	Mountains on Stage	The International Free Ride Film Festival has been built around a strong goal: to give recognition to the artistic aspects of snowboard/ski films and to make them available for a wider audience.

Ski Touring Tourism in D, A, CH

Foto: Bård Basberg / Loen Skylift

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1. Executive Summary

In the first quarter of 2018, Innovation Norway in Hamburg conducted a market research project targeting tour operators from the German speaking countries D, A, CH (no French speaking).

The goal of the project was to acquire more knowledge about ski touring in the German, Austrian and Swiss market. This included research on tour operators, relevant print and online media, websites/forums/blogs, ski clubs, mountain guides, mountain schools, associations and festivals/events. The task was divided into two parts: Internet research and telephone interviews. During the Internet based research phase, we gathered information about the aspects mentioned above. After we had defined tour operators, we selected eight and conducted telephone interviews with them. *It should be noted that we could have interviewed more, however due to a tight project schedule and due to it being high season for ski tour operators, not all operators could be interviewed.*

The demand for ski touring trips are increasing, partly largely, over the past few years with a bulk of those traveling abroad to go ski touring do so through alpine clubs or mountain guide schools. For *German tourists in general value for money is important. German ski touring tourists are not as price sensitive, as organized ski touring trips do fall in the higher priced category. They want to experience nature, the perfect view from the top and enjoy powder snow on the descent while drawing a line. Norway is seen as a great, unique place for a combination of ocean and ski experience.* The different landscape from the Alps is an important plus for choosing Norway for ski touring trips. Weather and snow conditions are also important.

Throughout this project, we observed Norway and here especially the region Lyngen Alpes, Lofoten and Sunnmørsalpene/Hjørundfjord to be well-established ski touring destinations. The destination's reputation is that of a very "serious" place to do ski touring. The diversity of experiences that Norway offer additionally to ski touring, do not seem to affect the awareness and importance of Norway as being an attractive ski touring destination.

2. Introduction & Methodology

This knowledge transfer project was conducted by Innovation Norway's office in Hamburg. The project's target audience was tour operators in Germany, Austria and Switzerland offering ski touring trips.

The project was conducted in two phases:

Phase 1 was done through research on the internet and on the basis of existing knowledge. The following sections were mapped out in phase 1:

- Tour operators who offer ski touring trips
- The most important websites/forums dealing with ski and ski touring tourism
- Ski magazines (print and online)
- Ski clubs and special interest organizations
- Other relevant content sites/organizations/festivals

It should also be noted that because of the substantial overlap between German and Austrian tour operators, and partly also Swiss tour operators, operators also service clients in one or the other Alp countries seamlessly. Swiss operators seem preferably serve their home market.

Phase 2 consisted of conducting telephone interviews. We spoke to eight different tour operators, all of whom currently sell Norway as a ski touring destination.

The interviews were conducted between March and April of 2018.

As a result of the telephone interviews and this report, we hope the reader will get a better understanding and knowledge about the German speaking ski touring tourism market from a tour operator's perspective as well as from research findings. This includes a better perception of target audience, understanding of success factors for suppliers, an awareness of what countries top the charts when it comes to ski touring destinations, and a sense of what criteria needs to be met in order for a country or region to succeed as a ski touring destination.

3. Research on the Internet: Phase 1

The first phase was Internet based where we answered a number of already identified questions within the topics mentioned in the introduction:

- Tour operators who offer ski touring trips
- The most important websites/forums dealing with ski touring and ski touring tourism
- Ski magazines (incl. ski touring and free riding)
- Ski clubs/mountain clubs and special interest ski touring/ski mountaineering organizations
- Other important ski touring related sites/festivals/events/blogs/apps

3.01 Tour Operators:

We identified several German, Austrian and Swiss tour operators, and mountain schools offering ski touring trips. We reserve ourselves from having found all providers of ski touring trips, since quite a number of providers are small businesses or private guides who offer ski touring tours to private groups and individuals. We looked at their target audience, what types of ski touring trips each operator is offering, if they have a sustainable focus, if they focus on safety, if they offer trips to Norway, and if they are of interest to Norwegian suppliers.

3.02 Websites/Forums:

We identified plenty of websites with focus on ski touring or other ski related pages. We looked at their target audience, what their websites are about, if they are using social media, and advertising opportunities.

3.03 Magazines:

We identified several skiing related magazines as well as some ski touring special interest magazines. We looked at their target audiences, how the magazines are distributed, and costs to advertise.

3.04 Ski/Alpine Clubs, Ski touring/mountaineering associations:

We identified different alpine/mountain clubs/schools or associations and looked specifically at membership numbers, target audience, if they are organizing annual events/trips, and if they have a membership magazine.

3.05 Festivals/events/blogs/fairs/apps and more

We identified different festivals (sometimes called “festivals”) where ski touring and freeriding workshops, lectures, trainings and equipment tests are carried out. Blogs are often found at outfitters homepages, and some apps can help to make ski touring easier and safer for the skiers and riders.

The results of this phase 1 research can be found at the end of the report, see 6 references & data.

4. In-Depth Telephone Interview: Phase 2

In the first phase we identified a number of tour operators that offer ski touring trips. In-depth interviews were conducted with eight of them. We aimed for having a mix of operators both selling Norway in their programs and operators not selling Norway, but on the way found out that almost all of the tour operators that sell ski touring trips abroad do offer trips to Norway. That way all interviewed operators do currently sell Norway. We also hoped to get an interview with one of the private mountain guides offering ski touring trips, but we could not reach out to these.

4.01 Offering of Trips to Norway

All of the tour operators interviewed currently sell Norway, and many of them already for several years (up to 10 years). A number of them even started their program of ski touring trips abroad with trips to Norway. Other destinations followed afterwards. Demand of ski touring trips to Norway are increasing over the last years, some of the tour operators even stated a heavily increasing demand. In general Norway is seen as a great destination for ski touring because of their special natural conditions meaning the combination of ocean/fjord with the possibility on ski touring. Some aspects of a ski touring holiday are identified as very expensive in Norway, e.g. local mountain guides, especially when compared to the available mountain guides in the Alps. Some tour operators described ski touring in Norway as perceived as “intermediate/moderate” which makes the destination feasible to visit with own mountain guides instead of having to book local Norwegian guides. A focus of almost all of the tour operators lies in the offering of ski touring trips to Northern Norway and as a combination of ski and boat (or sail). After the top destinations Lyngen region and Lofoten, the Sunnmørsalpene/Hjørundfjord and the region Svalbard/Spitsbergen are offered the second most.

4.02 Presence in Other Markets

All tour operators had no offices other than in their own market.

4.03 Demand& Market size

All interviewed tour operators described the ski touring tourism industry in general and to Norway as “increasing” or “largely increasing” over the past years. Operators spoke of a special niche market. Some of them started offering ski touring trips to Norway 10 years ago – as their first ski touring trips

abroad – and experienced a boom. Now this boom shows a slight downswing in increase. One tour operator stated that he does not see a high-volume increase for Norway (Scandinavia) in the future, rather do customers who have been ski touring in Norway look for a new destination.

Two operators describe a high or even increasing competition through individual mountain guides who take private groups to Norway. In Switzerland this privately organized travel form is assumed to be over 50% of the ski touring trip volume to Norway.

Tour operators define the ski touring travel market size as niche with the target group being 35-55 of age and experienced skiers.

Individual bookings dominate group bookings. Individual travelers can be singles as well as one partner of a couple. Groups are mainly friends or travelling clubs. Incentive bookings are less often. Just one operator mentioned these to happen often and two others reported incentive bookings to happen sometimes.

Referring to other sources the size of the ski touring market in general can be described with the following numbers: in Germany around 300.000 go on ski tours, in Austria 500.000 (see ÖSV and skimo.at) and in Switzerland 250.000 to 300.000 are supposed to go on ski tours (see. skitourenguru.ch). That sums up to more than 1 mill ski mountaineers.

According to a German winter sports survey (“Wintersports 2018”, Stiftung Ski) do Germans have an above-average income. Ski touring is the 5th popular winter sport after ski alpine, winter hiking, sledging and back-country skiing, and then followed by snowboarding and snow shoeing. When going on winter sports holiday the Germans prefer to travel in Germany (63%) followed by Austria (43%) as destination. 77% choose the car to get there. The choice of winter sports is depending on income, professional and life situation. Ski touring has mainly regional and day tourist significance.

In Austria the ski touring hype is biggest than ever before (source: press conference 16.1.18 “Wirtschaftswunder Tourenskisport”). Younger multisport athletes have replaced the quirky outsider in Knickebocker. Ski touring seen as fitness training on skis expands summer mountain sports like hiking, mountain biking, and climbing. The boundaries between winter and summer disappear because the target group demand season expanding sports. Ski mountaineers are good linked groups and it even is a social factor to be “in” in some hot spot areas. Women as well as kids and adolescents get more enthusiastic about the ski touring sport. The equipment industry is booming and sales have increased heavily in season 16/17. More and more of the ski mountaineers use ski runs to ascend, especially when there is little snow and for first ski tours. Rules for ski mountaineer on ski runs are established to prevent conflict. Some ski areas have set up routes for ski mountaineers and information boards on how to behave on ski runs. The ski touring boom is expected to flatten in the coming years. The approval as Olympic discipline has been seen as having influenced the economic importance of ski touring.

4.04 Booking Behavior and Length of Stay

Most tour operators surveyed agreed that the typical length of a ski touring trip to Norway is 8 days. Tours to other far away destinations can be longer. Bookings are made at different stages between one year and 1-2 weeks ahead of the trip. One mentioned an increasing trend to last-minute-bookings, meaning 4-6 weeks ahead of the trip. Two others reported on main bookings between October and December, which also corresponds with the time of the year where catalogues programs are being distributed. Very short-term bookings seem to result in bad snow conditions at home/in the Alps.

Most tour operators agreed that the largest part of their business comes from individual/single bookings. Group bookings occur sometimes, mainly composed of friends. Teams/clubs traveling together are not as often mentioned, and colleagues and families even less.

4.05 Accommodations

Most of the tour operators surveyed reported that their clients prefer staying in hotels or guesthouses. Comfort, coziness, warm double or single rooms are keywords. More than half of the tour operators reported on preferred boat accommodation (ski and boat, ski and sail trips). Four of them said that their customers also accept ordinary but neatly and cozy cabins with self-catering possibilities, local charm is mentioned here. Nearly all operators specified that their clients are looking for comfort at accommodations and that they are willing to pay extra for these accommodations.

Regarding accommodation needs the operators mentioned different demands like close location at the sea/at the fjord, proximity to the slopes and a certain comfort. Wifi is assumed to be available normally in accommodations in Norway. One tour operator mentioned details like block house hut, fireplace, sauna, ski shoe heating, ski stall and hosts that understand their ski touring customer needs. Double/single bed bedrooms with “en suite” bathrooms are also mentioned commonly. Another tour operator mentioned the distance from the airport which should be from 45 min to 2,5hours drive.

4.06 Local Food

Half of the tour operators surveyed reported that local food in a destination is very important to their clients who are also highly willing to pay for good local food. Two other tour operators reported on a medium level of importance and willingness to pay for local food. One operator reported that local food is not important for his clients.

4.07 Sustainability

Most of the tour operators interviewed reported no requests from their clients concerning sustainable solutions for their ski touring holiday. Half of them reported they do not know about their clients` willingness to pay for sustainable solutions.

Some of the tour operators themselves do take responsibility for offering flights to destinations. They cooperate with CO2 compensation companies and offer the client to voluntarily pay a CO2-compensation fee for his flight. One operator even includes a compensation fee in every flying ticket they sell on purpose. For each ticket he also pays a part of the fee. Sustainability solutions from local partners in Norway were not mentioned, but generally seen as positive from the tour operators.

4.08 Willingness to Pay (WTP)

When it comes to what clients are willing to pay for, answers of the operators tended to be the same. Some mentioned they cannot define this in detail, as the clients buy standard packages and not single-priced services.

Accommodation

Willingness to pay for higher end accommodations was almost universal across all tour operators.

75% Medium WTP

25% Did not know (or did not want to tell)

Hire Equipment

Getting a clear result on this question was not really possible as all clients bring their own equipment. But if they hire, they hire it at home base and there the WTP is medium. They only hire in Norway in situations where the luggage was lost on flights and not delivered on time.

- 30% Medium WTP
- 30% Low WTP
- 42% Did not know

Local Food

Importance of local food was fairly consistent across the board.

- 42% High WTP
- 28% Medium WTP
- 14% Low WTP
- 14% Did not know

Guiding

Guiding was considered as very important. Most of the operator answered this question from a general point of view, not concerning local Norwegian guides. All tour operators bring their own guides. Norwegian guides were seen to be as very expensive. Two operators stated that a guide speaking their own language is important to the clients. One Swiss operator reported that it is also liked to have the ski guide also functioning as tour guide, so that he travels with the group from home airport all the way.

- 14% High WTP
- 28% Medium WTP
- 14% Low WTP
- 43% Did not know

Luggage Transport Between Destinations

Almost all ski touring trips were operated as base camps with guided day trips. The need for luggage transport was low so far, but if needed the WTP exists.

- 42% Medium WTP
- 14% Low WTP
- 43% Did not know

Planning/Organizing Ski Trips & Adventures

Planning and organizing ski touring trips is rated as important and mostly the work of the tour operators themselves. This is paid accordingly and partial rated generally here. Planning and organization by Norwegian service providers were and is not needed in most cases. Only one of the German operators works with an agency in Norway.

- 14% High WTP
- 28% Medium WTP
- 14% Low WTP
- 43% Did not know

Sustainability / Sustainable Solutions

Here the same rating as for guiding was surveyed. It was difficult for the operators to judge sustainability from the client point of view, since clients do not request on this clearly. The answers were given quite generally from the own perspective of the operator. One tour

operator mentioned that when talking about sustainability you should not fly to Norway for ski touring and rather stay in the Alps.

4.09 Willingness to Pay Extra

Operators reported that clients are willing to pay extra for unique experiences such as traveling by boat. Some might also pay for city sight-seeing on arrival or departure. One reported offering husky sledging as additional activity which clients are willing to pay extra for extra. Three operators reported that the clients are only interested in ski touring and do not wish to do any other activity on the trips. The travel time is short and should be used accordingly.

4.10 Equipment

Seven out of eight tour operators reported that their clients prefer to bring their own equipment. One German operator does see potential to hire skis on site, if the quality is good and this is transparent to the experienced skiers on booking. (Ski mountaineers know about quality equipment, are crazy about it and know all about the different brands.) Ski boots should be excluded from hiring on site, since these own mostly fit the experienced skier perfectly. One Swiss tour operator reported on lots of luggage transport problems with SAS. To avoid these frequent troubles hiring equipment on-site might be a good solution for him, if available.

4.11 Frequency of Travel

Frequency of travelling abroad for ski touring is evaluated evenly between “multiple times per year”, “once a year” and “sometimes” (every 2-4 years). One German tour operator included trips to Austria and Switzerland as trips abroad and therefore stated multiple times per year. It was often said that ski touring tourist that travel abroad do this repeatedly. They like to experience something different and like the challenges of new destinations and mountains. Preferably these destinations differ from their “normal” ski touring routes at home in the Alps.

4.12 Importance of Guides

Ski and mountain guiding is very important for the surveyed tour operators. They all bring their own certified mountain guides to go on ski tours in Norway. It was mentioned that the destinations do offer moderate ski tours in difficulty and information material about possible ski tours are good available. A specialized local guide is therefore not seen as necessary.

Another aspect is also important here, as many of the tour operators themselves are certified mountain guides who founded a mountain sports business. They offer all kind of ski touring packages, going from ski touring training, safety avalanche workshops and ski tours in the Alp region to ski touring trips abroad. Many of them are small businesses who want to share and spread their mountain and nature love. They do seem to have a well-known client base with clients that like to go on tours with their trusted mountain guide - in the Alps or abroad.

However, for all operators surveyed, the professional mountain guides are the essential service element to all travel packages.

4.13 Ski Tourist Bucket List

Northern Europe`s countries Norway, Iceland and Greenland – as partly good established destinations - rank high on the bucket lists according to the tour operators. Longer distance destinations like Canada, Japan, Chile, Morocco, Iran and Caucasus followed with lesser counts. As upcoming and rising

ski touring destination the Balkan countries were stated. The well-established Alps still rank high at one of the tour operators lists.

4.14 Special Needs

Tour operators were mentioning comfortable suitable accommodations as very important. Their clients love to see and experience a different landscape on their ski touring trips and Norway can score high on this with their combination of ocean/fjord view and ski descent. The solitude and the relaxation of Norwegian people adds to this positive judgement of Norway. The Alps on the other hand are almost described as crowded. You have to get up early if you want to go a tour on your own, without many others in the slope.

Individuals that go on ski touring trips can also be one partner of a couple. Groups are often mountain school groups.

Some practical aspects that are also important for the clients: Guaranteed execution of the trips, when reaching minimum number of participants; good and updated communication, ski mountaineers are good interconnected and can “spread news” through mouth to mouth propaganda.

The travel package and programs should be set up so that it allows maximum time spent ski touring

4.15 Success Factors for Ski Tourism Destinations

A number of factors were mentioned as critical to success for a ski touring destination, some of which are natural and unaffected by humans. These are a good climate condition, guarantee of snow, snow quality, weather and stable winter conditions, a spectacular landscape - different from the Alps - and mountains. Last but not least, a variety of ski touring tours.

Affectable facts are a good Infrastructure and good accommodations.

An important fact that three tour operators mentioned is the fact of the destination or mountain area not being “too crowded”.

Another fact is marketing related. It is stated that a lot of advertising is crucial to establish a new destination in ski touring.

4.16 Challenges for Norway as a Ski Touring Tourism Destination

The operators interviewed agreed that Norway is to one or the other extend already known as a ski touring destination. Some of them have Norway in their ski touring program for 10 years already. Northern Norwegian mountains are known as popular ski touring destinations. At times the Northern Norwegian regions already show tendencies of being crowded. Bookings of accommodations are not always available. Booking has to be done fairly early to get a bed slot at the desired accommodation.

Two tour operators were concerned about the prices. One even said he would stop coming if these increase any further.

Stable weather conditions and ski quality are mentioned from one operator as being challenging.

Getting visibility through media coverage is crucial for establishing a new ski touring destination.

4.17 Marketing Channels

All of the operators we spoke to are using mainly the internet and social media to market their trips. Printed skiing or outdoor magazines were used less and newspaper, trade fairs and blogs were used by only one of the operators. Another marketing tool are the tour operators catalogues produced by themselves and distributed to existing customers as well as sent out on request. All rely very much on word of mouth.

Interesting was that two of the tour operators stated that they do not know any of the skiing/ outdoor magazines and that everything on ski touring is online, in the internet and on social media channels. Printed magazines were mentioned as being “the old way”.

4.18 Influential Publications/Bloggers/Social Media Influencers

Influential magazines mentioned included “Alpin”, “Bergsteiger”, “Bergwelten” and the membership magazines of the German, Austrian and Swiss alpine clubs: “DAV Panorama” (D), “Bergauf” (A) and “Die Alpen” (CH).

None of the tour operators could name an influential individual.

5. Conclusions and Recommendations

Ski touring in Germany, Austria and Switzerland is very trendy with a lot of great options to go ski touring in the Alps. About 1 Mill of ski mountaineers are representing the markets D, A, CH. Which proportion of these ski mountaineers are traveling abroad for ski touring reasons is hard to say. Several countries have discovered the tourism potential of ski touring, so number of destinations are increasing. The current “newcomer”-ski touring destination seem to be the Balkans. There is a demand from the German speaking countries to go abroad for ski touring and this is still increasing. For Norway the increase seems to be weaken slightly.

About 10 years ago some tour operators and ski mountain guides already have offered ski touring trips to Norway – one even reported to have conducted his first trip in 1996. Norway’s spectacular landscape with the special combination of ocean view descents and nature views on ascents is defined as one of the key selling points for ski touring trips to Norway. Moderate, not too extreme ski tours, are another advantage, so that mountain guides from the Alps are capable to guide tour groups in Norway on their own. Experiencing privacy on ski tours with little or no other ski mountaineers to meet on the slopes is another advantage that Norway can offer. The mountains are not crowded or hectic like it is experienced in some regions in the Alps.

