

Erna Low

2023 REPORT

SUSTAINABLE SNOW REPORT

THE ERNA LOW GREEN MISSION STATEMENT & POSITIVE IMPACT PROMISE

We commit to reducing the negative environmental impacts of the services we sell through a comprehensive plan to reduce CO₂ emissions and non-recyclable waste, increase recycling and offset CO₂ where reduction isn't possible. This is to be carried out throughout the business and encourage the involvement of Erna Low suppliers and passengers. With the overall aim of being a leading contributor in the industry to positive change with trusted and stand out green credentials.

INTRODUCTION

We are fully aware that we are a company that runs holidays to the snow and by virtue of what we do, we are not an eco-friendly business. This is no secret and we certainly do not pretend to be perfect.

We also know that the destinations we love SO MUCH are some of the most vulnerable to climate change; with unpredictable weather, receding glaciers and shorter seasons becoming the unfortunate norm.

Rather than ignore, we want to face our impact and set an intention, business-wide, to do what we can to influence positively and ensure our sustainability journey is always evolving.

This includes encouraging awareness and action within our customer community and for that reason, we have built our very own travel sustainability calculator.

ABOUT ERNA LOW

Erna Low established the company in 1932 and was a pioneer of skiing as a holiday activity.

Eight decades on, her company continues to grow and is a leader in the industry. Last season the company organised holidays for over 14,000 people!

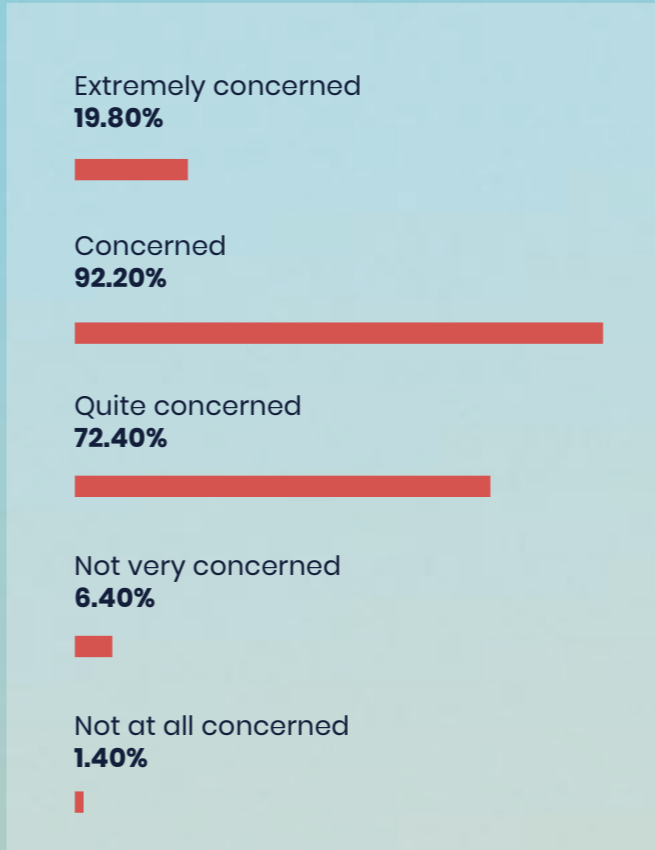
Erna Low has always been run by ski fanatics and the same is true today. We only employ people that are as enthusiastic about skiing and snowboarding as our clients and between us we've done over 13 ski seasons and visited many more resorts, so if you're not sure where to go for your next ski holiday, give us a call, we like nothing more than chatting to you about our favourite resorts, runs and après ski haunts!

We specialise in providing the best accommodation for any group size; small or large. We offer a variety of transport options, including flights, self-drive and rail services, and we can also help you with all those little extras which make a difference when you're on holiday; like ski transfers, lift passes, insurance, ski equipment and even child care.

92%

of people said they are concerned about climate change when booking a ski holiday.

How concerned, if at all, do you get about climate change when you are booking a ski holiday?



7.80%
are not concerned

AGE

45-54s are the most concerned (**98.55%** say they are concerned). 16-24s are the second least concerned (**89.32%** say they are concerned, **10.68%** say they are not concerned.) Beaten only by 55+ (**53.85%** say they are concerned, **46.15%** say they are not concerned).

REGION

Those in Wales are the most concerned (**98.53%**). N Ireland said they were least concerned (**82.46%**).

