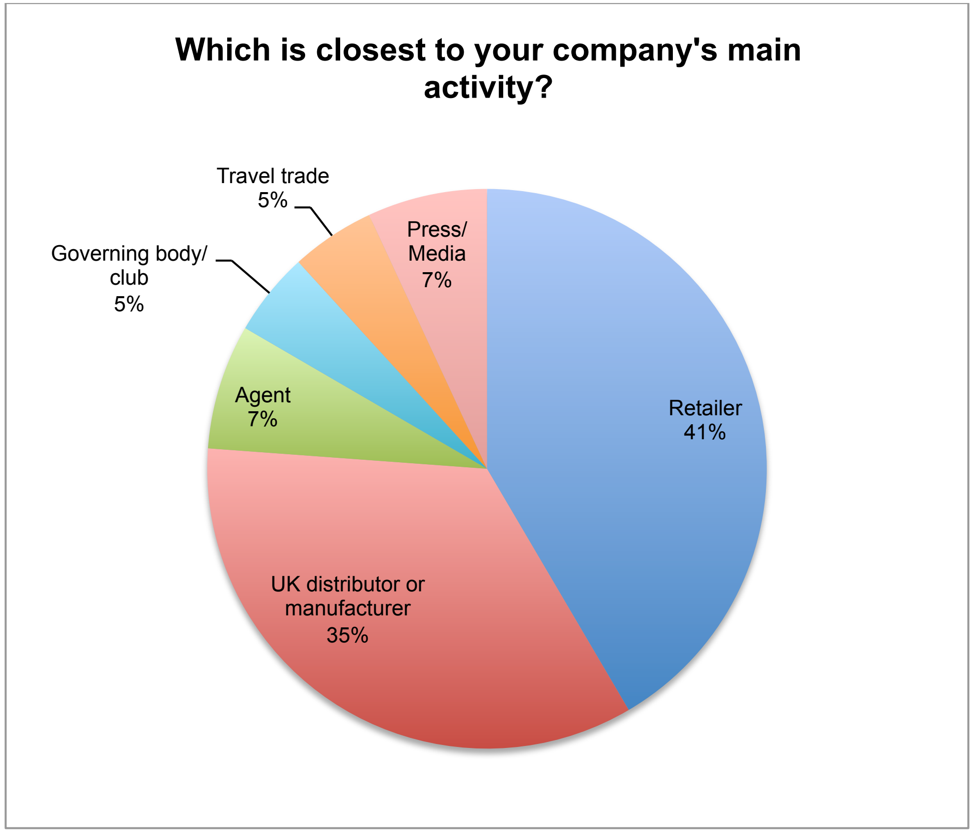
SIGB Web Survey, April 2015

An on-line survey took place in the first half of February, for members of the Snowsport Trade. It was distributed to around 2,000 email addresses via an SIGB Email newsletter and direct to specialist retailers. A total of 45 responses were received, 41% of which were from retailers.



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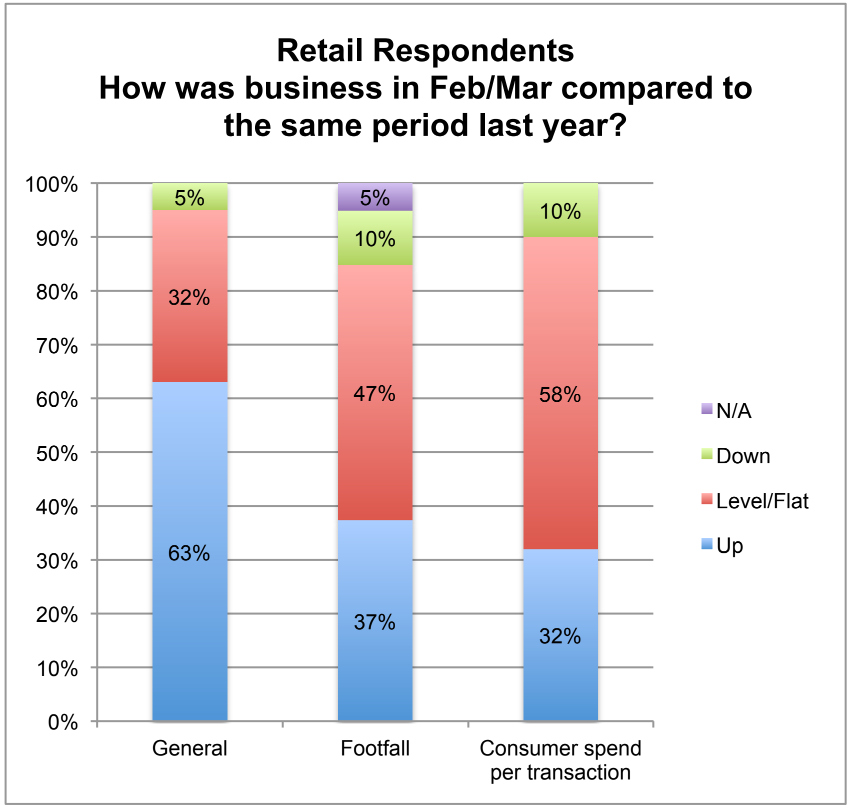

