

Analysing the touring survey



Team 15

TOURING LIKE NO OTHER

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TEAM 15



A general overview



- There were 2500 emails sent out containing the questionnaire link.
- 703 answers received in approximately four days (28.12% of the sample).



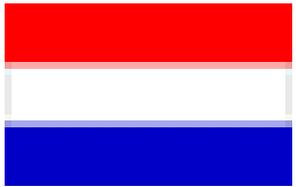
Italy



Part of the alpine region countries



Switzerland



The Netherland



Not part of the alpine regions

SKI TOURING

BASIC
FACTS

CONSIDER '14

Group 15

THE SAMPLE



Italy The Netherlands Switzerland All

Proportion of countries



Italy The Netherlands Switzerland

Gender distribution

72%

Of respondents buy equipment from outdoor specialist stores and brand stores



The average time practitioners spend ski touring is:

22 days



The average age of respondents is:

40,22 Years



The average annual budget for each respondent is:

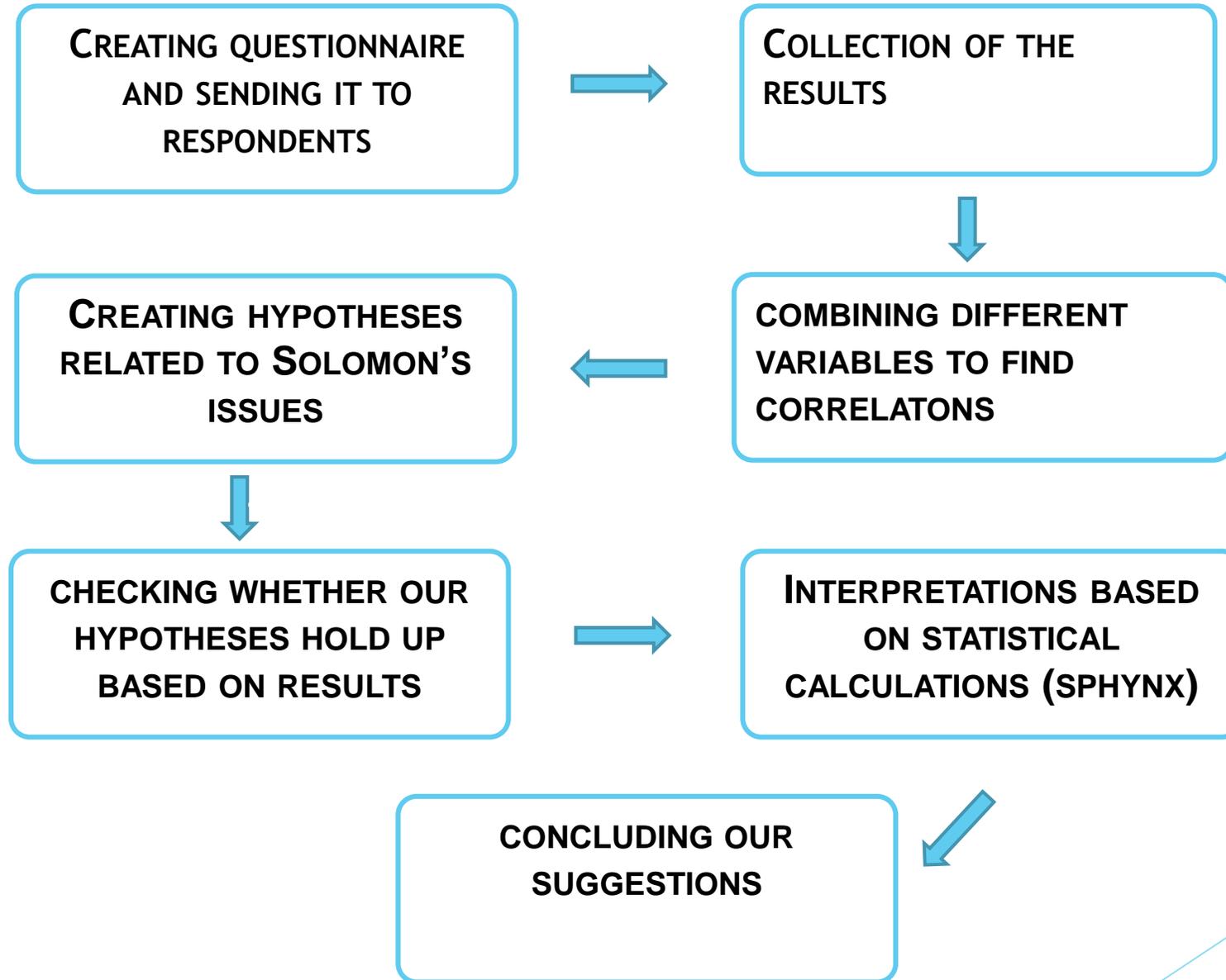
540 EUROS

Objectives of the research

- ▶ To find answers for Salomon's questions about the market.
