



Friday 14th March 2025

Summer Alpine Sports Market UK

James Gambrell: Mountain Trade Network



Summer Alpine Sports?

Summer Alpine Sports can be considered a subset of the wider adventure tourism market

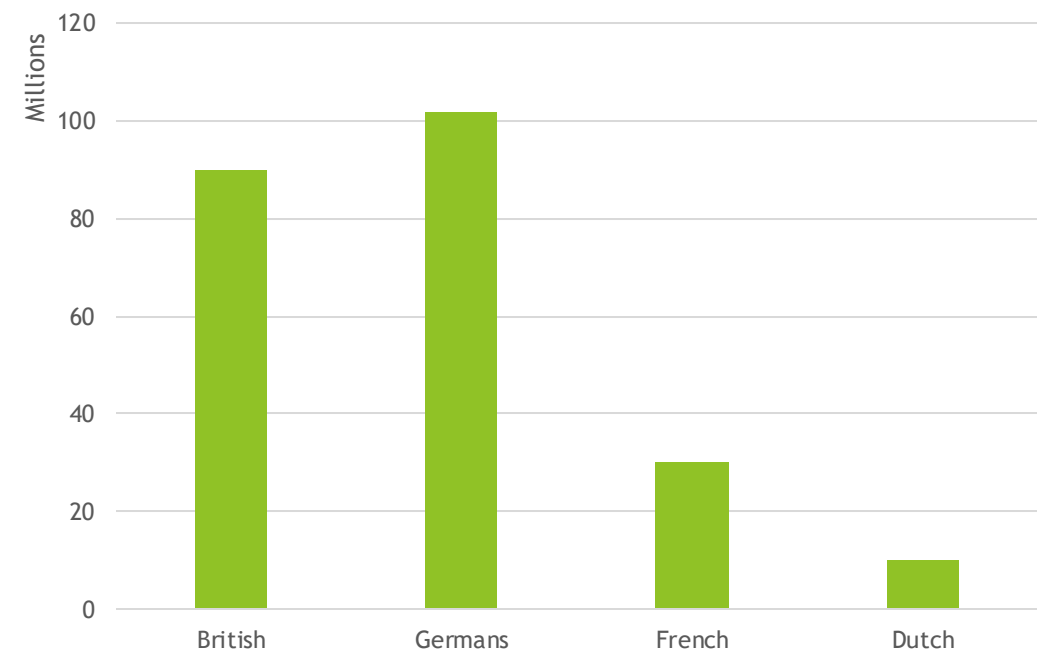
Adventure Travel Trade Association (ATTA) has helpfully defined adventure tourism as travel that includes at least two of the following: physical activity, a natural environment, or cultural exchange.

It is typically divided into 'soft adventure', which involves low-risk activities like hiking, cycling, and wildlife safaris, and 'hard adventure', which includes more physically demanding and high-risk pursuits such as mountaineering, white-water rafting, and paragliding.

How big is the UK Market for Summer Alpine holidays?

The British took 90 million overseas trips last year...

That's second only to Germany with 102 million but given the nature of many of those trips arguably the UK is the largest overseas travel source market in Europe.



How big is the UK Market for Summer Alpine holidays?

But how active are the Brits?

- 35 million visit a UK National Park (which cover over 11% of the UK)
- 23 million walk for leisure
- 3.6 million participate in hill and mountains walking
- 6 million cycle regularly
- 4 million identify as mountain bikers
- 1 million play golf
- The British Mountaineering Council BMC has over 80,000 members

How big is the UK Market for Summer Alpine holidays?

How do we size the market?

Of those 90 million overseas trips around 10 million are winter sun, 3.2 million are Snowsports, leaving over 75 million trips...

- There are around 1.8 million Brits skiing or snowboarding each year
- Around 1 million have been on a summer alpine holiday
- 15% of British people intend to hike in the next 12 months (10 million)
- A significant proportion of those mountain biking will do so overseas
- 19.9% of UK travellers now express a preference for adventure-focused trips, a notable increase compared to previous years.

How big is the UK Market for Summer Alpine holidays?

How do we size the market?

Conservatively, we would estimate the outbound UK market for summer alpine travel represents at least 500,000 trips, probably more.