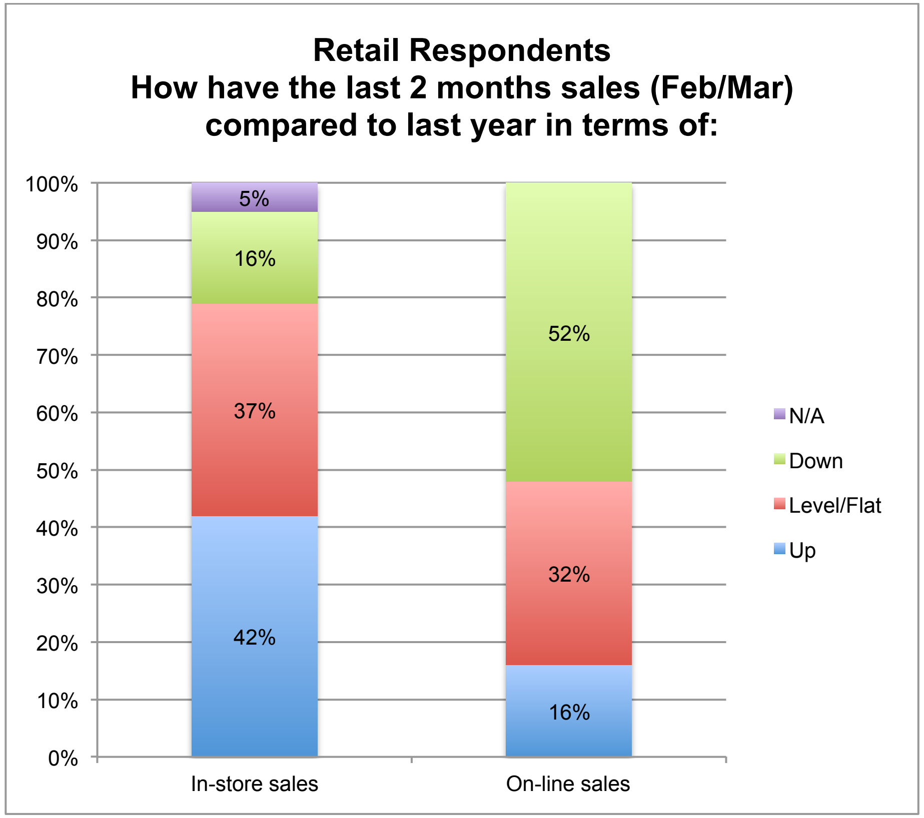

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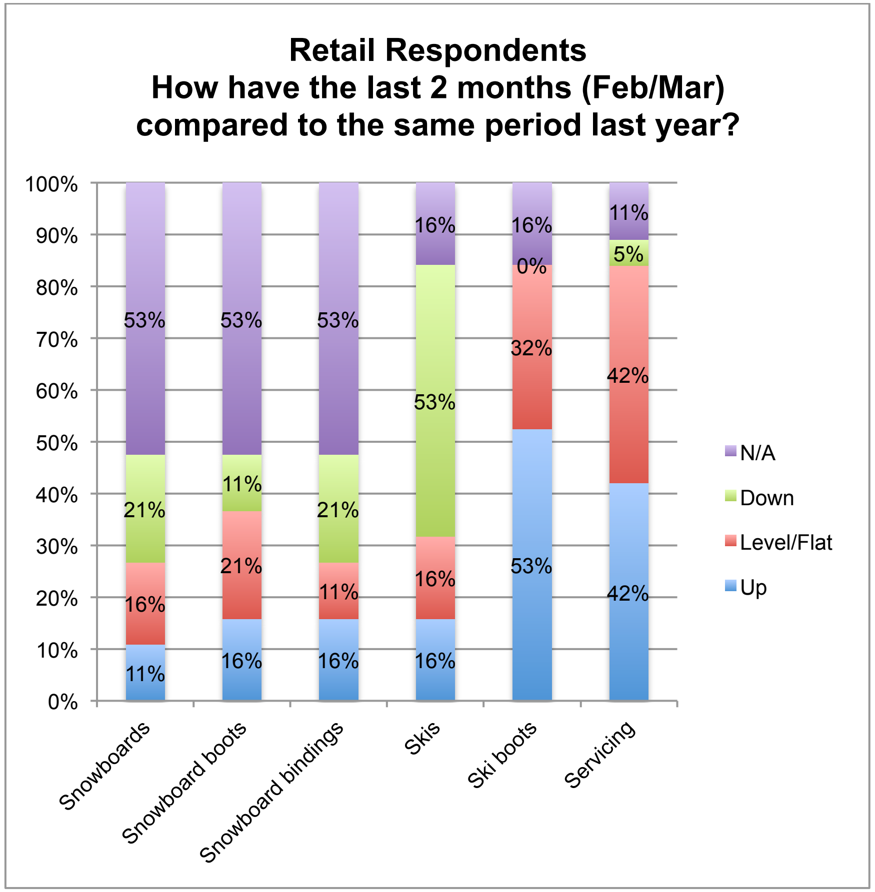

