



slopes

Marketing Analysis

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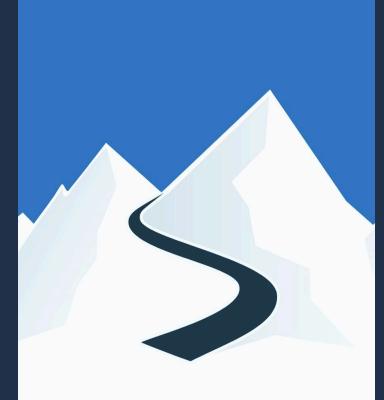
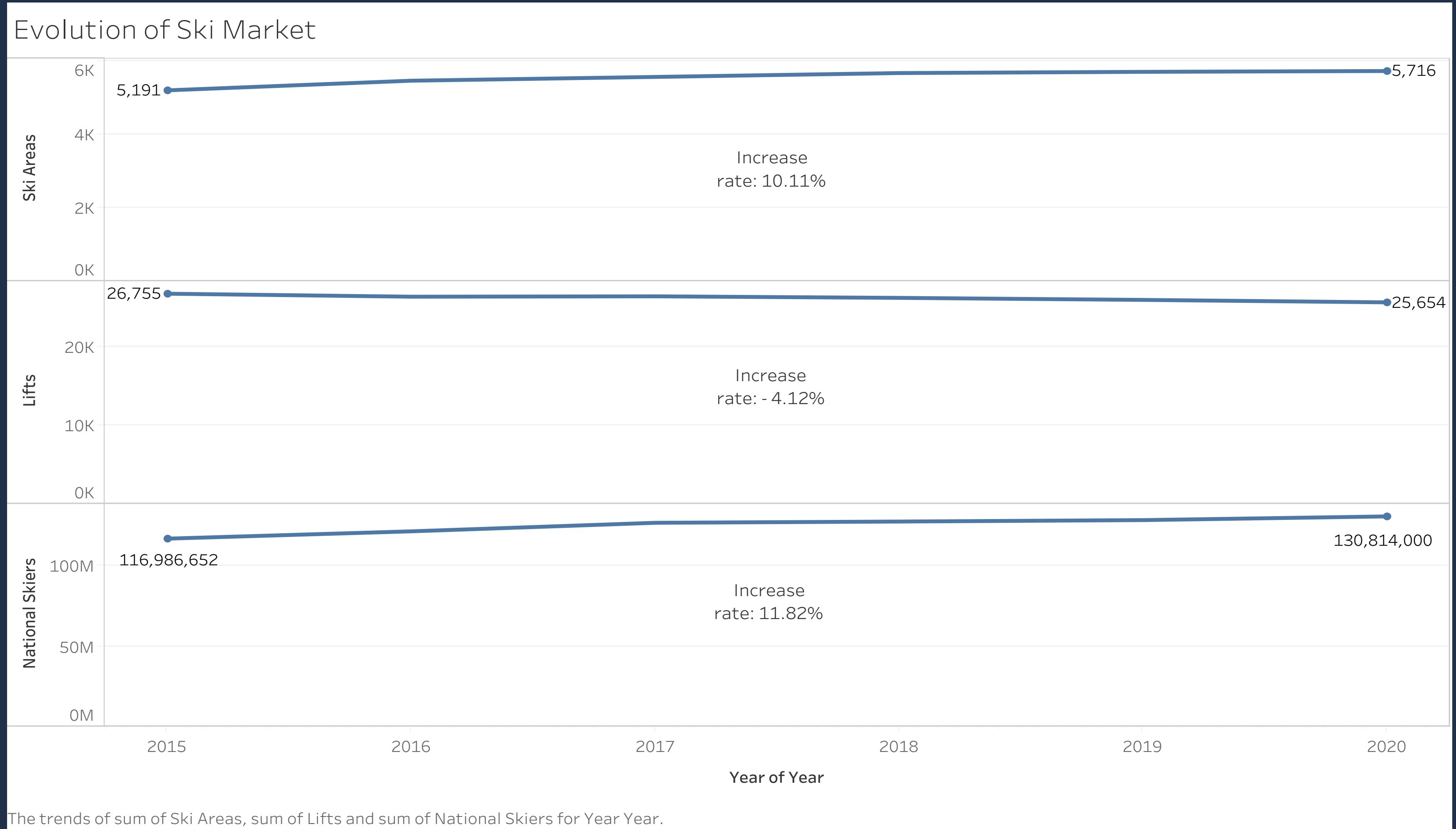