Even allowing for crossover, the potential market runs beyond the Snowsports market of 1.8 million

Unlike Snowsports, participation in sports including hiking, cycling, golf and climbing is growing, leading to a larger overseas market potential.

More niche alpine sports such as climbing are also undergoing significant growth

Adventure tourism in all forms is the fastest growing tourism sector globally

We view the potential outbound UK market for summer alpine travel to reach over a million within the next five years, and with considerable prospects for growth beyond that.

How big is the UK Market for Summer Alpine holidays?

Data International News

New Report Shows Bouldering, Expansion Gyms Are on the Rise in the UK

By Climbing Business Journal - February 23, 2024

Regular participation in hill and mountain walking now stands at 3.58 million, up from 3.39 million last year. The figures show an increase of 40% since the data was first collected in 2015/16, when just 2.46 million reported regular participation.

How many people hike in the UK?



- In 2020, 23% of people in the UK identified as hikers, up from 16% in 2018
- In 2021, 25% of people who hike said they go hiking several times a month

Mountain bike industry on its knees? Forget about it, here are seven reasons it's boom time if you're a rider



Jamie Darlow
January 30, 2025



0 shares

Mountain biking is on fire in 2025, despite the string of dire news from the biking industry

The Association of British Climbing Walls (ABC) reported that the average number of customer visits per wall has grown from 39,569 as of their report in 2019 to 62,510 in 2023—a 58% increase. 10 Jan 2025