- ▶ To assist Salomon in their product development efforts.
- ▶ To suggest possible strategies based on consumer opinions.



Research process



Point 1. Is ski touring practice different according to the country the consumer comes from?



I. If they are living within or near the country where there is a ski destination, the length of days of ski touring they do will be longer.

II. There will be more on piste practitioners when they are not from the alpine region countries.



1. Is ski touring practice different according to the country the consumer comes from

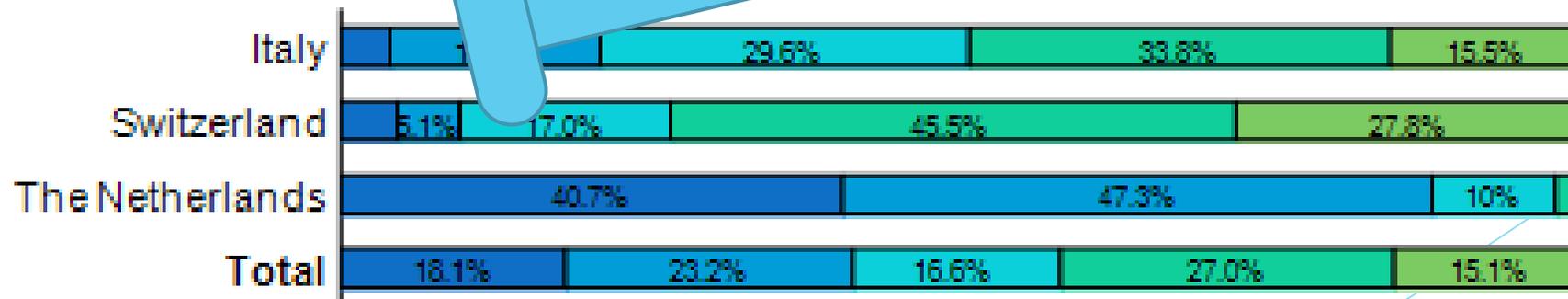
- ▶ If they are living within or near the country where there is a ski destination, the length of days of ski touring they do will be longer

country / Days of touring



p = 0.00 ; Khi2 = 242.17 ;

The length of practice is different according to different regions.





1. Is ski touring practice different according to the country the consumer comes from?

- There will be more on pist practitioners when they are not from the alpine region countries.

