

# SKIPASS

WINTER TOURISM AND SPORTS

25 years

# BIG AIR

**1/4**  
**november**  
**Modena - Italy**







# FIS Snowboard and Freeski Big Air World Cup 2018 Modena - Skipass

## Skipass: Big Air, FIS World Cup arrives

Skipass 2018, wins the FIS World Cup and is preparing to host the **first 2018/2019 Big Air competition in the northern hemisphere, after the opening competition scheduled in Cardrona in New Zeland.**

ModenaFiere will set up a major structure, the largest of its kind ever built in Italy, as part of the Fair: **46 metres high and 130 metres long.**

The best snowboard and freeski athletes from the world scene will take part in the event including Olympic champions, world champions and winners of the FIS crystal globe, all contending the prize money of 100,000 CHZ.



The Big Air World Cup stage represents the "icing on the cake" of the 25th anniversary of the Exhibition which returns from the 1st to the 4th of November with many confirmations and novelties. Partner of the **Italian winter sports federation**, Skipass will host national teams and technicians in a 4-day festival and exchange with visitors.

**Tourist proposals, sports equipment and the technology to experience the mountainside:** all this on show in the pavilions of the fair, and all accompanied by a **busy schedule of appointments and events** like "**Vette di Gusto**" ('Peaks of Taste'): a new Skipass initiative aimed at the promotion of the fine food and wine traditions of the Italian mountains. A special guest will preside over the **show-cooking events as well as the culinary challenges open to the public.**

Instead, on the professional front, the Fair will open its doors to buyers from the mountain tourism sector with **Skipass Matching Day**, the B2B event reserved for exhibitors only, and will officially open the winter tourist season with the **forecasts provided by Skipass**

**Panorama Turismo:** the Italian monitor of mountainside tourism trends, promoted by ModenaFiere as part of Skipass and implemented by Jfc





# SKIPASS WHAT IS IT

Skipass, the Winter Tourism and Sport Show, is an exposition open to the public. The formula combines an exhibition (tourist and sport equipment), entertainment, sport competitions and shows.

The Hall setting is spectacular: large outdoors snow and ice structures are dedicated to competitions for professional athletes and to ski and snowboard instruction for boys and girls.

For the last 25 years Skipass has been the reference show in Italy for White Mountain and snow sports. Our visitors are sector professionals – installers, tourist operators, ski and snowboard instructors, Alpine and hiking guides, athletes, managers, organizers of winter sports competitions and events as well as mountain, winter sports, hiking and outdoor enthusiasts.

## Tourism

Snow holidays

## Sport equipment

Winter and outdoor sports



## news 2018

### FIS Snowboard and Freeski Big Air World Cup 2018 Modena - Skipass



## news 2018





## Awards

Prizes for Freeski, Snowboard e Snow Park protagonists



## Skiing and Snowboarding

Free lessons for boys and girls on snow-covered tracks



## Freestyle Freeride Alpine Skiing Cross - country skiing Sled Dogs



## FISI

A great protagonist with the season novelties and a Celebration of Italian Athletes



## FISI Maps

Training culture and mountain sports practice





# NEWS 2018

## VETTE DI GUSTO

**VETTE DI GUSTO** ('Peaks of Taste') is a new initiative by Skipass, the Fair of Tourism and Winter Sports of ModenaFiere.

On the occasion of its 25th edition, Skipass enriches and integrates the tourist offer already present in the event, developing an area dedicated to mountain food and wine.

**VETTE DI GUSTO** ('Peaks of Taste') is a project designed to valorise mountaintop oeno-gastronomic traditions and the tourism linked to food and wine.







Three areas will be on display

## Exhibition Area

For the promotion of products and specialities, with the chance to taste and buy.



## Show-Cooking Area

The Chefs will undertake the preparation of fine typical dishes from the mountain regions, with the use of raw materials of high quality, challenging one another in friendly and tasty contests, comparing and valorising the regional mountain traditions.

There will be Cooking Classes open to all the fair visitors who wish to give it a go and come into contact with typical mountain cooking, under the guidance of the chefs present at the event.

