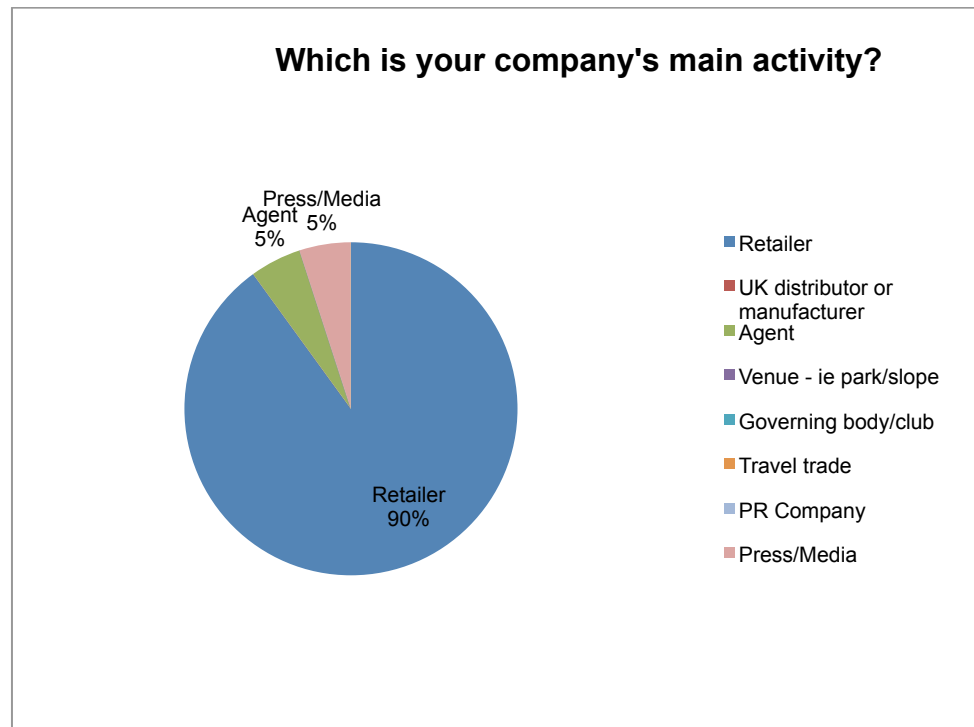




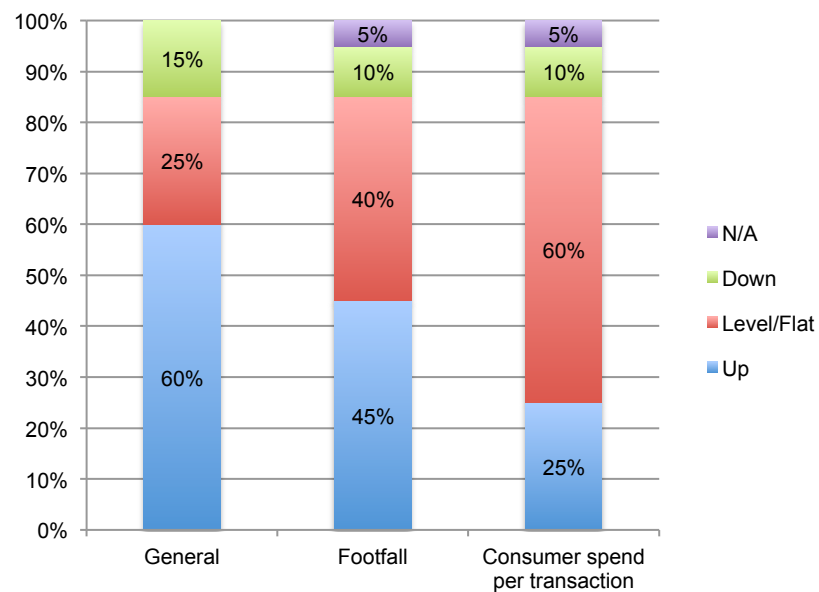
SIGB Web Survey, February 2015

An on-line survey took place in the first half of February, for members of the Snowsport Trade. It was distributed to over 2,100 email addresses via an SIGB Email newsletter and direct to specialist retailers. A total of 20 responses were received, 90% of which were from retailers. The low response is likely to be due to the timing of the survey, clashing with ispo and the run-up to half term.

