

Global Ski Market: Size, Trends & Forecasts (2018 Edition)

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Abstracts

Scope of the Report

The report titled “Global Ski Market: Size, Trends & Forecasts (2018 Edition)” provides an in-depth analysis of the global ski market by skier visits, skiers and ski resorts. The report also gives an insight of the global ski market by region, etc.

The report provides a regional analysis of the ski market, including the following regions: Alps, America, Europe and Asia-Pacific.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global ski market has also been forecasted for the period 2017-2018, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The competition in the global ski market is consolidated by two big players, Vail Resorts, Inc. and Aspen Skiing & Co. LLC.

Further, key players of the ski market Vail Resorts, Inc., Aspen Skiing & Co. LLC. and Prince Hotels Inc. are also profiled with their financial information and respective business strategies.

Country Coverage

Alps

America

Europe

Asia-Pacific

Company Coverage

Vail Resorts, Inc.

Aspen Skiing Co., LLC

Prince Hotels Inc.

Executive Summary

Ski is a snow sport. In earlier days, ski was a means of transportation in snowy areas. The act of manoeuvring long pair of flat runners called skis that are attached to boots or quality plastic shoes is called skiing. Several types of competitive skiing events are recognized by the International Olympic Committee (IOC), and the International Ski Federation (FIS).

There are several forms of skiing that include, Alpine Skiing, Nordic Skiing, Off-Piste Skiing, Backcountry Skiing, etc. The ski gear include, boots, skis, poles, helmets, ski gloves, ski suits, etc. The ski market has been segmented into skiers, skier visits and ski resorts. The ski also includes lifts that include aerial lifts or surface lifts.

The global ski market by number of skier visits has increased at a significant CAGR during the years 2010-2011 and projections are made that the market would rise by number of skier visits in the next one-two years i.e. 2017-2018 tremendously. The ski market is expected to increase due to growth in GDP per-capita, growing global youth population, etc. Yet the market faces some challenges such as, seasonal nature of industry, increasing unemployment, etc.

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