Ski mountaineers from D, A, CH tend to plan their ski touring trip up to one year in advance. Bad winter or snow conditions in the Alps can easily make up bookings at shorter notice, like in the winter 2016/17. Germans, Austrian and Swiss book rather individually than as a group. Accommodation in hotel or guesthouse is preferred, a certain comfort required. Guesthouses or lodges that are experienced with ski touring guests or are ski mountaineers themselves are likely to have a market advantage, since sharing and communicating is part of the ski touring community.

For self-catering groups cabins or huts with good and comfortable standard, well equipped kitchen, cozy places with double and single bedrooms are demanded. The demand for good local meals is also existing (not so for self-caterers).

Clients expect easy access to the slopes and do like to spend their days mainly with ski touring, since that's what they travel for and travel time is limited. Extra activities are not expected in a standard package, but can be offered as add on. New ski touring products should therefore be created the way that the ski touring is still at the center.

Since Norway, especially Lyngen Alps, the Lofoten and Sunnmørsalpene, seem to be quite established as ski touring destination in D, A, CH clients look out for new destinations. The potential for new destinations in Norway exists. Inland regions with unstable weather conditions or landscapes with no contrast to the Alps will probably not have the same attractiveness as products/regions that are located at the coast or with fjord view on descent.

Norway's long ski season and more reliable snow conditions also seem to put Norway in a good position for further ski touring tourism from the Alp countries.

Ski touring products that can offer rather remote slopes and convey the authentic relaxed Norwegian lifestyle seem to have a good potential.

New ski touring products should be accompanied by publications and articles to meet the tour operators interest and to get into the relevant set of clients. There is evidence that PR and advertising push the demand after new products and therewith establish them.

6. References & Data – Tour Operators Germany

Company name	Hauser Exkursionen	Alpine Welten	DAV Summit Club	Alpinschule Augsburg	Die Bergführer
URL	www.hauser-exkursionen.de	https://www.alpinewelten.com/	www.dav-summit-club.de/	http://www.alpinschule-augsburg.de/	https://www.die-bergfuehrer.de/
Contact	info@hauser-exkursionen.de	info@alpinewelten.com	info@dav-summit-club.de	info@alpinschule-augsburg.de	info@die-bergfuehrer.de
Niche or widerange?	wide range	wide range mountain related	wide range mountain rel.	wide range mountain rel.	wide range mountain rel.
Ski touring activity?	skitouring, freeride training, firn and powder snow descent	skitouring Alps and abroad, ski crossings, freeriding/ heliskiing, ice climbing, snow shoe, expeditions, trainings	ski tours, alpine tours	skitouring training, trips for beginners	avalanche or glacier training, alpine tours/haute routes/ crossings, skitouring, freeride
Main season?	February until May	end of feb/ march/april	feb/march/april, may (Alpes), sept/oct (Chile)	march/april	Jan-March in the Alps, March-May tours abroad
Targetgroup?	groups and individuals (and families)	Single travelers, 20-55 years od, small group travelling	individuals/couples/groups	individuals/groups/couples	individuals/groups/couples, mountain lovers
Scale/levels of difficulty?	In 5 grades: from difficulty I (very easy) to difficulty V (very demanding). Divided in descriptions for way up and descent	difficulty rating (SAC difficulty scale) of mountain tours after: condition, technique/skills, total difficulty, alpine experience, challenge&risk	Two criteria: 1. technique (skills for ascent and descent on tour), 2. condition, both in 5 levels. Sums up in a 1-5 mountains symbol.	short description of requirements in skills and managing the different descents/ ascents.difficulty level symbolized with 1- 5 mountains symbols	2-3 criteria symbolized with 1-5 stars: 1. difficulty, 2. condition, (3. skitechnique).
Ski touring destinations?	A, I, Montenegro, D, J, Georgia, Bulgaria, N, IS, E, Marocco, Turkey, Kirgisistan, Rom., Armenia, Greenland, RU, F, Bolivia	N, IS, Canada, F, Iran, Montenegro, A, CH, I, Georgia, Marocco, Greenland, Chile, Kirgisistan, RU	D, A, CH, I, F, Spain, Kosovo, Chile, Marocco, Iran, Russia, Slovakia, Montenegro, Norway, Bulgaria	D, A, CH, I, F, Chile, Norway, Georgia, Iceland, Greenland, Canada	D, A, N, IS, E, I, Greece, Iran, RU, Marocco, Slowakia
Standard or tailor-made?	standard packages	standard, tailored on request	standard	standard	standard
Possible package?	ski- and mountainguide, flight/bus to destination, accommodation/half or fullboard, transfers, insurance package, gift from BergSpechte, rental equipment	accommodation in shared rooms/HP, guiding and organisation through mountain guide, rental security material, luggage transport	certified mountain- and ski guides, accommodation/ double or shared room, VP or HP full board, transfers, safety equipment,, in Alpes: rental LVS device, sonde, shovel	certified mountain guides (orga and planing), transfers/rental car; often extra: accommodation/half or fullboard, skipass	guiding certified mountain- and skiguides, accommodation/full- or halfboard
Prices on webpage	yes	yes	yes	yes	yes
Other activities?	dogsleding, supporting project hotel, local culture (inuit, japan) Sightseeing	training powder snow skills, avalanche knowledge, tour planning, LVS device	trainings, snoeshoe, climbing,trekking, biking, culture, expeditions, ...	LVS trainings, iceclimbing, winter mountaineering, snowshow	no
Other Norway trips?	yes, summer hiking, family trip , sailing	yes, hiking/trekking, snow shoe, ski&sail, ice dlimbing	yes, hiking, snow shoeing	no	no
Safety focus?	yes	yes, big focus on safety, risk and crisis management	yes	yes, trainings	yes, strong focus on safety and avalanche training
Sustainabilly focus?	yes, "go green", "tour cert", "forum anders reisen"	optional myclimate contribution to climate protection	yes (but no official certification, signet)	no	no
Onlinebooking?	yes	yes	yes	no, only booking request	yes, plus email request
Printed brochure?	yes	no	yes	no	yes, plus online
Interesting for Norway?	yes	yes	yes	ok	yes

6. References & Data – Tour Operators Germany

Company name	Blue Mountain Spirit UG	Mountain Elements GmbH	LUEX - Lineupexplorers	Alpenstieg GmbH	Andis Skitouren Reisen
URL	https://www.bluemountainspirit-bergschule.de	https://www.mountain-elements.com/	https://www.luex.com/	https://www.alpenstieg.com/	https://skitouren.reisen/
Contact	info@bluemountainspirit-bergschule.de	info@mountain-elements.com	T: +49 231 97676994	info@alpenstieg.com	andi@skitouren.reisen
Niche or widerange?	niche	wide range mountain rel.	wide range in surf, ski and snowboard, travel agency	widerange for mountain sports/trips	niche
Ski touring activity?	alpine tour course, haute routes, Safety academy, skitouring courses (for all levels)	skitour testing, crossings/ haute r.; trainings: LVS, avalanche, freeride, skitouring, alpine tour	different terrains and tour possibilities in all kind of regions/heights	classical skitouring, freeriding, courses for beginners and advanced	classical ski touring tours
Main season?	march/april, spring, april -end of may	dec (skitouring opening), feb-april/may	dates not communicated on webpage	march/april	Feb, march, (april)
Targetgroup?	individuals, beginners/ advanced ski mountaineers	individuals/singles, couples, groups	individuals, couples, families, groups all levels	companies, clubs, groups and individuals	individuals/groups
Scale/levels of difficulty?	two criteria: 1. difficulty, 2. condition. Both in 4 levels (easy, medium, demanding, very demanding)	3 criteria 4 levels each: 1. conditional requirements, 2. skiing skills, 3. technical knowledge (ref. LVS and skitouring experience)	3 ability levels "intermediate, advanced, pro", snow conditions rated "dominant terrain type, av.annual snowfall, snowpack, crowd factor and explorer level"	2 criteria: 1. technique/skills in 5 levels, 2. conditon/fitness in 3 levels.	3 criteria: 1 ski technique 2 alpine requirements, 3 condition. 5 levels of difficulty: 1 easy, 2 medium, 3 demanding, 4 difficult, 5. very difficult
Ski touring destinations?	D, A, CH, IS	D, A, I), CH, F, N, Georgia, Greenland, Iran, Marocco	A, CH, I, F, IS, N ,Japan, Canada, USA, Greenland, Chile, Argentina, Bulgaria	D, A, I, CH, F	IS, F/E, Greece, Slovakia, Bulgaria, Iran, Marocco, India
Standard or tailor-made?	standard	standard	standard and tailormade	standard	standard
Possible package?	organisation of tours, mountain guide, accommodation/half board, on D, A, CH tours: Rental equipment for glaciers on demand	flight, guiding of certified mountain-/skiguide, accommodation incl. halfboard , (hire rental equipment), transfers	door to door, transfers, accommodation with half/full board	(certified) mountain guide, accommodation/ half board, transfer	accommodation/half board, transfers, guiding through qualified skitouring guide, insurance, (sometime local mountain guide)
Prices on webpage	yes	yes	yes, day prices	yes	yes
Other activities?	trainings, snowshoe, ice climbing, sightseeing and spa	training avalanche, climbing, guiding, climbing	dog sledging, snow shoe, sea/ski safari, horse sleigh, north. lights photo	snowshoe, climbing, ferratas, hiking/trekking, Alp crossings	sight seeing
Other Norway trips?	no Norway at all	no	yes, summer surf, winter: heli skiing, snowcat	no Norway trips at all	no Norway at all
Safety focus?	yes	yes, standard	yes	yes, trainings	informs about difficulty of tours
Sustainability focus?	no	no	no	no	no
Onlinebooking ?	yes	yes	yes	yes	only online request
Printed brochure?	no	no	no	no	no
Interesting for Norway?	prio 2-3	yes	yes	ok	ok

6. References & Data – Tour Operators Austria

Company name	ASI Reisen	Die Bergspechte (to Hauser Exkursionen)	Yellowsports GmbH/Yellowtravel	Mountain Sports	Islaverde Reisen e.U.
URL	www.asi-reisen.de	www.bergspechte.at	https://www.yellowtravel.net/t	https://www.mountain-sports-zillertal.com/	http://www.islaverde.at/
Contact	info@asi.at	office@bergspechte.at	office@yellowsports.at	info@mountain-sports-zillertal.com	info@islaverde.at
Niche or widerange?	Wide range	wide range alpine tour	Wide range mountain	wide range outdoor/ mountain related	wide range
Ski touring activity?	Skitouring, training packages (basic, advanced, pro) how to go and plan on skitours	classical skitouring, haute route, training courses skitouring/freeriding	winter safety camp, heli skiing, freeriding, Austrian skitouren festival packages	ski crossings, pleasure ski tours, lift-assisted freeride,, skitouring for beginners/pros, heli skiing	Skitouring classical, skitouring expedition
Main season?	feb/march/april/may; Norway march/april	march/april: also tours in dec/jan/feb/may	beginning of januar - end of april	march/april,in Alps Jan-april, Antarctica nov.	feb/march/april/may
Targetgroup?	small groups and individuals	groups, individuals	companies, clubs, groups and individuals	individuals/groups looking for special ski touring trips	individuals, singles, groups, friends, skitouring enthusiasts
Scale/levels of difficulty?	5 symbols of mountainpeaks scale the level of difficulty (1= very easy, 5 =very difficult)	2 criteria with 5 levels each:1 . condition (fitness) and 2 skiing skills (technical)	3 different levels	tour requirements concerning fitness level and description of steepness of mountains/terrain and necessary skiing skills	level of difficulty in requirements and tour descriptions. Summed up as being "medium, challenging, difficult", height of mountains and tour meters
Ski touring destinations?	A, I, N	D, A, I, N, , F, RU, IS, E, Monten., Jap., Georgia, Bulgaria, Maroc., Turkey, Kirgisistan, Romania, Armenia, Greenland, Bolivia	N, I, A, IS, Canada. Kasachstan, Marocco	A, CH, I, N, IS, Chile, Antarctica (new in 2019:Canada , Kamchatka)	Greece, S, F, I, IS, CH, Slovakia, Bulgaria, Rumania, Montenegro, Marocco, Iran, Turkey, India
Standard or tailor-made?	Standard; personal guide on request	standard; tailor-made on request	standard, individual tours also possible after request	standard, tailor made is possible on request	standard
Possible package?	accommodation/half board, rental equipment (mostly incl), avalanche transceiver, -sonde and shovel, training documents, voucher for travel literature and from outfitter, certified ASI mountainguide	mountain guides, accommodation double or multiple bedroom, mostly halfboard, rental equipment (if requested), transfers, often insurance package, flight	week packages:guiding certified mountain guides, accommodation hotels/ mountain cabins incl half board, gift coupon from yellowsports	certified mountain guide, accommodation/full board ,self-catering huts/houses, rental LVS equipment, emergency kit, all transfers/rental cars, activities in program	flight (or bus) to destination, local travel guide, islaverde skitourguide, accommodation full or halfboard, all transfers, insurance
Prices on webpage	yes	yes	yes	yes	yes
Other activities?	power skiing; learning on how to plan and do a skitour	sightseeing, city tours, holiday extension e.g. camel trekking, husky transfer, winterhiking	mountainbike trips	climbing, mountaineering, rafting, canyoning; winter snow shoe, freeriding, trainings	adventure trips, bike trips, hiking and trekking trips, high peaks and mountain tours
Other Norway trips?	hiking, trekking, guided or individual roundtrip, drive&hike, snow shoeing and winter hiking	no	Lyngen biking, Lyngnen bike & sail	no	no norway tours at all
Safety focus?	YES	in equipment list	only through info about certified mountain guides	yes, LVS equipment/glacier or emergendy kit is included in trips, or available for rent	nothing more than beeing able to handle LVS equipment
Sustainability focus?	yes	no	no	no	no
Onlinebooking?	yes	no (online reservation form)	only online reservation	no, but non-binding online travel request	
Printed brochure?	yes	yes	no	no	only pdf download
Interesting for Norway?	very interesting	yes	ok	ok	tbd , not first priority

6. References & Data – Tour Operators Switzerland

Company name	Berg + Tal AG (Alpenschule)	Kobler & Partner	berg-welt ag	Alpenschule Tödi AG
URL	https://www.bergundtal.ch/	https://www.kobler-partner.ch/de	https://www.berg-welt.ch/	www.bergschule.ch
Contact	info@bergundtal.ch	office@kobler-partner.ch	mail@berg-welt.ch	info@bergschule.ch
Niche or widerange?	niche	niche (extreme mountainsport)	niche	wide range
Ski touring activity?	splitboard tours, skitour cruise,ski & sail, trainings courses	classical ski touring, haute routes, ski & Sail, expeditions	classical skitours, haute route/multiday tours, expeditions	trainings, all level skitouring tours, big variety in the Alps
Main season?	feb/march/april/may	classical ski touring, haute routes	feb/march/april	feb-april
Targetgroup?	single and groups of friends	ski touring and expeditions enthusiasts	individuals, groups	people interested in mountain guiding/mountain guided tours, skitouring and freeriding enthusiasts,
Scale/levels of difficulty?	3 criteria: stamina, ski technique and skitour experience (alpine technique), 4 levels: 1 beginner, 2 moderate, 3 athletic, 4 ambitious	SAC scale of difficulties + Kobler Scale with 2 criteria: 1 seriousness, 2 objective danger, each 4 levels: big, medium, moderate, low	detailed program description includes requirements to physical condition and ski technique for ascent and descent	easy, medium, challenging, extreme skitours. 2 criteria: 1. skills/technique, 2. condition/fitness
Ski touring destinations?	CH, N (5 tours), IS, Iran; Japan, Canada, Kirgisistan	CH, I, N (3x tours, one since 1996), IS, RU, F, Canada, Japan, Albania, Chile	Alps, IS, Greenland, N (4 tours)	CH, A, I, F, E, N, Slovakia
Standard or tailor-made?	standard	standard	standard	standard
Possible package?	flights, ski luggage, accommodation hotel/ship, full board (only breakfast in Japan), safety and emergency equipment	organization of trip,flights, transport of ski equipment accommodation half/full board, security material, rental car, certified mountain guide, voucher Bächli shop, tour tea (medicine, cook, local guide), on expeditions additional equipment, tents, pulka, walkie talkie, satellite telephone	experienced mountain guide, flight, myclimate comp. fee, transport equipment/ group material, transfers, accomm/halfboard	certified mountain guide, accommodation hotel/cabins/half board, tour tea, ropes, security-and other group material
Prices on webpage	yes	yes	yes	yes
Other activities?			entrance fees apart from tour programme	trainings: powder/freeride; avalanche courses, basic, skitouring with comfort wellness combination. TOURS: freeriding, all level skitours, haute routes, extreme skitours. pleasure tours, evening skitours, s
Other Norway trips?	Trekking tour with boat to Lofoten, snowshoe tour Lofoten, snowshoe&sail	no	hiking and trekking trips NN, snow shoe trip, ski expeditions/haute routes	snowshoe trekking (under midnight sun or with northern lights)
Safety focus?	yes, all mountain guides with diploma, labelled "Safety in adventures",	yes, client can use the profile check online to find the perfect suitable tour	no, but LVS device/shovel/sonde on standard equipm.	yes, safety is very important
Sustainability focus?	yes, CO2 compensation for all flight/compensation. invest some of their revenue in climate compensation in project "cause we care". Work according high quality standards of Swiss tourism.	no	yes, CO2 compensation is mandatory, 1. TO in CH (won myclimate award)	no
Onlinebooking?	online booking application	no, but online request	yes	yes, online registration
Printed brochure?	yes	no	yes	no
Interesting for Norway?	Yes	yes	yes	yes

6. References & Data – Tour Operators Switzerland

Company name	Mammut Alpine School	grindelwaldSPORTS AG	Engg's Bergtouren	Adagio Alpina
URL	http://alpineschool.mammut.ch/	https://www.grindelwaldsports.ch/de/skitouren.html	http://www.engg.ch/	www.adagio-alpina.ch
Contact	alpineschool@mammut.ch	info@grindelwaldsports.ch	engg@active.ch	info@adagio-alpina.ch
Niche or widerange?	niche	widerange regional TO	very niche	niche
Ski touring activity?	trainings:basic-high alpine, classical skitouring, alpine tours, flexitours (skitouring + freeriding)	Trainings: ski touring, basics-alpine, avalance(basic, update), skitours: Sunday tours	classical skitouring	classical ski touring
Main season?	march/ april	dec-march; summit t.:march-may	Jan-May/focus March-May	april
Targetgroup?	people interested in mountain guiding/mountain guided tours	individual ski touring enthusiasts at all levels	individuals, couples	singles, experienced ski mountaineers
Scale/levels of difficulty?	technique and condition	3 ability levels and 3 physical fitness level: easy (3-4hrs), medium (5-6hrs) , high (7-10 hrs)	requirements for the tour are in program description, no scale	scoring of tour in textform, information on requirements of fitness and skills
Ski touring destinations?	CH, A, CH/ I, Norway (1x new)	CH, I, IS, N (2 tours), Japan	CH, N (6 tours)	N (Sunnmørealpene)
Standard or tailor-made?	standard	standard, tailored on request	standard	one package standard
Possible package?	mountain guides, flight, airport fee, city tour, passage Hurtigruten, rental car, accom./half board, city walk, northern lights centre, tasting, northern light alarm	guiding through mountainguide, accommodation/halfboard (mainly double room), tour tea: for traveling abroad: flights, transfers, rental car	flight, accommodation in cabin, breakfast/night meal, cooked by own cook, lunch package, transfers with rental cars	mountain guides, flight taxis, ski transportation, transfers, rental cars, ferries, tunnel fees, accommodation half board
Prices on webpage	yes	Yes	yes	yes
Other activities?	freeriding, alpin tours, haute route, in Norway: sightseeing, tastings, city walk, museum	freeriding, ski alpin, snowboard, summer trekking	no other activities	climbing and biking in summer
Other Norway trips?	snowshoe tour lofoten, hiking/testtrekking norway/lysefjord (contest, trip can be won)	No	snowshoe tours, hiking trips (Senja, Lofoten, Sunnmøre Alpene)	no
Safety focus?	all IVBV mountain guides , certified on "safety in adventures" (CH)	all UIAGM mountain guides (regular updates); "safety in adventures"	easy tours, no special focus, standard equipment	no
Sustainability focus?	yes, supports "respect your borders"/ mountain wildlife, CO2neutral flights	No	no	no
Onlinebooking?	yes	Yes	no, email/telephone booking	yes
Printed brochure?	yes	No	no	no
Interesting for Norway?	ok	Ok	ok	ok