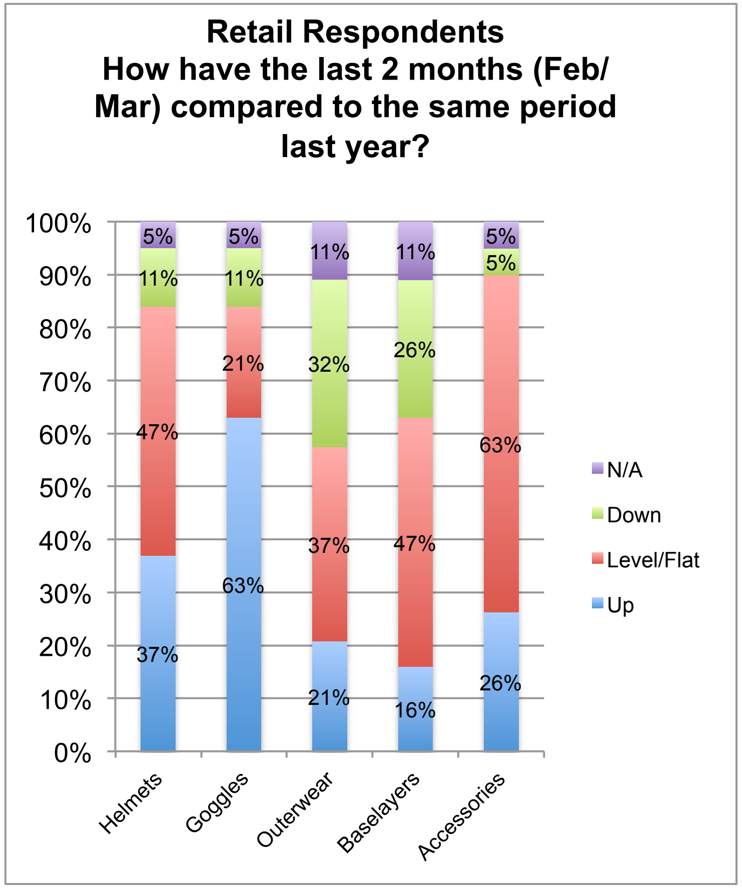

