

Gender related differences in snow sports as a potential of alpine destinations

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Agenda

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- Problem Statement, Research Questions

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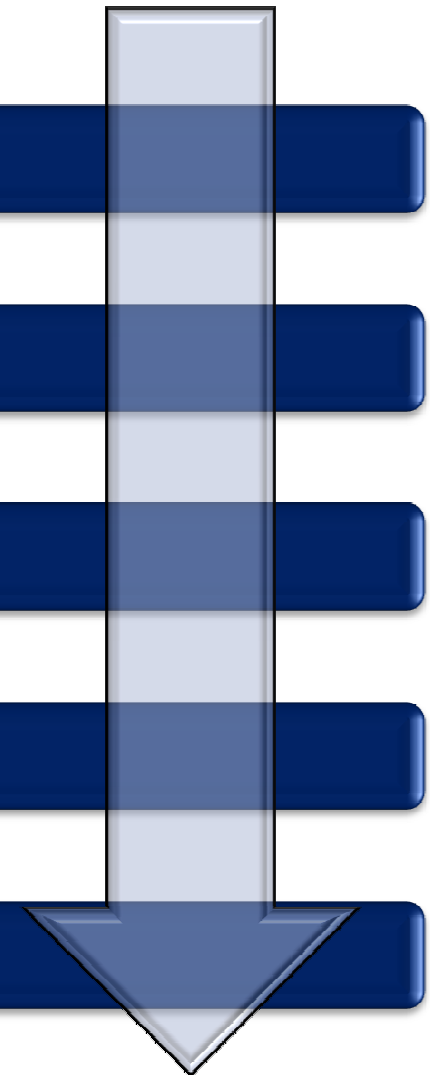
- Research Purpose, Approach & Strategy

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Introduction

Challenging Factors of Alpine Destinations:

- **Increasing competition**, climate change, unreliable snowfall etc.
- **Adaptation of products / services** to the requirements of target groups in order to differentiate.



Women are decision makers:

- Women exert influence on the **whole decision-making process** within the **buying cluster “family”**.
- It is assumed that women are an **interesting target group** for the snow sport industry.



Analysis of gender-related differences with reference to the perception / evaluation of snow sports is crucial in order to react with **appropriate measures**.

Source: Boon, 1984; Hall, 2012

Research Aim & Questions

The present study sets out to **identify gender related differences** in **snow sports** aiming to derive **specific measures** and offers which could be **incorporated** by alpine destinations.

- Are there gender-related differences in perceiving and practicing snow sports regarding the snow sport biography of women?
- What are gender-related expectations with regard to snow sports and which aspects do women prioritize?
- How could an alpine ski destination meet these expectations?