6. References & Data – Ski magazines Germany

Name	Bergsteiger	DAV Panorama	Alpin - Das Bergmagazin	Ski magazin	snow
URL	http://bergsteiger.de/	https://www.alpenverein.de/DAV-Services/Panorama-Magazin/	http://www.alpin.de	https://www.skimagazin.de/	https://www.snow.de/
Contact	info@bruckmann.de	dav-panoram@alpenverein.de, advertising: hager.heiko@guj.de	Editor print: t. +49 89 893 1600, Online: T. +49 911 216 2138	Director : T+49 (0) 23 54/77 99-0, Ads: +49 (0) 23 54/7799-13	Director : T+49 (0) 23 54/77 99-0, Ads: +49 (0) 23 54/7799-13
Travel section?	yes	yes		yes	yes
Branding of the paper?	THE original of outdoor magazine in the German market- on hiking, mountaineering and alpinism e.g. touring reports, PLUS plenty of tour tips with free GPS data and tour maps.	Biggest alpine and outdoor magazine in Europe. Member-/ club magazine of the world largest Mountaineer-Club. The magazine present the greatest mountaineer destinations in the Alps and worldwide.Safety is also important.	Focus on competence in the mountains - for hikers, climber, skier or mountainbiker. Magazine offers produkt tests, tips on tours and has a good utility for the reader, Reports on dream mountains also. Add on: 30-40 tour tips in every other edition as supplement.	By far the largest German-language ski magazine at the kiosk. Help for skiers in purchasing and destination decisions. Extensive product presentations and tests, worldwide ski resort checks and travel stories, exciting background reports..	Tour- and freeride magazin. SNOW stands for the individual adventure in the snow off the groomed slope. Impressive photos, informative spot guides technology tips.
Targetgroup	mountain enthusiasts and active alpinist. 35-60 years old with good bying power, education above average, and good income. st the magazine reaches long-time regular readers but also a young target group.	Active men (57%) and women (43%) that spend their leisure time in the mountains. Hikers, Mountaineers, climber, trekkers, mountain bikers, bikers, winter sports people	Hikers, mountaineers, active outdoor sportsmen at all ages. Also single, couples, families.	Ambitious skiers and opinion leaders in winter sports who have a high, freely disposable income. From the pleasure driver over the race Affinen to the tour guide. Over 70% male, over 75% age 20-49 years, almost 60% Abitur, university entrance qualification, studies	Male, young to middle age. Individualistic and lifestyle-oriented. Opinion leader in the ski scene, with a keen interest in individual sports.
Distribution	kiosk,subscriptions	kiosk and subscriptions	kiosk/shops, subscriptions	kiosk, subscription	on sale at kiosk, <i>subscription</i>
Publication?	12x per year	6x per year	monthly	6x per year (sept, oct, nov, des, jan, march)	2x per year
Life span	1 month	2 month and longer	1 month	approx. 1month	1-6 months
Advertising cost?	from 2/1 page: 8300€ (420x280mm),to 1/2 page 2430€105x280mm or 210x10mm), 1/3 page and more. Supplements also possible with min. 10000ex, and max 50g (max format 200x270mm) .Special ad format on request.	2/1 page: 43400€ to 1/3 8800€, smaller ads/advertorials/supplements also possible	1/1 page 4c (210x280mm) 5200€ to 1/3 page (69x280mm or 210x93) 1910€	1/1 page 4c ad: 11.798,- €	1/1 page 4c ad: 4.993,- €
Edition run?	37283 (sold edition 22015, 11382 subscriptions)	716376 (sold edition 704781)	36031 (sold edition), 229000 readers	125.648 (IVW checked)	44.086
Which countries?	not stated, but probably also in A	not defined	yes, A, D	not defined, but assumably in D, A and CH	not defined, but assumably in D, A and CH
Of interest for Norway?	yes	yes	yes	ok	yes

6. References & Data – Ski magazines Germany

Name	SkiEXKLUSIV	nordic sports	Ski presse	PRIME SKIING	Bergstolz
URL		https://www.nordicsports.de/	http://ski-presse.de	http://prime-skiing.de/	http://bergstolz.de
Contact	Director : T+49 (0) 23 54/77 99-0, Ads: +49 (0) 23 54/7799-13	Director T: +49 (0) 23 54/77 99-0	info@skipresse.de	info@prime-skiing.de	info@sports-medien.de
Travel section?	yes	yes	yes	destination section	"on tour" section
Branding of the paper?	the magazine for luxury in snow. Lifestyle magazine.	Largest medium in German language in fitness and endurance sports. In addition to cross-country skiing, ski jumping and biathlon, the focus is on the new fitness. Reports also from ski touring and snowshoeing. Event calendar, equipment tests, material and large service section around travel & regions.	first free of charge printed ski magazine for German speaking market with biggest distribution through outdoor/sport shops - once per season. Content: What (products), Where (destinations), who (people), How and When (Service). A second edition is produced in Feb/march and is only distributed online.	freeskiing magazine in all its facets, conveys associated lifestyle. current news, unusual stories Content: Exotic travels and more.e.	It is a Free-Mag. In winter it focuses on freeriders, tour and ski mountaineering. In summer it only focuses on mountainbiking, freeriding and the best trails of the Alpes.
Target group	Luxury and lifestyle oriented winter athletes, with very high disposable income. Hotel guests from 4 and 5star hotels	Active and health-conscious opinion leaders with a high quality of life. They are purposeful, educated, sociable and sociable and income-earning.	customers of (mountain) sport shops, wintersport/ skiing interested people	all freeski-interested, regardless of whether they are trendy or recreational athletes.	active freeriders, that love to move actively in the mountains
Distribution	on sale at kiosk	on sale at kiosk, subscriptions	Sport shops, also as epaper and as app available	kiosk, subscriptions	Distributed through sporting good retailers, fairs, hotels, events and other hot spot for the freeride scene. In winter as supplement in online orders from outdoor shops
Publication?	2x per year	5x per year	1x per year (november, printed issue), 2x edition online (febr.)	5x per year	8x per year
Life span	1-6 months	1-2 months		?	about 1 month
Advertising cost?	1/1 page 4c ad: 9.750 €	1/1 page: 5652€	not found	print: 2/2 page 5000€, to 1/3 page 1500€, Digital: standard IAD Ads (desktop) from 25€ to 80€, responsive ads (desktop&mobile)	Print: from 2/2 page in winter 6.690€ down to 1/4 pages 990€, online: from wallpaper on homepage 750€ or to homepage medium banner 300€ €
Edition run?	46.762	43.000 (4/2016), sold edition 31.859	ca 130000	20000 (3.100 subscribers)	50.000 ex in winter, 32.000 ex in summer
Which countries?		not mentioned	D, A, I (South Tirol)	all German speaking countries	not on sale, but available in D, A, CH, North Italy
Of interest for Norway?	No	no	ok	yes	yes

6. References & Data – Ski magazines Austria

Name	Bergauf	Bergwelten	Land der Berge	berg und steigen (Menschen, Berge, Unsicherheit)
URL	www.bergauf.at	https://www.bergwelten.com/magazin/de	http://www.landderberge.at	www.bergundsteigen.at
Contact	redaktion@alpenverein.at, Advertising: office@agentur-ds.at	info@at.redbullmediahouse.com or redaktion@bergwelten.com	office@lvmedia.at	peter.plattner@bergundsteigen.com
Travel section?	yes	yes	yes	no
Branding of the paper?	member magazine of the Austrian alpine club. Austrians alpine and mountainsports paper with highest circulation.	Adventure magazine. Presents mountain regions, people, nature, culture, sport, equipment, fashion and lifestyle. Stories are presented on several channels (print,online, Tv)	best Austrian outdoor magazine, will several tour descriptions summer and winter	publisher: German, Austrian, Swiss and South Tirol Mountain clubs. Subtitle: mountain, people, insecurity. Focuses on all safety topics from equipment, avalanche knowledge, safety techniques, medicine, psychology, accident research
Targetgroup	all members of the Austrian alpine club	pleasure hikers, parents with kids, classical mountaineers, athletes, fashion likers, dreamer	outdoor enthusiast, hikers, mountaineers	For all who want to deal with the extensive facets of mountain sports. Objective is to promote a sustainable discourse on alpine safety issues at a high level and to support people who (professionally or voluntarily) take responsibility for others in mountaineering activities.
Distribution	98% is distributed directly to the reader (by post), also available as online version	kiosk, subscriptions	kiosk and subscriptions, extra distribution huts and tourism partners	only subscription, distributed to: 1500 (all) state-certified mountain and ski guides in Austria, · 160 Austrian army mountain guides, · 5900 instructors/ youth leaders and tour guides of ÖAV, · 570 instructors of "Naturfreunde" of Austria, · 700 to ÖAV / DAV / SAC huts
Publication?	5x per year	8x per year	6x per year	4x per year
Life span	approx. 2 months (dec, march, end may, end aug, oct)	1-2 months	2months	useful for storing because of practical and important safety information
Advertising cost?	from 2/1 page: 12990€ (420x280mm), to 1/3 page 3590€ (210x93mm or 70x280mm), supplement on request	print: 2/1 pages: DACH 27700€, to 1/2 page in DACH 10650€, other ad formats also available e. G. advertorials.	from 2/2 page 7695€ until 1/8 page 1050€, supplement on request	from 2/1 page (450mmx297 mm) 2330€ to 1/2 page (116mmx297mm) 755€, supplement on request,
Edition run?	285000 (with 732000 readers)	DACH 172106 (A: 30386, D: 36863, CH: 10134)	25000-50000	25500
Which countries?	only A	D, A, CH	no	D, A, CH, I
Of interest for Norway?	yes	yes	yes	for background information

6. References & Data – Ski magazines Switzerland

Name	Die Alpen	Inspiration	Naturfreund
URL	http://alpen.sac-cas.ch/	http://webkiosk.baechli-bergsport.ch/inspiration-3-2017-de/59387726#	https://www.naturfreunde.ch/magazin/e-magazin/
Contact	advertising: info@koemedia.ch	info@baechli-bergsport.ch	Advertising: T. +41 (0)31 8180111
Travel section?	no, a tour section	no, a tour section	yes
Branding of the paper?	it is THE mountain sport magazine of Switzerland and member magazine of the Swiss alpine club	customer magazine with tour tips	member magazine of Swiss nature friends
Targetgroup	for all mountain passionate alpin and mountain sport lovers and member of the Swiss alpine club	customers of Bärli Bergsport, outdoor and mountain sport lovers	outdoor/hiking lovers, that also are interested in environmental topics
Distribution	through post	gratis distribution in Bärli Bergsport shops all over CH	kiosk and per post (membership subscription)
Publication?	12x per year	4x per year	4x per year
Life span	1 month	?	3 months
Homepage/no costs?	no	no	yes
Advertising cost?	from 1/1 page 9480€ to 1/16 page 890€, more on request	?	from 2/2 pages 5120 CHF to 1/16 page 240 CHF, https://www.naturfreunde.ch/magazin/mediendaten/
Edition run?	116700 ex (German 89000ex, French 23500ex, Italian 4200ex)	130.000	23000 (21000 D, 2000 F)
Which countries?	yes	no	yes, D and F
Of interest for Norway?	yes	yes (as possible content partner)	yes
Other comments?	Mediadaten: http://alpen.sac-cas.ch/fileadmin/diealpen_bildarchiv/temp_bilder_redaktion/PDFs/2018_Mediadaten_DieAlpen_D.pdf	customer magazine of Bächli Bergsport, outdoor shops, free of charge	sustainability, environment topics

6. References & Data – Webpages Germany

URL	https://www.alpenvereinaktiv.com	https://www.tourentipp.de/	https://skitourengehen.info/	https://www.outdooractive.com	https://www.freeskiers.net
Contact	info@outdooractive.com	info@tourentipp.de	T +49 8841 / 4874011	info@outdooractive.com	info@sports-medien.de
Target group	all interested in tour tips and current conditions to mountain tours	all recreational athletes that like to go on mountain or ski tours	active ski mountaineers, people interested in ski touring	outdoor enthusiasts of all couleur and interest	20.000 active and registered freeski community members (age 13-35, opinionleader, that are sporty, trend- and styleoriented), people interested in freeskiing/wintersports (age 15-55, sport, experience oriented, high purchasing power)
Key in skitouring/Character of webpage.	tour descriptions and current conditions on tours. It is the common tour portal of Deutscher Alpenverein (DAV), Austrian Alpine Club (ÖAV) and Alpine Club South Tyrol (AVS). It is an information platform for all kind of mountain tours and open to all	online mountain guide for mountain tours, ski touring and via ferrata. detailed tour descriptions (incl. Photos, GPS data..) of well-known alpine authors allows up-to-date planning of ski touring tours and mountain tours, weekly updates with new routes	overview of all German, Austrian and south Tyrolien ski touring areas and all ski tours, with detailed description	tour descriptions, maps, huts, weather and snow conditions; biggest outdoor platform of europe with 225.862 tours, 91565 accommodations, 32.900 huts, 690 ski resorts, 2.092 business partners, 671.500 community members	online freeski magazine, biggest German speaking Freeski-Community
"Likes"?		between 120000-260.000 visitors per month, Facebook: 2732 likes, 2629 subscribers			
Tour tips/ blogs, bookings?	tour descriptions	offers about 1000 tour descriptions, tour blog, personal tour login, newsletter	tour tips, updated conditions	offers detailed tour descriptions	tour reports, no blog, no booking
Tour graded?	yes	yes	yes	yes	no
How?	after difficulty (easy, moderate, difficult) and required stamina and ski techniques (graded in 6 possible steps)	6 levels that include these criteria: 1. difficulty, 2. conditional requirement, 3. risk potential, 4. Scenic charm, 5. frequenting	yes in 5 steps	after difficulty (easy, moderate, difficult) and required stamina and ski techniques (graded in 6 possible steps)	
Trips for readers/user?	no	no	no	no	no
Opinion leaders/blogger/Influencer?	no	not predictable/visible	no	not identifiable	yes, 20.000 community member as opinionleaders
Advertising costs?	Details here: https://market.crossverte.com/de/alpenvereinaktiv-com/media/online/details/699892#rubric-754121	Banner: from leaderboard/skyscraper 3400€ to medium rectangle B 1800€; Advertorial 400-1000€ per year.	Package "ski mountaineering". 4500€ (oct-mars, 300.000 adview) more details on request	do not offer classical advertising, story telling is key, more information on contact	from superbanner 23E/TKP to billboard 39,50E/TKP, more newsletter or other on request
Formats?		leaderboard 728x90px, skyscraper 120x160px, content b 695x90px, med. Rectangle A/B 300x250px	jpg, gif, html5		superbanner 728x90px, skyscraper 160x600px, half page ad 160x600px, content ad 300x250, billboard 970x250px
Social Media channels?.	FB 5644 likes, Twitter 27 follower, google+ 106 follower	Facebook, Twitter, Tumblr, Google+	FB 6.300 likes	FB 34.500 likes, Twitter 4.509 follower, google+ 427 follower,	FB 9928 likes, Twitter 360 follower, Instagram 582 followers
Of interest to Norway?	yes	yes	Ok	yes	yes

6. References & Data – Webpages Germany

Name	Schneehoehe.de	Skiinfo	Bergzeit (online shop and magazine)	Skiing - the next level (emag)
URL	https://www.schneehoehe.de/	https://www.skiinfo.de/	www.bergzeit.de	https://skiing.de/
Contact	info@schneemenschen.de	redaktion.de@mountainnews.com	T. +49 (0) 8024 46794	info@pulsepublishing.de
Target group	Tourists planning their skiholiday	mountain travel consumer, active and above average income	mountain sport enthusiasts	freeski fans, 18-55 years, 80% men, 20% women
Key in skitouring/character of webpage.	skitouring is a small part of the page, mostly ski alpine information on ski areas, snow levels, travel packages. Just like skiinfo.no.	ski touring tour tips; all information on ski regions, weather, snow heights, webcams, travel tips, magazine, photos, videos, equipment	Webpage is online shop for mountainsport with a serious online magazine with tour reports, skitouring is one out of many sports that are featured	Focus is on the disciplines Slopestyle, Halfpipe and Big Air, but also the freeride and touring. Skitouring is supposed to get more importance and visibility.
"Likes"?			230.000 unique visitors per month, average time spent on page 5:12	FB 60000, social reach 100.000, 150000 video views per week, interaction rate 2000
Tour tips/ blogs, bookings?	Offers information and all kinds of travel products and travel tipp for ski holidays - mostly ski alpine, only a little skitouring	offer tour tips, fotos, snow heights, weather condition	reports on tours	focus on freeriding
Tour graded?	No	no grading, but information on requirements	no	no
How?				
Trips for readers/user?	no, only informs about destinations, snow conditions, ski areas, products	no grading, but information on requirements	no	no
Opinion leaders/blogger/Influencer?	no	no	no	
Advertising costs?		see media kit	https://www.bergzeit.de/out/custom/mediadaten_bergzeit.pdf	From leaderboard (728x90px)/ 25€/TKP, Billboard 65€/TKP, to Content marketing, video ads (max 30 sec, min 640x360px, max 30MB) 95€/TKP, request possible
Formats?		http://www.mountainnews.de/media-kit/		GIF/JPG/Flash/Tags and HTML5 via Tags, Epic Takeover JPG, Video typ MP4-H264
Social Media channels?	Facebook FB page 23619 likes, Twitter, Google+, Youtube	FB 12089 likes, Google+ 698, Twitter 1625	FB 113000 follower, Twitter 3400 follower, Instagram 8600 follower	FB follower 60000, Instagram 4000
Of interest to Norway?	less prioritized	yes	ok	no

6. References & Data – Webpages Germany

Name	Sportalpen.com	Powder Magazin	Bergfex.at/de/ch
URL	https://www.sportalpen.com	http://powder-magazin.de	https://www.bergfex.at/ ; https://www.bergfex.ch
Contact	magazin@sportalpen.com		office@bergfex.at
Target group	outdoor athletes and those who are interested in it)	Freeride and snow powder enthusiasts	mountain sports interested people winter and summer
Key in skitouring/character of webpage.	Online outdoor sports magazine, information about events, sports regions, and brands and products. combines all content for the different winter and summer sports in one place. Athletes report on their experiences. Training camps.	Digital freeride magazine, Freeski, Freeski Mountaineering, Backcountry Skiing and Snowboarding - Dates, News, Spots, Tests	detailed tour descriptions for ski touring (as well for running, biking, hiking etc). Largest mountain sports portal in Europe. Incl. forum, accommodations, weather, snow conditions, videos, ski areas, regions, sports- and leisure offers, events, shop etc.
"Likes"?			128 mil page views, over 26 mill visits per month (jan 17). Over 713,000 booking inquiries to accomm. providers.
Tour tips/ blogs, bookings?	focus on article, review, event information and reports, video	no	yes
Tour graded?	no	no	yes
How?		no	4 criteria with each up to 5 stars: 1. condition, 2, technique, 3. landscape, 4. adventure/experience.
Trips for readers/user?	offer different trainingcamps, also for skitouring	no	no
Opinion leaders/ blogger/ Influencer?	no	no	no
Advertising costs?	on request, they offer banner as well as production of qualitative content and spread it on SoMe	not found	on request
Formats?			Banners, email, packages
Social Media channels?	FB 7518 likes, Twitter 578 follower, Instagram 898 follower	FB 4888 likes, Twitter follower 79, Instagram 2064 follower	FB 12254 likes
Of interest to Norway?	yes	ok, for PR	yes