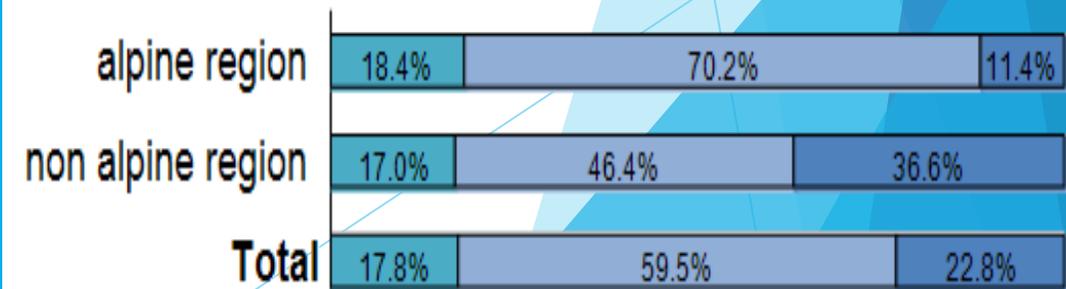
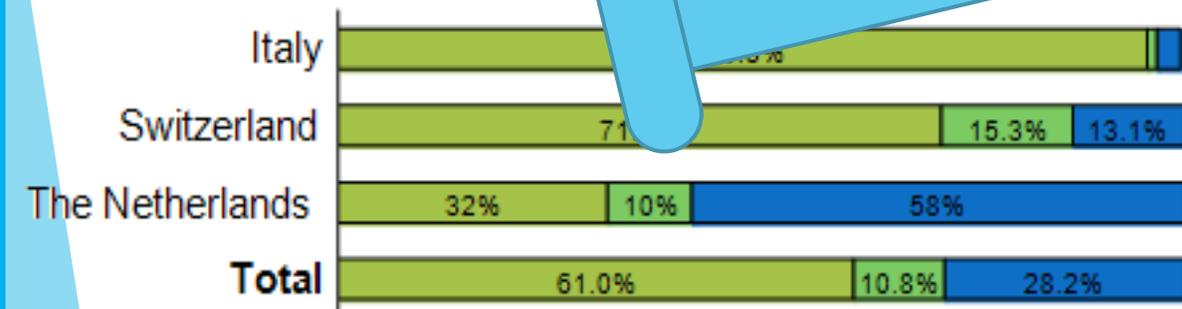
On or off pist touring

| | Off pist | Both | on pist | Total |
|-----------------|------------|----------|------------|------------|
| Italy | 9 | 1 | 378 | 388 |
| Switzerland | 12 | 1 | 315 | 328 |
| The Netherlands | 48 | 1 | 265 | 314 |
| Total | 242 | 2 | 418 | 703 |

$p = 0.00$; $\text{Khi2} = 124.96$; $\text{dof} = 2$

The touring practice is different according to different regions

$p = <0.01$; $\text{Khi2} = 65.35$; $\text{dof} = 2$ (VS)





Point 2.
Do women and man have different needs regarding ski touring equipment?

I. Men buy new boots more often than women.

IV. Lightness of the bindings are more important to women than to men.

II. Women use the same bindings for alpine and touring.

III. More men have more sophisticated pair of boots than woman.





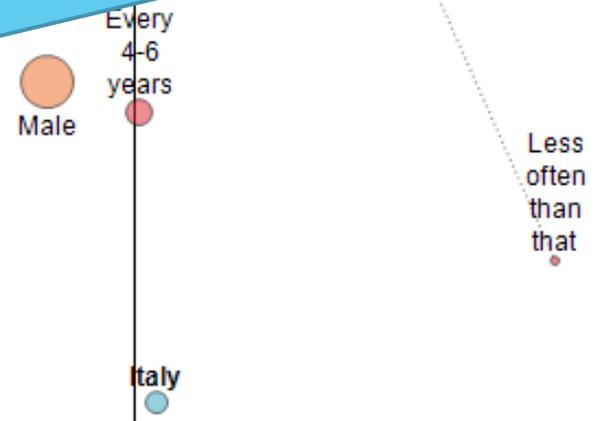
I. Men buy new boots more often than women.

Genders, Countries, BUYING NEW BOOTS

| |  |  |  | Total |
|----------------------|---|---|---|------------|
| Once a year | 1 | 13 | 3 | 17 |
| Every 2-3 years | 25 | 83 | 49 | 157 |
| Every 4-6 years | 32 | 67 | 54 | 153 |
| Less often than that | 13 | 13 | 27 | 53 |
| Total | 71 | 176 | 133 | 280 |
| Male | 57 | 133 | 100 | 290 |
| Female | 14 | 43 | 33 | 90 |
| Total | 71 | 176 | 133 | 280 |

Males buy new boots every 4-6 years.

- ▶ Men in general do not buy new boots as often as women.
- ▶ Swiss males buy from 2-3 years more often compared to Dutch and Italians.
- ▶ Females buy less often boots than men.