Theoretical Background

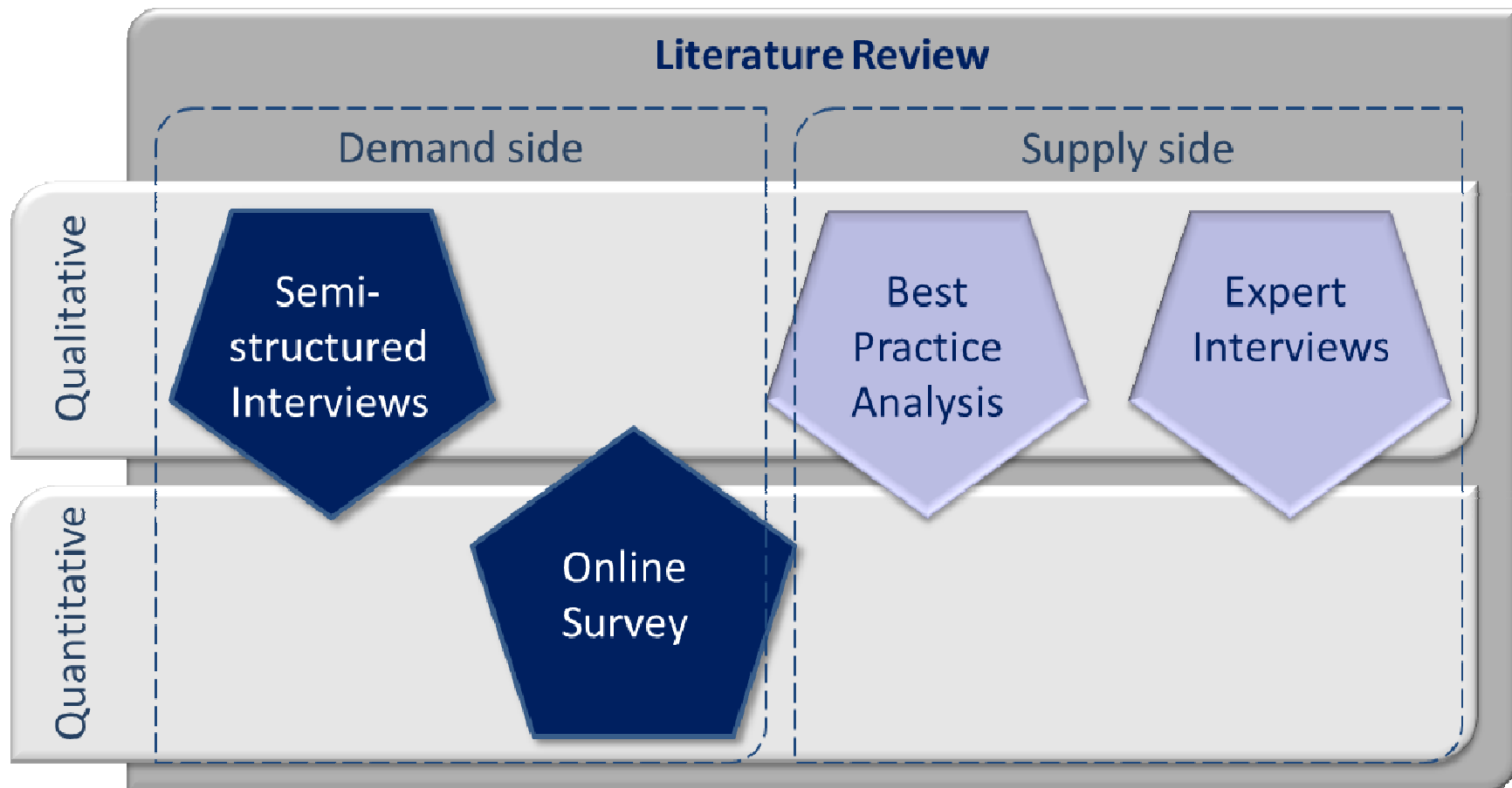


Literature Approach, own illustration

Literature Review

- Most research has been undertaken with regard to examining **gender related differences in sports and vacation preferences** in general as well as in **skiing constraints**.
- Motivational differences between men and women in snow sports are little discussed in **academic research** and dated.
- Based on the **identified research gap**, this study investigates **motivation factors and attribute** preferences of women participating in snow sport activities.
- **Object:** Specific alpine ski destination in Switzerland.