6. References & Data – Webpages Austria

URL	http://www.skimo.at/	www.bergsteigen.com	https://www.alpine-auskunft.at/de/ch/it	https://www.almenrausch.at/	www.skitours-paradise.com
Contact	office@skimo.at	info@alpinverlag.at	info@alpine-auskunft.at	info@almenrausch.at	info@skitours-paradise.com
Target group	Ski mountaineers, people interested in ski mountaineering, events, races/competitions, teams, news on athletes and products	mountain sports enthusiasts looking for detailed tour tips, gps dates, events, video, huts etc.	active ski mountaineers looking for updated tour planning information	people looking for travel and tour tip in the Tirol region	ski tour enthusiasts
Key in skitouring/character of webpage.	SKIMO is about ski mountaineering in Austria. About all aspects of ski mountaineering, competition, physical activity and fitness, but also popular sports. Special attention of the racing scene in Austria ,	ski touring tour descriptions	tour portal for current mountain conditions incl. Avalanche reports, weather forecasts, tour tips and tour tips archive	ski tour/ski crossing tips and descriptions	detailed tour descriptions of about 235 ski tours in the Alps
"Likes"?					
Tour tips/ blogs, bookings?	offer news on ski mountaineering squad, competitions/ races, newsletter, ski mountaineering and product news, no blog, no tour tips, no bookings	Tour tips	tour tips/descriptions, avalanche reports and weather conditions	yes, tour tips and blog	detailed tour tips and mountain guide contacts, and ski tour hotels
Tour graded?	no	yes	difficulty is described	no	yes
How?		4 criteria: 1. condition, 2. power, 3. experience, 4. landscape. Each rated from 1-5			easy, medium, difficult, extreme
Trips for readers/user?	no	no	no	no	no
Opinion leaders/ blogger/Influencer?	no	tour authors maybe	no	no	no
Advertising costs?		not found	no advertising possible	Banner standard price. 9€ TKP, CPC 1,10€	advertising for Alp business that are close to the tours
Formats?				300x250px or 160x600px	
Social Media channels?	FB page 2332 likes	FB 4323 likes, Instagram 161 followers	FB group 1048 members.	FB 17626 likes, Twitter 284 follower, google+ 87 follower	
Of interest to Norway?	yes	yes, for advertising	no	no	FB 688 likes, Twitter 25 follower, google+54 follower

6. References & Data – Webpages Switzerland

Name	Skitouren guru	Gipfelbuch	Swissguiding	Wepowder (NL)
URL	https://www.skitouren guru.ch/	www.gipfelbuch.ch	http://www.swissguiding.ch/	https://wepowder.com/de
Contact		info@bergportal.ch	info@swissguiding.ch	info@wepowder.de
Target group	ski mountaineers and snowboarders who are actively involved in the practical and theoretical avalanche theory, around 250000-300000 skitouring people in CH	a sporty and active mountain sports and outdoor community. wealthy, trend-conscious and likes to invest repeatedly in good equipment for their activities in nature. Additional target group: tour leaders, mountain guides and hosts of mountain huts	targets active people looking for guided mountain sports tours and on the other hand private mountain guides and mountain schools	passionate skiers, snowboarder, freeriders
Key in skitouring/character of webpage.	planning tool for ski tours, helps to choose the right skitouring tour through offering an automated avalanche risk assessment for around 900 ski tours in Switzerland.	serves the mountaineer in winter and in summer as a central digital contact point (tour planning, community, networking, etc.)	The offers of guided ski touring tours. Webpage functions as neutral agent between tour guides/guided tours and interested customers	snow conditions, safety and own articles. powder alarm, forum/community
"Likes"?		260.000 users per month, 1,6 mio PI per month		about 1 mill users per year
Tour tips/ blogs, bookings?	it helps planning a ski tour and choose the right tour taking into account avalanche risks etc.	Tout trips, community	Tour tips and booking of tours	offer community on safety/snow conditions, forum, no booking
Tour graded?	yes	yes	yes	no
How?	uses the SAC ski touring scale to describe the difficulty on the routes. Seven different grades ("easy" to "extremely difficult"),	uses the SAC ski touring scale to describe the difficulty on the routes. Seven different grades ("easy" to "extremely difficult"), https://www.gipfelbuch.ch/data/infos/SAC_Skiskala.pdf	description of requirements and sometimes rating	
Trips for readers/user?	no	no	no	no
Opinion leaders/ blogger/ Influencer?	no	no	no	no
Advertising costs?	not possible to advertise on	website banner from 50€ TKP to 108€ TKP, mobile ads from 36€ to 72€ TKP, PR article 2560€ (2 weeks)	not defined yet	
Formats?		JPG, JPEG, PNG, GIF (also animated) and Flash, maximum file size for JPG / GIF banners is 100 KB.		
Social Media channels?	FB 40 likes, no twitter, no google plus, Instagram account	FB 1447 likes, no twitter, no google+, no Instagram	FB 841 likes	FB 51417, Twitter 3387 followers, Instagram 2237 followers
Of interest to Norway?	yes	yes	yes	no

6. References Data - Associations Germany

Name	DAV Deutscher Alpenverein	Verband Deutscher Berg- und Skiführer	Deutscher Skiverband (DSV)/German Ski Club	DSV aktiv/Freunde des Skisports e.V.	Deutscher Skilehrer Verband (German Association of ski trainer)	Snowboard Germany (German Snowboard Association)
URL	https://www.alpenverein.de/	http://vdbs.de/	https://www.deutscherskiverband.de/	https://www.ski-online.de	https://skilehrerverband.de/	http://www.snowboardgermany.com
Contact	T +49 89 140 030, dav-panoram@alpenverein.de	T. +49 (0) 8046 1886110, info@vdbs.de	T+ 49 (0)89/85790-0, info@deutscherskiverband.de	Tel.: +49 89 85790-275, kontakt@ski-online.de	T: +49 (0)88 21 – 73 21 4 0,	T +498985790402, info@snowboardgermany.com
Members	1.237.810 members:	700 members	650.000 members, 35.000 ski trainer	300.000 members	15.000 members	
Target group	mountain lovers, nature lovers, mountain sport lovers, mountaineers, mountain/rock climbers, hiker/trekker, beginners and profs	professional mountain- and ski guides	ski sport athletes, active skiers and snowboarders	all interested in recreational winter sports	ski trainers	snowboarder, freerider, freestyler, racer and boardercrosser
What characterizes organisations/group?	It is THE national organisation for all kinds of mountain sports, biggest mountain sport association of the world and also a nationwide accepted nature preservation association. member of German Olympic Sports Association and represent national team for Ski mountaineering and climbing	it is a professional association for education state certified mountain- and ski guides	Its assignment is to promote all ski and winter sports.	The world's biggest recreational sports club which focuses on safety in winter sports	The association organizes and is responsible for the education of all professional ski trainers.	organizes national competitions, is umbrella organization for all snowboarders, freerider, freestyler, racer, boarder crosser
Yearly events?	yes	no	yes	yes	yes	yes
Member magazine?	yes	no	ja, print	yes, print	no	no
Name of magazine	DAV Panorama		DSV aktiv/Ski&Sportmagazin	DSVaktiv/SkiSportmagazin		
Edition and publication frequency	716.376, 6x per year		200.000, 6x per year	200.000, 6x per year		
Member trips?	yes		no	yes	no, but trainings	
Name of TO	DAV Summit Club			Interski Vermittlungs-, Reise und Verlags GmbH		

6. References Data – Associations Austria/Switzerland

Name	Verband der Österreichischen Berg- und Schiführer (VÖBS)	Alpenverein Österreich	ÖSV - Austria Ski Association	Naturfreunde Österreich	Schweizer Alpen-Club SAC	Schweizer Bergführer Verband SAC
URL	https://www.bergfuehrer.at/	http://www.alpenverein.at	http://www.oesv.at	www.naturfreunde.at	http://www.sac-cas.ch/	http://www.4000plus.ch/
Contact	Tel. +43 (0)699 177 199 93, office@bergfuehrer.at	t. +43 512 595 47, office@alpenverein.at	Tel.: +43 512 33501-0, info@oesv.at	T. +43 (0)1 892 3534 0, infor@naturfreunde.at	T+41 31 370 18 18, info@sac-cas.ch	T +41 (0)31 370 18 79
Number of members	1500 members	545000 (thereof 141000 youth members)	more than 145000	more than 150.000, with 460 local groups, 9 provincial organizations, 9500 instructors	ca. 150.000, 78% German speaking	23 sections
Target group	professional mountain- and ski guides and those who want to be a prof. Guide	mountain lovers, nature lovers, mountain sport lovers, mountaineers, mountain/rock climbers, hiker/trekker, beginners+ profs	all snow sport enthusiast, all ski athletes from competitive to popular leisure skier	people that enjoy nature and respect it, they stand for social responsibility, nature and environmental protection	mountain interested people; mountain lovers and mountain sport lovers, interested in nature and culture landscape	mountain guides and people interested in events, news, training as mountain guide
What characterizes organisation/ group?	it mainly organizes the education of certified mountain guides, it is also contact for all national associations and all single guides	Association for mountaineering enthusiasts. Largest alpine club in Austria. Main tasks: promotion+ practice of mountain sports and appropriate training of professionals. Providing infrastructure and information	Umbrella organization for all national 9 ski associations, 1200 ski clubs. Responsible for all snow sport athlete, incl. Olympic teams.	federal organization; one Austrias largest and most important leisure and conservation organization, 140 huts/ houses, 15000 km hiking trails, 100 climbing/ bouldering halls and whitewater competence center	Connects mountain interested people, supports mountain sports for all, promotes sustainable development and preservation of mountains, is independent, offers training of all kinds, represents national Ski mountaineering and climbing teams	Federal organization of 23 national sections of mountain guides, responsible for education as mountain guide, politic interest group.
Yearly events?	yes, education	yes	yes	yes	yes	yes, Swiss mountain trainings
Member magazine?	no	yes	yes	yes	yes	?
Name of magazine		Bergauf	Ski Austria, incl. Travel section, Ski Austria Lady	Naturfreund	Die Alpen	
Edition and publication frequency		280000, 5x per year	Ski Austria: 91000 ex (310000 readers) 8x per year, Ski Austria Lady: 50000ex, 2x per year	110.000 (275.000 reader), 4x per year	110012 ex	
Own trips for their members?		no, they give tips, articles about tours in magazine, self organized trips	Ski Austria camps	yes	no	
Name of TO			Ski Austria Academy	a variety of trips/day events from different TO/Local sections		

6. References Data – Festivals/blogs/events Germany

Name	Freeride Festival Allgäu	SportScheck GletscherFestival	VAUDE Experience/blog	Basislager/blog	VAUDE skitouren opening	Mountain Elements Ski touring opening	Stiftung Sicherheit im Skisport (SIS) /Foundation Safety in Skiing)	Hobbytour en.de
URL	http://www.freeridefestival-allgaeu.de/	https://mein.sportscheck.com/winter/gletscherfestival/	https://experience.vaude.com/eis-palmen/	https://www.bergfreunde.de/basislager/ski/	https://www.schneehoehe.de/artikel/vaude-skitouren-opening-1616	https://www.mountainelements.com/touring/ski-und-skitouren-opening/	http://www.stiftung.ski/index.php?id=72	http://www.hobbytour.de/
Comments	Season ending. With event base, creative park, various contests, ski test area, DJ, e-bike2ride . Freestyle, freeride, board and ski.	Big equipment test for skiers, snowboarder and ski mountaineers at the Stubai glacier. Nov 2017. More than 50 brands in 2.900m, with about 3.500 products for winterseason 2017/18. With workshops on the booming segments on skitouring, splitboarding, freeriding, avalanche and LVS training. Organizer: SportScheck, big outfitter for all kinds of sports.	2 VAUDE athletes Max Kroneck and Jochen Mesleog on a skitour extreme with bike and skitouring skies. See their foto blog http://www.eisundpalmen.de/	Bergfreunde.de stands for climbing and mountainsports. Online shop plus blog "Basislager". Claims to offer the best selection in mountainsports (more than 75.000 products from 220 manufacturer, big brands as well as scenelabels). Test and use their equipment themselves. Have a pro team of top mountain athletes regularly assess the equipment and communicate it on own BLOG.	Ski touring seasonal start in Kleinwalsertal with tours, workshops on safety (LVS device usage), product testing, contest. The valley is ecological sustainable, good to be reached by public transport.	A weekend as seasonal start, to prepare for the season. Easy skitours, workshops on safety/LVS handling, test material, training on skiing skills.	The SIS was founded by DSV aktiv / Friends of Ski Sports e.V. and the German Ski Association. Carry out studies/research, publish information on safety topics. Current study on wintersports: http://www.stiftung.ski/dflip/grundlagenstudie_wintersport.html	Private website/forum with lots of tour tips and descriptions incl. pics

6. References Data – Festivals/blogs/events Austria

Name	Alpinmesse Innsbruck	Alpin Tiefschneetage	Women´s Winter Camp (powered by Marmot)	THULE Freeride Festival	Kappl Freeride days	skitourenfestival im Villgratental/AT (yellowtravel)
URL	https://www.alpinmesse.info/	http://www.alpin-tiefschneetage.de/	http://www.womenswintercamp.com/	http://freeride-festival.com/	https://www.kappl.com/de/events-kulinarik/veranstaltungskalendar/kappl-freeride-days_topevent603920	https://www.yellowtravel.net/ski-snowboard/trips/austria-skitourenfestival.html
Comments	In 2017 more than 13.000 visitors (record!) on 2 days (11./12.11.). The fair is a valuable source of information for skiers, tourers, freeriders, climbers and trail runners. In 19 free workshops, over 1,000 fair visitors were trained by professionals on various mountain sports topics (eg. using LVS device). Also lectures on updated avalanche science and a growing community in the freeride city. Fair date in 2018: 20/21.10.2018.	2 Events in 2018, Kühtai and Kleinwalsertal, for beginners and experts, all possible tours, easy ascents from the lift or longer, steeper routes with fantastic descents. In addition many workshops. mountain guides of the mc2alpin mountain school, who tour in small groups. Safety is always an absolute priority.	Sport, joy, passion, wellness – "For women only" (2 locations). Target: awake and deepen the passion for freeride and ski touring together with well-known partners from the industry. incl. expo area with extensive material, which can be tested and tried out during the three and a half days. Participation packages: professional guiding & training through certified mountain guides, test equipment (partly available), Expo Area, skipass, accommodation with half board and lunch package, welcome package, surprise evening (incl. meal), lectures	Motto: Spend your perfect weekend of freeride! – THULE FreerideFestival is presented by BMW xDrive for the fifth time. three tour stops in Saalbach (20/21.1.), Warth-Schröcken (10/11.3.)and Kaunertal valley (17/18.3.). extraordinary program to freeride enthusiasts - professionals and amateurs. Biggest freeride equipment test in the Alps free of charges, various courses and workshops, the legendary Thule Lounge and BMW xDrive shuttle service.	For powder lovers, 4th edition of this event was on 19./21.1.2018	each year in january in Villgratental/AT (mountain climber village, eldorado for skitouring), skitouring safaris, Expo for products and testing,workshops, lectures, film evening. Different packages bookable (1 day, 2 days, 3 days, 4 days, 6 days packages), 40 different tours up to 3000m in all levels

6. References Data – Festivals/blogs/events

Austria

Name	Austria Skitourenfestival	Skitourings Press conference presentation (skimo)	Dynafit Snow Leopard Day	Fischer transalp (from Fischer Sports)	Sport Art Tourenrace	Hervis Mountain Attack
URL	http://www.osttirol.com/osttirol-erleben/winterurlaub-osttirol/skitouren/austria-skitourenfestival.html	http://www.skimo.at/skibergst-eigen/files/2018/01/SKIMO_PK_Pr%C3%A4sentation_16.01.2018.pdf	https://www.sportalpen.com/dynafit-snow-leopard-day-2018.htm	https://www.fischersports.com/de_de/news/fischer-transalp-2018---ein-blind-date-mit-den-alpen,2526	http://www.sport-art.at/tourenrace-2018/	http://www.mountain-attack.at/
Comments	Guided skitoures, expo with equipment from various brands, photo workshop, lectures, evening program, buffet, safety instructions also for local people. Program from the fifth festival 25.-28.1.2018 festival: https://www.osttirol.com/fileadmin/pdf/Ausschreibung_2017_A5.pdf	Presentation of marked situation on skitouring under the title "Economic miracle - Skitouring sport - a non stoppable boom?"	Skitouring for Charity. For each meter in altitude Dynafit donates one cent to a non-profit organization that finances a wildlife guardian program in Pakistan. In 2017, around 800 participants collected 967,619 meters of altitude. (Dynafit is Skitouring outfitter since 1950. Sustainability oriented: 80-90 percent of production in Europe, with 100 percent ties in Germany, skis in Austria, shoes in Italy, textiles in Europe and Asia; blue sign certified; fair wear Certificate)	Eighth edition of Fischer transalp tour	second SPORTART Tourenrace. 150 participants from 7 to 65 years, took the challenge either on route 400 (short distance) or 850 (long distance with downhill) altitude. SPORTART Safety Workshop with the support of Altenmarkt Mountain Rescue beforehand.	19. edition of the traditional night tourski spectacle.

Name	Almenrausch.at	Gipfeltreffen	Sport Art Tourenrace	mountix - die Bergsteiger community	ARGE Skibergsteigen
URL	https://www.almenrausch.at	http://www.gipfeltreffen.at	http://www.sport-art.at/tourenrace-2018/	http://www.mountix.com/	http://www.arge-skibergsteigen.info/
Comments	leisure and mountainsport portal of region Tirol/A, good safety information from avalanche airbag, avalanche scale, glacier information, accident behavior, how to skitour on pists, snow information, correct behavior in the mountains	Forum with 66.684 topics, 869.074 posts, 55.508 members, 835 active members	Tourrace. 150 participants from 7 to 65 years, took the challenge either on route 400 (short distance) or 850 (long distance with downhill) altitude. SPORTART Safety Workshop with the support of Altenmarkt Mountain Rescue beforehand.	App	Skitouring as a sustainable tourism concept

6. References Data – Festivals/blogs/events Switzerland

Name	Mammut Alpine Festival Andermatt	Swiss Ski Marathon	GPS Tracks	Bergfex	Bächli Bergsport	White Risk
URL	https://www.deinwinterdeinsport.de/stories/event/detail/mammut-alpine-festival-ander-matt-schweiz-2018	http://www.skimara.ch/	http://www.gps-tracks.com/	https://www.bergfex.ch	https://www.baechli-bergsport.ch/	https://www.whiterisk.ch/en/
Comments	festival in Andermatt about Freeriding, Skitouring, Iceclimbing, snow show tours, ski alpine tours, incl. Lectures and evening entertainment (3rd time)	24.-25.3.2018. One of the longest skitouring races in Switzerland.	mountain portal with focus on Switzerland. Around 300 tours.	Mountain portal with all kinds of travel information. Features regions, webcams, tours, Highlights, swimming lakes, accommodations, packages, sports and leisure offers, events, ski areas, cross country skiing, snow parks, Wetter forecasts. In cooperation with the ZMAG creates a clear snow forecast for the next 6 days	Provider with the largest range of mountaineering equipment in Switzerland.	The SLF tour planning and learning platform on avalanches.

