



CHINA—The Biggest Beginner Ski Market!

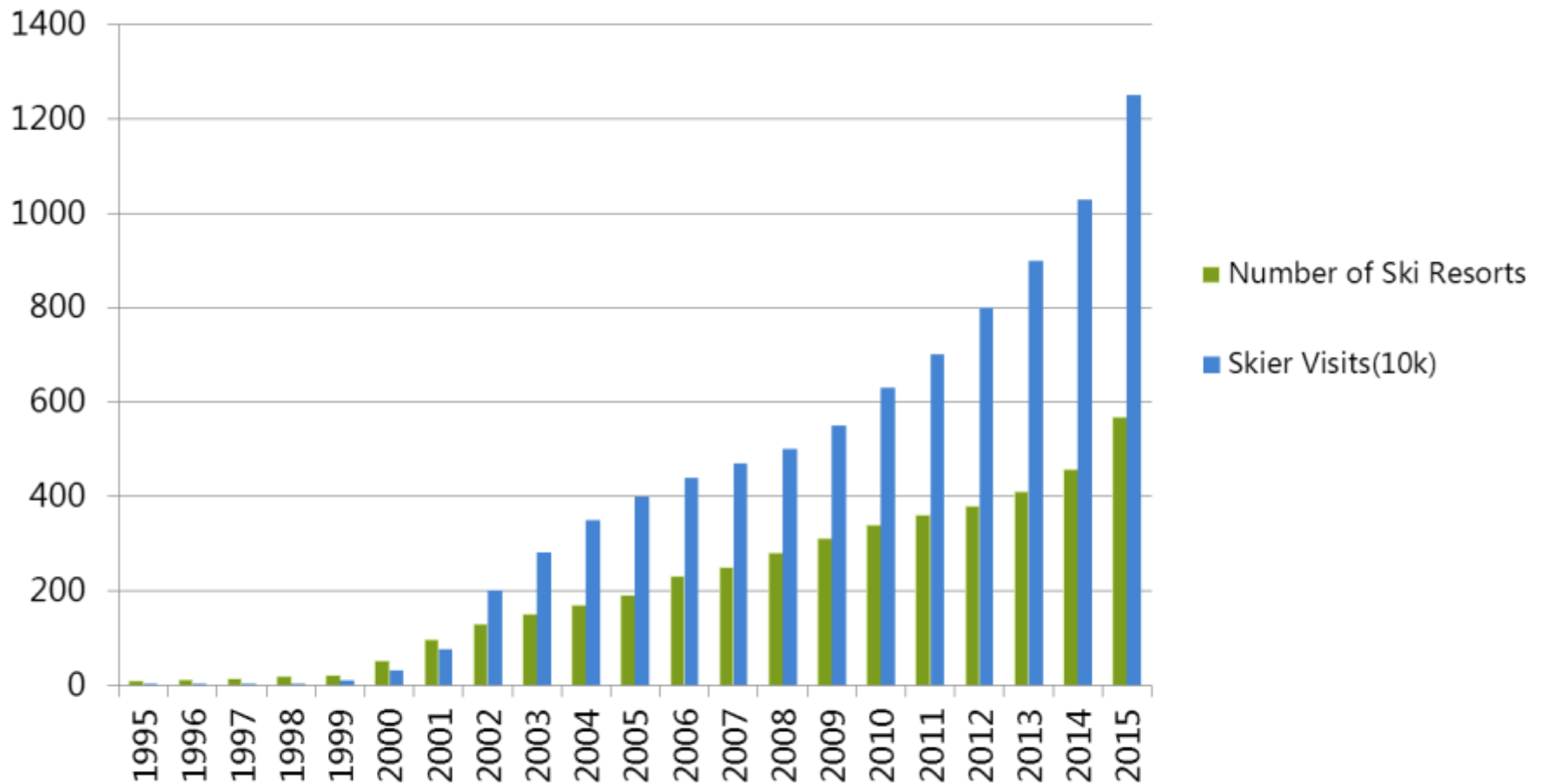
BIN WU (Benny Wu)

2nd UNWTO Euro-Asian Mountain Resorts Conference

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- **Key Statistics of China Ski Market**
- Typical Samples & Main Characteristics of China Ski Industry
- Ski Business of Wanda Group