II. Women use the same binding for alpine and touring.

Genders - Females - Different equipment for touring/alpine skiing



Has a separate pair for touring

Has the same

Has a separate

Has the same p

Equipment need vary according to the country the ski-tourer comes from.

52.6%

16.7%

Swiss and Italian females have specific touring bindings.

- ▶ Dutch women use same bindings for alpine and ski-touring.

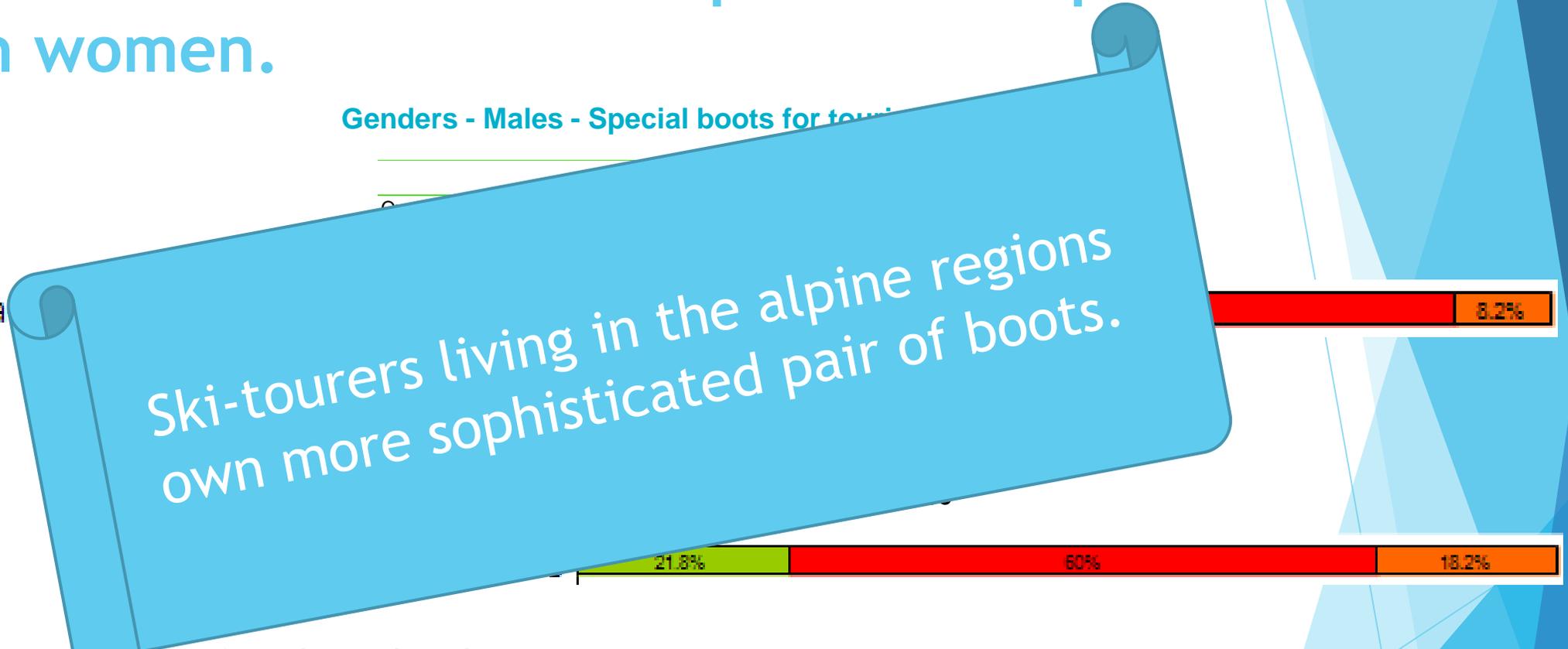




III. More men have more sophisticated pair of boots than women.

Genders - Males - Special boots for touring

Owns a



Ski-tourers living in the alpine regions own more sophisticated pair of boots.

- ▶ Swiss and Italian female and males own a special pair of touring boots.
- ▶ Dutch females and males do not follow this tendency.