Methodology



Data Collection Methods, own illustration

Findings I

Snow Sport Development and Profile of Skiers

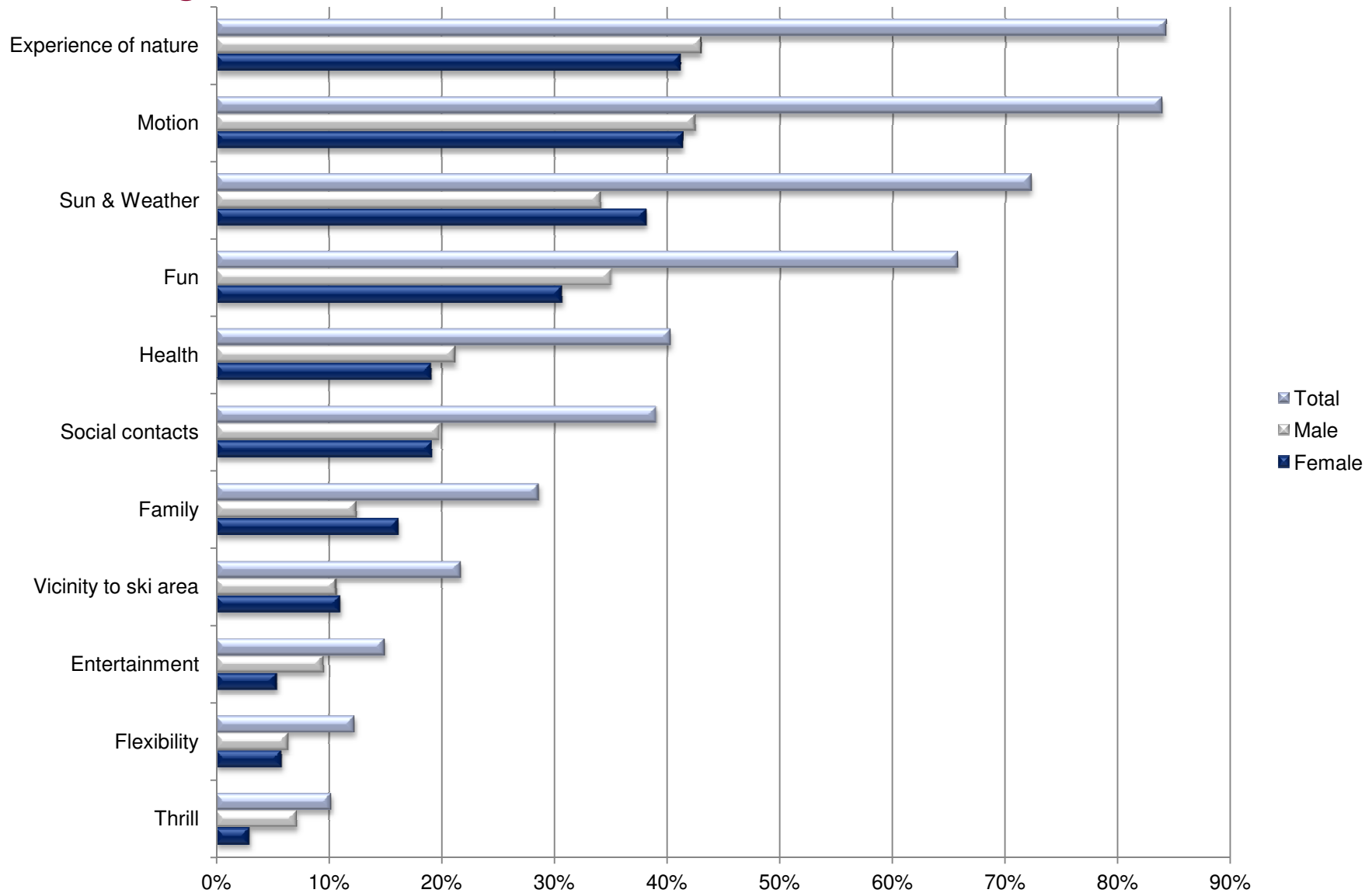
- There is a **growing amount** of participants in outdoor sports, respectively snow sports. **Reasons:** Increasing possibilities, mega-trends: health, fitness and body awareness.
- For the majority (69%) traditional **skiing** is their **main sport activity**.
- Survey participants are **6-10 times on the slopes** (30%), **36-45 years of age** (28%) and mainly in **company** of friends and colleagues (54%).

Findings II

Snow Sport Biography

- 48% of the respondents started their snow sport career **before they turned five**. Share of women starting after the **age of 25** is larger than the share of men.
- **Main reason** for starting snow sports: **parents (68%)**. Share of women who learned to ski due to and with their **partner** is higher than the share of men.
- **Main reason to stop**: accident, injuries, health or family issues. Females majorly are afraid of **speed and falling** (injury).

