CHINA—the Biggest Beginner Ski Market!
Content

• Key Statistics of China Ski Market

• Typical Samples & Main Characteristics of China Ski Industry

• Ski Business of Wanda Group
Key Statistics of China Ski Market

Source: Research by Bin Wu
Key Statistics of China Ski Market

Distribution of the number of ski resorts in China
Key Statistics of China Ski Market

Distribution of the number of ski resorts in China

North-east 33.10%
North 23.24%
North-west 16.55%
East 14.44%
South-west 4.58%
Central 7.75%
South 0.35%

Source: Research by Bin Wu & BeeBird Cultural
Key Statistics of China Ski Market

Distribution of the number of ski resorts in China (by the province)
Key Statistics of China Ski Market

Distribution of the number of ski resorts in China

Source: Research by Bin Wu & BEEBIRD Cultural
Key Statistics of China Ski Market

Source: Research by Bin Wu & DOWAY
Key Statistics of China Ski Market

568 ‘Ski Resorts’ ? (16 Vert. Drop >300m)

320 Grooming Machines

350 Chairlifts (20 Detachable)

600 Magic Carpets
Future of China Ski Market

Source: Forecast by Bin Wu
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Four typical samples:

- Ski resorts without a lift
- Day trip ski resorts
- Ski resorts for competition
- Vacation resorts
Typical Samples of China Ski Market (Ski Resorts without a lift)
Typical Samples of China Ski Market (Nanshan: Day Trip Ski Resort)
Typical Samples of China Ski Market (Yabuli/Beidahu/Wanlong)

BIN WU, 2nd UNWTO Euro-Asian Mountain Resorts Conference
Typical Samples of China Ski Market (Wanda Changbaishan)

BIN WU, 2nd UNWTO Euro-Asian Mountain Resorts Conference
Typical Samples of China Ski Market (Wanda Changbaishan)
Typical Samples of China Ski Market (Wanda Changbaishan)

- Location: 15km from Changbaishan airport
- Vertical Drop: 385m
- Lifts: 6 (2 Gondola +4 Chairlifts)
- Magic Carpets: 12
- Slopes: 40
- Total Length: 30km
- Hotels & Apartments: 9 (Park Hyatt, Hyatt, Westin, Sheraton, Holiday Inn, Holiday Inn Suite, Ibis, etc.)
- Restaurants: 12
- Entertainment: theatre, game centre, night bar, hotspring, spa, KTV...
- Golf: 3 courses with 54 holes
The director of China Tourism Bureau said, Wanda Changbai Resort is the best resort and a new name card in China.
Main Characteristics of China Ski Industry

• Huge Market: beginner, adult, one time experience, domestic (90%+)

• Weak Foundation & Poor Facilities: The threshold is too low for operating a ski resort.

• Lack of HR & system: Management/Technician/Ski Instructor

• Seasonal Problem: Summer Activities Planning

• Ski Resort Business Model is similar as South Korea

• Hot money influx due to Beijing 2022
Main Characteristics of China Ski Industry

International + & Internet +

Europe
North-America
New Zealand
Japan
South Korea
Content

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• Ski Business of Wanda Group
Ski Business of Wanda Group

- Harbin Wanda Ski Dome
- Wanda Changbaishan Resort
- Chengdu Wanda Ski Dome
- Wuxi Wanda Ski Dome
- Guangzhou Wanda Ski Dome
Ski Business of Wanda Group

Wanda Changbaishan International Resort

- Number of Ski Instructors: 275 (2014/2015)
- Revenue of Ski School: RMB 2.3M (2014/2015)
- Rental Ski Percentage: 90%+
- Skiers from South of China: 65%+
- Average Stay: 2.4 nights
- Package: Hotel + Ski Pass + Ski Rental
## Wanda Ski Dome

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Welcome to CHINA!

Thanks!

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2nd UNWTO Euro-Asian Mountain Resorts Conference