



## A Canadian Ski Council “Did you know?” Snow Sports Panel<sup>1</sup> Poll Bulletin – Trip Travel Intentions<sup>2</sup>

### To take an overnight trip or not?

65% of respondents indicated they plan to take an overnight trip<sup>3</sup> within the province in which they live this season. Residents of BC were the most likely to take an overnight trip within the province (78%), residents of Ontario the least (47%). Among those taking trips within the province, the average number of trips taken is 3.2.

51% intend to take an overnight trip outside the province with residents of Ontario and Alberta the most likely to do so (87% and 82% respectively) and residents of BC the least likely (27%). Among those taking out of province trips, the average number of trips taken is 2.9.

- Respondents from Quebec and BC were more likely to take overnights at areas within their province than outside, whereas those from Alberta and especially Ontario were more likely to take trips outside their province.
- Respondents from BC take more trips in-province than out of province (2.8 v 0.7), whereas respondents from Ontario and Alberta took more trips out of province than within (3.0 v 1.5 for Ontario and 2.8 v 1.7 for Alberta). Quebec respondents take marginally more trips within the province than outside (1.8 v 1.4)
- There are no demographic differences in the profile of those who take overnight trips in province v those who take them out of province. Likely because one-third of respondents indicated taking both types of trips. However, there were some differences in the average number of trips taken.
  - While the average number of trips taken in-province v out of province is the same for both Singles (3.4) and Couples (3.2), Households with Children at home take more overnight trip in-province (3.1) than out of province (2.7). Empty Nester households also take more in-province than out of province trips (3.8 v 3.4).
  - While higher income households take more trips, income is not an indicator of if the trip is in-province v out of province
- While less frequent/passionate skiers are as likely to take an overnight ski trip within their province of residence (71%), they are much less likely to go to areas outside their province (30%).

February is the month respondents seem take want to take trips, closely followed by March and January. Patterns are generally similar for trips taken within and outside the province.

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<sup>1</sup> The Canadian Ski Council’s Snow Sports Panel includes participants from all regions of Canada though panelists are concentrated in BC, Alberta, Ontario and Quebec and due to sample sizes we can only examine provincial data for these four provinces. The panel is constantly being added to, please contact Natalie Dalzell if you are interested in more information and how your resort can participate in this initiative.

<sup>2</sup> The information presented here is based on a poll fielded 21 Nov – 11 Dec 2017.

<sup>3</sup> An overnight trip is defined as one or more nights staying in lodging for which respondents had to pay.

### When do they book?

As of early December only 1 in 6 had made all their bookings, 83% still had yet to book one or more of their trips with almost 60% having not booked any of their trips.

While trips taken outside the province in which respondents reside are booked somewhat more in advance, as of January there is still a significant share to be booked.

Month Trip to be Taken	Trips Taken Within Province			Trips taken Outside Province		
	Key Booking Month(s)	% Still to book (as of Jan)	% Book Feb or later	Key Booking Month(s)	% Still to book (as of Jan)	% Book Feb or later
November	Nov	-	-	Nov	-	-
December	Dec	-	-	Dec	-	-
January	Dec/Jan	41%	-	Dec/Jan	40%	-
February	Dec/Jan	64%	25%	Jan	61%	21%
March	Dec-Mar	73%	50%	Dec-Feb	69%	44%
April	Mar	87%	76%	Mar	87%	71%

It would seem that skiers are willing to wait to book – likely to have a better sense of snow conditions as well as to see what deals they may be able to obtain.

Interestingly, we noted no significant differences in the booking time frames by province of residence, however this may be a function of not asking more specific questions related to booking (i.e., we did not ask if those who have already booked out of province trips are more or less likely to require airfare as part of their overall trip).

### Now what? Ask yourself ...

- Do your booking patterns follow what was seen here?
- Have you opportunities to capture more bookings earlier in the season?
- If you are trying to get early bookings what incentives are you offering to convince people to book earlier than they would like?
- What are you doing to capture your share of bookings in season?
- Are you still talking to your out of province visitors in season?