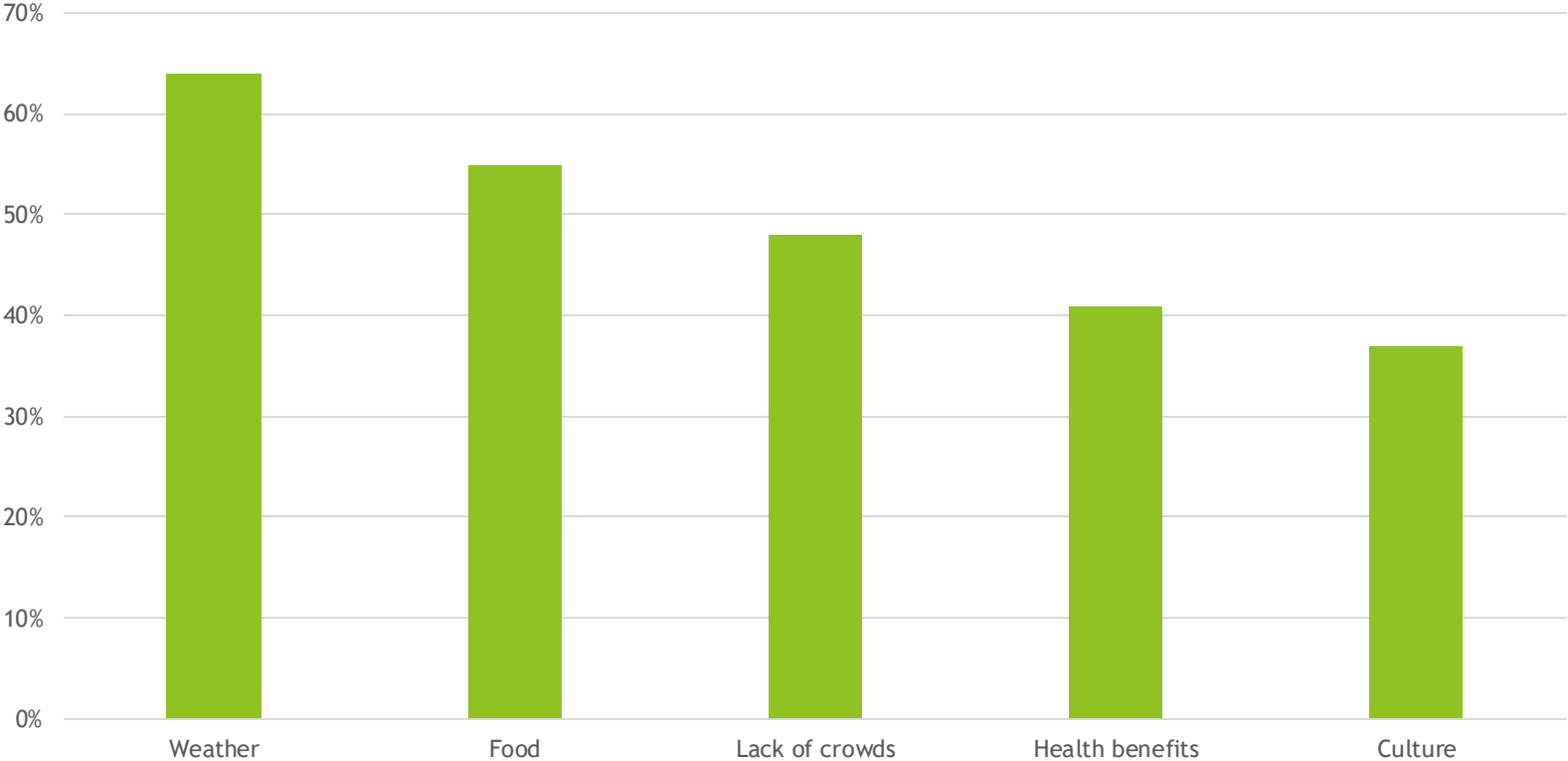


The Oxford Blue
<https://theoxfordblue.co.uk/why-does-everyone-sudd...>

