

Mountain Trend #2 – Car sharing to get to the resort (trend topic - sharing economy goes skiing – travel/mobility)



PPT export

Description / info:

- In many cities car sharing (Car2Go, DriveNow, ...) is becoming more and more popular, but usually the cars may not be taken beyond the city limits.
- Problem: many skiers living in cities have problems getting to the ski resorts/area of their choice.
- The Austrian resort Hochzillertal, for example, therefore offered a special package in cooperation with the car sharing company DriveNow. The package included 24h car use incl. 350km, 1-day ski ticket, welcome drink, and discounts on gear rental. The price for two persons was Euro 165.00.
- There are also other dedicated sites for sharing cars to drive to ski resorts, such as MountainRideShare, TheSkilift, Ski Carpool, ...

Impact for ski areas/resorts:

- Especially for ski resorts/areas close to large cities, such as Munich, Vancouver, and Calgary (in many of them, for example, car sharing companies are operating), this could be an effective way to address an urban crowd more and more attracted to the sharing economy.
- Exclusive deals with large car sharing operators might be particularly relevant.
- Relevance: Urban (likely) younger visitors, especially one-day visitors.
- Visitor value added: Alternative way to travel to ski resorts.
- Marketing potential: Great potential – should likely be done in cooperation with car sharing operator.
- Seen in the following ski resorts/areas: Hochzillertal

Links to further information:

- <http://blog.drive-now.de/2013/12/16/mit-dem-ski-paket-ins-hochzillertal/>
- www.mountainrideshare.com
- www.theskilift.org
- www.skicarpool.org

Please evaluate how "hot" this trend is?

- Very hot
- Hot
- Warm
- Cold



Photo: Drive Now