

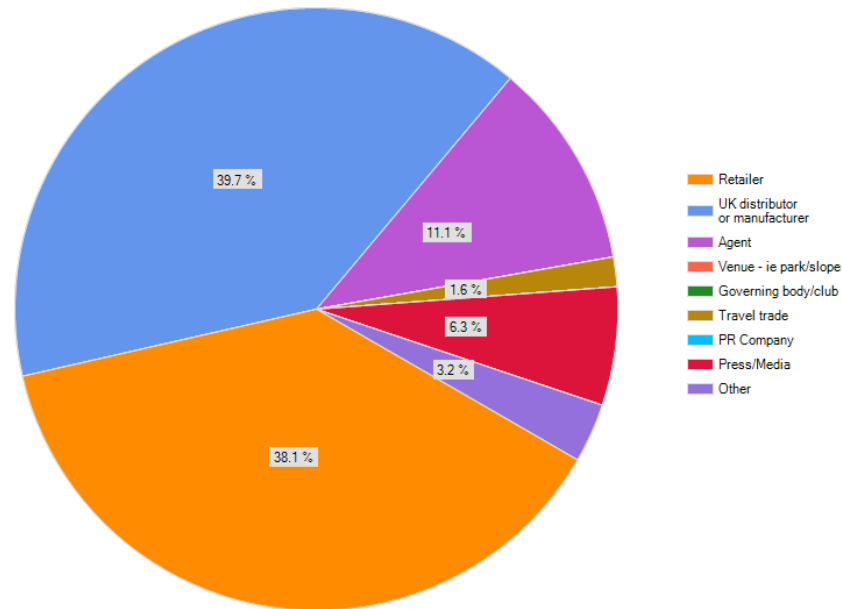


SIGB Web Survey, April 2013

An on-line survey in place from 2-11 April, for members of the Snowsport Trade to respond to. It was distributed to over 2,600 email addresses via an SIGB Email newsletter and direct to specialist retailers and suppliers who are SIGB Members.

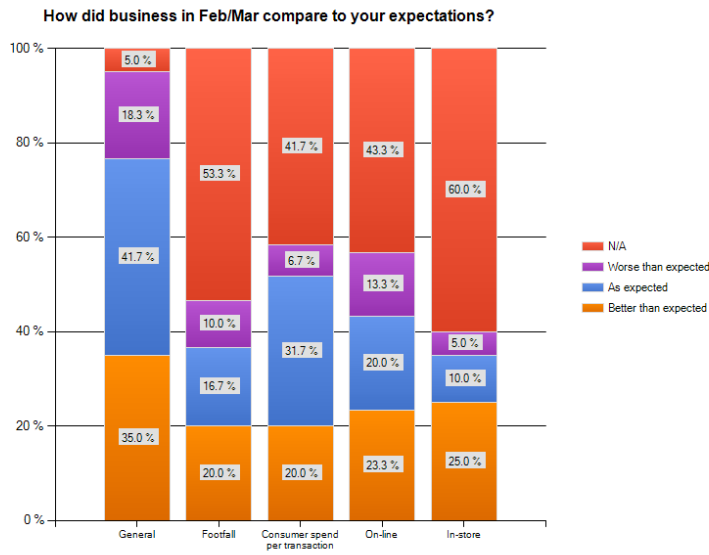
A total of 63 responses were received, 38% of which were from retailers.

Which is the closest to your company's main activity?