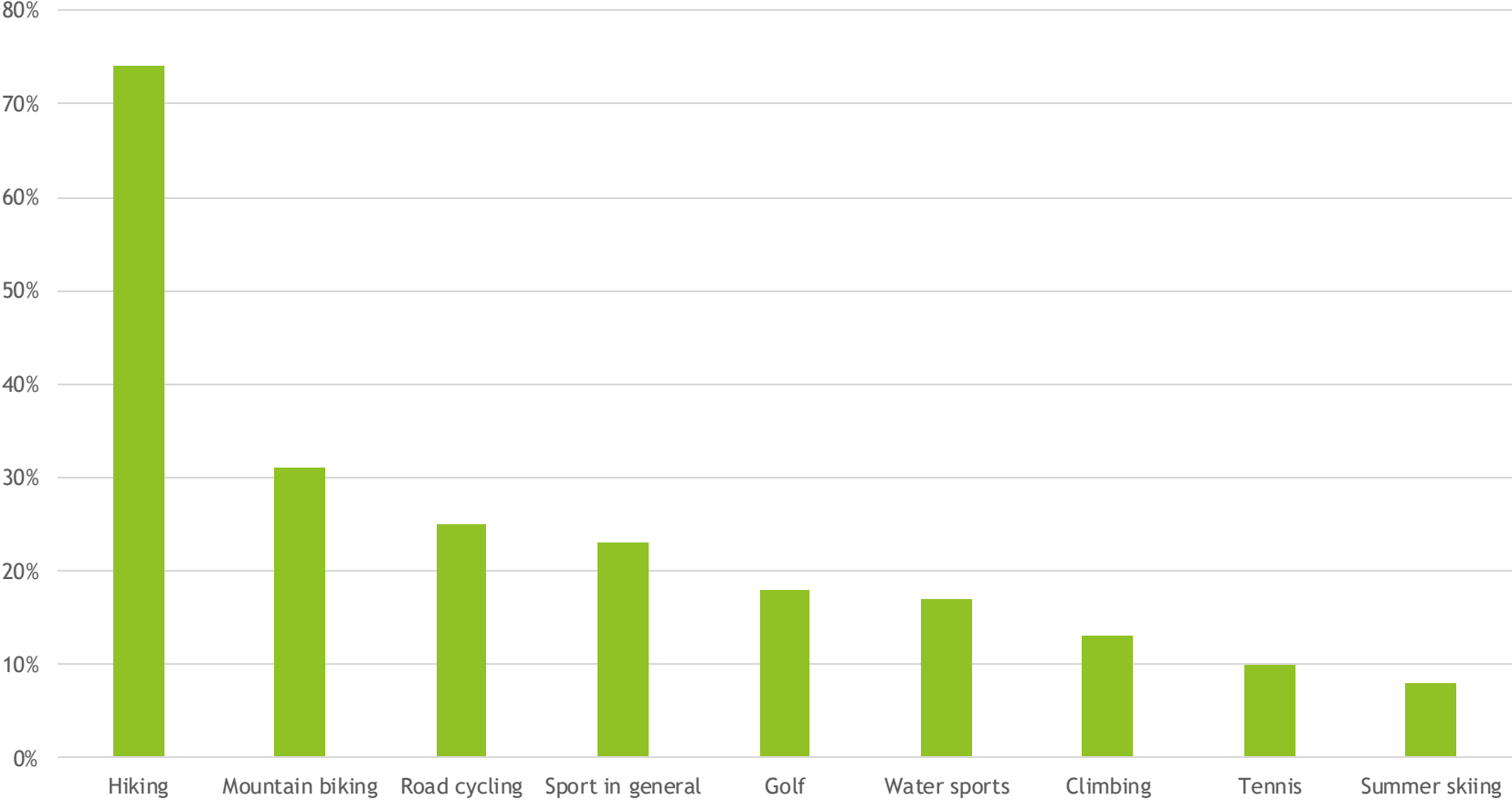
Why does everyone suddenly want to rock climb?

