



2023 SIGB Snow Test Venue Criteria

Introduction

Snowsport Industries of Great Britain (SIGB) has organised an annual on-snow test for ski and snowboard hardware since 2002.

In 2023 the Test will take place in January and a new venue is being sought. Because of the date change we are lowering our minimum height criteria from 1,800m to 1,200m.

This document contains the core criteria that will be used to identify and select potential venues for 2023.

About the Test

This test is exclusively for snowsport retailers and media, to evaluate equipment for the following sales season. This involves test analysis, photography and video production used for sales training, marketing material and social media content. For the media it is used for content creation in their Autumn publications.

The attendees are all key opinion leaders and influencers within the UK snowsport industry.

Test reports from participants are collated in a central database, using either a dedicated iPhone app or handwritten test cards.

Covid caused the cancellation of both the 2020 and 2021 Tests but the 2022 Test was held in Kuhtai (AUT) Numbers were lower than usual, due to the industry slowly returning to more normal conditions and the very short notice for organisation (3 weeks).

The following summary highlights some facts and figures for both 2022 and 2019 (Pila ITA) Tests. We anticipate a return to the pre-Covid 2019 numbers in 2023.

	2019 Pila	2022 Kuhtai
No. of attendees	250	150
Participating brands	30	21
No. of test skis	828	648
No. of tests recorded	2,560	1,146

1. Proposed Date

23-27 January 2023

2. Resort Criteria

Essential

- ◆ Good snow record and snowmaking on lower pistes
- ◆ Access to runs below tree-line (in case of poor weather and visibility)
- ◆ Range of accommodation options near to Test Centre location
- ◆ Easy access to uplift and slopes from accommodation
- ◆ Co-operative lift company and tourist office
- ◆ Good value for money
- ◆ Accommodation flexibility, with regard to number of nights in resort
- ◆ Quiet slopes midweek

Ideal

- ◆ UK based operator or tourist office/booking agency able to tailor flexible packages
- ◆ Special prices for accommodation
- ◆ Minimum two rooms FOC for organising team
- ◆ Easy transfer to local airport with good links to UK

- ◆ Straightforward drive from UK for those travelling by road
- ◆ Good village ambiance and selection of bars and restaurants
- ◆ Conference or meeting room, within 5 minutes of main hotel with screen and AV facilities and option for evening sales presentations

3. Test Centre Criteria

Essential

- ◆ Minimum altitude of 1200m - 1,500m.
- ◆ The Test Centre should be located at the bottom of a suitable lift and piste.
- ◆ Flat on-snow area close to uplift, approximately 70m x 50m
- ◆ Vehicle parking beside Test Centre (this allows vans to be used for ski storage)
- ◆ Barriers or netting/fencing available to close off entire perimeter of Test Centre with ability to restrict access to those with accreditation only
- ◆ Close to uplift (fast chairlift preferred)
- ◆ Immediate access to several pistes from a single form of uplift, with good variation in terrain
- ◆ Access to off-piste from uplift (subject to snow conditions)
- ◆ Snowmaking on pistes to Test Centre
- ◆ Vehicle access to test centre/storage location
- ◆ 16a Power supply
- ◆ Toilet facilities nearby
- ◆ Restaurant/café nearby

Ideal

- ◆ Proximity to Pipe and Park
- ◆ Access to heated room for boot fitting, data input, tester kit storage
- ◆ 30 tables and 30 benches

4. Accommodation and Lift Pass Criteria

Essential

- ◆ Suitable hotel as designated main hotel plus other options in different price brackets
- ◆ Packages for 3, 4 and 5 nights, provided by UK operator or local tourist office
- ◆ Options for independent flexible bookings
- ◆ Special prices for lift passes for all attendee

5. The ideal Test Centre location

- Approximately 70m x 50m
- At foot of piste, on snow
- Ski in ski out
- Reserved van parking beside Test Centre
- Accommodation within walking distance
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Kuhtai, Austria (2012-2017 and 2022)



Galtür, Austria (2018)