Name	Backcountry Festival Davos	MountainNow - safer together	UEAPP	Schweizerische Eidgenossenschaft	Mountain Festival Pontresina	King of the Mountain /Wild mountain race	Mammut
URL	https://backcountryfestival-davos.ch/	https://www.mountainnow.net/de/	http://www.uepa.ch/#!/home	http://www.schneespoert.admin.ch	https://mountainfestival-pontresina.ch/	http://www.kingofthemountain.ch/	https://ch.mammut.com/ (https://ch.mammut.com/cat/120/skitouring/)
Comments	Skitouren, Freeriding, Lawnenkurse, Spitboardtour n. 1.-4.2.2018. First festival was in 2017, 62 participants; guiding through institute of snow- and avalanche science, lecture, workshops. (first event of a series of 3	new safety service (App) to record updated mountain conditions via mobile, available in 4 languages (D; I, F, UK)	The Uepaa! -App allows to alert the emergency services in emergencies even in areas without mobile coverage. This works through a Peer2Peer wireless communication technology.	Topographical maps showing ski touring tours and more	Freeriding and Skitouring, 5.-9.4.2018, testing material, skitouring and courses/lectures, organizer: Bergsteigerschule Pontresina, T +41 81 842 82 82, info@bergsteiger-pontresina.ch; #mountainfestivalpontresina	Is one of the most popular open freeride events in Switzerland	Blog

Knowledge Transfer Project

Ski Touring From Spain

2017-2018

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1. Executive Summary

In the last three months of 2017 and first three months of 2018, Innovation Norway in Spain conducted a research project regarding ski touring in Spain.

The goal of the project was to acquire more knowledge about ski touring and get to know better this segment in Spain. The task was divided into two phases:

1. Research in websites of tour operators, magazines, forums, organizations, clubs and events websites. In addition to the research in websites in many cases we completed this information by phone.
2. Telephone interviews with tour operators which were completed by a detailed questionnaire done by questback.

When speaking about ski touring trips in Spain most of the tourists travel in groups of friends. When they start looking for inspiration for this kind of trips, one of the most important factors is to have a guarantee of the quality of the ski experience.

Even though the demand for ski touring is increasing over the last years, this is still a niche ski product and Norway is not in the pole position for Spanish to go skiing. The main reason is the perception of Norway having high prices and difficult connections. If there is no direct flight and after arriving to Norway they need to drive or continue with long land transportation, they would select other more far away destinations which have a higher awareness and perhaps not so much longer travel in total.

2. Introduction & Methodology

This knowledge transfer project was conducted by Innovation Norway's office in Madrid (Spain).

The project's target group was Spanish people with a "special interest" in ski touring. The reason why Spain was selected is because IN office in Madrid has been experiencing an increasing demand of information by users and specialized press.

The project was conducted in two phases:

Phase 1 was done through research on the internet and based on existing knowledge.

The following sections were mapped out in phase 1:

- Tour operators who offer skiing trips
- Guides/guiding companies/activity companies offering ski touring
- The most important websites/forums covering ski touring
- Media: Ski/outdoor magazines covering ski touring
- Special interest organizations/associations for people interested in ski touring

We did a selection of the most relevant contacts and companies for the project.

Phase 2 consisted of a questionnaire done to a selection of tour operators and travel agencies working with this segment and conducting telephone interviews. We spoke to the four most relevant tour operators, all of them currently sell Norway as a ski tourism destination.

The interviews were conducted between February and March of 2018.

As a result of both phases, we got a better understanding and knowledge about Spanish ski touring market. This gives interesting information about target audience, success factors and concerns and needs about products and suppliers in Norway. We also got an overview of the competition and what makes skiers to choose a country or region as destination.

3. Research on the Internet: Phase 1

The first phase of the research was done by Innovation Norway based on information taken from internet. We found very interesting information and we answered some questions within the next topics:

- Tour operators who offer skiing trips
- Guides/guiding companies/activity companies offering ski touring
- The most important websites/forums covering ski touring
- Media: newspapers and magazines. Ski/outdoor magazines covering ski touring
- Special interest organizations/associations for people interested in ski and ski touring

3.01 Tour Operators:

We identified six Spanish tour operators. We looked at their target audience, what types of trips each operator offers, if they offer trips to Norway and if they can be interested for Norwegian suppliers.

3.02 Websites/Forums:

We identified three websites with focus on skiing. We looked at their target audience, content and advertising opportunities.

3.03 Magazines:

We identified six ski magazines. We looked at their target audiences, distribution, content, frequency and advertising costs.

3.04 Ski Clubs:

We identified four ski clubs/associations and looked specifically at membership numbers, target audience, if they are organizing annual events, and if they have a membership magazine.

4. In-Depth Telephone Interview: Phase 2

In the first phase we identified six different Spanish ski tour operators, both selling Norway and not selling Norway. In-depth interviews were conducted with four of them (one is a guide company). In the second phase we focused in having interviews with the ones selling Norway because they can give us a more accurate feedback about weaknesses and strenghts of Norway as a ski touring destination. We also included in the interviews Guia Llongueras, a guide who travels with groups to practice ski touring and knows Norway quite well.

4.01 Offer of Trips to Norway

All of them are offering trips to Norway, some to more than one place in the country. They are very satisfied because Norway is perceived as a safe destination among their clients and there are good services for the practice of ski touring and also for other activities in the snow. Although Norway is an expensive destination for Spanish, all of them agree on the development of this market with the increase of bookings over the last years and potential for future development. Some of them would like to include other regions of Norway in the future.

4.02 Presence in Other Markets

They are all based in Spain but also sell in other countries. Especially Latin America.

4.03 Demand

All interviewed tour operators described the ski tourism industry as “increase” or “large increase” over the past few years. Every year they have new clients with different desires to practice this sport. For example, one of them had 5-8 ski touring trips three years ago and they had had around 30 this season.

Norway has a lot of potential areas for good quality ski touring. That is the reason why tour operators think the number of ski touring skiers in Norway will continue increasing and they see a need for accommodation for groups. Even today they have difficulties to find accommodation for groups.

4.04 Booking Behavior and Length of Stay

The average length of the typical trip is between 8 and 12 days (including travel between Spain and Norway). Reservations are done quite close to the date of the departure due to Spanish travel habits. Most of the reservations are done between three of one month in advance.

All tour operators also agreed that the largest part of their business comes from group bookings made of friends, colleagues or teams/clubs traveling together or from individual bookings. One of the tour operators pointed out the difficulty to find big vans when reserving for groups of friends.

4.05 Accommodations

Tour operators reported that their clients have different needs in regards to accommodation. Most of the operators agreed that most of their clients stay in hotel or guest houses. They also like cabins as an option.

One operator pointed out due to the increase in the general demand, accommodation is always the most difficult part of the reservation due to reservation conditions, like advance booking and payment. This is a big problem for them because they produce the program and then try to make the groups out of individual reservations. In some cases they do not have the final group until close to the arrival date and sometimes they have cancellation costs if they do not manage to sell the complete allotments.

Regarding the possibility of sleeping in the boat one of the experts found it a good alternative as long as the quality of the boat and sleeping conditions was extremely good.

4.06 Local Food

All the operators agreed that local food in a destination is quite important to their clients and they are ready to pay for it. However some specifically stressed the need for a more varied food offer.

4.07 Sustainability

Surprisingly, all the tour operators interviewed reported that sustainability is not a priority for their clients and working with companies marked as sustainable or eco certified does not have an added value for them.

Although the tour operators know there is an overall awareness of the need to be sustainable, they all agreed that it still does not drive decision-making.

4.08 Willingness to Pay (WTP)

When it comes to what clients are willing to pay extra for, answers were quite consistent across all tour operators.

Accommodation

Willingness to pay for medium quality accommodations was universal across all tour operators.

100% Medium WTP

Hire Equipment

Eventhough some clients bring their own equipment, the idea of hiring equipment is taken into account.

25% High WTP

50% Medium WTP

Local Food

Importance of local food was very consistent across the board, but some don't pay attention to it.

50% High WTP

25% Low WTP

Guiding

Guiding is essential for all of them but due to the fact that some of the operators bring their

own guides we got this answer:

50% Medium WTP

50% Low WTP

Luggage Transport Between Destinations

It is not a priority since most of the skiers like to stay in one place.

25% Medium WTP

25% Low WTP

Planning/Organizing Ski Trips & Adventures

Majority of the operators agree on the WTP for ski trips and adventures among their clients.

75% Medium WTP

25% Low WTP

Sustainability / Sustainable Solutions

Some operator rated it a medium WTP, but some others answered “don’t know”, which means this is not a priority criteria for many of the skiers.

50% Medium WTP

4.09 Willingness to Pay Extra

The operators didn’t report any WTP Extra for. One of them answered that clients don’t like to pay for local guides because they think it’s too expensive.

4.10 Equipment

Operators reported that most of their clients prefer to bring their own equipment while only 25% rent it on site. One operator said that some clients think about renting equipment because it is more convenient than bringing it in the flight.

4.11 Frequency of Travel

Frequency of travel for this target group is not very high. More interested clients travel abroad once per year. Sometimes it is less frequent than that, but they have also clients that travel multiple times per year. There is a variety of answers.

4.12 Importance of Guides

Guiding is very important for the clients. All of them prefer going with guides and most of the operators they bring their own guides. It’s relevant to note that the most wanted ski touring holiday is base camp with guided day trips or ski and sail with guide included too. Therefore, for the Spanish market, guides are very important when making a reservation for ski touring trip.

4.13 Ski Tourist Bucket List

All the snow countries were mentioned during the survey, specially Scandinavian countries, Italy (Dolomites) or the Alps. Less common places, such as Japan, Russia or Kyrguistan were also mentioned.

4.14 Special Needs

Good quality hotels and other accommodations are a must for the clients of the interviewed operators. As they are paying a high price they expect to receive a high quality of the service. The location is, of course, very important. The accommodation should be close to the place where they will be practicing ski touring.

It's also important to cover the needs of groups, in terms of accommodation and transportation. That's why operators want big vans to move around the country.

It was also mentioned that they would like to have the possibility of booking cabins without cancelation fees, because sometimes this can cause extra costs for the operator when they do not manage to have the group confirmed in time.

4.15 Success Factors for Ski Tourism Destinations

Most operators mentioned that it is needed to offer a variety of different types of skiing, like cross country or alpine in addition to ski touring. They don't want to sell only ski touring trips, they would like to sell new experiences to their clients with trekking, ski, snow activities or any adventure trip abroad related with the nature and sports.

To sum up, they want to improve the offer, being able to adapt to each customer needs and that their clients can find easily what they look for.

4.16 Challenges for Norway as a Ski Tourism Destination

All operators interviewed agreed that Norway is an expensive destination and it's not affordable for everybody, even though their clients are medium-high class.

Despite this, operators agreed on the good quality of the snow and the long season, but they need better connections from Spain to Northern Norway (direct flights) or more frequencies.

4.17 Marketing Channels

All of the operators we spoke to are using the Internet, trade fairs, newspaper and magazines, and social media to market themselves.

4.18 Influential Publications/Bloggers/Social Media Influencers

Influential magazines mentioned included Oxígeno and Desnivel.

5. Conclusions and Recommendations

Skiing is a quite popular sport in Spain, where there are more than 2 million skiers. However, with so many options to ski in Spain, a relatively small amount of ski enthusiasts decide to travel abroad in order to practice ski. The motivation for traveling abroad can be the longer season, the quality of the snow or the complementary offer around ski (after ski, tourism attractions, special accommodations, etc.). Norway has a longer season than Spain and high snow quality but it is not perceived as a quality ski country overall. Mainly because when people think about ski the first association is alpine ski.

Most of the ski lovers in Spain practice all kind of snow sports, from snowshoe to ski touring. According to the research done, Spanish people are demanding more and more ski touring trips. Over the last years, there has been an amazing increase on the number of touring skiers in Spain because people are getting more experienced and looking for new more challenging ski experiences.

When you look at the reservation pattern, we can see that the trend in Spain is to book later than from other European countries. For instance, according to a Google research, we can see that in Spain people start doing their summer reservations in April. This should influence the period in which to do marketing efforts to promote this kind of tourism product.

For Spanish, Norway is an expensive destination, not only to practice ski or ski touring, but also for tourism. The average profile of a Spanish tourist to Norway is people between 30 and 55 years old, medium to medium - high class. Many of the people in this age range do not speak English and they prefer to book their trips in a travel agency where they receive all the support needed. The target for people who practice ski touring abroad is slightly different to the general tourist to Norway. The age range and social class is similar but touring skiers have a very sporty and adventure profile and a high interest for nature and nature based activities. They are also normally more experienced travelers and they would not buy their trip in a regular travel agency but rather in a specialized agency. They would also be active users of online media to get information previous to the reservation.

Spanish see Norway as a safe and attractive destination with a unique culture. Of course, Norway is known among Spanish people as a ski destination thanks to the Winter Olympic Games in Lillehammer.

The long ski season is a good reason for Spanish to choose Norway as a ski destination but also the good quality of the snow and the possibility of practicing this sport surrounded by wonderful nature and with the view of the sea so close to the snow.

For ski touring we see two different target groups in Spain:

- a) Young travelers. From 25-40 years old. Experienced skiers and travelers who would travel mainly on their own trying to find the best deals on internet. Their motivation is adventure and challenging ski.
- b) Mature skiers. From 40-60 years old. Experienced and frequent skiers, with a high economic level who look for the adventure but would also like to sleep in a good place and eat good food. The main motivation for them would be the unspoiled nature, the arctic and exotic aspect.

6. References & Data – Tour Operators

Name of Company	Muntania	Naturtrek	X-Plore	Mundo Expedición	Trekking y aventura	Skiarías
URL	www.muntania.com/	www.naturtrek.com	www.x-plore.es	www.mundoexpedicion.es	www.trekkingyaventura.com	www.skiarias.com
Phone	629 37 98 94	948 290 353	606 53 95 92	91 298 16 95	91 522 86 81	91 598 97 80
Mass or Niche	Niche	Niche	Niche	Niche	Niche	Niche
Description	Worldwide ski vacations	Trekking and adventure trips	Adventure and expeditions	Vacation for singles	Trekking and adventure	Ski
Season	All	All	All	All	All	All
Target Market	Groups, private, made to measure	Groups, single	Groups, single	Friends, families, groups, solo travelers	Groups	Groups, individuals.
Level of Experience	All	All	All	All	All	All
Themed Tours	All forms of skiing	Trekking, cycling, ski	Trekking, adventure, ski	Adventure trips	Trekking, adventure, bike experience tour, ski	Ski mountain, snowboard
Destinations	Europe	USA, Europe, South America, Africa, Asia	Africa, Asia, Europe, America	Africa, Asia, Europe, America	Antarctica, Africa, America, Asia, Europe, Oceania	America, Canada, Europe
Standard or Customized	Set departures and customized	Set departures	Set departures	Customized	Set departures	Set departures and customized
Custom	Everything custom	Fixed departure packages	Fixed departure packages	Everything custom	Fixed departure packages	Everything custom
Packaging	Fully inclusive tours	Fully inclusive tours	Fully inclusive tours	Fully inclusive tours	Fully inclusive tours	Fully inclusive tours
Prices	Reasonable	Reasonable	Reasonable	Not listed	Reasonable	Not listed
Additional Activities	No	No	No	Not listed	Yes	N/A
Norway?	Yes	Yes	Yes	No	Yes	No
Sustainability Focus	No	No	No	No	No	No
Safety Focus? (Avalanche)	No	No	No	No	No	No
Online Bookings	Yes	Requests only	Yes	No	No	Yes
Brochures	Unknown	Unknown	Unknown	Unknown	Unknown	No
Potential for Norway	Yes	Yes	Yes	Yes	Yes	Yes
Comments						

6. References & Data – Ski Websites & Forums

Skiing Website / Forum	Esquí de travesía	Lugares de nieve	Nevasport
URL	www.esquidetravesia.net	www.lugaresdenieve.com/	www.nevasport.com/
Phone	N/A	N/A	N/A
Target	Ski and snowboarding enthusiasts	Ski lovers who want to keep inform about ski	Ski lovers who want to keep inform about ski
Interest Area	Ski lovers	News, tips, travel, forum	News, tips, travel, forum
Selling Tours	No	Yes	Yes
Themed Content	Ski information, routes, photos, maps	Resort reports, snowfall data, snow sports news	Resort reports, snowfall data, snow sports news
TO Aligned	No	Yes	No
Key Personalities			
Social Media Platforms	Yes	9k Tw, 127k TB	13,5K TW, 86K FB
Potential for Norway	Some	Yes	Yes
Comments			

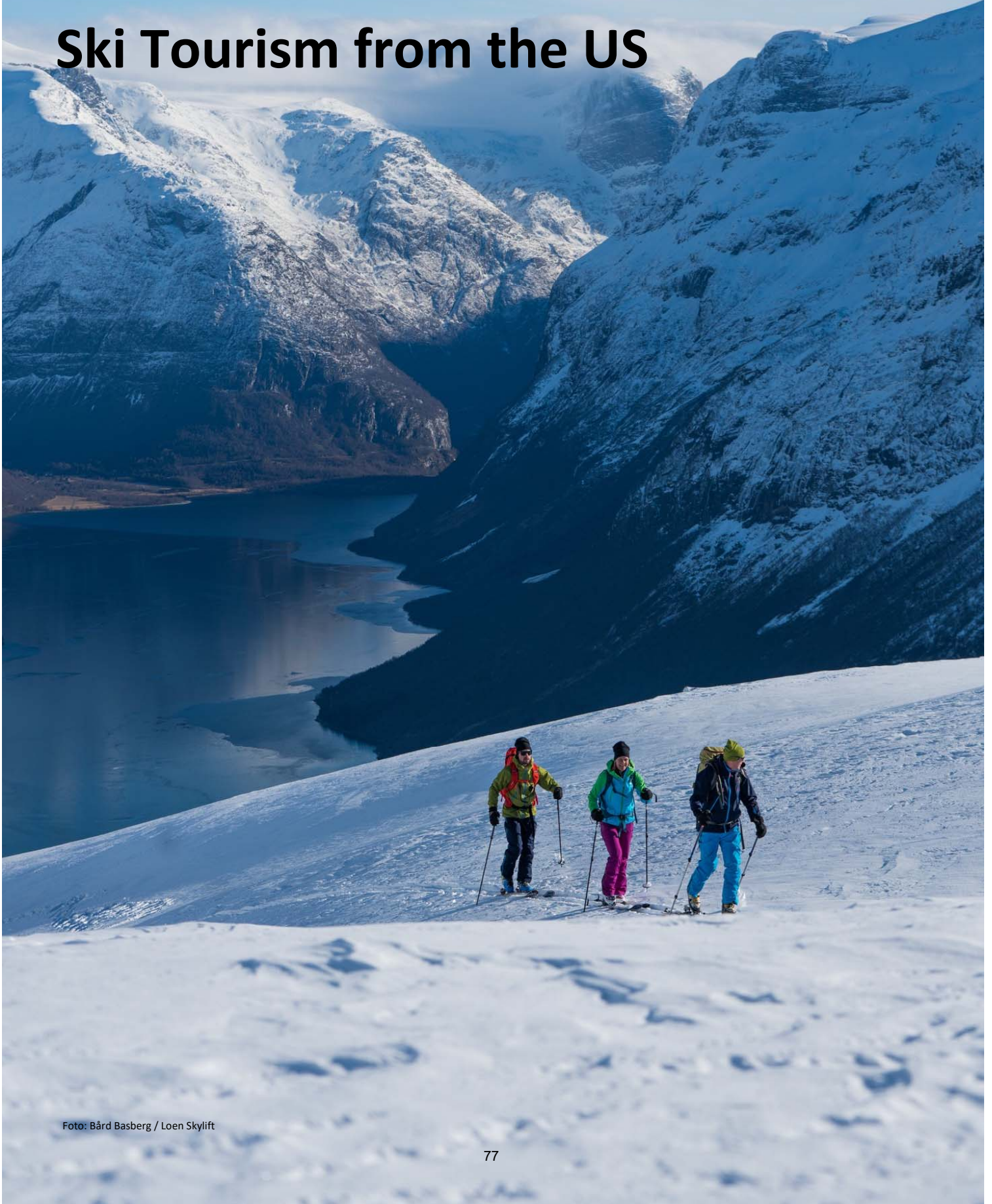
6. References & Data – Ski Magazines

Magazine	Oxígeno	Sport Life	Campo Base	Solonieve	Aire Libre	Desnivel
Phone	91 347 01 59	913 47 01 00	917 585 144	93 431 55 33	915 26 80 80	91 360 22 69
Tourism Focus	No	No	No	Yes	Yes	No
Target	70% Male - 30 Female. Age 25-35 is 46,3%		66 % Male - Female 34%. Age 20-45 about 50 %	81 % Male - 19 % Female. Age 45-54 is 25%	68 % Male - 32% Female	77% Male - 23% Female. Age 25-34 is 35%
Distribution	Spain	Spain	Spain	Spain	Spain	Spain
Publish Frequency	Monthly	Monthly	Monthly	Winter time (Nov, Dec, Jan)	Monthly	Monthly
Lifetime	2008	1999	2004	1995	1993	1981
Website?	Yes	Yes	Yes	Yes	Yes	Yes
URL	www.revistaoxigeno.es/	www.sportlife.es/	www.eldiario.es/campobase/	https://solonieve.es/	http://airelibre.com/	http://www.desnivel.com/
Advertising Cost	4,150 € - 217 x 290	7,250 € - 217 x 290	4,500 per page	5,318 - 230x300	5,100 per page	2,900 per page
Circulation	16,328	60,686	15,000	35,000	50,000	20,000
Potential for Norway	Yes	Yes	Yes	Yes	Yes	Yes
Comments						They have a special magazine once a year of ski.