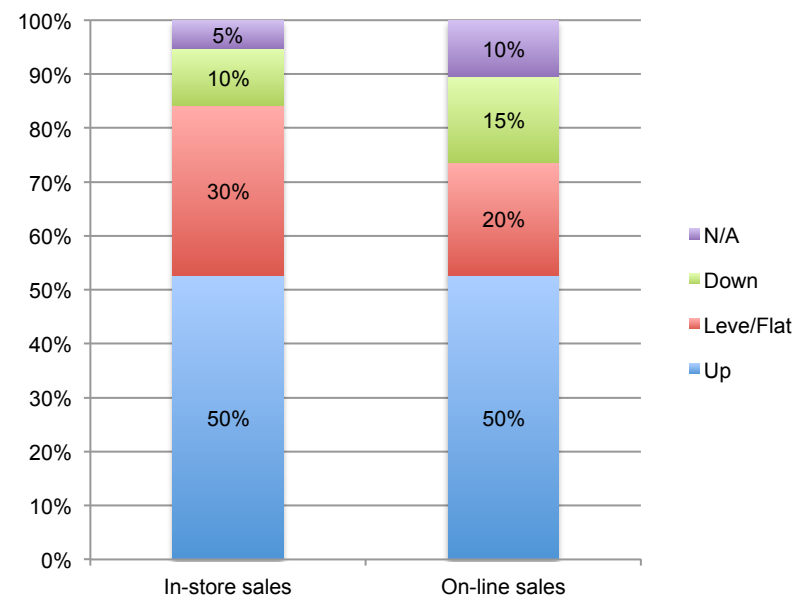




How was business in Dec/Jan compared to the same period last year?

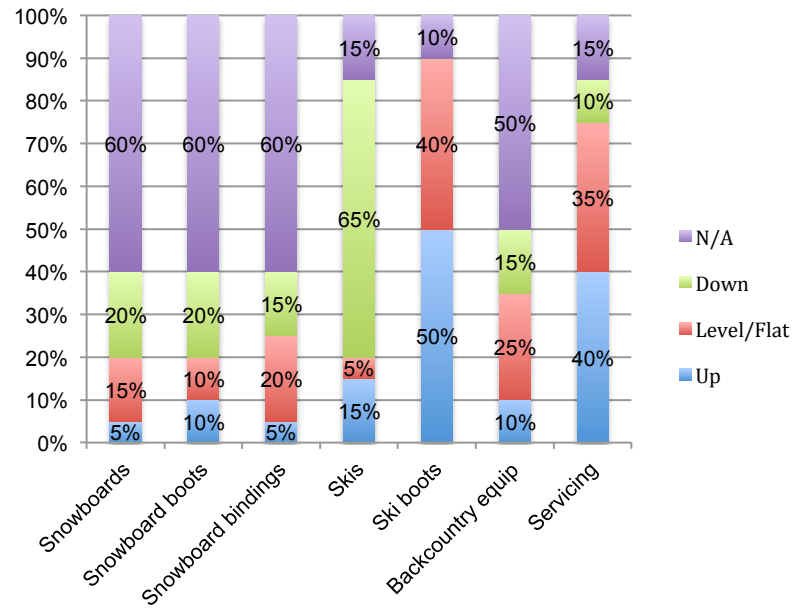


How was Dec/Jan compared to the same period last year in terms of instore/online?

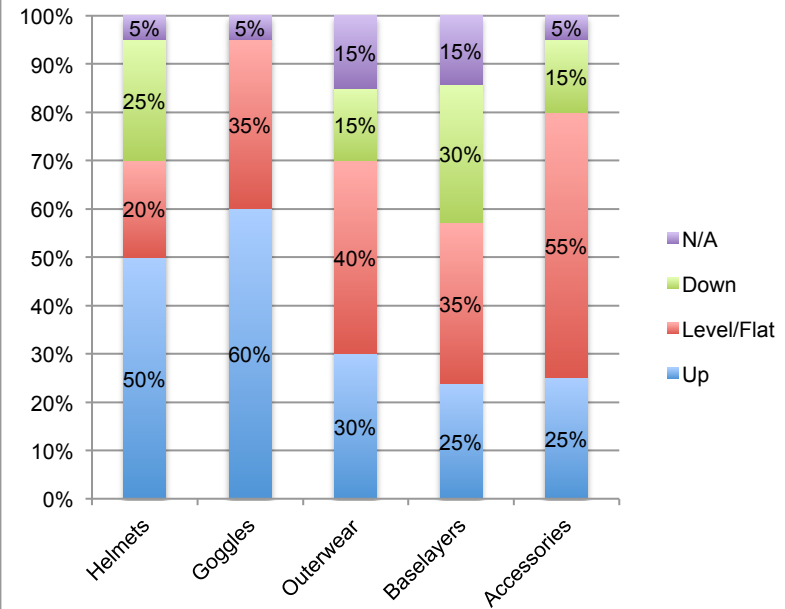




How have the last 2 months (Dec/Jan) compared to the same period last year?