CITY

Fewer Brighton residents said they were concerned (**85.71%**). Cardiff's dwellers are the most concerned (**98.15%**) said they were.



How aware, if at all, are you that ski holidays as we know them in Europe are likely to disappear, with over half of all resorts likely to see inadequate snow coverage by 2100?

Almost

5%

of skiers did not know that ski holidays are likely to change with inadequate snow predicted by 2100 (4.90%).



AGE

35-44s

are the most aware of the slopes' decline (2.95% said they weren't aware). 55+ are the least aware (38.46% said they weren't aware) and less than a quarter (23.08%) said they were fully aware.

REGION

43.55%

of East were fully aware (1.61% not aware at all). N East were most aware to some extent (98.39%). N Ireland least aware at all (8.77%).

CITY

40.34%

Belfast's residents most fully aware (40.34%), yet 9.24% not aware at all. Birmingham, Edinburgh and Plymouth - no one said they were unaware and 100% said they were aware to some extent.

32.7%

noticed that the seasons are getting shorter

25.3%

noticed it's a lot warmer than it used to be

35.5%

of people agreed that some resorts they had visited had started using artificial snow to get their slopes ready and open longer

26.7%

noticed there is less snow on the slopes and/or resorts

8.7%

hadn't noticed any changes

26.7%

noticed that people are less inclined to go skiing

29.5%

noticed that the snow isn't as good quality

What, if anything, have you noticed that has made you believe that climate change is already affecting your skiing experience?

AGE

16-24s

are the least likely to have noticed any changes that affect their ski holidays.

Over half (**53.85%**) of 55+s said some resorts they've been to have started using artificial snow to keep their slopes ready for skiers and open longer. The trend gets lower as we follow the ages, with fewer 16-24s stating the same.

61.54% of 55+s said they have noticed the seasons are getting shorter or the seasons are starting or finishing earlier or later. This follows the ages again, as above.

46.15% of 55+s said they've noticed that the snow isn't as good quality. The same said that there is less snow on the slopes and/or resorts. 16-24s are the least likely to have noticed the same.

However, **33.98%** of 16-24s said they have noticed people are less inclined to go skiing.

16-24s are less likely to have noticed the weather getting warmer (**15.53%**). **34.78%** of 45-54s said they had noticed it had - the highest.

11.65% of 16-24s said they haven't noticed anything that has made them believe that climate change is already affecting their skiing experience. **1.45%** of 45-54s said the same - the lowest, showing they are most likely to have noticed or been affected.

REGION

15.91%



of those that hadn't seen or experienced anything to make them believe that climate change is already affecting their skiing experience are from Yorkshire and Humber.

4.21%

of those in the West Midlands said they hadn't noticed anything - the least of the region.

CITY

2.44%

of people in Liverpool said they hadn't noticed anything to make them believe that climate change is already affecting their skiing experience. Compared to **19.51%** of Glaswegians who said the same.

Thinking about your ski holiday, what, if anything, would you be willing to do to help cut your carbon emissions?

32.2%

People would be most willing to opt for accommodation which was eco-friendly in order to cut carbon emissions - nearly a third said so (**32.20%**). Second to choosing a resort which had strong green credentials.

19.2%

A third would be willing to pay more

18.1%

The least popular option would be to get the train

I would opt for accommodation which is flagged as eco-friendly	32.20%
I would only choose a ski resort which had strong green credentials	32.10%
I would be willing to join a group and travel in a car/van with multiple people	29.20%
I would be willing to get a coach	24.80%
I would be willing to go skiing less often	22.80%
I would opt for resorts closer to home	21.50%
I would be willing to drive	21.10%
I would be willing to pay more for the holiday	19.20%
I would be willing to get the train	18.10%
I would not be willing to do anything	0.40%
I have already made changes, please specify	0.00%
I would do something else, please specify	0.00%

AGE

16-24s

least likely to do anything to change.

55+s the most likely.

No age groups said they had already made changes to help offset their emissions.

17.48% of 16-24s would be willing to travel in a group (the lowest). But they would be willing to go less often (**27.18%**) - the highest.

45-54s more likely to pay more to offset emissions (**28.99%**). This compares to **10.68%** of 16-24s.

55+ more open to getting public transport - i.e. the train or coach. They would also be more inclined to drive than any other age group.

