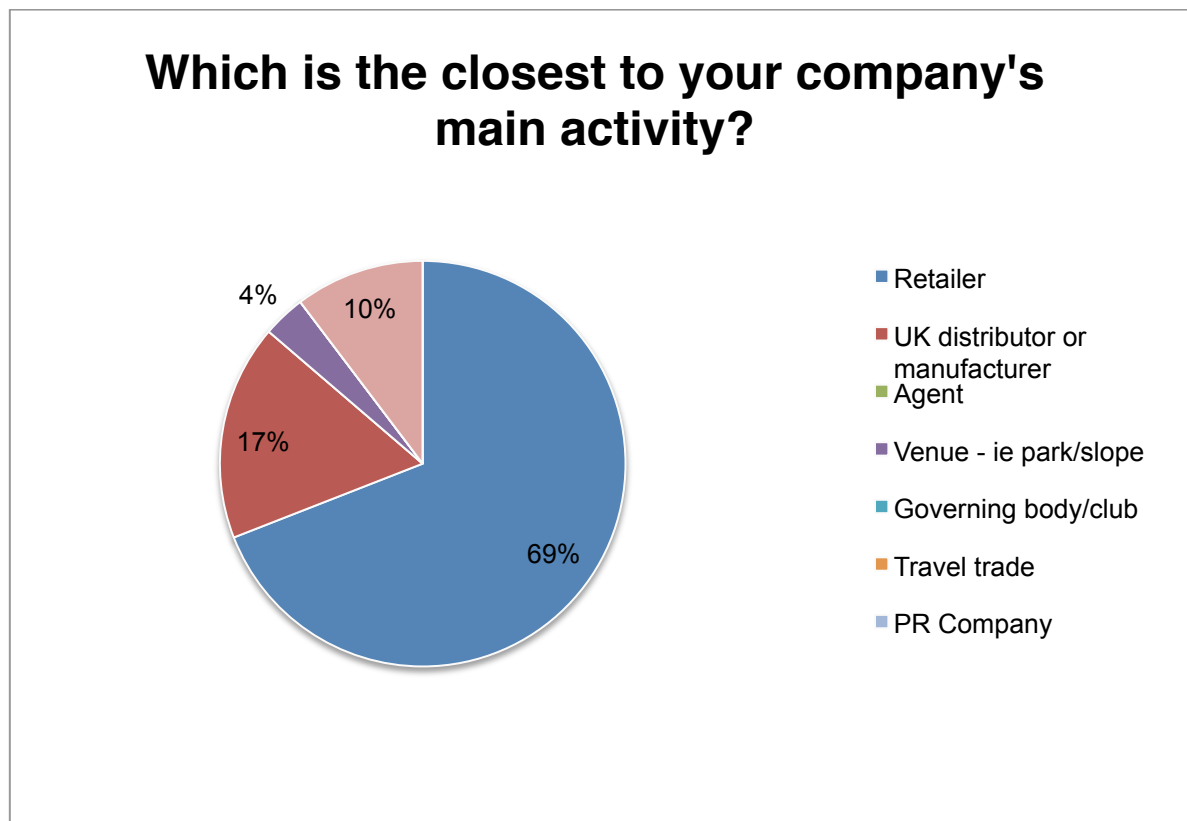




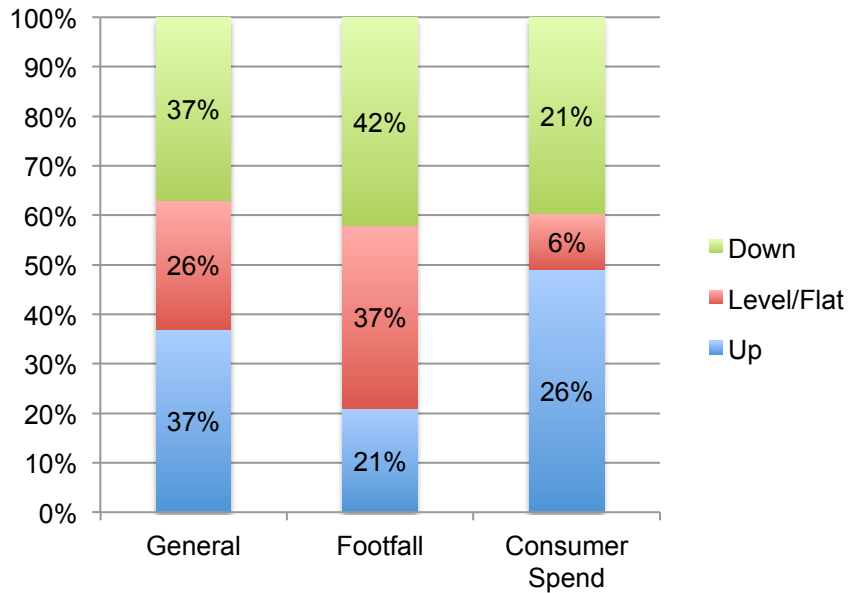
SIGB Web Survey, December 2015

An on-line survey took place in the first half of December, for members of the Snowsport Trade. It was distributed to over 1900 email addresses via an SIGB Email newsletter and direct to specialist retailers. A total of 29 responses were received, 69% of which were from retailers.

