



# 2010 Winter Resort Study

Carve your way into fresh powder with winter resort visitors in North America



Get the 2010 Winter Resort Study to discover what's important to North Americans who travel to winter resorts today. Learn what their current behaviors and attitudes are towards winter resorts they have visited or plan to visit and what they are looking for in their ideal resort. Find out how individual winter resorts stack up against others in North America on areas that matter most to winter resort visitors. This information will help winter resorts identify meaningfully differentiated products, services and communication messages that will attract more visitors to your resort.

### Topic Areas

The 2010 Winter Resort Study will cover the following main topic areas. Additional topics can be added that are resort specific and proprietary to your resort.

**Awareness of winter resorts** – Which resorts are visitors aware of? How do they hear about winter resorts?

**Winter resorts visited in past and intend to visit in the future** – Which resorts have been visited in the past and which ones are on their wish list for the future?

**Usage and spending on activities at winter resorts** – How much do visitors spend at winter resorts? How has spending changed from the past and what is the outlook for the future?

**Usage and spending on non-ski activities at winter resorts** – What other activities such as dining, entertainment and other sports activities do visitors participate in at winter resorts?

**Comparison of winter resorts on key attributes** – What are the impressions of winter resorts among visitors? How do winter resorts rate on key attributes such as accessibility, value for the money, reputation, quality of amenities, and ski conditions/ good runs?

**Motivations and barriers to winter resort visitation** – What draws visitors to some winter resorts and not others?

**Demographic and attitudinal profile of winter resort visitors** – What are the various types of winter resort visitors? Which types of winter resort visitors are attracted to which resorts?

### Methodology

Ipsos will conduct online interviews with winter resort visitors in North America – those who have visited a winter resort and stayed overnight at paid accommodations at least once in the past five years or are considering to in the next two years.

A total of 500 interviews will be conducted for each province or state based on subscriber's geographic regions of interest. Similar to our other Ipsos studies, survey respondents will come from Ipsos panels and are balanced to match the demographics of the North American winter resort visitor.

### Timing

The 2010 Winter Resort Study will be conducted according to the following schedule and is subject to change based on subscriber interest.

|                         |   |
|-------------------------|---|
| January – February 2010 | Subscription Period (markets & questions finalized) |
| March 2010              | Interviewing  |
| April 2010              | Analysis & Reporting                                |

### Price & Deliverables

The price for the 2010 Winter Resort Study is \$10,000. Alternatively, individual reports will be prepared for each market/geographic region and priced separately as follows.

- One market: \$4,000
- Two markets: \$6,000
- Three markets: \$8,000
- Four markets or more: \$10,000

At the same time the overall winter resort market is being surveyed, Ipsos can survey 500 customers from your own database to compare the behaviour of your customers against the overall winter resort market. This would help to further understand the competitive set your hill is operating under, how the profile of your customer differs from the overall market and outline opportunities to attract new visitors. The cost for this add-on is \$5,000.

The deliverables for this study include a detailed written summary of the results with supporting graphs and tables in PowerPoint. Data tables in cross-tabulation format are available upon request.



An in-person presentation of results is also available upon request (travel extra).

The prices for custom proprietary questions are as follows:

- **Closed-ended questions:**  
\$800 per question
- **Open-ended questions:**  
\$1,100 per question

For more information about the *2010 Winter Resort Study*, please contact:

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### About Ipsos Marketing – Travel

Whether your focus is on business or leisure travelers, suppliers or intermediaries – Ipsos Marketing’s travel and tourism practice understands the true dynamics of your market. Our dedicated travel and tourism experts provide customized design and analytic expertise for challenges such as market segmentation, new product development and brand health. Ipsos’ research specialists also offer syndicated studies specific to your industry, and always deliver actionable insights that help you grow your business.

Our team of market research professionals has experience managing strategic and tactical research on behalf of dedicated clients, an international reputation and a passion for travel and tourism research.

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### About Ipsos in North America

Ipsos is one of the fastest growing market research companies in the U.S., market leader in Canada, and among the most trusted research brands in North America. With more than 1,500 professionals and support staff in the U.S. and Canada, Ipsos offers a suite of survey-based services – guided by industry experts and bolstered by advanced analytics and methodologies – in advertising, customer loyalty, marketing, media and public affairs research, as well as forecasting, modeling, and consulting. Ipsos companies offer a complete line of custom, syndicated, omnibus, panel, and online research products and services.

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