Key attractions of a summer alpine holiday?

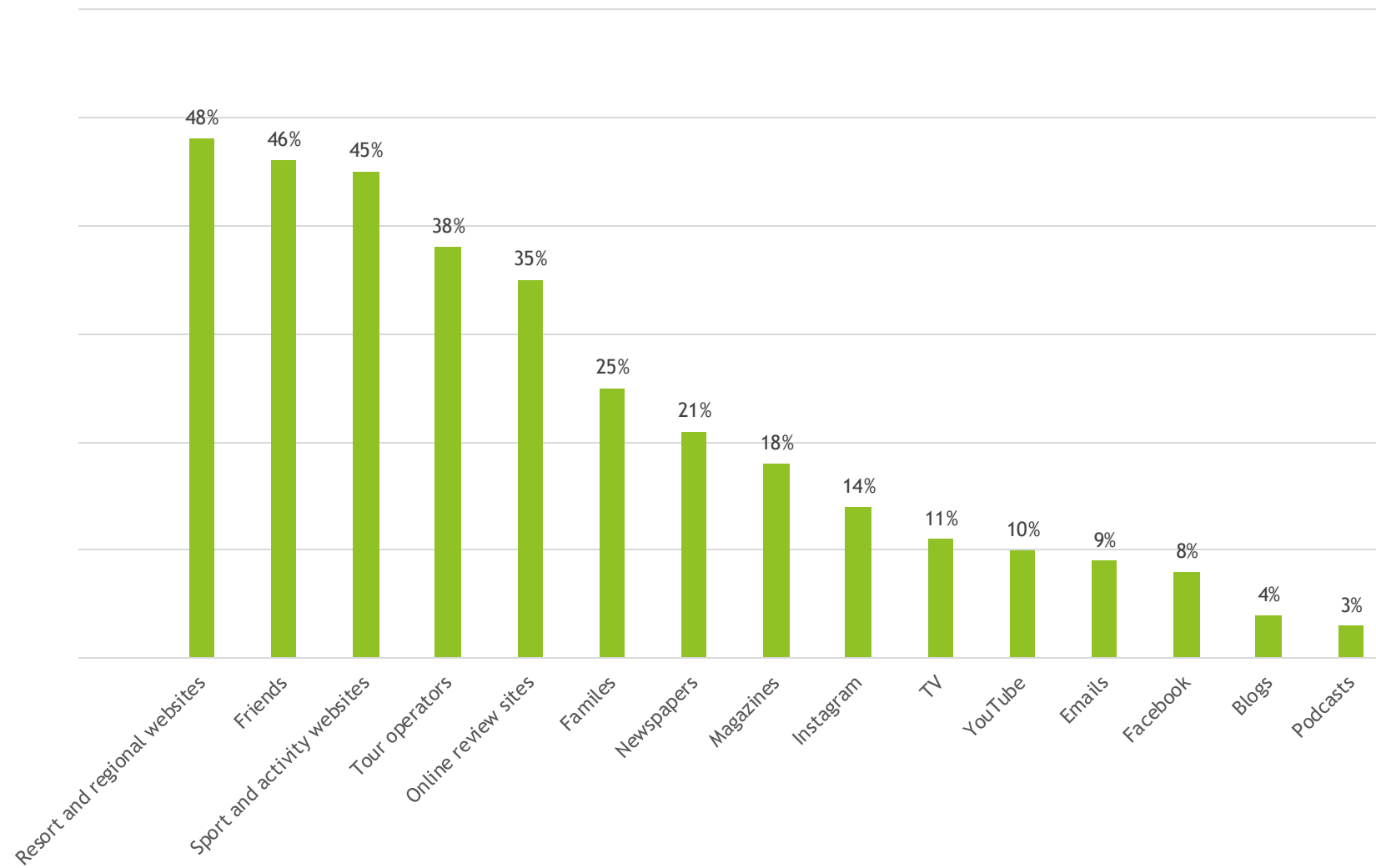
Top 5



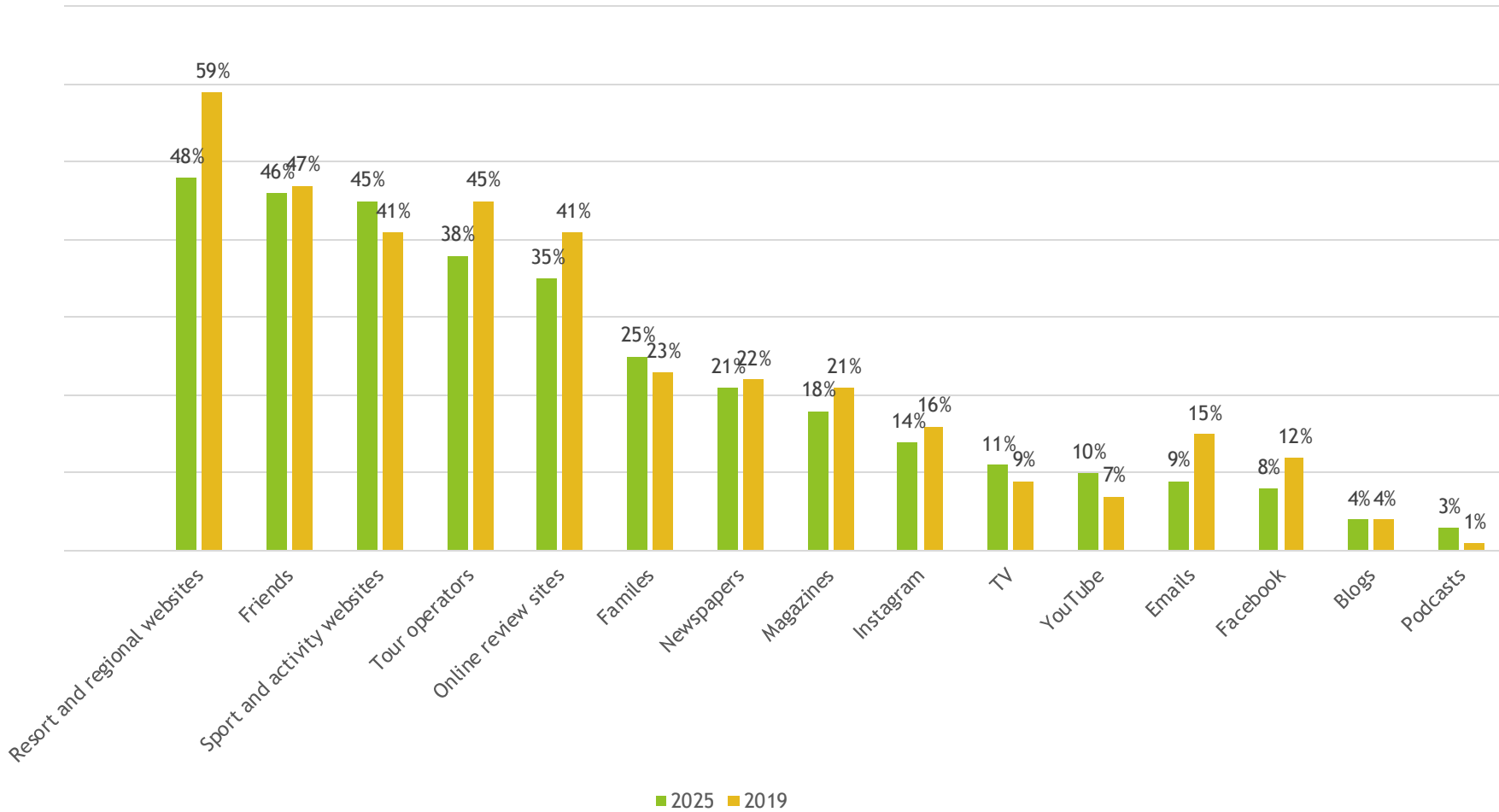
Key attractions of a summer alpine holiday?