6. References & Data – Special Interest & Ski Clubs

Special Interest / Ski Club	Federación Española de Deportes de Montaña y Escalada	Guía Llongueras	Federació d'Entitas Excursionistes de Catalunya	Asociación Española de Guías de Montaña
URL	http://www.fedme.es/	http://www.guialongueras.com/	www.feec.cat/	http://www.aegm.org/
Phone	934 26 42 67	+34 676 51 06 55	934 120 777	974 355 578
Members	108,000	N/A	39,888	950
Target	Mountain sports and climbing	Mountain courses	Trekking	Only mountain guides could join the association
Characateristics	Private entity to promote mountains sports and climbing	They prepare trips and give formation to guides	It's an asociation only in Cataluña	It's an asociation registered in the Ministry of Work
Annual Events	Yes	Yes	Yes	Yes, but only for asociated
Magazine?	Yes	N/A	Yes	Yes
Circulation and Frequency	N/A		N/A	N/A
TO Affiliate	Own trips	Own trips	Own trips	Own trips

Ski Tourism from the US



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1. Executive Summary

In the fourth quarter of 2017 and first quarter of 2018, Innovation Norway in New York conducted a market research project targeting US ski tour operators.

The goal of the project was to acquire more knowledge about US ski tour operators, relevant websites, skiing and outdoor magazines, and ski clubs and associations. The task was divided into two parts: Internet research and telephone interviews. During the Internet based research phase, we gathered information about the aspects mentioned above. After we had defined the tour operators, we selected three and conducted telephone interviews with them. *It should be noted that we had planned to interview five operators in total, however due to it being high season for ski tour operators, obtaining cooperation was difficult.*

The demand for ski trips remains consistent over the past few years with the bulk of those traveling to ski doing so through ski clubs or associations. Logistical ease, value for the dollar, and a variety of types of skiing in one place are all in high demand for the American ski tourist. Individuals do not travel for ski tourism with very high frequency thus it is important to target ski clubs and associations as the gatekeepers for this niche market.

Throughout this project, we observed a strange paradox in which although Norway enjoys a strong association with skiing, nobody seems to be traveling there to ski. The destination's reputation is that of a very "serious" place to ski. Showcasing more intermediate ski products, along with a diversity of experiences available only in Norway, could give Norway the potential to become a very attractive ski destination.

This project also confirmed the many specific needs of the American traveler that could make or break a destination. Most importantly, this includes high quality accommodations and equally high quality levels of service – both areas in which Norway has been known to struggle.

2. Introduction & Methodology

This knowledge transfer project was conducted by Innovation Norway's office in New York.

The project's target audience was US tour operators targeting citizens who have a special interest in skiing.

The project was conducted in two phases:

Phase 1 was done through research on the internet and on the basis of existing knowledge. The following sections were mapped out in phase 1:

- Tour operators who offer skiing trips
- The most important websites/forums dealing with ski tourism
- Ski magazines
- Ski clubs and special interest organizations

It should also be noted that because of the substantial overlap between Canadian tour operators and US tour operators, operators usually service clients in both countries seamlessly.

Phase 2 consisted of conducting telephone interviews. We spoke to three different tour operators, none of whom currently sell Norway as a ski tourism destination.

The interviews were conducted between February and March of 2018.

As a result of the telephone interviews and this report, we hope the reader will get a better understanding and knowledge about the US ski tourism market from a tour operator's perspective. This includes a better perception of target audience, understanding of success factors for suppliers, an awareness of what countries top the charts when it comes to ski destinations, and a sense of what criteria needs to be met in order for a country or region to succeed as a ski destination.

3. Research on the Internet: Phase 1

The first phase was Internet based where we answered a number of already identified questions within the topics mentioned in the introduction:

- Tour operators who offer ski trips
- The most important websites/forums dealing with ski tourism
- Ski magazines
- Ski clubs and special interest organizations

3.01 Tour Operators:

We identified 12 US tour operators. We looked at their target audience, what types of trips each operator is offering, if they have an environmentally friendly focus, if they offer trips to Norway, and if they are of interest to Norwegian suppliers.

3.02 Websites/Forums:

We identified five websites with focus on people enjoying skiing. We looked at their target audience, what their websites are about, if they are using social media, and advertising opportunities.

3.03 Magazines:

We identified five skiing related magazines. We looked at their target audiences, how the magazines are distributed, and cost to advertise.

3.04 Ski Clubs:

We identified five ski clubs and looked specifically at membership numbers, target audience, if they are organizing annual events, and if they have a membership magazine.

4. In-Depth Telephone Interview: Phase 2

In the first phase we identified 12 different US ski tour operators. In-depth interviews were conducted with three of them. We aimed for having a mix of operators both selling Norway in their programs and operators not selling Norway. Unfortunately, there are very few American operators selling Norway as a ski touring destination so all interviewed operators do not currently sell Norway. We also hoped to have five interviews, however due to the interviews taking place during the busiest part of the year for ski tour operators, we were only able to secure three.

4.01 Offering of Trips to Norway

None of the three tour operators interviewed currently sell Norway, although all seemed open to doing so if the demand was there from their clients. Generally Norway is seen as very expensive, especially when compared to other ski/mountain destinations. One tour operator described skiing in Norway as perceived as “too hardcore” which makes the destination daunting for all but the most experienced skiers. Showcasing intermediate skiing options may do a better job of attracting more intermediate ski tourists.

4.02 Presence in Other Markets

All three tour operators had offices or representation in other markets or locations. Some of these were within the US, but others had offices in South America, Italy, Austria, Switzerland, France and Bulgaria.

4.03 Demand

All interviewed tour operators described the ski tourism industry as “steady” over the past few years. Operators spoke of a small but dedicated client base for what is seen as a “very niche” product. Ski touring is seen to compete with other hot products like heli-skiing and touring hut-to-hut trips.

The vast majority of clients are considered “group” defined as 20+ participants. Many of these groups are adult ski clubs and ski councils and corporate groups indicating an effective way into this market may be via ski clubs and associations.

4.04 Booking Behavior and Length of Stay

All the tour operators surveyed agreed that the typical length of trip is 7 days with bookings being made roughly six months in advance once clients have an idea of air availability and costs.

All tour operators also agreed that the largest part of their business comes from group bookings composed of friends, colleagues or teams/clubs traveling together.

4.05 Accommodations

Most of the tour operators surveyed reported that their clients are only interested in staying in hotels. One operator mentioned that cabins could also be acceptable given the right conditions and a large amount of local charm. One operator also mentioned lodging guests on a boat and moving to different fjords each night as a great option that is not yet available in other mountainous regions around the world. Nearly all operators specified that their clients are looking for higher-end accommodations (4 and 5 star) and that they are willing to pay extra for high-quality accommodations.

All operators interviewed agreed that the most important element of accommodations is proximity to the slopes. This means walking distance or a very short shuttle ride to where they can begin to ski.

The need for en suite bathrooms, individual beds (since most clients are groups and not couples), and good WiFi are also quite important.

4.06 Local Food

All of the tour operators surveyed reported that local food in a destination is quite important to their clients, however some specifically stressed the need for variety in that offering so that they aren't eating the same thing all the time.

4.07 Sustainability

Surprisingly, all of the tour operators interviewed reported no interest on behalf of their clients in working with companies marked as sustainable or environmentally certified. Although there is an overall awareness of the need to be sustainable, operators agreed that it ultimately does not drive decision-making.

4.08 Willingness to Pay (WTP)

When it comes to what clients are willing to pay extra for, answers were fairly consistent across all surveyed tour operators.

Accommodation

Willingness to pay for higher end or higher quality accommodations was almost universal across all tour operators.

33% High WTP
66% Medium WTP

Hire Equipment

Getting a clear result on this question was a bit tricky as many clients bring their own equipment.

33% Medium WTP
66% Low WTP

Local Food

Importance of local food was fairly consistent across the board.

66% Medium WTP
33% Low WTP

Guiding

Guiding was somewhat of a mixed bag with all operators reporting different WTP. This is due to some operators providing their own guides that travel with the group.

33% High WTP
33% Medium WTP
33% Low WTP

Luggage Transport Between Destinations

Some operators prefer to stay in less destinations per trip than others.

66% High WTP
33% Low WTP

Planning/Organizing Ski Trips & Adventures

Results here were all over the place with operators rating low, medium and high in equal parts.

Sustainability / Sustainable Solutions

All but one of the operators surveyed reported low WTP for sustainability. One operator rated it a medium WTP.

4.09 Willingness to Pay Extra

Operators reported that clients are willing to pay extra for unique experiences such as skiing different fjords each day and traveling by boat, or including less physical ski options that require less of a hike but instead make use of trains, gondolas or chairlifts. Welcome and farewell parties, snowmobiling, and visiting local attractions also add value and can command additional fees.

4.10 Equipment

Operators reported that about half their clients prefer to bring their own equipment with the other half renting it on site depending on the level of skier. A beginner to intermediate skier will usually rent and an expert skier will usually bring their own equipment or bring their boots and rent just the skis. The benefit of renting needs to be clearly stated as it usually allows for swapping out existing equipment for equipment better suited to changing snow conditions.

4.11 Frequency of Travel

Frequency of travel for this group is not very high. More interested clients will travel once per year. Sometimes it is less frequent than that. As much of this business is still controlled by ski groups and associations, travel frequency by an individual client is not terribly high.

4.12 Importance of Guides

Depending on the destination, guiding can be very important or not important at all. Well-established ski areas with groomed runs and an active ski patrol do not require personalized guiding. However, more natural ski destinations (like Norway) bring with them larger risk of avalanche and complexities in the terrain. In these settings, guides can be essential. Operators with larger groups (50+) will send their own staff as guides.

4.13 Ski Tourist Bucket List

Consensus across the board was that the “essential” ski destinations are Italy, Austria, Switzerland and France. Iceland, Norway and Japan were mentioned as bucket list destinations that are currently less popular among the more established European ski countries.

4.14 Special Needs

Tour operators were unanimous on the need for high-quality accommodations (with en suite bathrooms) and an equally high quality level of service. All agreed that Americans are more demanding when it comes to both of these areas and expect a level of service that often falls flat in Europe as well as other parts of the world.

Since most skiers are traveling in groups or with ski clubs, the need for rooms with individual beds, or even individual rooms, is highly desirable. Including breakfast and dinner in the accommodation package allows for maximum time spent skiing.

Lastly, one operator mentioned that clients are primarily looking for a unique product with good value that they can brag about on social media.

4.15 Success Factors for Ski Tourism Destinations

Most operators mentioned offering a large variety of different types of skiing in one place as being very important. Logistics are usually of high concern so destinations must be approachable and easy to get around. Skiing is seen as complicated so anything to streamline the process, transportation or even booking is important. Cost is also a big factor so keeping costs reasonable for groups keeps the destination desirable.

Suppliers on the ground must understand the needs of the American trade and be responsive, communicative, and flexible when working with them. Tour operators want partners in the destinations that are going to go the extra mile and support them when necessary. This is of extreme importance in allowing operators to feel confident in the quality of the package they are selling and build successful programs in new destinations.

4.16 Challenges for Norway as a Ski Tourism Destination

All operators interviewed agreed that although Norway (and Norwegians) have a strong perceived link to skiing, the destination and its product offerings are still largely unknown by Americans.

Another concern, repeated over and over, was the cost of Norway compared to other destinations.

One solution proposed was to make use of Norway’s unique topography and create packages combining ski touring via train and boat with Norwegian cultural activities, fjord safaris, and culinary tours. These are experiences other ski destinations would be hard pressed to offer.

4.17 Marketing Channels

All of the operators we spoke to are using the Internet, trade fairs, and social media to market themselves. Some use blogs on top of that. All rely very much on word of mouth and repeat business from ski clubs and associations.

4.18 Influential Publications/Bloggers/Social Media Influencers

Influential magazines mentioned included Ski Magazine (most mentioned), Powder, Backcountry, Freeskier, and Outside Magazine.

Influential individuals mentioned included current and past Olympic ski athletes including Gus Kenworthy, Red Gerard, and Chloe Kim.

Other bloggers and social media influencers mentioned include Unofficial Networks, Jerry of the Day, and NewSchoolers.

5. Conclusions and Recommendations

Skiing is a major American pastime, however with so many options to ski in the United States, a relatively small amount of ski enthusiasts are traveling internationally to ski. The demand is there and it is consistent, but it remains small and relatively niche. One reason for this may be the international ski tourism offering is fairly one-dimensional and non-innovative.

Destinations like Switzerland, Italy and France offer mostly base-camp based ski trips where the skiing may be great, but diversity of other experiences is quite low.

Americans traveling for ski tourism tend to plan six months in advance and travel for seven days at a time in groups of individual people and not as couples. Ski clubs and associations dominate this space and largely dictate the destinations being visited. Clients expect easy access to the slopes and not having to trek long distances uphill. They demand good meals with a variety of foods and a high level of accommodation and service.

Although Norway enjoys strong correlation with skiing in the minds of ski tourists, a lack of awareness of what the destination has to offer to more intermediate and beginner skiers (as opposed to advanced) is a major obstacle.

However, Norway's long ski season and greater diversity of experiences compared with other European ski destinations place it in a unique position to redefine the ski tourism space. Norway needs to offer innovative packages that are geared towards intermediate skiers and include travel by boat in the fjords and a greater diversity of both ski and non-ski winter experiences. While doing this, it is most important to keep logistics in mind and create ski products where skiing is still at the center, and not too difficult for the average skier.

6. References & Data – Tour Operators

Name of Company	Snow Tours	Alpine Adventures	Ski.com	SkiCan
URL	www.snowtours.com	www.alpineadventures.net	www.ski.com	www.skican.com
Phone	800-222-1170	800-755-1330	800-908-5000	888-4-SKICAN
Mass or Niche	Mass in that they cover all skiing	Niche	Mass	Mass
Description	Worldwide ski vacations	Best luxury holiday and all-inclusive ski trips	Ski and snowboard packages worldwide	Ski vacations starting originally Canada
Season	All	All	All	Winter
Target Market	Groups, private, luxury	Luxury	Family, luxury, all-inclusive	Friends, families, groups, solo travelers
Level of Experience	All	All	All	All
Themed Tours	All forms of skiing	All forms of skiing	All forms of skiing and snowboarding	All forms of skiing
Destinations	USA, Canada, South America, Europe	USA, Canada, Europe, South America, Africa, Asia	US, Canada, Austria, France, Italy, Germany, Switzerland, Argentina, Chile, Japan	Canada, US, Europe
Standard or Customized	Customized	Customized and set departures	Customized	Customized or fixed departures
Custom	Everything custom	Custom or set group trips	Everything custom	Everything custom
Packaging	Mostly just air and resort	Fully inclusive tours	Accommodation only to all-inclusive	Anything, or fixed departures with all sorted
Prices	Not specified	Reasonable	All levels	Moderate
Additional Activities	No	Safari, wine, general tourism	Nightlife	No
Norway?	No	No	No	No
Sustainability Focus	No	No	No	No
Safety Focus? (Avalanche)	No	No	No	No
Online Bookings	Online requests only	Requests only	Yes for specific resorts only	No
Brochures	Yes	Unknown	Unknown	Yes
Potential for Norway	Yes	Yes	Yes	Yes
Comments	Participated in Fjord Norway FAM Sep 2017	Participated in Fjord Norway FAM Sep 2017		Family operation in second generation

6. References & Data – Tour Operators

Name of Company	Singles Ski	Cycle Ventaux	Scott Dunn Private Journeys	Banchi Outdoor Adventures
URL	www.singleski.com	www.cycleventoux.com	www.scottdunn.com/luxury-holiday/ski-holidays	www.banchi.com
Phone	212-752-2429	802-291-0415	858-703-4738	609-584-0005
Mass or Niche	Niche	Mass	Niche	Mass
Description	Ski vacation for singles	Exploring seldom seen Europe	High end private ski tours at their own properties	Ski trips for groups or individuals
Season	Winter	Winter for skiing, cycling year round	Winter	Winter. Rafting in summer
Target Market	Single skiers	Travelers interested in Europe specifically	High-end groups and families	Groups or individuals
Level of Experience	All	Some experience	Some experience	All
Themed Tours	Single skiers	Skiing, cycling or trekking	They also offer full travel services all around the world	All forms of skiing
Destinations	USA only	Austria, Switzerland, Italy	North America and the Alps	North America
Standard or Customized	Standard	Customized or fixed departures, groups	Customized	Custom or groups
Custom	Fixed departure packages	Everything customizable	Everything customizable	Custom possible
Packaging	Land only	Anything, or fixed departures with all sorted	They will handle everything	Land
Prices	Reasonable	Not listed	Expensive	Reasonable
Additional Activities	Snowmobile, social activities	Cycling, hut-to-hut hiking, cooking, dining	Anything is possible	Rafting trips in summer
Norway?	No	No	No	No
Sustainability Focus	No	No	No	No
Safety Focus? (Avalanche)	No	No	No	No
Online Bookings	Yes	No	No	No
Brochures	No, newsletter	No	Yes	Request only
Potential for Norway	Probably not	Yes	Yes	No
Comments		Probably the best fit for Norway given their broader focus	They run their own villas in Alps and North America	Mostly a resort booking service

6. References & Data – Tour Operators

Name of Company	Casa Tours	Holidaze Ski Tours	SkiGroup	Echo Tours
URL	www.casatours.com	www.holidaze.com/	www.skigroup.net	www.echotours.com
Phone	406-570-8292	800-526-2827	303-444-0916	888-399-9335
Mass or Niche	Niche	Niche	Mass	Niche
Description	The original operator to Chile and Argentina		Boutique ski tourism	Ski and snowboarding tours for college student organizations
Season	All year thanks to Japan and SA focus	Mostly winter	All	Winter
Target Market	Adventurous	50 years old, professional, no kids	Mostly groups	College student organizations
Level of Experience	Experienced	Some experience	Some experience	All
Themed Tours	Off-piste skiing	All forms of skiing	All forms of skiing	College students
Destinations	Chile, Argentina, Japan	Australia, Switz, France, Germany, Italy, USA	US, CA, Europe, NZ, South America	Mostly North America
Standard or Customized	Standard	Custom or groups	Customized	Standard
Custom	No	Mostly accommodations	Everything custom	Custom for groups
Packaging	All inclusive	Land	They can handle everything	Land
Prices	Mid-range, \$4-5k	All	Not listed	Affordable
Additional Activities	Light tourism, markets, food, snowboarding	No	Cruises	No
Norway?	No	No	No	No
Sustainability Focus	Yes	No	Yes	No
Safety Focus? (Avalanche)	No	No	No	No
Online Bookings	Requests only	Yes, for resorts.	Requests only	No
Brochures	No	Unknown	No	No
Potential for Norway	Yes - since they've added Japan	Yes	Yes	No
Comments		Family owned	Participated in Fjord Norway FAM Sep 2017	