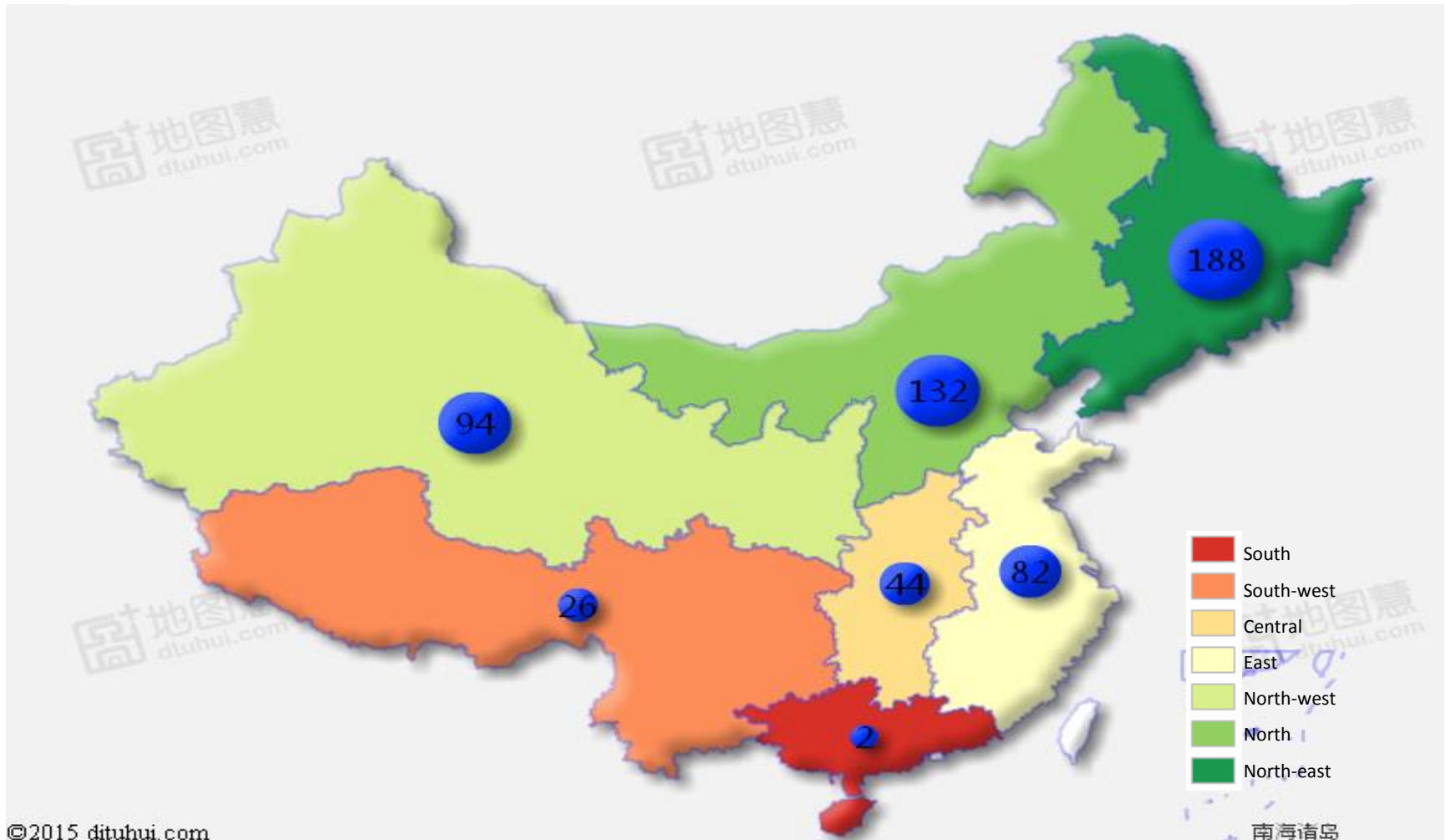
Key Statistics of China Ski Market



Source: Research by Bin Wu

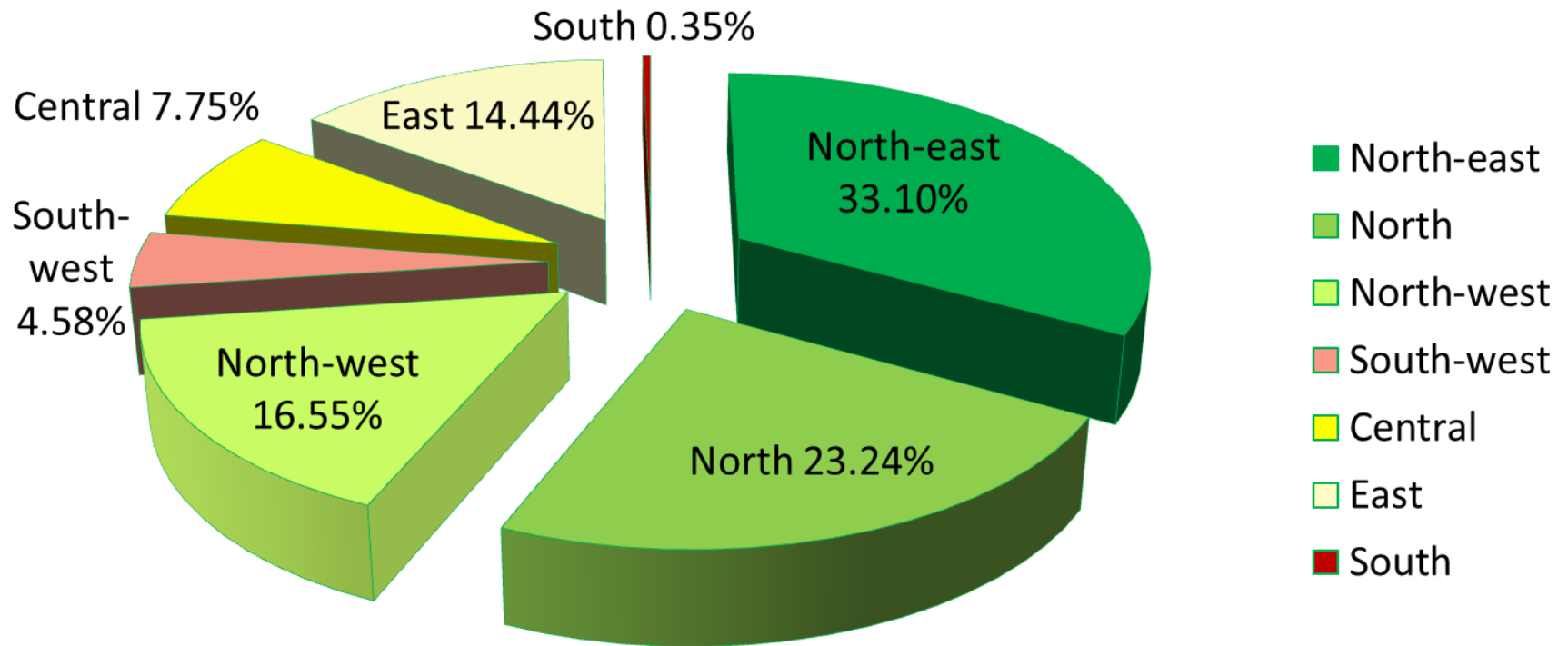
Key Statistics of China Ski Market

Distribution of the number of ski resorts in China



Key Statistics of China Ski Market