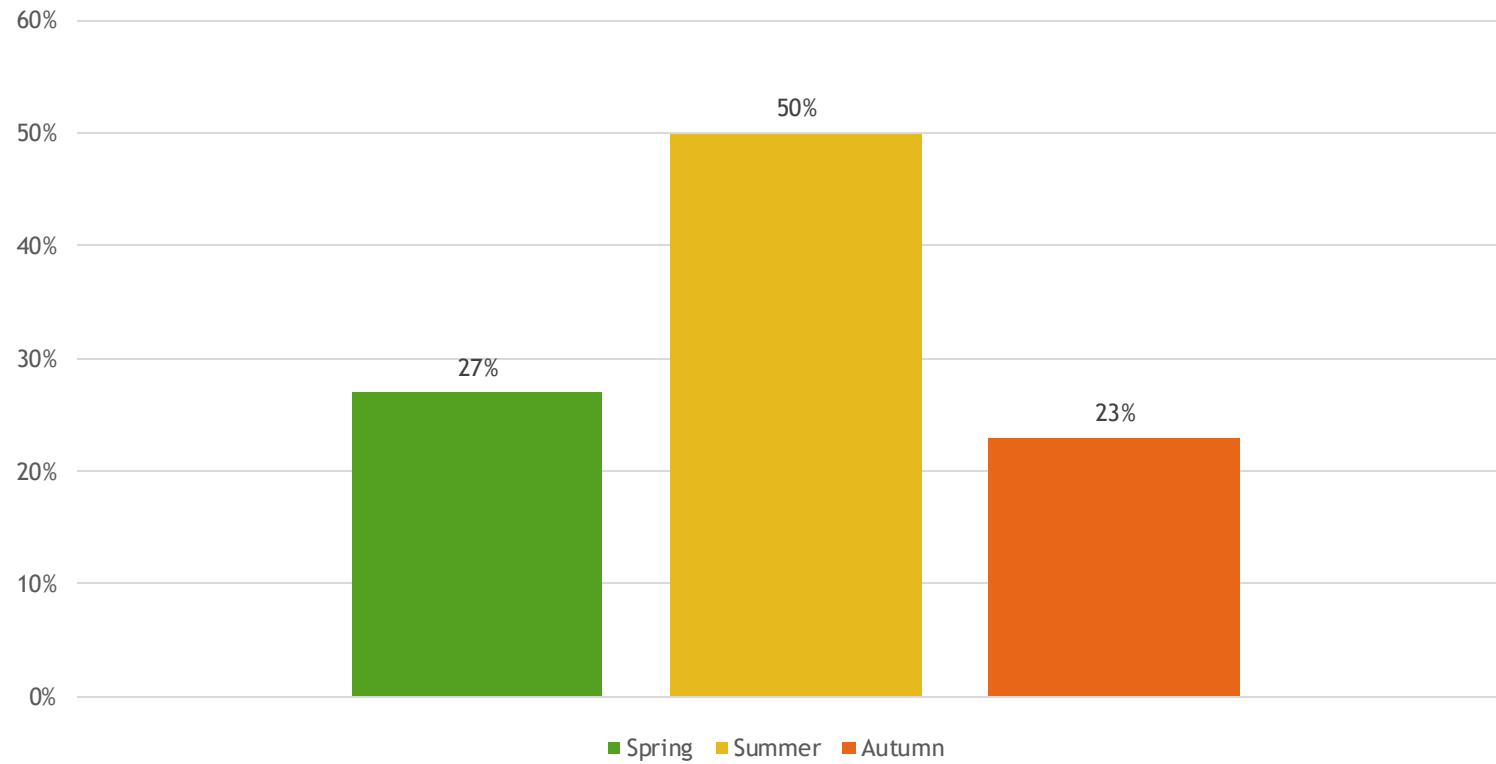
Information and inspiration for summer alpine holidays 2025?



