

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.friluftsförbundet.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, Marocko, Japan, Kirgizistan	Norway - Finnmark, Tamokdalen, Romsdal. Sweden, Colorado, France, Marocko, 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.