Distribution of the number of ski resorts in China



Source: Research by Bin Wu & BeeBird Cultural

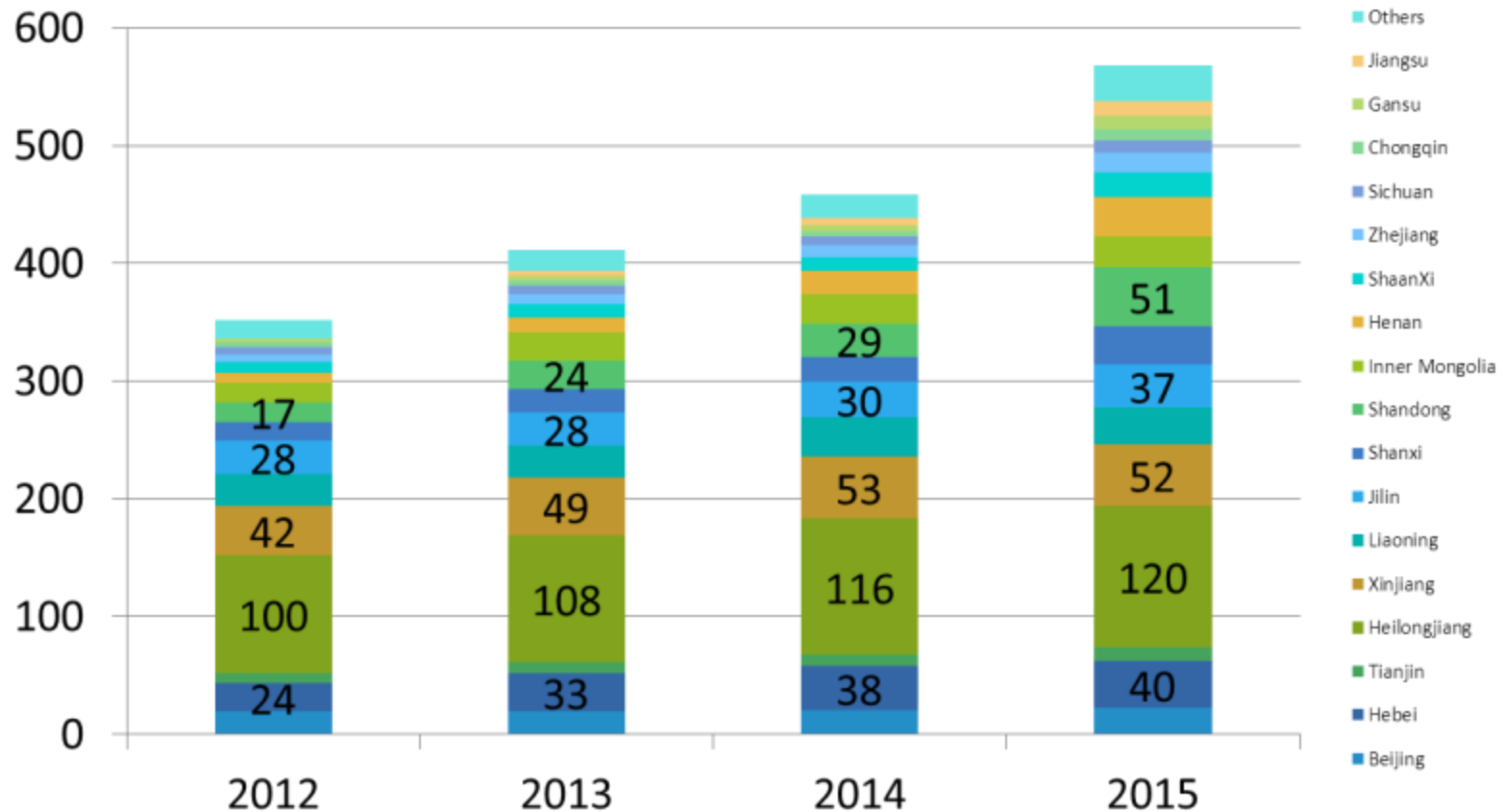
Key Statistics of China Ski Market

Distribution of the number of ski resorts in China (by the province)