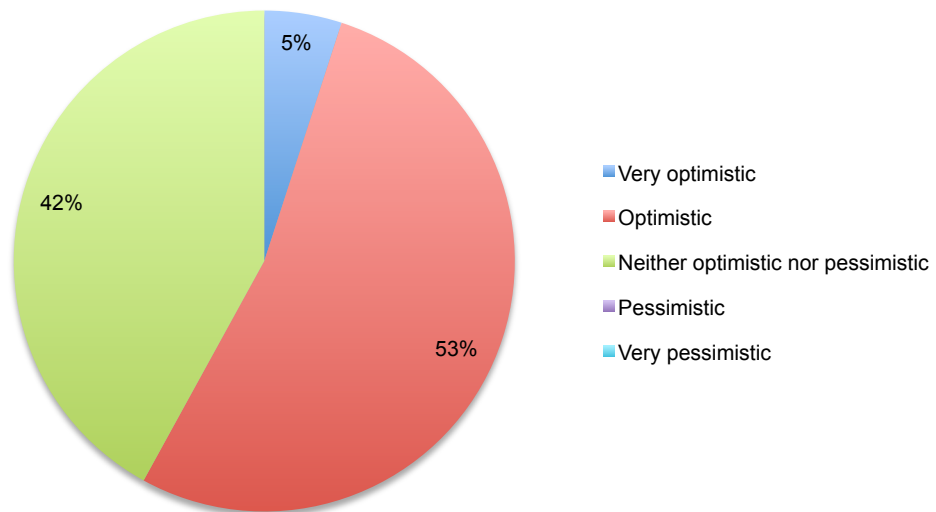


How have the last 2 months (Dec/Jan) compared to the same period last year?





How would you describe your business outlook for the next 2 months (Feb/Mar)?





Is there anything you'd like to add or comments you would like to share?

Comments:

- It would be nice if suppliers offered good discount list to Independents before clearing to Sports Pursuit. It would appear that they themselves are competing with Snowin and the likes before looking after the trade in the UK.
- Sales are up but that is against a background of significantly reduced margin forced on us by suppliers providing continental discounters with all the product they need to destroy the genuine caring and erstwhile loyal specialist retailers (not just in the UK).
- Discounters from EU continue to cause havoc, and the few UK shops that feel matching is the only policy!
- Jacket sales down, trouser sales level. Customers seem to be trading down slightly on products except boots and helmets. Snow conditions in December played a big part in sales and had a knock on for the beginning of January. Luckily trade picked up from mid January. Ski sales are VERY low with no margin achieved. At this rate the ski rack will be a quarter of the size next Winter. Far too many consumers buying from the cheapest source on the internet with a lot of those companies not even based in the UK so the whole UK trade is, and will continue, to suffer. Sizing up and showrooming for the internet is now commonplace.
- SLIDE Needs to be after ISPO (1/2 term week) - had to drive all the way to Telford to look at a couple of accessory companies but they had no catalogues or idea what would be the final production until they were on the stand at ISPO. We had to make this trip on one of the busiest trading weeks of the year. Walking round the show it looked like everyone on a stand had won the lottery BUT FORGOT TO BUY A TICKET!
- Mags had a slow start - online looking good but we have relaunched the site. Mag sales picking up now.
- Widespread over supply of hardware across Europe continues to cause problems. However other areas of business have picked up strongly after a slow start to the season - amazing what some cold weather can do! A shame that end of season discounting appears to have started earlier than usual, with the two large multiples aggressively competing for sales.
- The weather patterns in Europe and the UK have reinforced what a driving factor they are for the industry and we just need to sit tight, and hold on for snow / cold because year-after-year it brings the business. Stop panicking and reducing prices early. Will all suppliers maintain a watch on and act as the pound strengthens on the euro - we can't let the exchange rate ruin what equipment business remains in the UK. PS the consumer will not care if you set your exchange rate price months ago - they will only care about the rate when they come to buy next season.
- It does beg the question as to why we have a ski test when the market has contracted so much. Should be a boot and helmet test. Ah, but when would we get together and socialise! Does anyone think that recreational ski sales will make a come back?