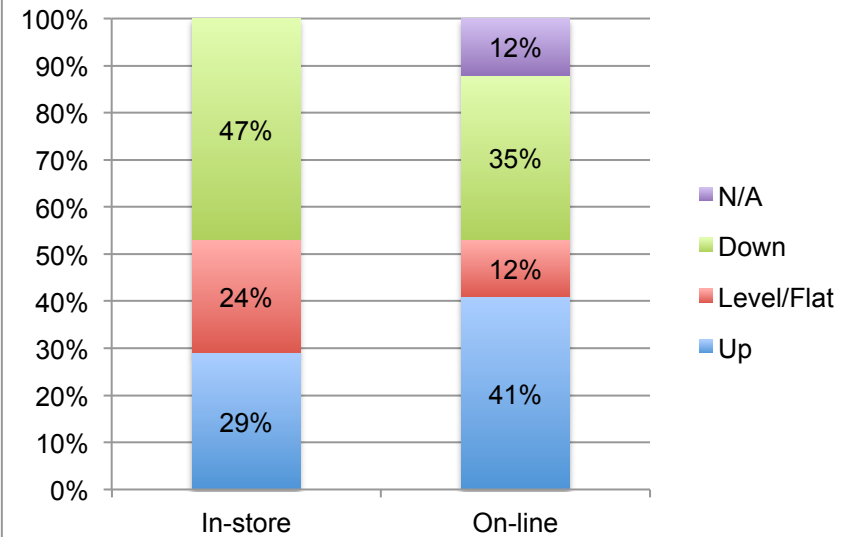




Retailers How was business in Oct/Nov compared to the same period last year?



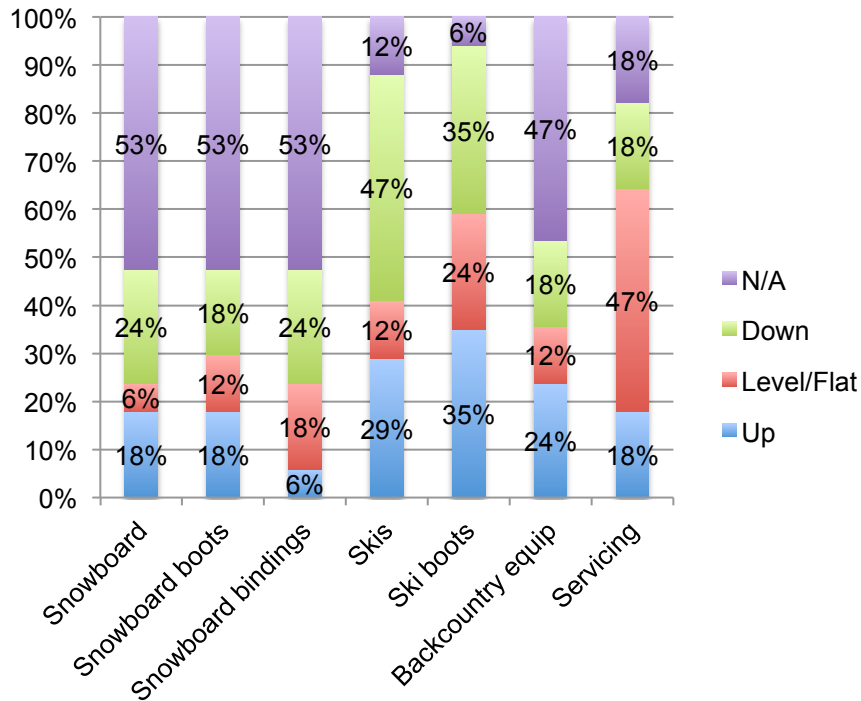
Retailers How have the last 2 months sales compared to the same period last year in terms of instore/online?