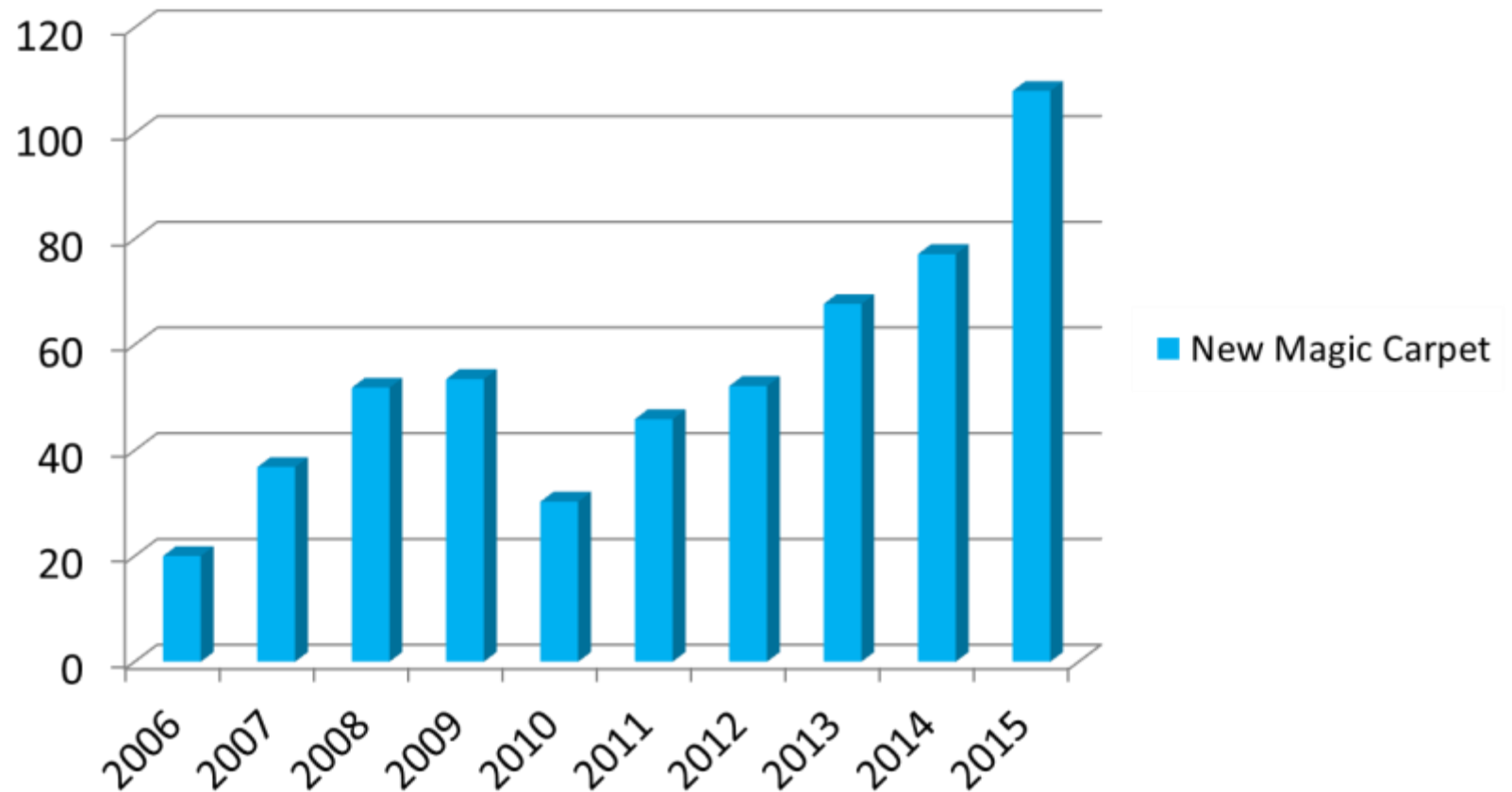
Key Statistics of China Ski Market

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