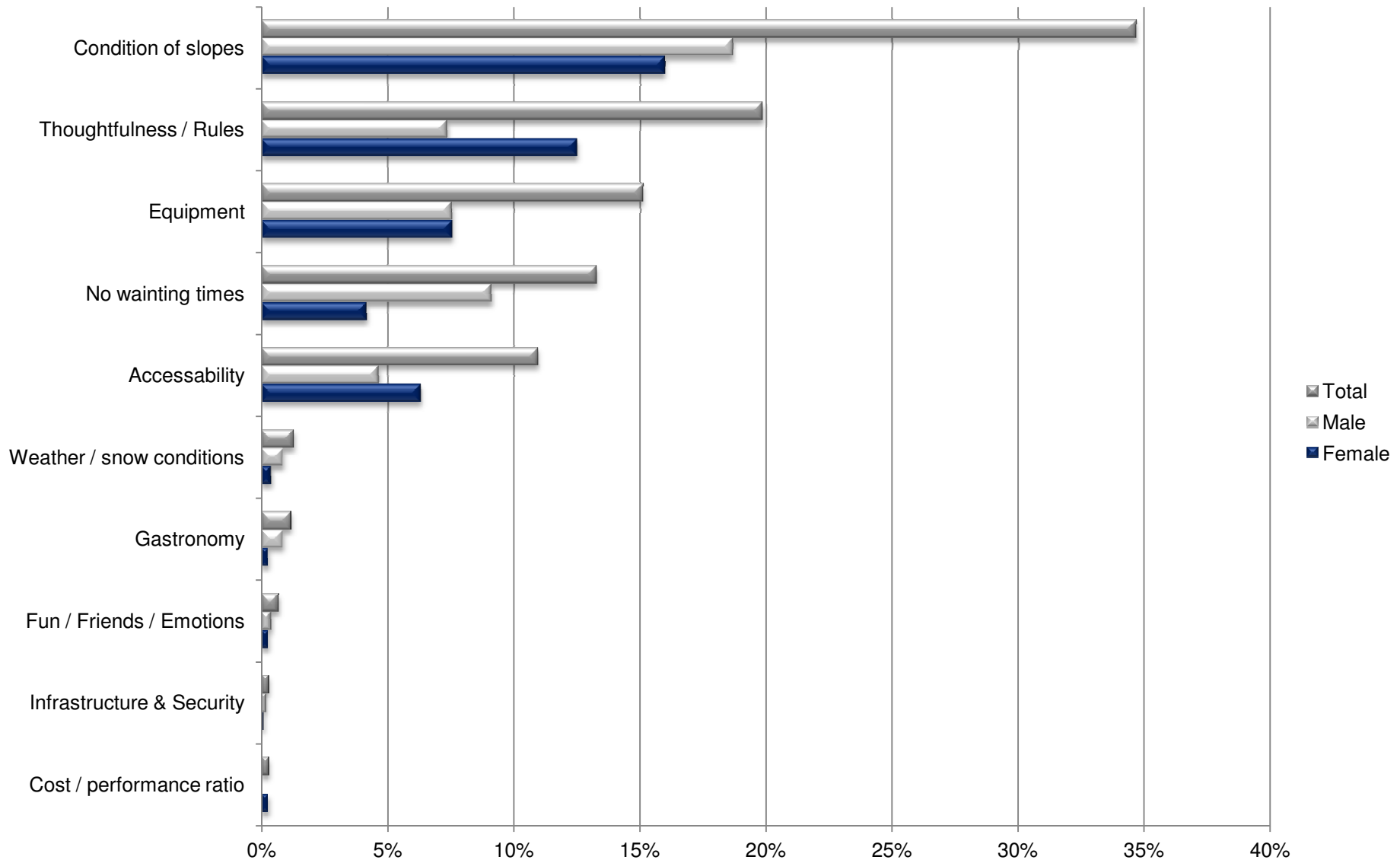
Findings III - Motivational Factors



Findings III - Motivational Factors

- «**Family**» is a stronger **motive** for women than for men but **social contacts** are of **equal importance** for both men and women.
- Women are more interested in **cosy atmospheres** to socialize, men indicated they prefer events like **après-ski** for coming together.
- **Crowded slopes** (66%), **increasing prices** (51%) and **weather conditions** (48%) are main reasons why people do not participate in snow sports.
- Only **3%** of the respondents indicated **velocity** as a deterrent for practicing snow sports; the share of females is larger.

Findings IV - Attribute Preference



Findings IV

Attribute Preference

Ski Area	<ul style="list-style-type: none"> • Relation of price and performance. No gender related differences.
Journey / Arrival	<ul style="list-style-type: none"> • Parking options / easy accessibility to ski lifts and slopes. Accessibility is more important for females than for males. • Facilities designed to reduce hassle including carrying of equipment are of greater concern to women. • All attributes connected to the journey and arrival, are more important to female respondents.
Infrastructure	<ul style="list-style-type: none"> • The maintenance of lifts / the condition of slopes. • These safety attributes are more important for women.
Gastronomy	<ul style="list-style-type: none"> • Relation of price and performance. No gender related differences.
Entertainment	<ul style="list-style-type: none"> • Rated very low. Slightly more important for men than for women.
Equipment	<ul style="list-style-type: none"> • Functionality, style/fashion and safety are vital aspects for females. These aspects are more important to women, brands are more important for men.

Findings V

Destination Choice

- **Prime reasons** why people have chosen the specific ski area: **vicinity to residence** (76%) and **relation of price and performance** (44%).
- For women the **relation to family** is a stronger reason than the **variety** in the **destination** and the **attractiveness** of **slopes**.

Conclusion

- **There are gender-related differences** in perceiving and practicing snow sports. However, the differences are mostly **not significant**.
- **Main motivations**: enjoyment, relaxation, experience, socializing with family, emotions, landscape and motion/fitness/health.
- **Attributes**: thoughtfulness on the slopes, easy and quick accessibility to lifts and safety regarding slopes and equipment.

Recommendations & Limitations

- **Packages** and measures that cover a range of **female specific attributes** have been recommended to the specific destination.
- **Attributes** are **not prioritized** in the same way by all women.
- Offers or measures should **not offend other target groups**. Thus, they should not all been labelled „female“.
- Study **confirms** results from previous research and **contributes** new aspects with respect to attribute preferences in snow sports. Solely **single sections** could either be confirmed or expanded.
- The **snow sport industry** gets an idea, what they should emphasize when addressing the female clientele.

Thank you very much for your attention.

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