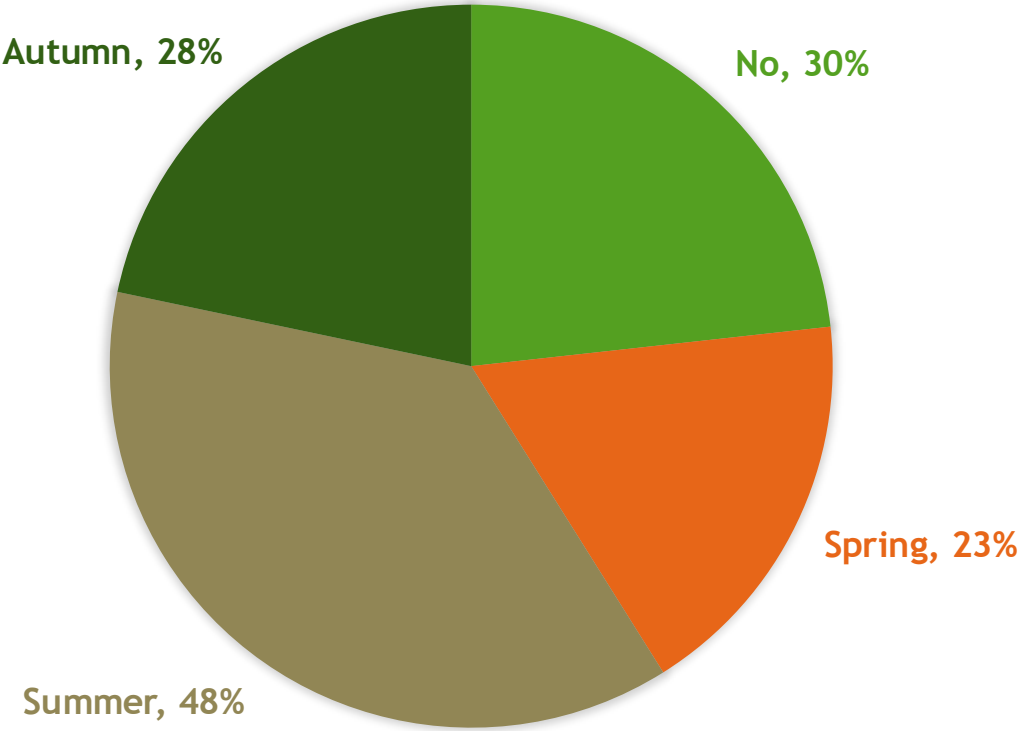
Information and inspiration for summer alpine holidays 2025 vs 2019?