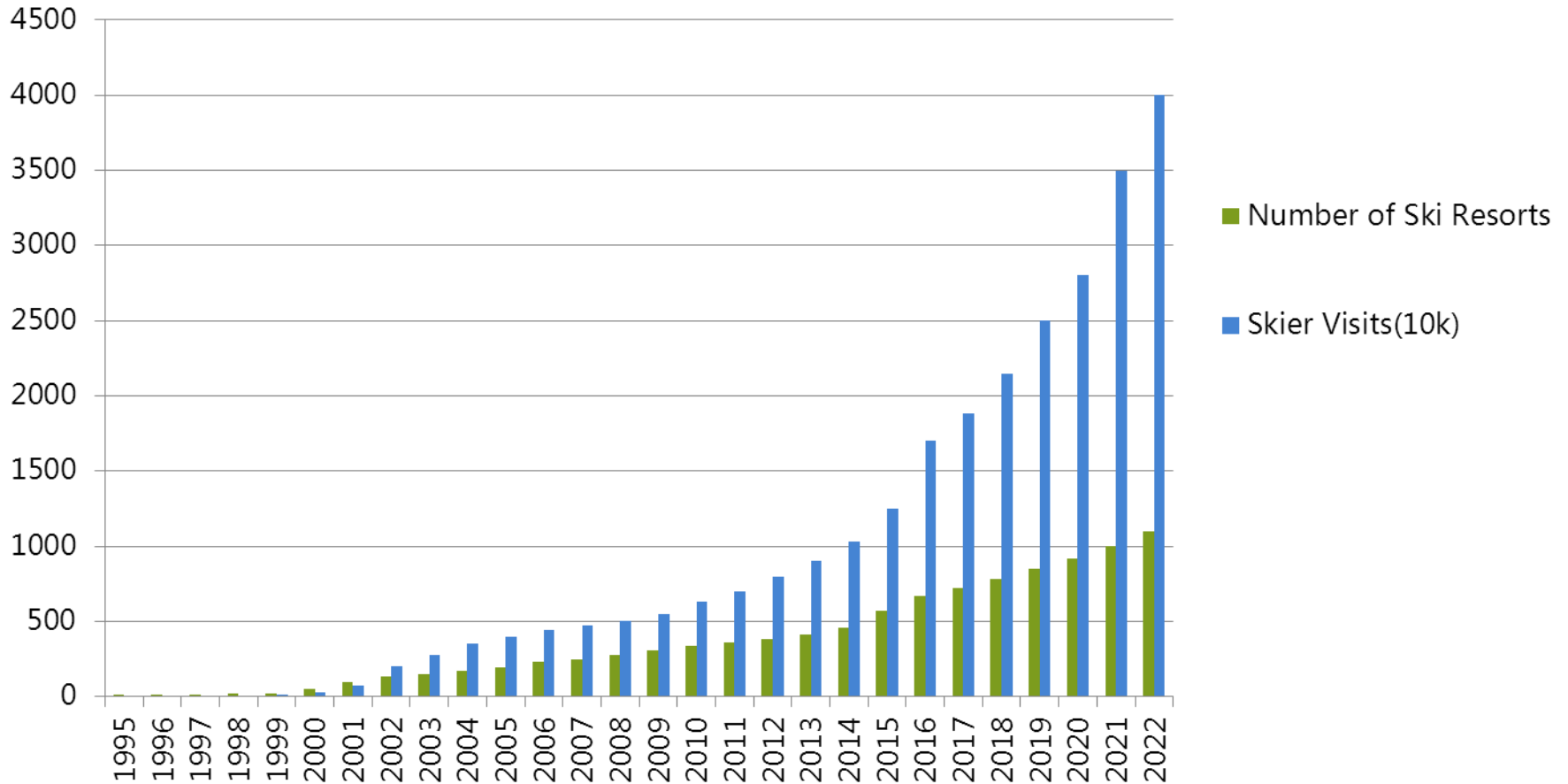
568 'Ski Resorts' **?** (**16** Vert. Drop >300m)