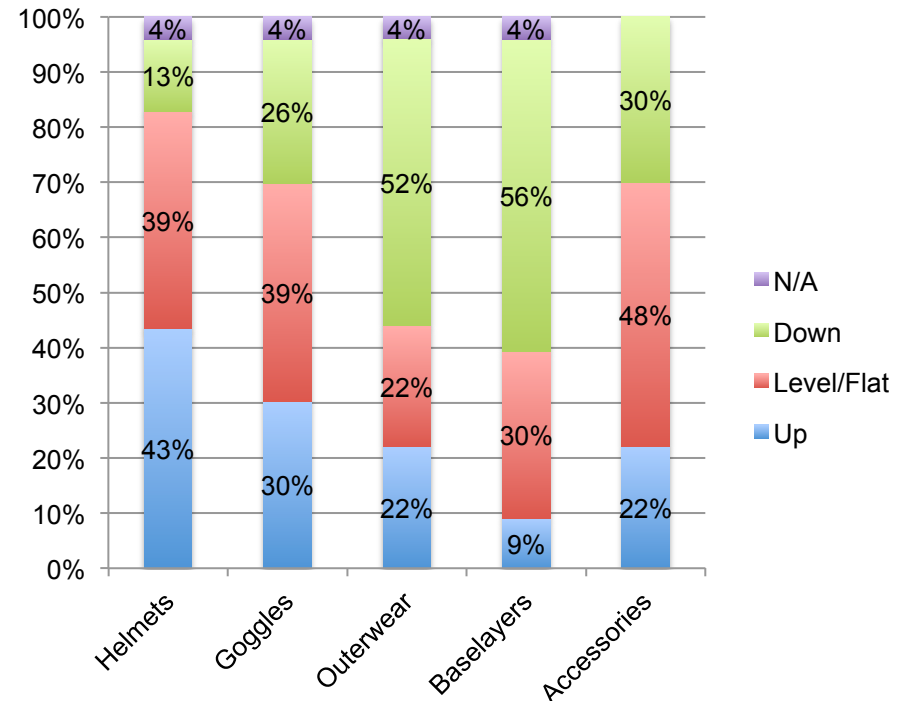
Retailers

How have the last 2 months sales (Oct/Nov) compared to the same period last year?



Retailers

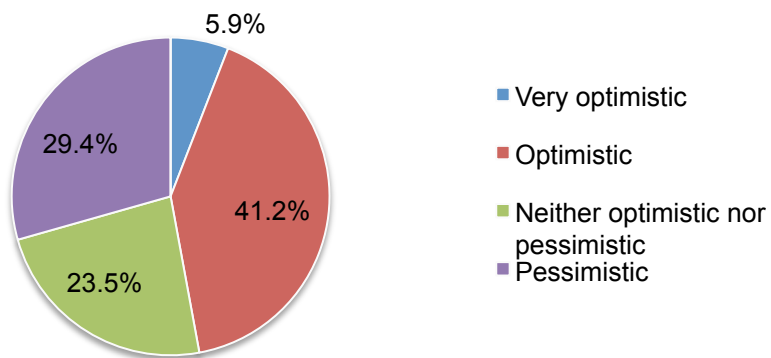
How have the last 2 months sales (Oct/Nov) compared to the same period last year?





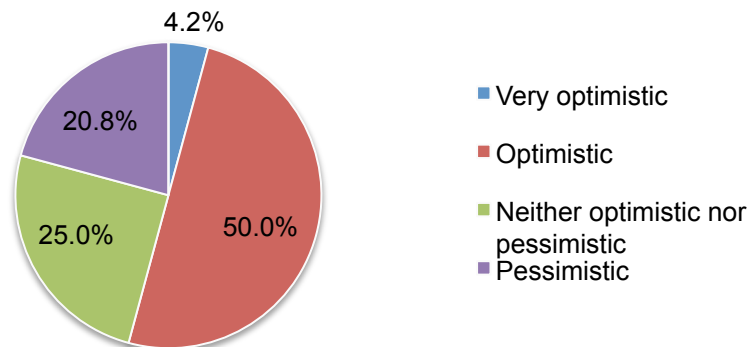
Retailers

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



All Respondents

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





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

Comments from retailers:

- To be fair, we have relocated the shop which has seen footfall rise. It is early days still.
- We feel the very mild autumn/start to winter has affected our sales.
- When will slide be after ISPO? Half term week is ideal for retailers as that is one of the slowest footfall weeks in the season.
- Optimism - snow dependent!
- Is the race to discount starting now?
- Whilst manufacturers/suppliers continue to feed severely discounted product into Discount, Online sites, providing the weaponry for them to seriously undercut the Specialist stores, there is only one way for the whole industry to go!
- SIGB have not helped, the lack of new skiers taking up the sport goes back 6 or 7 years through lack of promoting winter sports to schools and supporting Head teachers and staff
- I would like to see the major suppliers stop pumping gear into "Discount" shops, just to get figures up. Let us all try to make a decent living by selling on Service rather than by price.
- Euro pricing continues to change the landscape of the business, with a lot more competition from abroad.
- October was slightly up but November is way down on any previous November past 30 years. Mild weather didn't help.
-

Comments from other respondents:

- Our site has artificial slope and restaurant where business is same/slightly down. Retail is up by 20%