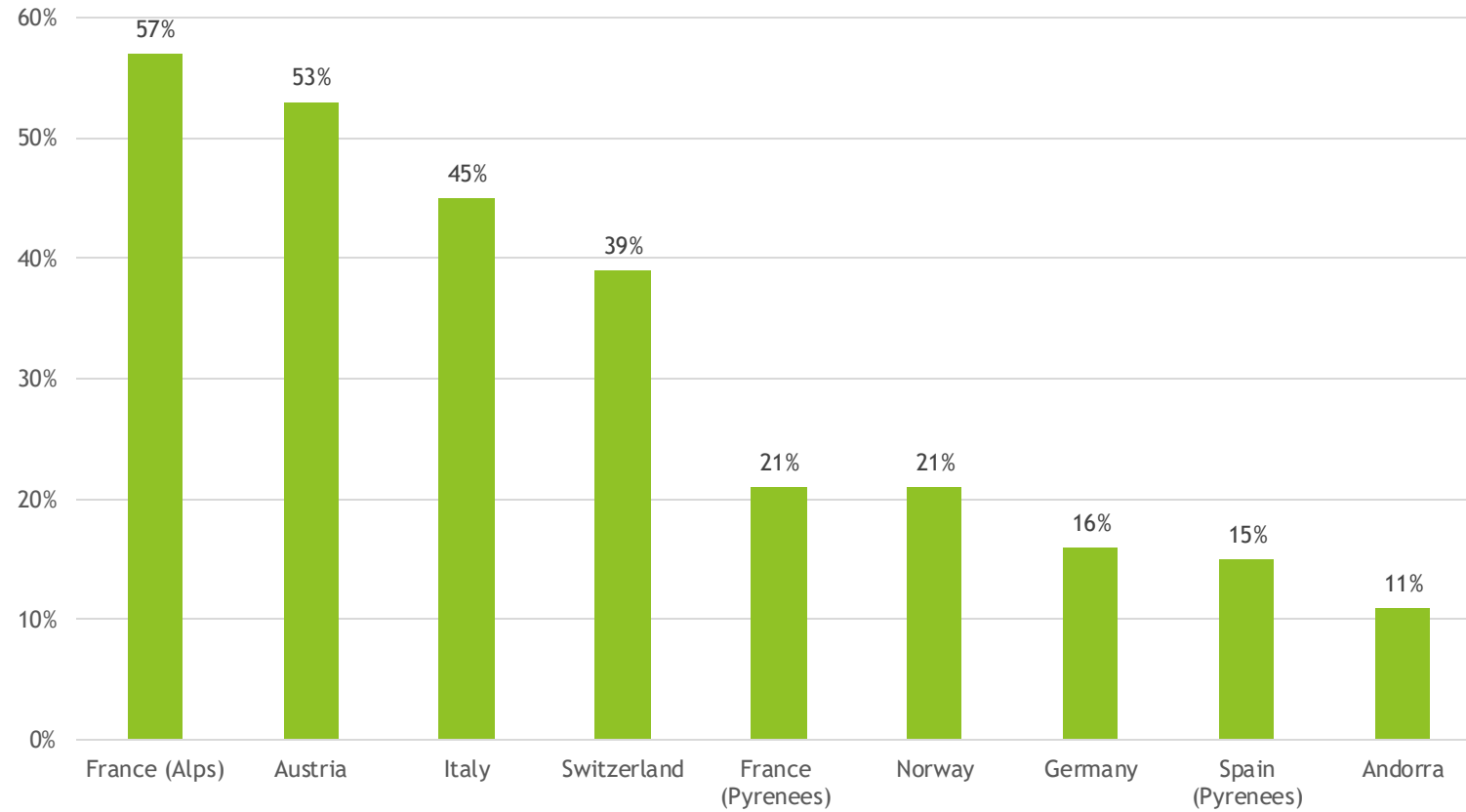
Travel periods- existing market



For the potential market?



Destinations?



Comments

Would be fabulous in addition to a beach holiday

Must depend on the weather although with global warming good weather should not be a problem.

I enjoy mountains and being outdoors in either summer or winter. In summer I enjoy camping or trekking in the mountains and cycling.

I would love to go. Its something I've been wanting to do more in the last year or so.

While skiing holidays are fast paced and fun packed for me, the idea of going to the alps in summer, staying in a cosy little pension or small hotel, going up a mountain to go for a very relaxed stroll seems idyllic. I can't remember the last time I had time of work and did very little.

Have done summer skiing in the mountains in the summer and it is amazing having the afternoon to do many other things with beautiful weather.

Love it, wish I had more time to go more often

Conclusions

- The UK is arguably the largest European outbound travel market with 90 million trips taken annually.
- Adventure tourism represents around 20% or 18 million trips annually.
- The Brits are more active than is commonly perceived, and with their willingness to travel overseas the potential market is considerable
- Combining hiking, cycling, climbing, golf and other alpine sports the existing UK outbound tourism market is almost certainly beyond 500,000 trips and has huge growth potential.
- The opportunity is not limited to the summer only
- Similarly to Snowsports, resorts and regional websites are key for information and inspiration.
- A summer alpine holiday will be built around a sport or activity for most, but food is important too!

Thank you!

Questions?



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How do summer mountain destinations compete in the global travel market?

James Gambrill: Mountain Trade Network



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