320 Grooming Machines

350 Chairlifts (**20** Detachable)

600 Magic Carpets

Future of China Ski Market



Source: Forecast by Bin Wu

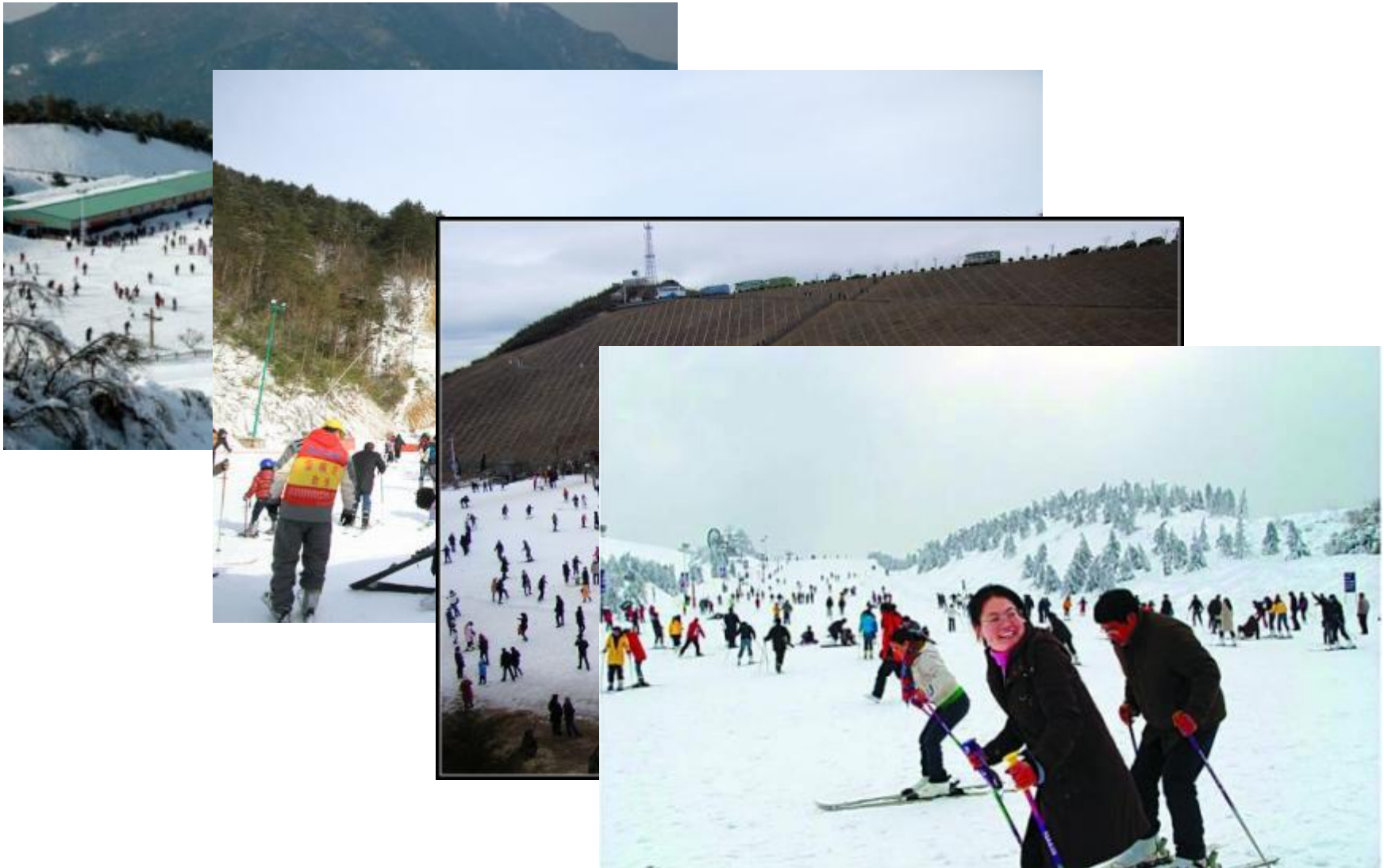
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Typical Samples of China Ski Market