## Conference Area

Exhibitors will have the chance to stage interventions with a view to presenting and promoting the products of the local oeno-gastronomical traditions, and the tourist offer linked to the theme of food and wine.

The conference area will also be used for the presentation of innovative tourist projects, the development of oeno-gastronomical activities and tourist promotion.







**the  
reference  
event for  
operators  
and  
enthusiasts  
of winter  
mountains**







## sport tourism business show contest events



## TARGET

The event, open to the public, is aimed at **mountain and winter sport enthusiasts**, tourism operators, winter station operators, companies and retail outlets for sport equipment and clothing, skiing, snowboarding, climbing and dog sledding schools and instructors, snow parks and free style and free ride sport makers, sport associations, athletes and technicians, insurance companies, the world of technology and services.







# SKIPASS PANORAMA TURISMO

Skipass Panorama Turismo is the Italian Observatory on Mountain Tourism promoted by ModenaFiere within the Skipass trade show context and developed by Jfc, a tourism consulting company.

**It gathers, elaborates and supplies data**, statistics and information on the Italian Montagna Bianca system. Skipass Panorama Turismo carries out regular market research surveys on the tourism and winter sports industry, **identifies trends**, and supplies an up-to-date snapshot of this sector in Italy.







# SKIPASS MATCHING DAY

Reserved to Skipass 2018 exhibitors, Skipass Matching Day is back: **the B2B event** specialised in **winter tourism** which matches demand and offer.

On **Friday 2 November** in the context of Skipass, buyers from Italy and from abroad will meet the sector operators at the show.







# EXHIBIT IN SKIPASS



SKIPASS, **the largest mountain show in Italy**, has for the last 25 years been the reference event for operators and winter mountain enthusiasts.



Every year **tourist areas**, both in Italy and abroad, and **sport equipment and clothing exhibitors** choose to take part in the Show.



The Skipass formula, which combines **exhibition and entertainment**, guarantees direct contact with over 90,000 visitors, with experts in the field and more than 250 accredited journalists under the same roof.



Contact with the Skipass public is an effective **direct promotion** method for the most important brands in the sector and the newest break through niche brands.



**Being able to meet end customers**, demonstrate your brands and services to them, helping them in making choices, is an infallible way to influence purchasing behaviours and earn customers' loyalty just when the market is getting ready to explode.



At the **start of the winter season**, Skipass is a showcase appealing to thousands of enthusiasts.



The Show is promoted with a **media campaign** in the main national newspapers and advertised in specialist magazines, daily newspapers, websites, radio and television stations.







# SPONSORSHIP SKIPASS



Associate your brand with the **main event** in the **snow sector**



Address a **selected target**, motivated and very enthusiastic



Stimulate brand perception at the start of the **winter season**



Support your customers' **passions**



Activate over **90,000 "One to one" contacts**



Achieve **national media** visibility at a reasonable cost



Contribute to the diffusion of the **healthy values** of sport



**Meet sector operators**, companies and institutions



**Interact directly** with the public through activities, events and market research surveys



**Gather** photographic and video material for Marketing and ADV activities



20  
18







## AS SEEN ON TV



**RaiNews24**



## THEY ARE TALKING ABOUT US

- › Rai Radio Uno
- › Tg1
- › Tg2
- › Tg3 Emilia Romagna
- › Tg3 Valle d'Aosta
- › Rai News 24
- › La Stampa
- › QN Il Resto del Carlino
- › Il Messaggero
- › Il Mattino
- › Gazzetta dello Sport
- › Sportweek
- › Rai Sport
- › Sky Sport
- › Tgcom
- › Il Sole24Ore
- › Corriere della Sera
- › La Repubblica



## MEDIA PARTNER

- |                  |                    |
|------------------|--------------------|
| › La Stampa      | › Pointbreak       |
| › Guida Viaggi   | › Outdoor Magazine |
| › Radio Bruno    | › Trekking         |
| › Sciare         | › Adagio.it        |
| › Skiinfo.it     | › Pianetadonna.it  |
| › Neveitalia.it  | › Professione      |
| › Dovesciare.it  | › Montagna         |
| › Mondoneve.it   | › BeKid            |
| › Scigratis.it   | › 4action          |
| › Upclimbing.com | › Jpg Edizioni     |