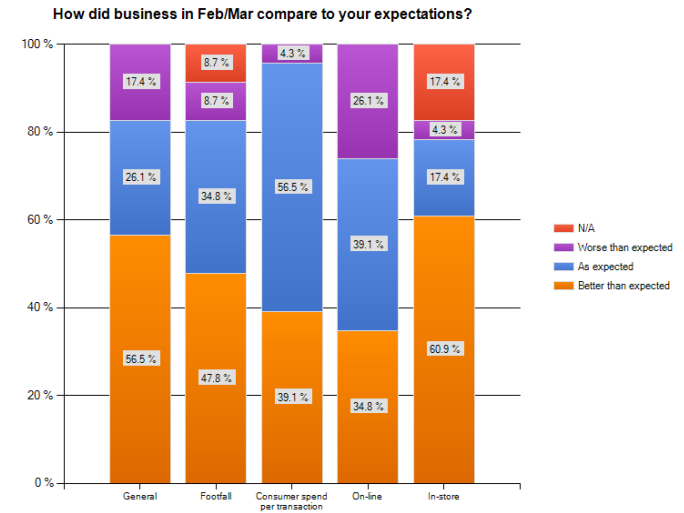




All Respondents



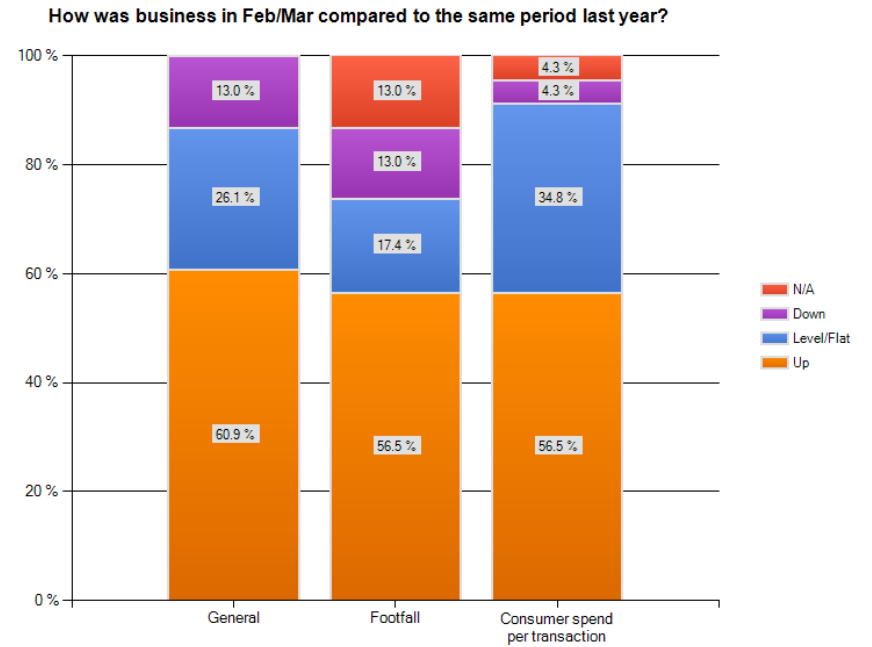
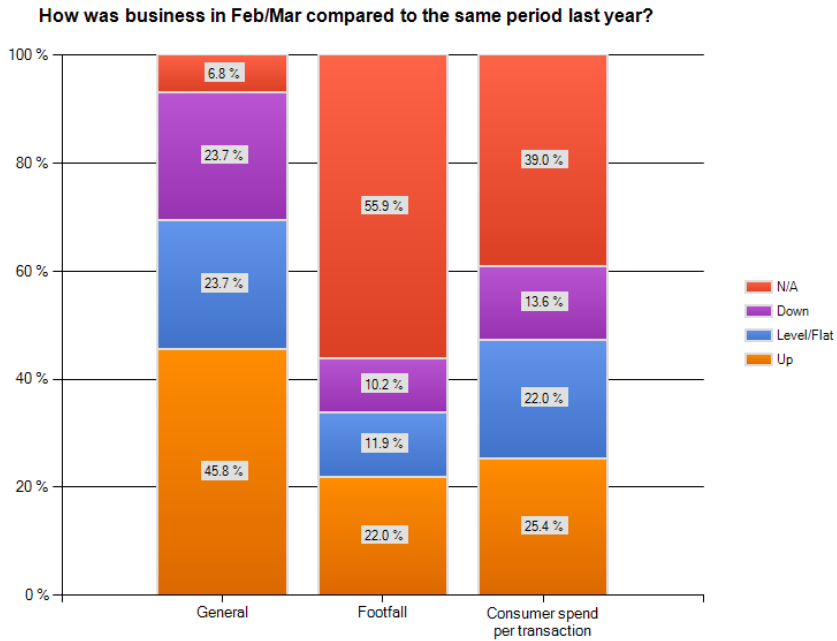
Retailer Respondents