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)



Typical Samples of China Ski Market (Wanda Changbaishan)



Typical Samples of China Ski Market (Wanda Changbaishan)



CBS 长白山国际度假区 项目推荐书

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度假小镇



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Tourism
观光



Specialty
特产

WORLD-CLASS MOUNTAIN RESORT EXPERIENCE 世界一流山地度假体验地

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

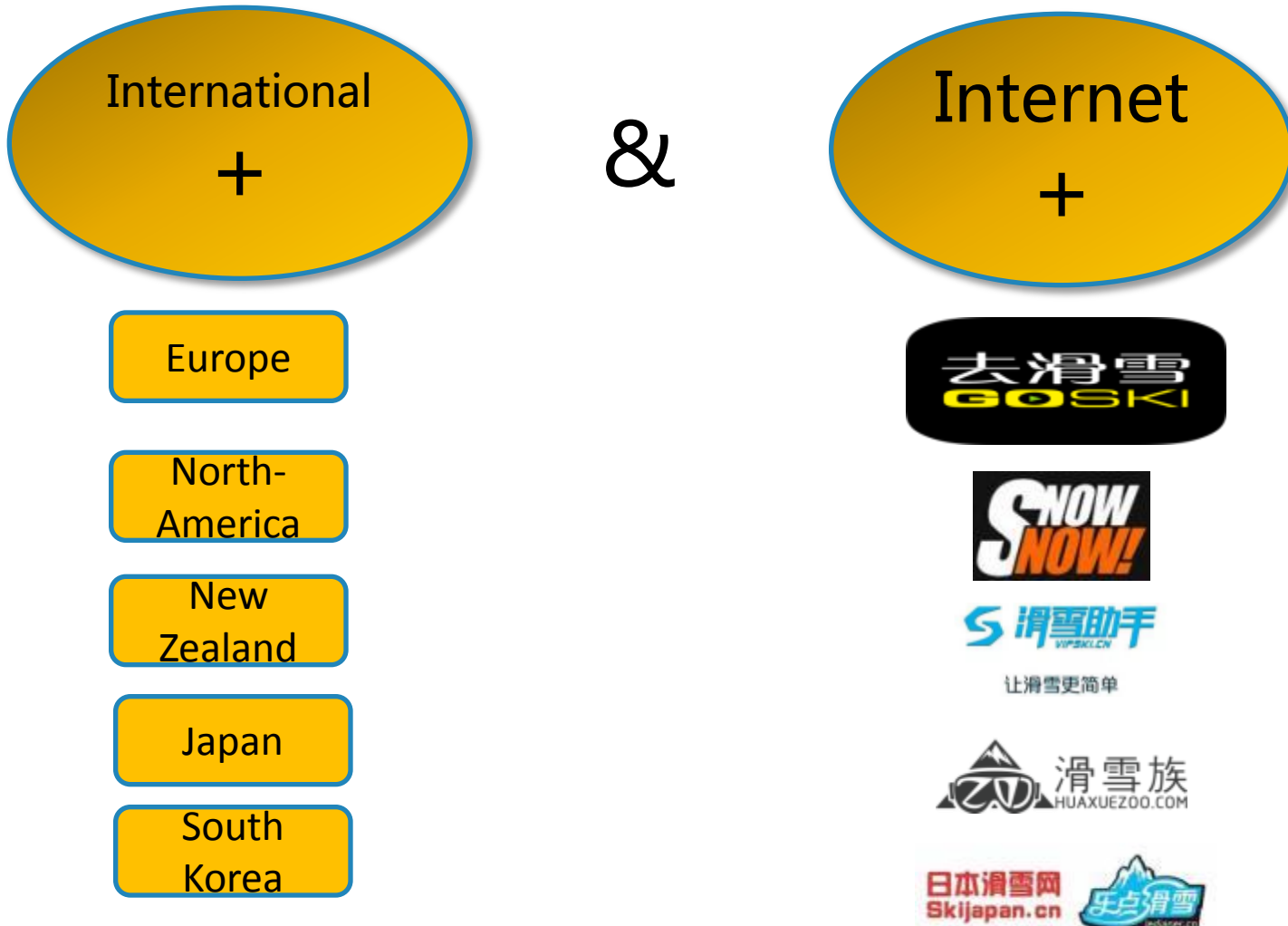
Typical Samples of China Ski Market (Wanda Changbaishan)