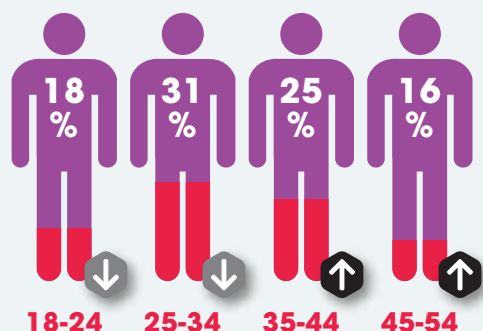


# VISITORS' PROFILE



2018

## AGE GROUP



## SEX

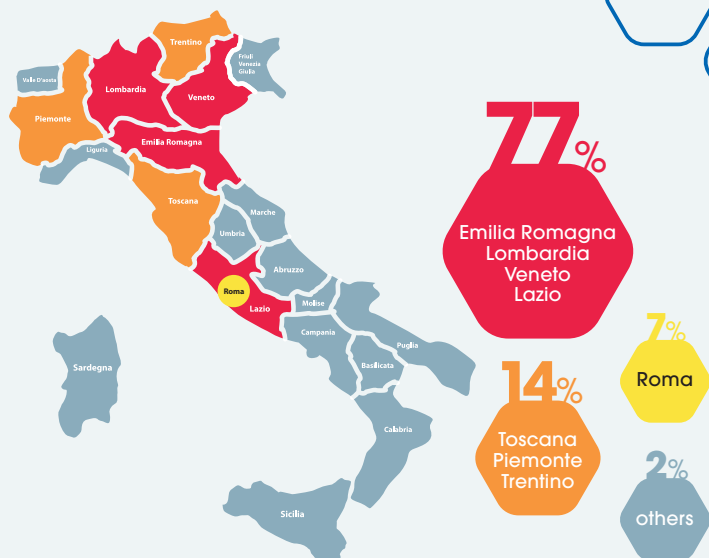
63% male



37% female



## GEOGRAPHICAL AREA



## INTERESTS FOR ONLINE ADV



200%



compared to national average



## OWN AN IPHONE



48%



compared to 19% of the national av

## OWN AN ANDROID PHONE



49%



compared to 62% of the national av



## OTHER INTERESTS

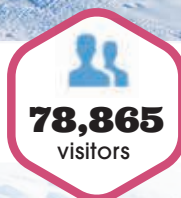
1. travel and hotel bookings
2. European tourist destinations
3. electronics and mobile phones
4. cars
5. work
6. air flights
7. music and gigs
8. meeting places
9. financial services
10. property

\* compared to national average





# SKIPASS IN NUMBERS



**All the numbers  
of Skipass 2017**  
(3-day fair instead of 4)



**20,000**  
square metres  
of exhibition  
space



**25,000**  
square metres of  
entertainment  
and show areas



**2,400**  
square metres  
of snow  
surfaces



**250**  
exhibitors



**2,750**  
cubic metres of  
snow produced



**80**  
Accredited  
buyers Skipass  
Matching Day



**28,396**  
photos delivered  
to visitors via  
Pica App



**1,019**  
adults and children  
who have  
experienced climbing



**100**  
FIS athletes



**2,600**  
adults and children  
who have  
experienced  
ice-skating, skiing  
and snowboarding



**107**  
competing  
athletes in free  
skiing and  
snowboarding  
competitions



**2**  
national  
slackline and  
Para climbing  
races



**3**  
international  
snowboarding  
and free skiing  
competitions



## WEBSITE

**from November 2016  
to October 2017**



**159,547**  
website visits  
www.skipass.it



**475,275**  
page views



**112,621**  
unique visitors



**21,11%**  
age group  
18-24



**31,23%**  
age group  
25-34



**24,54%**  
age group  
35-44



**16,38%**  
age group  
45-54



## SOCIAL CHANNELS

**from November 2016  
to October 2017**



**40,682**  
page likes  
Facebook



**754**  
followers  
on Twitter



**2,107**  
followers us  
on Instagram



## VIDEO 2017 edition



**10**  
published videos



**1,216,087**  
page views