IV. Lightness of the bindings are more important to women than to men.

GENDER, COUNTRY, LIGHTNESS

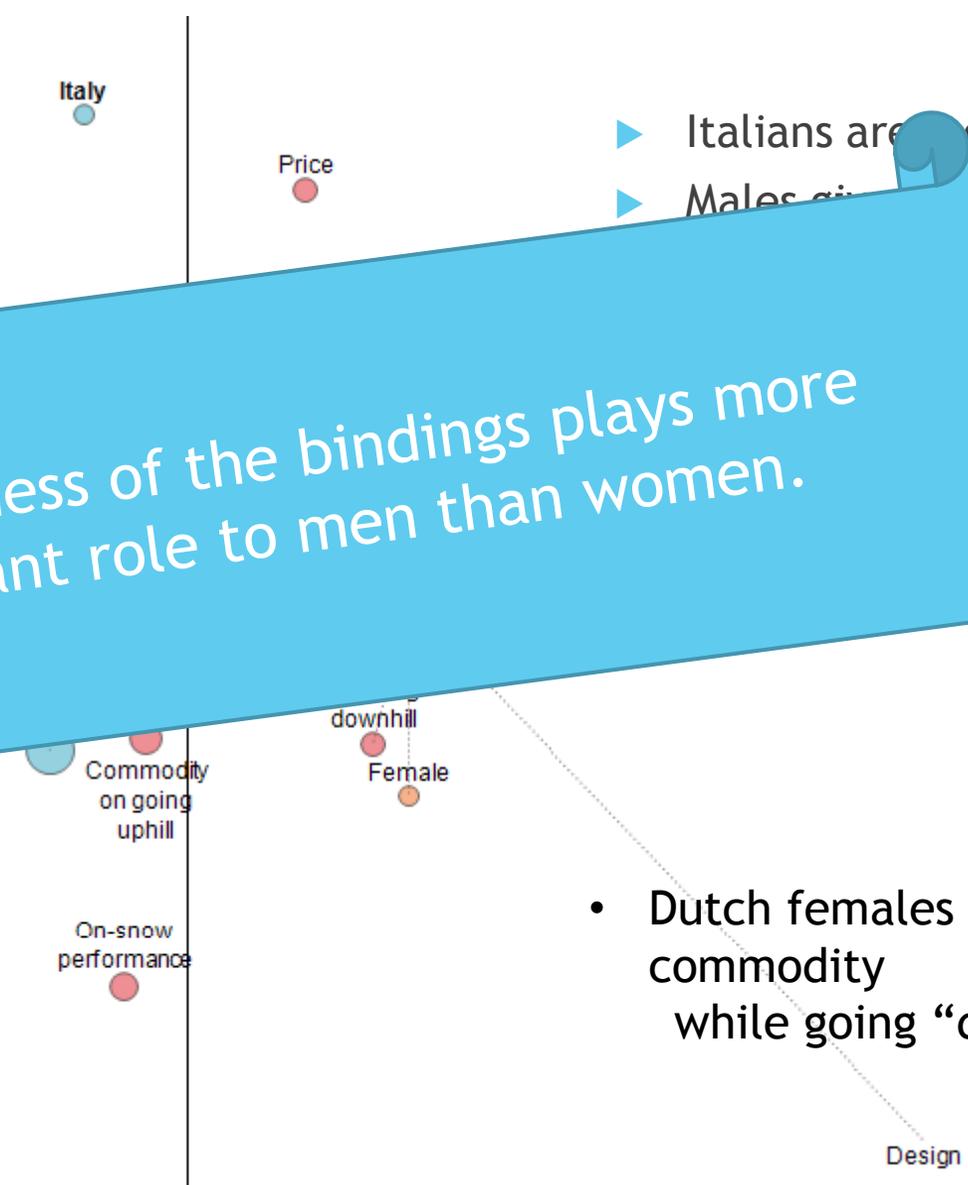
| | | | | |
|-----------------------------|------------|------------|------------|------------|
| Commodity on going uphill | | | | |
| Commodity on going downhill | | | | |
| Safety | 5 | | | |
| On-snow performance | 2 | | | |
| Lightness | 58 | | | |
| Price | 30 | | | |
| Design | 0 | | | |
| Total | 212 | | | |
| Male | 57 | 90 | 283 | |
| Female | 14 | 60 | 114 | |
| Total | 71 | 176 | 150 | 397 |

The lightness of the bindings plays more important role to men than women.