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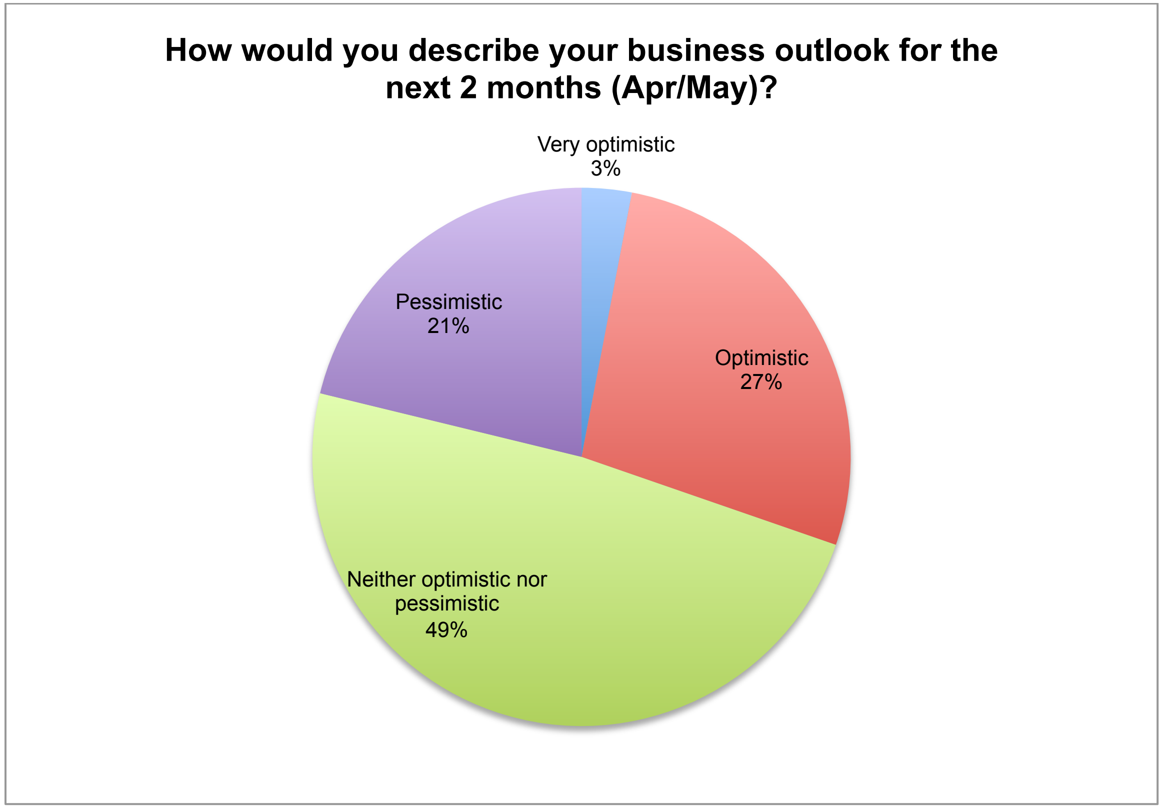