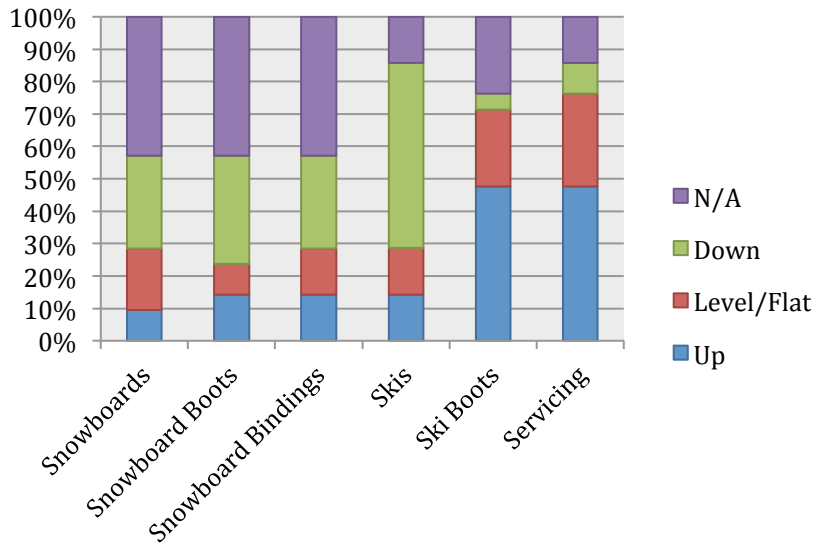
All Respondents

Retailer Respondents



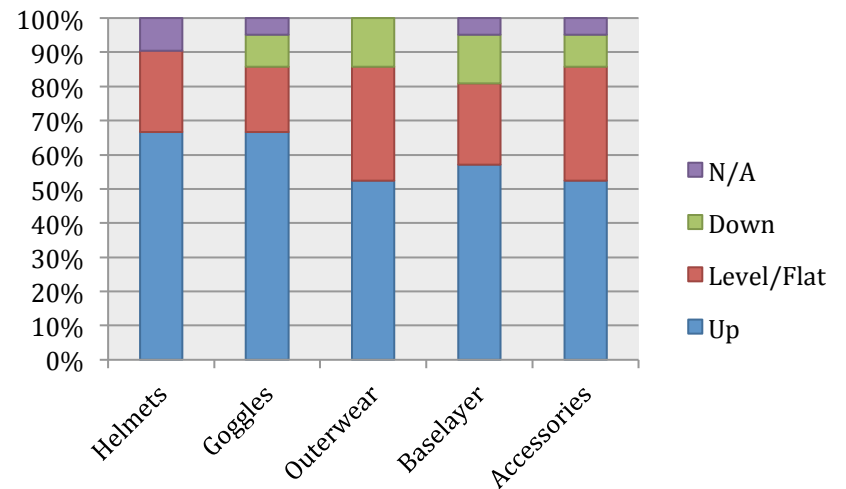


How have sales in the last 2 months (Feb/Mar) compared to the same period last year?



All Respondents

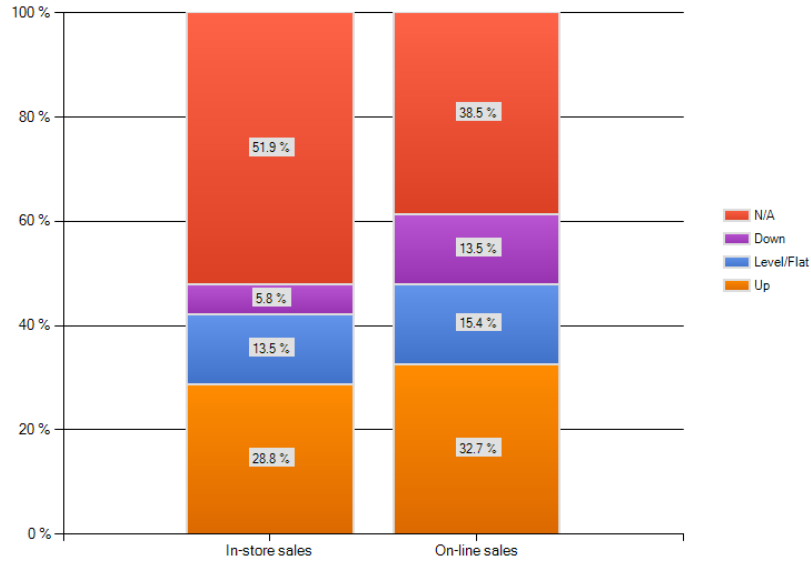
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Retailer Respondents

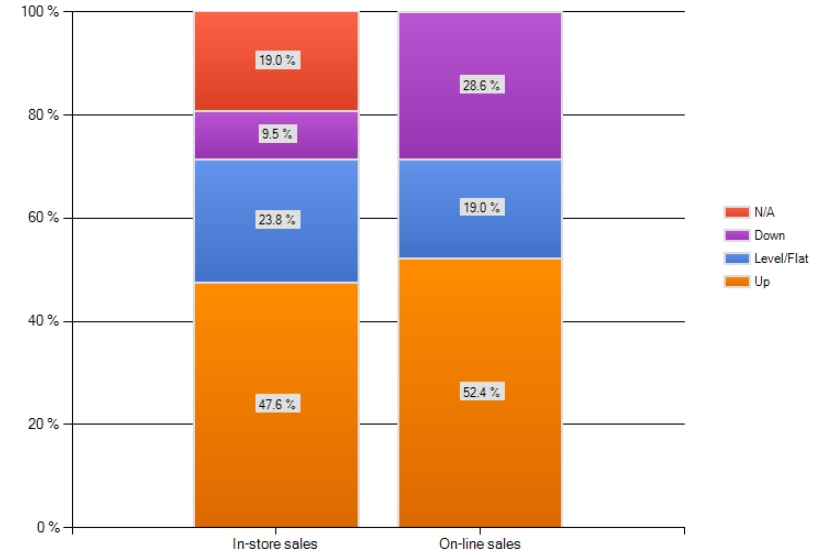


How have the last 2 months sales (Feb/Mar) compared to the same period last year in terms of:



