

Winter sports – all year leisure for all age groups!

Feasibility study for an indoor snow sports arena in Switzerland



Two specific aspects have triggered discussions on constructing an indoor snow sports arena: one is the impact that global warming will have on Switzerland as a secure destination for winter sports. The other is the growing need to promote the next generation of ski talents. With an indoor snow sports arena the Snow Syndicate (IG Schnee) wants to optimise the positioning of Switzerland as a winter tourism destination, and to support campaigns for promoting talent pools from within popular sports.

The Client

- Swiss Tourism Federation (STF), CH-Berne, member of the Snow Syndicate
- As the governing body for national tourism the STF represents the interests of the Swiss tourist trade and its service providers in dealings with political parties, government authorities and the public
- The Snow Syndicate, IG Schnee, was established 2004 in Berne by Switzerland Tourism, Swiss Snowsports, Swiss Ski, Swiss Cable Cars, the Swiss Tourism Federation, the Federal Office for Sport and the State Secretariat Department for Tourism

The Objective

- Establish a sound basis for deciding whether to operate an indoor snow sports arena in Switzerland

The Solution

- Calculate the market potentials of the respective target groups
- Define the range of sports and fun events to be offered by the snow sports arena
- Evaluate the potential locations and generate infrastructure specifications
- Clarify potential sponsorships, financing and operating models
- Generate economic and cost-effectiveness analyses, including opportunities and risks, plus risk mitigation measures (e.g. environmental compatibility)

The Client Benefits

- Clear-cut statements on the economic and ecological parameters as a sound basis on which to take decisions on whether to build an indoor snow sports arena
- Overview of options for a possible preliminary project with definition of objectives, procedures, milestones, organisation, costs and risk planning
- Clear communication fundamentals on the issue of a snow sports arena for all stakeholders