6. References & Data – Ski Websites & Forums

Skiing Website / Forum	Powder Hounds	Senior Skiing	On the Snow	Free Skier	Unofficial Networks
URL	www.powderhounds.com	www.seniorsskiing.com	www.onthesnow.com	www.freeskier.com	www.unofficialnetworks.com
Phone	N/A	N/A	N/A	303-834-9775	N/A
Target	Ski and snowboarding enthusiasts	The 50+ snow enthusiast	US facing ski and sport enthusiasts	Those interested in gear and products	US facing ski and sport enthusiasts
Interest Area	Japan, Europe, CA, SA, USA, NZ	Destinations, gear, health, nostalgia	Resort and snow reports	Gear, resorts, travel	Weather and gear
Followers/Likes	20k Twitter, 7k FB, 287k visitors/month	500 Facebook, 15k monthly views	60k FB, 28k Twitter, Newsletter	300k FB, 288k Instagram, 63k Twitter	156k FB, 3,800 Twitter, 30k Insta
Selling Tours	Yes	No	No	No	No
Themed Content	Themed around destinations	Destinations, gear, health, nostalgia	Resort reports, snowfall data, snow sports news	Lots of content around specific brands	Weather forecasts and gear
TO Aligned	Yes, with several inbound providers	No	No	No	No
Key Personalities	Sweetcheeks Doyle	No but they have an advisory council	No	No	No
Advertising Cost	\$5/CPM Large & \$3/CPM Small	\$800-1200 per year	Managed through MountainNews	Must contact for details	Partner of USA Today
Creative Ad Formats	Rotating banners 215x270 & 215x151	728x90 and 300x250	Lots of options	Must contact for details	Undisclosed
Social Media Platforms	20k Twitter, 7k FB	Facebook - 500 followers	60k FB, 28k Twitter, Newsletter	300k FB, 288k Instagram, 63k Twitter	156k FB, 3,800 Twitter, 30k Insta
Potential for Norway	Some	Yes	Yes	Some	No
Comments					

6. References & Data – Ski Magazines

Magazine	Ski Magazine	Powder Magazine	Back Country Magazine	Cross Country Skier	Off Piste Magazine
Phone	303-253-6300	760-722-7777	802-644-6606	802-644-6606	509-999-2208
Tourism Focus	No	No	No	No	No
Target	67% male, 46 yrs avg age, \$107k HHI	73% male, 36 yrs avg age, \$115k HHI	89% male, 36-44yrs of age	53% male, 35+ yrs, \$75k+ HHI	20-55 yr old dedicated skiers
Distribution	1,400,000	1.3M total audience	31,000	15,000	20,000
Publish Frequency	6x per year	Every other month	Monthly	Twice per year	Once per year + web
Lifetime	1936	1972	1995	1980	1999
Website?	Yes	Yes	Yes	Yes	Yes
URL	www.skimag.com	www.powder.com	www.backcountrymagazine.com	www.crosscountryskier.com	www.offpistemag.com
Advertising Cost	\$42k Full page color	\$10k Full page color	\$3,500 Full page color	\$3,200 Full page color	\$1,599 Full page color
Circulation	1,400,000 (300k rate base)	333,000	31,000	15,000	8,000
Potential for Norway	Yes	Yes	Yes	No	No
Comments					

6. References & Data – Special Interest & Ski Clubs

Special Interest / Ski Club	Ski Tops	Pentagon Ski Club	Out of Control Ski Club	Space Dogs Ski Club	The Ski Club of Washington DC
URL	www.skitops.com	www.pentagonclub.org	www.ocskiclub.org	www.spacedogsski.club	scwdc.wildapricot.org
Phone	N/A	703-524-0200	N/A	403-679-1699	703-532-7776
Members	159 suppliers + operators	400-500 members	1,000+	Undisclosed	Undisclosed but probably a lot
Target	Tour Operators focused on skiing	Individual skiers	Individual skiers aged 21-70	Training	Individual skiers and adventurous people
Characateristics	Ski tour operators association	Tons of hosted trips domestic and abroad	Ski trips, instruction, social activities	High end training and some trips	Networking, social, travel, sports
Annual Events	Annual conference	Monthly meetings and tons of trips	Annual golf event, frequent meetups and social events	Mostly about training	Tons of events throughout the year both ski and non ski related
Magazine?	No	No	No	No	Yes
Circulation and Frequency	N/A	N/A	N/A	N/A	Undisclosed
TO Affiliate	No	No but they sell their own trips	No	No	No

Knowledge Transfer Project 2017/18

Ski Touring Tourism in Sweden



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1. Executive summary

During the winter of 2017/18, Innovation Norway in Sweden conducted a market research project targeting Swedish ski touring tour operators.

The goal of the project was to gain more knowledge about the market for ski touring in Sweden, relevant websites, ski touring and outdoor magazines, and relevant organisations.

General trends in Sweden show an increased interest in physical training and activity, together with an increase in the popularity of travelling and sharing experiences together¹. This reflects in the increasingly popular phenomena of ski touring, which is an activity growing in line with the general national trends.

Norway is already a very important ski touring destination for the Swedish market, and it has the potential to increase its popularity even more. However, there are several challenges for Norway to overcome in order to become even more attractive to international target groups. These challenges differ depending on the location in Norway but are mainly related to logistics difficulties, lack of accommodation alternatives, unstable weather conditions, and a high price level.

It is also important to point out that Norway offers a major advantage to Swedish travellers due to its proximity. This reduces travel times at a point when an increasing number of people tend to travel more frequently and for shorter periods.

Norway's major selling point as an end-destination for ski touring is the easy access to stunning and “untouched” natural scenery combined with the heavy amounts of high quality snow in most parts of the country. The fact that Norway provides an experience of tranquillity through its “untouched” nature relatively free of motorised vehicles is considered an additional selling point. Also, Norway can offer a long spring season with great ski touring conditions, which prolongs the skiing season in regions such as the Alps.

¹ Kairos Travel Trend Survey 2016, Kairos Future Dec 2016

2. Introduction and methodology

This knowledge transfer project was conducted by Innovation Norway's office in Stockholm.

The main objective of this report is to provide the reader with a better knowledge and understanding of the Swedish ski touring market, from a tour operator's perspective.

The project has been completed in two phases:

Phase 1 of this KTP report on ski touring was conducted as online research, and we have mapped out the Swedish market in terms of ski touring tourism. We have listed 9 operators, 5 media outlets, 5 forums, and 3 organisations which are particularly relevant stakeholders in the growing ski touring industry.

In Phase 2 of the report, we have selected 6 tour operators who currently offer ski touring holidays in Norway and Europe, for in-depth phone interviews. We have also consulted with additional experts who have a broad knowledge about the ski touring phenomena of today. The in-depth interviews were conducted between January and March 2018, and the results and analysis of the interviews are summarised and presented in this report.

3. Research part 1: online research

The initial mapping of relevant stakeholders in the Swedish market was performed through a screening of relevant websites. Through available information online, we answered a set of predefined questions within some relevant topics.

3.1 Tour operators

We identified 9 tour operators who offer a variety of ski touring trips and tours in their programmes. We looked at their main products and target groups, together with how they design and package their products according to varying skill levels and prerequisites. We also researched what destinations they offer, if they have a focus on sustainability issues, and whether they are of interest to Norwegian suppliers.

Active Ski	www.activeski.se
Pure Ski Touring	www.pureskitouring.se
Hvitserk.se	www.hvitserk.se
Mountain Guide travel	www.mountainguide.se
Pathfinder Travels	www.pathfindertravels.se
Up Ski & Mountain Guides	www.upguides.com
Alpine Legends	www.alpinelegends.se
Ski Unlimited	www.skiunlimited.se
Mountainsport	www.mountainsport.se

3.2 Media

We established that there are a total of 5 different skiing- and outdoor magazines in Sweden that are of interest in the Swedish market. None of these magazines keeps an exclusive focus on ski touring, but they do cover the topic to varying degrees.

Åka Skidor	www.akaskidor.se
Utemagasinet	www.utemagasinet.se
Friluftsliv	www.friluftsframjandet.se
RES Travel Magazine	www.res.se
Vagabond	www.vagabond.se

3.3 Websites

There are many skiing forums in Sweden today, and the most important of these are listed below. Freeride.se is the largest ski related forum in Sweden per se, with 860,000 visits and 400,000 new visitors every month on average. The forum snosäker.se is the most specialised forum for ski touring, presenting more than 400 different ski touring trips on their website. In addition, they

provide information relating to avalanche safety issues, sustainable travelling, and additional tips regarding ski touring in general.

Snösäker	www.snosaker.se
Outsidesweden	www.outsidesweden.se
Freeride	www.freeride.se
Åka skidor	www.akaskidor.se
Skidresor	www.skidresor.com

3.4 Organisations

There are no specialised organisations in Sweden focusing solely on ski touring activities. The first two large organisations listed below are working to promote outdoor activities in general for the Swedish population, including ski touring. Skiers Accredited is an exclusive membership-based organisation which focuses on both alpine skiing and ski touring, in combination with personal development.

Friluftsförbundet	www.friluftsforbundet.se
Svenska Turistföreningen	www.svenskaturistforeningen.se
Skiers Accredited	www.skiersaccredited.com

4. Research, part 2: in-depth interviews

In part two of the report, six tour operators have been chosen to undergo in-depth interviews on their experiences relating to ski touring trips. Also, we consulted snosaker.se, which is no tour operator, but a company specializing in sharing knowledge and information in relation to ski touring.

4.1 Selection of products on offer

The operators in our survey offer a wide range of products. These include both short and long ski touring trips including basecamps, Ski & Sail and Surf & Ski. Many also provide ski touring courses and separate coaching services. Some operators also offer ski touring activities in the winter/spring season, and climbing and mountain guide services during the rest of the year.

4.2 Focus markets

Four out of six interviewed businesses act as tour operators for ski touring trips in the leisure or business market. The remaining two are certified mountain guide operators who also offer ski touring activities.

They all have a focus on the Swedish market, but several of them also sell their products to target groups in France, Switzerland and other foreign markets. One of the tour operators is also considering the UK as a prospect.

4.3 Ski touring activities in Norway and other destinations

Five of the six operators arrange ski touring trips to Norway, both in their ordinary product portfolio and on special request. One operator does not sell ski touring trips exclusively, but instead offers the activity on request, in combination with alpine or off-piste skiing trips to Norway. There is a demand for this type of combination from people who want variety in their skiing experience, and who value ski touring when the weather conditions are good. However, as a combination product, the ski touring activity is merely an add-on when requested by the customer, and is not normally included in the basic packages on offer.

Ski touring destinations represented by our selection of operators includes destinations like Svalbard, Tromsø, Lyngen, Senja, Tamokdalen as well as Narvik in the northern parts of Norway. The Sunnmøre Alps, Romsdalen and Røldal in the southern parts are also well represented. A few of the operators also offer the Jotunheimen Haute Route.

4.4 Presence in other markets

One of the operators is part-time located in France, and one is also located in Norway.

4.5 Demand for ski touring tourism

According to the survey, five out of six operators report an “increase” or a “large increase” in the demand for ski touring activities in Sweden. One even uses the term “exploding” in order to explain the recent trend in demand. The increase in demand has remained steady for several years and is still heading upwards.

Several operators also report an increase in the demand for courses and introduction activities, or camps primarily offered to less experienced skiers. A common impression is that customers today are more aware of ski touring destinations and the activities on offer. This does not necessarily mean that customers are experienced ski tourers themselves, but the interest and curiosity about this type of activity are present and rising in the current market.

The general health and training trend in Sweden could also be a reason why the relatively hard physical work associated with ski touring is more accepted today, and is even considered a highly valued aspect of the sport.

4.6 Market size for ski touring

Skiing is a very popular activity in Sweden, and the total market of alpine and off-piste skiers is 1.4 million people, according to a recent study from EPINION². This figure represents about 24% of the total Swedish population from 18 years of age. It is a difficult task to estimate the size of the market for ski touring in particular, as there are no valid data available. The operators participating in this survey do not have any clear perception of the market size either. However, some qualified guesses by the operators estimates the market to be between 1% and 10% of the total skiing market, which would equal between 14-140,000 potential ski touring tourists. Equally important as the actual market size, is the common perception that the market for ski touring has experienced rapid and steady growth over recent years and that this trend is still ongoing.

4.7 Accommodation

Common for most of the operators participating in the survey, is that they use a variety of accommodation alternatives, depending on the type of trip offered. More than 80% are using hotels and guesthouses, while 33% use cabins with self-service. When arranging typical trips like Haute Route Jotunheimen, the use of cabins and mountain cottages with self-service is often the only option. Furthermore, 50% of the operators also offer accommodation on boats for their Ski & Sail products, and one operator provides free camping with accommodation in tents.

4.8 Special facilities for accommodation

In general, the operators are not reporting a great demand for luxury accommodation, even though they want to be able to offer this on special request. More importantly, the accommodation in any category needs to be traditional to the area, clean, and provide a good standard overall. If food is provided, this is also considered very important for keeping guests satisfied. Fresh, well made and local food is highly valued, and there must never be a lack of it. Another important aspect highlighted, is that the location needs to be close to the airport, with easy transfer available. Ideally, the accommodation should also be located close to the good skiing areas. Available WiFi, good proximity to a local food store and sportshop (in

² EPINIONS survey from 2016 "NORGES MARKEDSANDEL SOM SKIDESTINASJON BLANT SVENSKE SKITURISTER"

case of trouble with the skiing equipment) are also considered to be advantages associated with the accommodation.

4.9 Willingness to pay for services

All the operators mainly sell package trips with most services included, which makes it hard to answer this question. 66% of the operators report a high willingness to pay for good accommodation and guiding services. 50% report the same willingness for the service of planning and organising ski touring trips and adventures, while 33% report a high willingness to pay for local food and drinks.

According to the feedback from the operators, there is generally a resistance to paying for luggage transport between destinations and for hiring general skiing equipment. However, one operator did report that if ski rental is offered, most customers prefer to rent their equipment, due to the practicalities of not having to bring it on the airline journey.

4.9 Local food and drinks

Four out of the six operators consider local food and drink to be "very important" to their customers, and two out of six consider it to be "quite important". What is mentioned by several, is that while locally made food is not essential to many guests, it is an added value that should be prioritised more. Being served fresh fish when visiting a coastal area, for example, is considered an additional positive dimension to the customer experience.

In general, Swedes have rather low expectations regarding the food offered in Norway. This perception though is more rooted in prejudice and lack of actual experiences, as operators report that most visitors find the food in Norway to be of high quality and rarely a problem. The food experience is quite often mentioned as a positive surprise for customers.

4.10 Customers requests for sustainable solutions

80% of the operators answered "no" to the question of whether their customers request sustainable solutions. A common view is that customers are perceiving sustainability the way they do it at home. They choose sustainable options where it is possible, easily accessible and where it takes little effort. It does not appear though, to yet be such an important factor in changing people's actual travelling behaviour. The fact that you need to travel by plane is not a strong enough argument to detract from visiting an attractive destination. The search for the best skiing conditions and experiences are far more important to most customers. One operator reports that many customers are interested in environmentally friendly transport alternatives where it is possible, such as choosing the train. Romsdalen and Narvik are examples of destinations that could benefit from this in the longer term.

The untouched nature of Norway, free of heli-skiing and snow scooters, is also considered an advantage when compared to destinations such as Sweden. Experiencing the "silent" and "untouched" nature in Norway is important to customers visiting Norway for ski touring activities and is considered an important selling point.

4.11 Skiing equipment

According to the operators, the majority of customers bring most of their equipment themselves. However, it is still important to be able to provide the option to rent equipment on site, in particular skis and safety gear.

4.12 Guiding services

Certified guide services are a core activity for all the operators in our survey, and it is considered vital for being able to provide a safe and positive customer experience. Guiding is also important for locating the best skiing conditions, and for providing the customer with the maximum value for their time and money.

4.13 Most popular types of ski touring trips

The most common type of ski touring holidays are base camps with guided daily trips, which are offered by all operators. Three out of six operators also offer base camp with self-guided trips, Ski & Sail and Haute Route multi-day trips.

4.14 Typical length of stay

The typical length of stay varies between the operators in the survey, and ranges from short weekend trips to holidays that last for one week. Four out of the six operators consider trips lasting between 4 to 6 days as being the typical length of stay.

4.15 Booking patterns

Most operators report the period from late August through to October and November to be the main booking season for the coming winter/spring season. A second peak booking period appears in February and March, for more spontaneous trips often within a few weeks before the departure date. The late booking pattern will often be the case for group trips to destinations in Sweden as well as in Norway, as these destinations are not too far away. For these late bookings, the weather and snow forecasts often play an very important role in the customer's decision on where to go.

4.16 Type of travellers

All operators agree that the most common group of travellers on ski touring trips are groups of friends, two people or more. Families are also mentioned, but only by one operator.

4.17 Number of ski touring holidays

50% of the operators report that a large percentage of their customers travel abroad multiple times every year for ski touring activities, and 50% report that their customers travel once a year.

4.18 Ski tourists' bucket list

Talking about bucket list destinations, three main countries or regions are mentioned by most of the operators. These are Norway, Canada and the Alps. Swedish destinations like Jämtland, Riksgränsen and Tarfala are also mentioned by several. One of the operators even mentions Antarctica as being a new and spectacular destination for ski touring.

Norwegian destinations mentioned are Lyngen, Lofoten, Senja, Sunnmøre and Romsdalen.

4.19 Important success factors for destinations developing ski touring tourism

The three most important factors mentioned by most of the operators are good logistics both to the destination and onsite, a guarantee of snow and snow quality, and beautiful nature. Other success factors mentioned are being far away from the crowds, using sustainable transportation alternatives, good accommodation and food, and providing a well-organised experience overall.

The fact that Norway can offer a long spring season with great ski touring conditions as late as May and even June some places, is considered an important selling point as it prolongs the skiing season relative to other popular regions such as the Alps.

4.20 Main challenges for Norway as a ski touring destination

Common challenges mentioned are the general price level as well as a lack of good accommodation alternatives at certain destinations. This is especially true for the luxury and high comfort segment. Bad flight connections to and from Oslo Gardermoen which could lead to additional costs for the customer due to extra overnight stays, is mentioned by several as a challenge. One operator even reports that customers luggage has gone missing at Oslo Gardermoen on several occasions, and this is a negative aspect to be noted.

A common impression among most of the operators is the fact that Norway often represents a rather "extreme" skiing destination, which may not suit less experienced skiers. Several operators mention the need for easier ski touring products in Norway, to meet the need for the growing target group of less experienced skiers and/or new beginners.

As mentioned earlier, Swedes rather low expectations regarding the food in Norway is reported to be a problem for some operators during the decision phase of the customer. However, once in Norway, this is not an ongoing issue. The food is most often perceived as being of high quality, and the food experience is quite often mentioned as a positive surprise for customers.

4.21 Channels used to reach main target groups

All operators in the survey mention both internet and social media as being important channels for reaching out to their main target groups. 50% also mention advertisements placed in skiing and outdoor magazines, with 16% pointing to trade fairs and blogs as an important communication method.

A very important channel, if not the most important, was mentioned by most of the operators. This is when their customers share positive experiences by word of mouth and through their own social media. Also, shared experiences by ski touring influencers (f.ex tour guides) are also considered to make an impact in order to reach out to the target groups.

4.22 Cooperation with bloggers

Only one of the six operators reports being working actively with bloggers or social media influencers in order to reach new customers.

4.23 Most important skiing and outdoor magazines

The most important skiing and outdoor magazines mentioned are Åka Skidor, Fri Flyt (NO), Utemagasinet (NO and SE), and any international ski magazine in general.

5. Conclusions and recommendations

The market for ski touring in Sweden has been growing rapidly in recent years and the growth rate is showing no signs of slowing down. All the operators who participated in our interviews confirm this strong trend in the market.