All Respondents

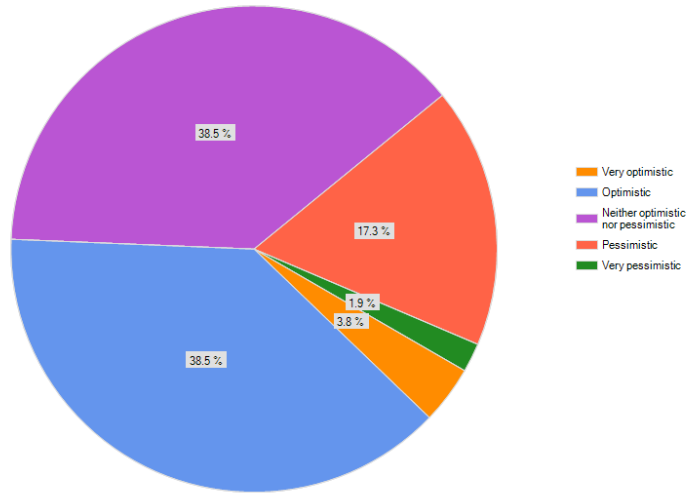
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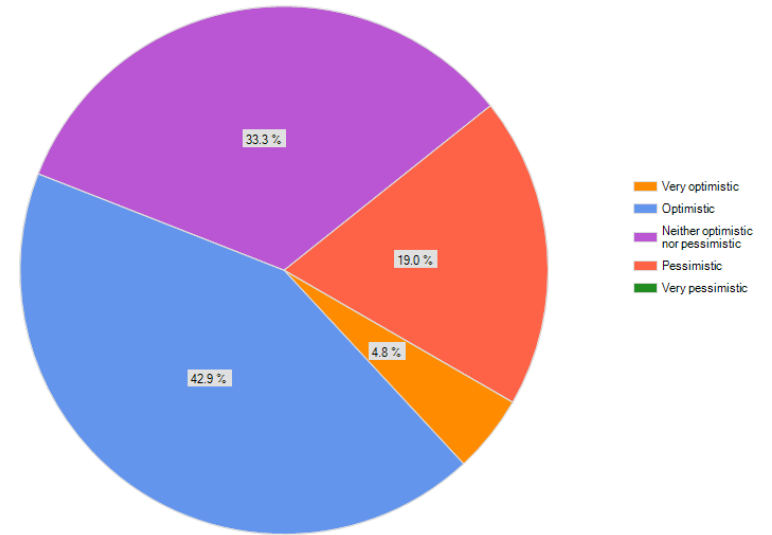
Retailer Respondents



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



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





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

Comments from retailers:

- Sales could have been better but for the crazy antics of 'one of the retail multiples'.
- Footfall increased dramatically towards the end of Feb and through March. Interestingly sales increased in March for most accessories and skiwear as the multiple retailers ran out of product. Says it all! Lots of customers unhappy with their online 'cheap' products.
- Trends very variable
- Good snow, poor sales
- Retailers support distributors by placing forward orders, by carrying risk if the weather turns warm and the inventory does not sell, by professionally presenting the products in store and online and by providing after sales service and support for customers when things go wrong. Why then do distributors dump stock on flash sale websites at prices close to or below that paid by the loyal retailer? This was happening in peak season this year. How can retailers compete? Why should retailers bother placing forward orders? It has to stop. You cannot have your cake and eat it. If distributors continue to undermine retailers by selling to flash sale websites (or by selling direct off their own websites and dumping stock that way) there will be no retailers left and we'll see how easy it is to get a forward order in the future. We work in a small industry. Surely we can work together to support each other? We have a very short selling season. Any retailer who discounts early is destroying the market for everyone. In the long run, everyone will lose out. Prices need to be held until at least the half term week. Anyone who discounts sooner is either a) in financial difficulty b) stupid because you are killing your own business in the long run. The short term gain is NOT WORTH IT!
- How do we engage with customers for the rest of the year when skiing is not at forefront of their mind?
- Best year since 2008 - could have sold more but was understocked - at least we now have boxes of hangers and not boxes of stock!

Comments from other respondents:

- Pre Orders for next season are up on all brands - very positive results
- It is apparent retailers are continuing to short buy, on forward orders, expecting there will be stock available in season.
- It would be great to see more support from brands and retail for magazines. We send keen consumers to the shops but we have lack of support from them.