- ▶ Italians are more price specific.
- ▶ Males give more importance to

... more importance to performance and commodity [”].

- Dutch females prefer commodity while going “down hill”.



Point 3. Are there different ways of practicing touring depending on the consumer objectives (on-piste and off-piste).



I. When practitioners are on piste, they prefer to share moments with friends rather than having a difficult touring practice.

II. Off-piste practitioners have mastered techniques and are autonomous with security.



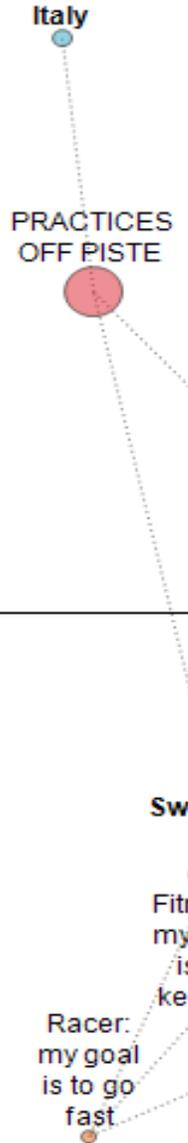
Are there different ways of practicing touring depending on the consumer objectives (on pist and off pist)

- If they do on pist practicing , their goal is to share moment with friends, not difficulties.

| | Italy | Switzerland | The Netherlands | Total |
|--|-----------|-------------|-----------------|------------|
| PRACTICES OFF PISTE | <u>64</u> | <u>108</u> | <u>29</u> | 201 |
| PRACTICES BOTH | <u>7</u> | 58 | 59 | 124 |
| PRACTICES ON PISTE | <u>0</u> | <u>10</u> | <u>62</u> | 72 |
| Total | 71 | 176 | 150 | 397 |
| Racer: my goal is to go fast | 7 | <u>44</u> | <u>6</u> | 57 |
| Tourer: my goal is more altitude | 11 | 30 | 31 | 72 |
| Fitness: my goal is to keep fit | 15 | <u>61</u> | <u>17</u> | 93 |
| Leisure: my goal is to share moments with my firends, not the difficulty | 10 | <u>24</u> | <u>96</u> | 130 |
| Total | 43 | 159 | 150 | 352 |



Axis 2 (12%)



- Switzerland and Italy-more professional products with quality
- Netherland-more basic ski equipment, promotion for group buyers,

Netherland has a different culture than the other countries. Share moment is the most important motivation for them.

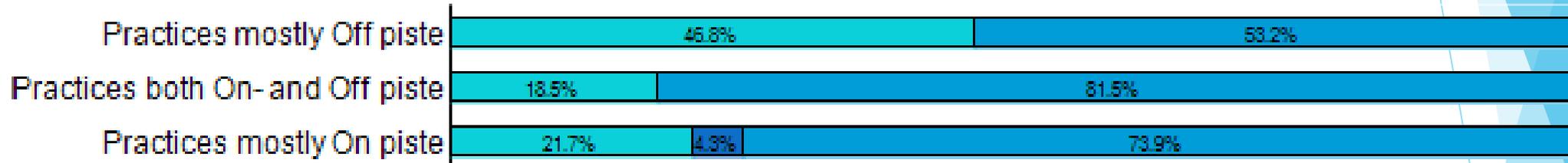
Are there different ways of practicing touring depending on the consumer objectives (on piste and off piste)



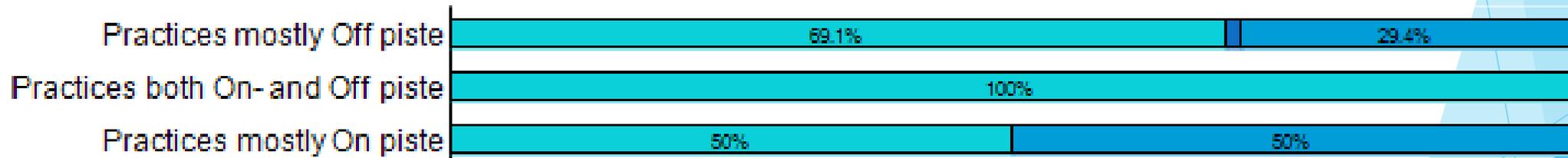
- Off-piste practitioners have mastered techniques and are autonomous with security