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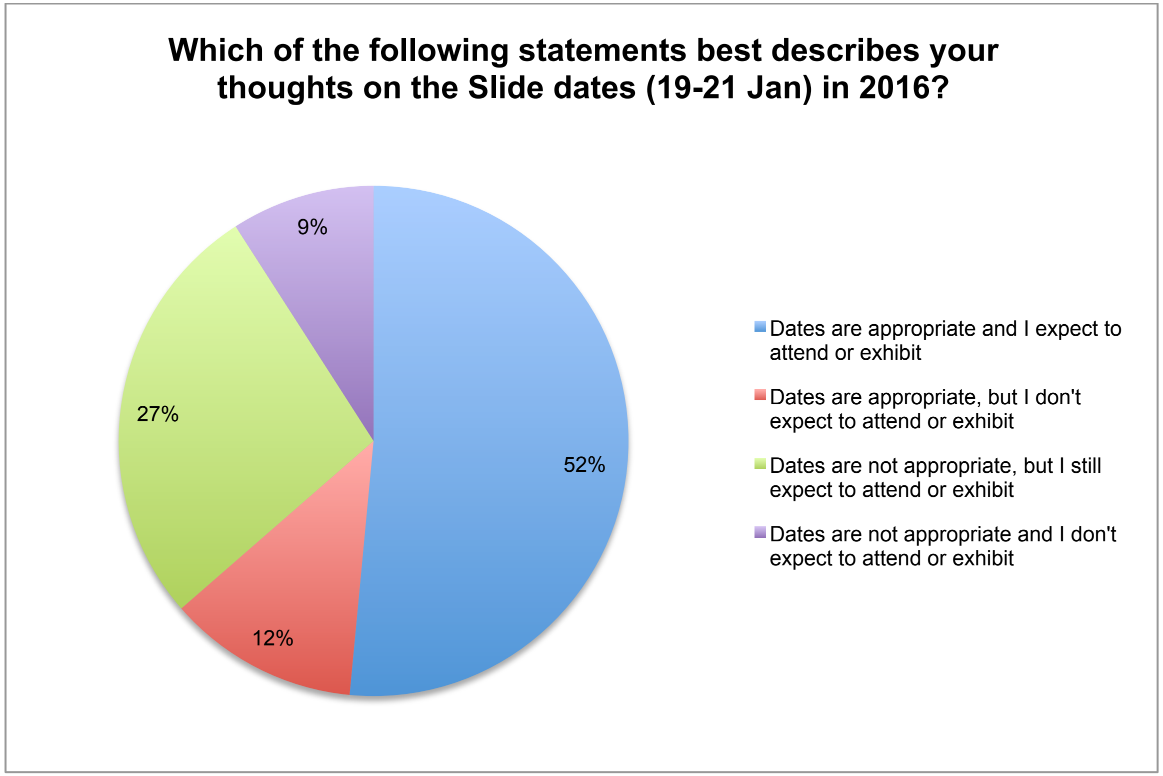

An encouraging 64% of respondents believe the dates for Slide 2016 to be appropriate and 79% of respondents expect to either attend or exhibit at Slide 2016, despite the earliest-ever dates for the show and close proximity to ispo, (24-27 Jan).

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

Comments:

- As long as the manufacturers are happy to supply the "lunatic discounters" be it in France, Spain, Germany, Holland, Austria then we're all pretty screwed! Once they've put all of us who have been paying them decent margin out of business and these discounters are then telling them how much they are going to pay them for their product, then the manufacturers themselves will go bust. I sent a paper round to most of them and I believe SIGB about five years ago predicting all of this, but nobody wanted to listen!
- We are really disappointed with the Slide dates. These dates will make us select which show to attend Slide or ISPO.
- It's good to have SLIDE before ISPO! However the time that you have allowed between the end of SLIDE and the start of ISPO is insufficient to prepare properly for ISPO and then travel there in good time for set up. SLIDE should be 1 - 2 days earlier.
- Worried about dates for Avant Premier.
- Independent retailers are not helped by brands regarding them supplying and flooding the likes of Sports Pursuit! Also a big threat to the UK market are European e-tailers / retailers such as Gliss, Snowinn, Ekosport, Decathlon etc who sell big brand goods at 20% - 30% off during the season!
- Big stores should stop discounting so early on, too many web based only stores now underpricing and also too many brand only stores now. Future looking bleak for bricks and mortar stores.
- Stay Classy!
- Slide was almost a waste of time this year as we were unable to place orders until we had seen a full range at ISPO. As for the extra exhibitors Columbia & O'Neill - never saw anyone on the stands either buying or selling.
- Waiting for the online discount idiots to realise that trading and not making a profit helps nobody even the buying public will lose out because without the expertise in high street stores they not be able to get advice and fitting services.
- Very nervous about the fact the pound is way stronger against the Euro, yet as a retailer it's made virtually no difference to my buying power. Come Autumn the consumer will no doubt be slightly surprised by that, and may very well choose to shop direct from Euroland. Big danger may be lurking round the corner for an already battered industry that could do without this latest blow. Though matching Euro prices will massively affect turnover, which will only be matched by an increase in units that on current form is unlikely. Interesting times.

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