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



- Key Statistics of China Ski Market
- Typical Samples & Main Characteristics of China Ski Industry
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Ski Business of Wanda Group



Harbin Wanda Ski Dome



Wanda Changbaishan Resort

图例



Chengdu Wanda Ski Dome



Wuxi Wanda Ski Dome



Guangzhou Wanda Ski Dome

Ski Business of Wanda Group

Wanda Changbaishan International Resort

- Ski Nights: 80k(2012/2013), 150k(2013/2014), 240k(2014/2015)
- 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

Location	Construction Area (s.q.m)	Opening date
Harbin	80k	20170805
Wuxi	17.5k	20180630
Guangzhou	75k	20181117
Chengdu	75k	2019

Welcome to CHINA!

Thanks!

BIN WU (Benny Wu)

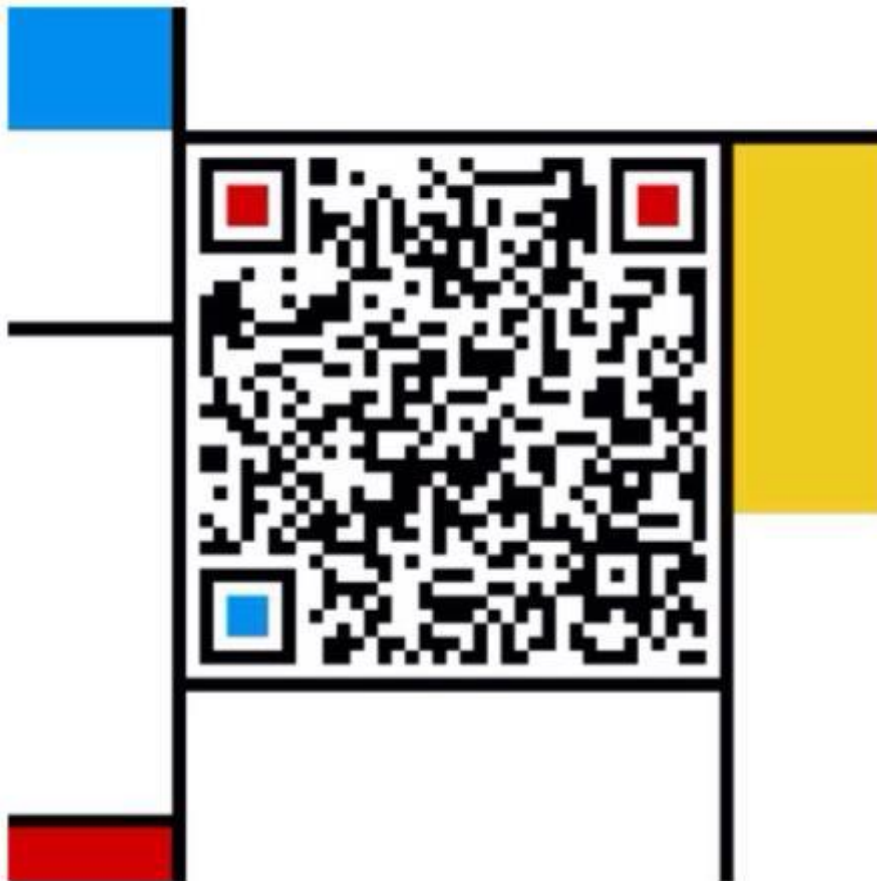
WeChat: snowpal2015

13910969978@163.com



insdream 

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