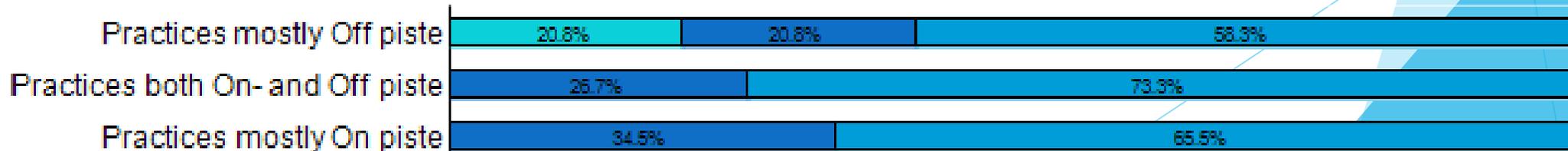
Switzerland



Italy



Netherland



Conclusion and recommendation

- Switzerland and Italy have higher level of knowledge of securities and techniques than Netherland.
- Netherland needs more advise about the security and techniques.
- The way of selling can be different
 - Netherland-Better to do a person to person selling, or indirect marketing tools
 - Switzerland and Italy- Online sale, less sales person with expert knowleage needed



'And this style comes with a complimentary podiatrist appointment.'





Question 4.
Is the equipment the consumer need different according to the practice he does?



I. Those who practice more than 11 days need more robustness/durability.



II. Those who practice more off piste prefer bindings that provide more safety.

I. Those who practice more than 11 days need more durability ..



COUNTRY, MORE THAN 11 DAYS, ROBUSTNESS

| |  |  |  | Total |
|-----------------------------|---|---|---|------------|
| Less than 5 days | 3 | 8 | 61 | 72 |
| 5-10 days | 12 | 9 | 71 | 92 |
| 11-20 days | 21 | 30 | 15 | 66 |
| 21-50 days | 24 | 80 | 3 | 107 |
| 51 or more days | 11 | 49 | 0 | 60 |
| Total | 71 | 166 | 150 | 387 |
| ROBUSTNESS IS NOT IMPORTANT | | | | |
| ROBUSTNESS IS IMPORTANT | | | | |
| Total | | | | |

Advice
Netherlands Marketing Plan
Not focus on the DURABILITY of its boots

- Durability is important in Italy because they practise between 11-20 days

- In average Netherlands practise less than 5 - 10 days a year → Robustness is not that important.

11-20 days

Italy

Who live in alpine region have to practise more often this

should be consistent and will use it more of 

The Netherlands

ROBUSTNESS IS NOT IMPORTANT

Less than 5 days

51 or more days

II. Those who practice more “off piste” prefer bindings that provide more safety.

 Off piste safety

| | Safety | Total |
|-----------------------------------|-----------|-----------|
| Practices both On- and Off piste | 17 | 17 |
| Practices mostly On piste | 13 | 13 |
| <i>Practices mostly Off piste</i> | 68 | 68 |
| Total | 98 | 98 |

Alpine region practitioners prefer “off-piste” touring
 Dutch practitioners prefer more “on-piste” touring

▶ Dutch people prefer “on piste” practise and safety would be there important characteristic regarding the equipment.

 Off piste safety

| | Safety | Total |
|----------------------------------|------------|------------|
| Practices both On- and Off piste | 13 | 13 |
| <i>Practices mostly On piste</i> | 70 | 70 |
| Practices mostly Off piste | 37 | 37 |
| Total | 120 | 120 |

Thank you for your attention!



HVALA!

GRACIAS!

KÖSZÖNÖM!

GRAZIE!

谢谢

Dank je wel!

DANKE!