REGION

2.27%

Yorkshire and the Humber said they were least likely to do anything (**2.27%** said so).

South West are the most willing to pay more (**27.69%**). London the least likely to pay more (**12.93%**).

How much more would you be willing to pay for your ski holiday in order to cut your carbon emissions?

OVERALL

The average people would be willing to pay more for an eco-friendly ski holiday is

11.42%

GENDER

Men would be willing to pay slightly more than women.



11.77%



10.96%

AGE

55+ would pay the most.

15% more

16-24s the least.

9.77% more

REGION

East of England said they would pay the least.

9.85% more

West Mids are at the opposite end - 13.25% more.
Southampton would pay the most - 13.33%.
Norwich are the tightest - 9.50%.



66.9%

say action needs to be taken to tackle climate change within the next 5 years

27.7%

said within 6-10 years - so not near future

1.6%

said it doesn't need to be taken

In your opinion when do you think the ski industry needs to take action to adapt and implement sustainable practices to mitigate the effects of climate change?

AGE

77.67%

of 16-24s say action needs to be taken within 5 years. 45-54s trail behind here, with 53.62% saying it

REGION

82.30%

of people in the East of England said action needs to be taken now, so are the most concerned on paper. West Mids are at the opposite end of the scale - 48.42% said the same. 4.21% of West Mids said no action needs to be taken, closely followed by N Ireland (4.39%). 98.53% of Welsh people think action needs to be taken in the next 10 years

CITY

3/4

of Londoners (75.22%) said action needs to be taken now. The biggest percentage (4.88%) of people who said no action needs to be taken are from Liverpool

100%

of those in Newcastle and Bristol said action needs to be taken in the next 10 years

METHODOLOGY

The survey was conducted by Cenusiwde on behalf of Erna Low, and polled 1,000 nationally representative people aged 16 and over who said they ski and/or snowboard, between 13/10/2023 and 20/10/2023.



OUR OFFSET POLICY

WHAT ARE ERNA LOW DOING?

First and foremost, we promise to never greenwash or make empty promises. We would rather acknowledge not being perfect rather than pretending to be for brand spin. We commit to complete honesty and transparency as we strive to pave the way towards a more sustainable future.

WHAT WE WOULD LIKE TO DO IN THE FUTURE

1. Diversifying our offering to include more environmentally-friendly snow holiday options.
2. Encouraging suppliers to develop greener strategies and promoting these in return.
3. Further using our digital capabilities to enable passengers to make greener choices- this may include in the future, displaying environmental transparency to our passengers when they are selecting a holiday.

ACTIONS WE ARE TAKING

SCALING OUR OFF-SETTING

For the last 5 years we've included carbon offsetting in all of our passenger bookings for our sister brand, We Are NUCO (a student snowsports travel brand which takes almost 20,000 people to the alps every year). This means that every single one of these passengers has had their travel, accommodation and ski-lift carbon footprint offset. We now want to roll this out into all of the brands that we work with including Erna Low. Offsetting isn't a solution in itself, but we believe it's a first step while we work on reducing our footprint.

CONSTANTLY RE-EVALUATING

We work with Carbon Footprint and have so far offset over 10,000 tonnes of CO2e, with more incoming for the next season and beyond. In the past our offsetting has gone towards projects such as Chilean hydroelectricity and Indian solar panels. We are always re-evaluating which projects are most relevant and checking their certifications, which can sometimes be tricky in the opaque offsetting world.

FACT FINDING

In 2023, we conducted a survey to understand how our passengers feel about climate change and we intend to shape our policies and communications around this, supporting their concerns and doing what we can to mitigate. You can see the results of that survey here.

DUE DILIGENCE

We work hard to ensure the stakeholders and partners we collaborate with can evidence an aligned commitment to change; encouraging all to drive towards this collective mission regardless of their stage of journey. In particular we ask all brand partners to detail their positive impact policies (sometimes learning from them!).

STARTING AT HOME

It starts at home and we have also made efforts across our offices in both Manchester and York to make our HQs more sustainable. Office policies cover switching to renewable energy supplier, encouraging electric cars, thorough recycling and composting, plastic-shunning (bye-bye plastic milk bottles, welcome back glass delivery and collection!), refillable environmentally-friendly cleaning products and Fair Wear and climate neutral staff stash.

DISCOVER MORE
AT ERNALOW.CO.UK

Erna Low