The operators in this survey all agreed that Norway is a very attractive destination for ski touring, in close competition with destinations in the Alps, Canada and Sweden. The main selling points for Norway are the short travelling distances and relatively easy logistics, the spectacular nature which often is quite unique compared to Sweden, as well as the good snow conditions. The fact that Norway also represents an experience “far away from the crowds” and in “quiet” natural surroundings practically free of motorised vehicles, is also a positive aspect to be recognised, also compared to destinations as Sweden. The long ski touring season in Norway, stretching into May and June, represents a natural prolonging of the slightly earlier ski touring season in destinations further south in Europe.

Swedish ski tourers in general tend to plan and book their trip about a half a year in advance, but many travellers also plan and book more spontaneously only weeks before departure. The most common length of stay is 4-6 days and the most popular product is a base camp with guided daily trips. The access to certified guide services is considered a core value to the customers in order to optimize the value for money and to be able to have a safe and positive customer experience. The typical Swedish client is a group of friends, two or more, travelling together.

Swedish ski touring travellers shows interest in a variety of accommodation categories were the facility is genuine to the type of product and to the area, it should be clean and provide a reasonably good standard overall. If food is provided, this is also an important aspect. High quality, local food is considered an added value and there needs to be sufficient amounts of it.

According to the operators, the greatest challenges for Norway are related to the general high price level. There is also a limited number of good flight connections in Oslo, lack of good accommodation alternatives at certain destinations as well as challenging weather conditions.

The operators also point to the fact that Norway is perceived as a rather extreme ski touring destination for the more experienced skiers. To broaden the target groups, there is a need to develop new and adjusted products which are more suited to less experienced skiers and new beginners.

The conclusions can be summarised as follows;

This research has confirmed that Norway is a world class ski touring destination. The long ski season and the naturally good conditions in Norway for this type of activity, puts the destination in a great position for continuous growth. A way to stimulate further growth could be to develop more skiing products specifically aimed at less experienced skiers and beginners. Improving flight connections and accommodation capacity during the main season could also be important components for further growth.

In order to maintain and strengthen the position as an attractive ski touring destination, it is of vital importance to acknowledge and meet the Swedish customers high demand for product quality. This includes providing well-organised tours including certified guiding services and good logistics both to the destination and on site, genuine and good standard accommodation as well as high quality food. The fact that Norway can offer Swedes relatively easy access to great skiing experiences safely provided in spectacular and “untouched” nature far away from the crowds and motorised vehicles, must be considered a comparative advantage to be considered and utilised in future product development.

6. List of references / Table of data

Sources:

Kairos Travel Trend Survey 2016, Kairos Future Dec 2016

EPINIONS survey from 2016 "NORGES MARKEDSANDEL SOM SKIDESTINASJON BLANT SVENSKA SKITURISTER"

In-depth interviews with the following tour operators:

Up Ski & Mountain Guides	www.upguides.com
Active Ski	www.activeski.se
Pure Ski Touring	www.pureskitouring.se
Hvitserk.se	www.hvitserk.se
Pathfinder	www.pathfindertravels.se
Mountainsport	www.mountainsport.se

An interview was also conducted with Fredrik Schenholm - journalist, writer, photographer, ski touring enthusiast and founder of www.Snosaker.se.

References and data – Tour operators:

Name of company	Active Ski	Pure Ski Touring	Hvitserk.se
URL	https://www.activeski.se/	http://pureskitouring.se/	https://www.hvitserk.se/
Phone	+46 8 628 28 10	+46 73 08 46 230	+46 8 509 07 975
Mass or niche	Niche	Niche	Mass
Description	Offers offpiste- and ski touring experiences as a complement to alpine skiing	Only exclusive ski touring trips with guide.	Ski touring trips and -courses. Ski & Sail. Even more expeditionlike tours.
Season	February-April	February-April	March-May
Target market	All interested in skiing, a more price sensitive segment. Offers transport by bus from Sweden which defines the target group.	Mainly more experienced ski tourers. Offers PureFreeride Camp for less experienced and new beginners.	All interested in skiing and ski touring. The travels have a focus on social interaction.
Level of Experience	Easy/Advanced	Specific precondition requirements for every trip offered.	5-grade scale with detailed explanation of precondition requirements.
Themed Tours	Offers guided ski touring trips and courses via collaborator (Pure Ski).	Sea to summit, Haute Route. Pure ski Touring offers three ski touring concepts; Out of bounds - ski touring, Events – ski touring trips from basecamp and On Demand – custom made trips on demand from groups.	Ski touring courses, Ski & Sail, ski touring in combination with Hurtigruten, Haute Route.
Destinations	Norway - Stranda, Røldal, Narvik (on request), Gausta (on request). Switzerland, Austria, Italy, Japan, Sweden. Italy most sold destination.	Norway - Sea to summit (Ski and sail Tromsø), Jotunheimen Haute Route, Lyngen - Event, Senja - Event, Svalbard - Out of Bounds with boat. France, Switzerland, Austria and Sweden.	Norway - Svalbard, Vatnahalsen, Lofoten, Romsdalen, Jotunheimen Haute Route, Hjørundfjorden, Sunnmøre, ski touring with Hurtigruten. Haute Route Alps.
Standard or customised	Customization on request.	Customized and set departures.	Customized and set departures.
Custom	Everything custom	Everything custom	Everything custom
Packaging	All inclusive incl bus transport, half pension.	All inclusive incl flights.	All inclusive excl transport to/from destination
Prices on web	Yes	Yes	Yes
Additional activities	Skiing in pist and offpist (with/without guide)and courses.	Only ski touring (as per today)	Skiing trips, hiking, safari, expeditions, climbing, sailing, cayaking, courses.
Norway through other activities?	No	No	Yes
Sustainability focus?	N/A	Yes, sustainability focus were possible f.ex quality checking material suppliers and cooperators and focus on environmentally friendly solutions.	Yes, clients have the opportunity (optional) to contribute financially to different environmental projects. Also works with a foundation (Stiftelsen Varde) that works with environmental-, educational- and health projects around the world.
Online Bookings?	Yes	Yes	Yes
Broschures	No	No	No
Potential for Norway?	Yes	Yes	Yes
Comments	Are searching for more Norwegian destinations interesting for flight+bus combinations.	Only one trip per year to each destination. Focus on exclusivity.	Largest Scandinavian operator for adventure- and expedition travels.

References and data – Tour operators:

Name of company	Mountain Guide Travel	Pathfinder travels	Up Ski & Mountain guides
URL	http://www.mountainguide.se/default.asp	www.pathfindertravels.se	www.upguides.com/
Phone	+46 73 83 42 100	+46 31 707 00 80	+46 733 74 59 59
Mass or niche	Mass and MICE	Mass	Mass
Description	Ski touring trips – and courses, Ski & sail, Haute Route, avalanche courses, climbing courses for skiers, ski touring and dog sledding, conference and events, combo-packages with ski touring, offpist, heliski and fjord.	Ski Touring trips to more rare/unique destinations. Focus on the cultural dimension.	Ski touring trips, skiing under the Northern lights, night skiing, Haute Route, Randonnee for new beginners, Ski & Sail, Split ski camp, Surf & Ski.
Season	February-April	January-April	January-May
Target market	All interested in ski touring. Customizes groups based on the participants preconditions. Private persons and conference groups.	Active and culture interested persons. Also family segment.	All interested in ski touring.
Level of Experience	Customizes trips based on the participants preconditions	Customizes trips based on the participants preconditions. Detailed explanation of precondition requirements.	Fitness scale 1-4, technical level scale A-D. Detailed explanation of precondition requirements.
Themed Tours	Ski touring courses, Ski & sail, Haute Route, avalanche courses, climbing courses for skiers, ski touring and dog sledding, conference and events, combo package with ski touring, offpist, heliski and fjord.	Focus on different destinations.	Ski touring under the Northern lights, night skiing, Haute Route, Randonnee for new beginners, Ski & Sail, Split ski camp, Surf & Ski.
Destinations	Norway – Narvik, Lyngen, Svalbard. Sweden, France, Switzerland, Georgia, Iran, India, Nepal and Japan.	Norway – Sunnmøre Alps, and Svalbard. Iran, Bulgaria, Marocco, Japan, Kirgizistan	Norway - Finnmark, Tamokdalen, Romsdal. Sweden, Colorado, France, Marocco, Albany, Japan.
Standard or customised	Customized and set departures.	Customized and set departures.	Customized and set departures.
Custom	Everything can be customized	Everything can be customized	Everything can be customized
Packaging	All inclusive excl transport to/from destination	All inclusive incl flights excl drinks.	All inclusive excl transport to/from destination, personal insurance and drinks
Prices on web	Yes	Yes	Yes
Additional activities	Off piste-skiing, heliskiing, climbing, ice climbing, dog sledding, courses,	Hiking, mountain climbing, MTB, family trips, special trips focusing on mindfulness, trailrunning and multisport.	Off piste and MTB.
Norway through other activities?	No	Yes, hiking to Trolltunga/Hardangerfjorden.	No
Sustainability focus?	N/A	Yes – striving to work with local suppliers at taking a socially and environmentally responsibility in their local communities.	N/A
Online Bookings?	Yes	No, phone and e-mail	No, phone and e-mail
Broschures	No	No	No
Potential for Norway?	Yes	Yes	Yes
Comments	Company consist of a team for of active mountain guides.	Have hosted the BANFF Mountain Film Festival in Scandinavia since 2003	

References and data – Tour operators:

Name of company	Ski Unlimited	Mountainsport	Alpine Legends
URL	https://skiunlimited.se/	http://www.mountainsport.se/	http://alpinelegends.se/
Phone	+46 8 654 12 60	+46 73 03 04 183	+46 8 562 159 90
Mass or niche	Niche and MICE	Niche	Niche and MICE
Description	Ski touring trips and off piste-skiing at alpine ski destinations	Ski touring trips, and ski courses	Ski touring trips and off piste-skiing at alpine ski destinations. Other activities offered on request.
Season	January-March	December-May	December-April
Target market	Company groups	All interested in ski touring.	Only custom made trips for groups > 10 pax
Level of Experience	N/A	N/A	N/A
Themed Tours	Customization on request	Guided ski touring trips and courses.	Customization on request
Destinations	Italy, France, Switzerland, Spain. More destinations on request.	Norway – Romsdal, Sunnmøre Alps. Sweden - Riksgränsen, Sylarna, Åre.	On request, but visits destinations such as France, Spain, Turkey, Uzbekistan etc.
Standard or customised	Customization on request	Customized and set departures.	Only custom made trips for groups > 10 pax
Custom	Everything can be customized	Everything can be customized	Everything can be customized
Packaging	On request.	Guide, local transport, accomodation, safety equipment.	On request
Prices on web	No	Yes	Only indicative
Additional activities	A variety of activities on request	Offpiste-guiding, isklatring, skiskole, vandringer, redningskurs, instruktørkurs.	A variety of activities on request
Norway through other activities?	No, but on request	No, but on request	No, but on request
Sustainability focus?	N/A	N/A	N/A
Online Bookings?	No, phone and e-mail	No, phone and e-mail	No, phone and e-mail
Broschures	No	No	No
Potential for Norway?	Yes	Yes	Yes
Comments		Company consist of a team for of active mountain guides. David Lindgren also lives in Romsdalen.	

References and data – Media:

Magazine	Åka Skidor	Utemagasinet	Friluftsliv
Publisher	Egmont Publishing	Egmont Publishing	Published by Friluftsförbundet
Contactperson/-info	Thomas Eriksson, +46 40 400 222	Marie Kjellnäs +46 70-539 41 09	Cajsa Rännar, Cajsa.rannar@friluftsförbundet.se
Travel section	No	No	No
Characteristics	Established in 1974. Leading Swedish magazine for alpine skiers.	Established in 1980.	Member-magazine for Friluftsförbundet. One of Sweden's leading magazines for outdoor, adventure and travels.
Target market	70% men, 30% women. Strongest in the age interval of 20-40 years. Many active families. Mainly skiing.	60% men, 40% women. Age average 48 years. Outdoor enthusiasts at all levels. Skiing and other activities.	Member-magazine for Friluftsförbundet. Broad target group, but common factor is the love of outdoor life and being active in nature. Skiing and other activities.
Distribution	Subscription and in shop	Subscription and in shop	Delivered to all members. Available through libraries, schools and in shop.
Publish Frequency	10 nr/year.	10 nr/year	4 nr/year.
Lifetime	Each number 8 weeks in shop	N/A	N/A
URL	http://www.akaskidor.se/	http://www.utemagasinet.se/	http://www.friluftsförbundet.se/magasin-friluftsliv/
Advertising cost (SEK, gross price)	2/1 page 60 000, 1/1 page 35 000, ½ page 21 000, 1/4-page 14 000.	1/1 page 38 000, ½ page 20 000, 1/4-page 14 000	N/A
Circulation	Total circulation 22 000 ex.	Total circulation 35 000 ex. According to Orvesto cirka 80 000 readers pr nr.	79-84 000 readers according to Orvesto.
Potential for Norway	Yes	Yes	Yes
Comments	Also subscribed digitally		Digital magazine from 2015

References and data – Media:

Magazine	RES Travel magazine	Vagabond
Publisher	Own publisher	Egmont Publishing
Contactperson/-info	Kajsa Beausang; kajsa.beausang@res.se	Fredrik Brändström, Tel: 08-555 240 15 fredrik@vagabond.se
Travel section	Travel magazine	Travel magazine
Characteristics	Established 1981. Family company.	Established 1987. The biggest travel magazine in Sweden.
Target market	43% men, 57% women. Age span 35-64, Primary interest design, culture, travels, food and drinks, experiences.	42% men, 58% women. Average age 47 years. Lives in cities/urban areas and have high income.
Distribution	Subscription and in shop	Subscription and in shop
Publish Frequency	6 nr/year.	8 nr/year.
Lifetime	N/A	N/A
URL	http://www.res.se/	www.vagabond.se
Advertising cost (SEK, gross price)	1/1 page 37 400, ½ page ca 24 000.	1/1 page 39 900, ½ page 24 800.
Circulation	Totalt circulation 29 000. 89 000 readers/nr according to Orvesto.	Total circulation 45-50 000 ex. 142 000 readers/nr according to Orvesto.
Potential for Norway	Yes, but the number of skiing articles are relatively low.	Yes, but the number of skiing articles are relatively low.
Comments		

References and data – Websites:

Website	Snösäker	Outsidesweden	Freeride.se
URL	https://snosaker.se/	http://www.outsidesweden.se/	www.freeride.se
Contactperson-/info	Fredrik Schenholm and Rikard Andreasson	Daniel Breece	Martin Åkesson, +46 73 674 61 60
Target market	Ski touring interested at all levels.	Active and outdoor enthusiasts at all levels	Specialized forum for skiers. 72 % men / 28 % women. Largest age span 25-34 years. 98 000 registered members. 68% skis 3 weeks or more/year.
Interest area and themed content	Snösäker keeps an exclusively focus on ski touring and offers detailed travel guides to more than 400 ski touring destinations in Scandinavia. Snösöker also delivers lectures, articles, books, E-guides and homeparties, courses and safety guides - all related to the topic of ski touring.	Covers a broad variety of outdoor activities. The Ski touring topic is covered through a cooperation with snösaker.se, see below.	Established in 1998 and today one of the largest ski medias in Scandinavia. Covers a variety of ski related activities incl ski touring. Offers articles, travel tips, discussion forums, skishop etc. Integrated with fnugg.no.
Followers/Likes	1,8k followers on Facebook	9,5k followers on Facebook	41k followers on Facebook
Tour tips, blogs .. ?	Yes – more than 400 travel guides to ski touring destinations in Scandinavia.	Yes, a number of influencers/bloggers presented on the site.	Offers an overview of ski touring destinations in Norway, Sweden and the Alps in an interactive map available on the site.
Level of experience	Yes	Yes – via snösaker.se	Yes
How?	Easy – Medium – Hard, with explanation.	Easy – Medium – Hard, with explanation.	Easy – Medium - Hard
TO aligned	No	No	No
Key personalities	Yes – both Fredrik Schenholm and Rikard Andreasson are well known ski touring profiles	Yes, cooperates with snösaker.se about the «Topptursguiden». Also cooperates with a number of bloggers.	A variety of bloggers and skiing profiles is presented on the site via articles etc.
Advertising cost	N/A	N/A	CPM 25-450 depending on format
Creative ad formats	N/A	N/A	A variety of formats available incl banners, videos, native ads, newsletters etc.
SOME platforms	https://www.facebook.com/snosaker/	https://www.facebook.com/outsidewe/	https://www.facebook.com/freeride/
Potential for Norway	Yes	Yes	Yes
Comments	Dedicated to sustainability issues like "Klimatsmart skidåkning", not just why but also how. See https://snosaker.se/klimatsmart-skidakning/		880 000 visits/month, 400 000 unique visitors/month, 3,2 mill page views/month

References and data – Websites:

Website	Åka Skidor	Skidresor
URL	http://www.akaskidor.se/	www.skidresor.com
Contactperson-/info	Thomas Eriksson, +46 40 400 222	Rasmus Skov, +46 8-559 24 986
Target market	Specialized forum for skiers. 65% men/35% women. Average age 41 years. Very active target group.	Skiers at all levels.
Interest area and themed content	News, inspiration (incl bloggers), skiing adventures, training technique-/tips, travel articles, guides, tests, webshopt etc. Bloggende skiprofiler.	Established in 2008. All major ski areas of interest for Swedish skiers are described on the website with text and pictures. The page offers a webshop, snow reports and a lot more.
Followers/Likes	21k followers on Facebook	2,5k followers on Facebook
Tour tips, bloggs .. ?	Yes, travel tips and blogs available.	Yes, travel tips, recommendations, ski destinations reviews, skishop, travels etc offered via a range of Swedish TOs such as f.ex Active ski.
Level of experience	N/A	N/A
TO aligned	No	Several TOs available on website.
TO Names		Many - see website.
Key personalities	N/A	N/A
Advertising cost	CPM 200-400. Offers visibility in newsletters and sponsorships in blog and video channel.	N/A
Creative ad formats	A variety of formats like panorama, mobile and newsletter.	N/A
SOME platforms	https://www.facebook.com/akaskidor/	https://www.facebook.com/skidresorcom/
Potential for Norway	Yes	Yes, may be
Comments	Also available as digital magazine, http://www.akaskidor.se/tidningar .	

References and data – Organisations and Special interest:

Name Organisation	Friluftsförbundet	Svenska Turistföreningen (STF)	Skiers Accredited
URL	www.friluftsforbundet.se	www.svenskaturistforeningen.se	http://www.skiersaccredited.com/
Contactperson/-info	Gen. Sek. Lars Lundström	Gen. Sekr. Magnus Ling	Andreas Jonsson, +46 647-77 99 98
Members	95 000 of which 7-7 500 are leaders.	>235 000	About 300
Target	Outdoor enthusiasts of all ages and levels. Many families.	The vision of STF is to inspire people to travel and do activities and adventures in Sweden, providing them with unique nature- and cultural experiences.	People who want personal development both as skiers and human beings. The basic fee is 120 000 and includes membership for life. There are specific criteria for membership. The members are between 18-73 years and average age is 43. 1/3 of the members are women.
Characteristics	Membership organisation. Based on voluntary work and local mobilization in the districts all over Sweden. There is a variety of activities offered.	STF is the Swedish counterpart to the Norwegian DNT (Norwegian Trekking Organisation).	Established in 2008. Based on exclusivity, customized development plans on individual level, personal follow-up from high quality leaders and mentors. Based in Switzerland (Davos) and Sweden (Åre).
Annual events	Organizes a great number of events during the year throughout the whole of Sweden.	Yes, see f.ex https://www.svenskaturistforeningen.se/paket/abisko-topptursdagar-3/	Yes – there is a variety of skibased experiences organized throughout the year including destinations such as Trysil and Stranda.
Magazine?	Yes	Yes	No
Name Magazine	Friluftsliv – see under Medias	Turist	
Circulation and frequency	79-84 000 readers/nr according to Orvesto, 4 nr/year.	140 000 ex, 6 nr/year	
TO affiliate	Organizes activities including ski touring activities, for the members through their numerous local organizations.	Organizes activities including ski touring activities for their members.	Organizes travels for their members, where the members themselves pay for their own travel costs.