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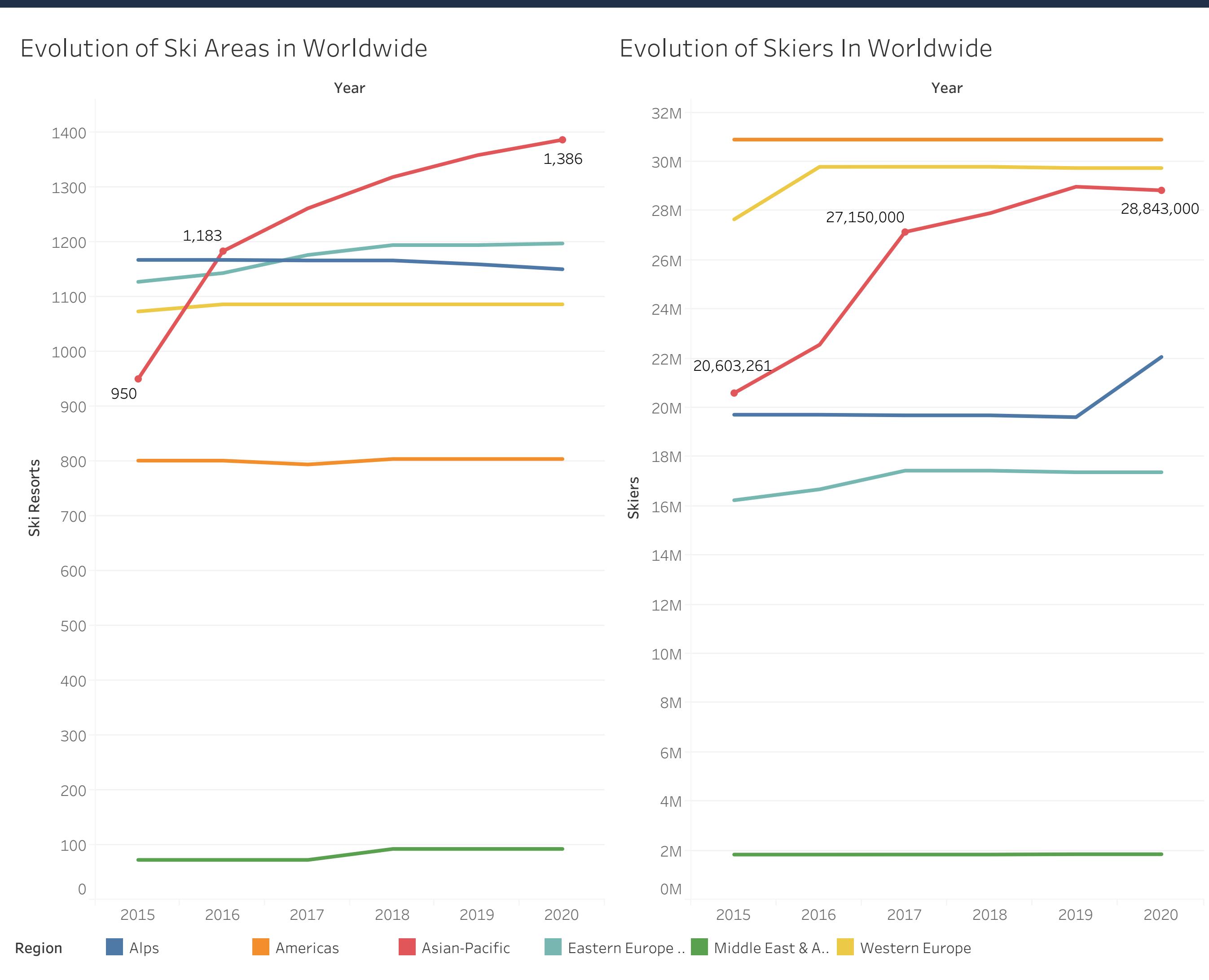
Market Overview



From 2015-2020, ski areas increased by 10.11%, the population of skiers increased by 11.82%, while the lifts decreased by 4.12%.



Market Overview

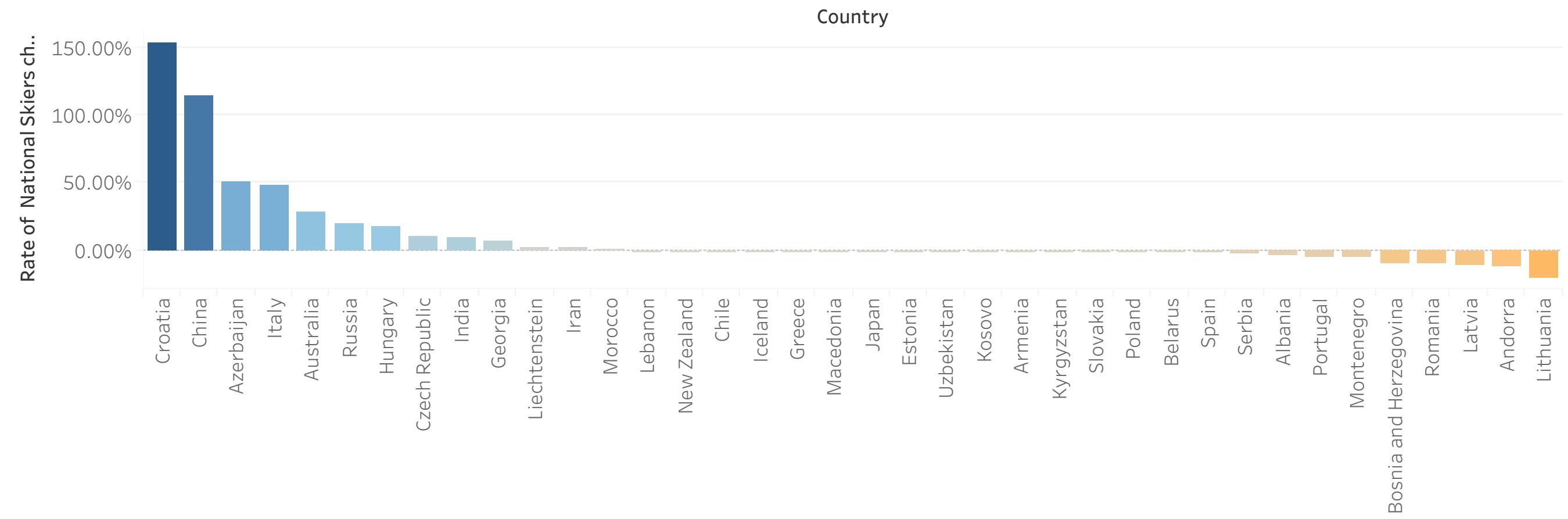


In terms of regions, **Asian-Pacific** accounted for the most significant growth in both ski areas and skiers. Western Europe and the Alps have both seen an increase in skiers. But there was some decline in the Alps ski areas.

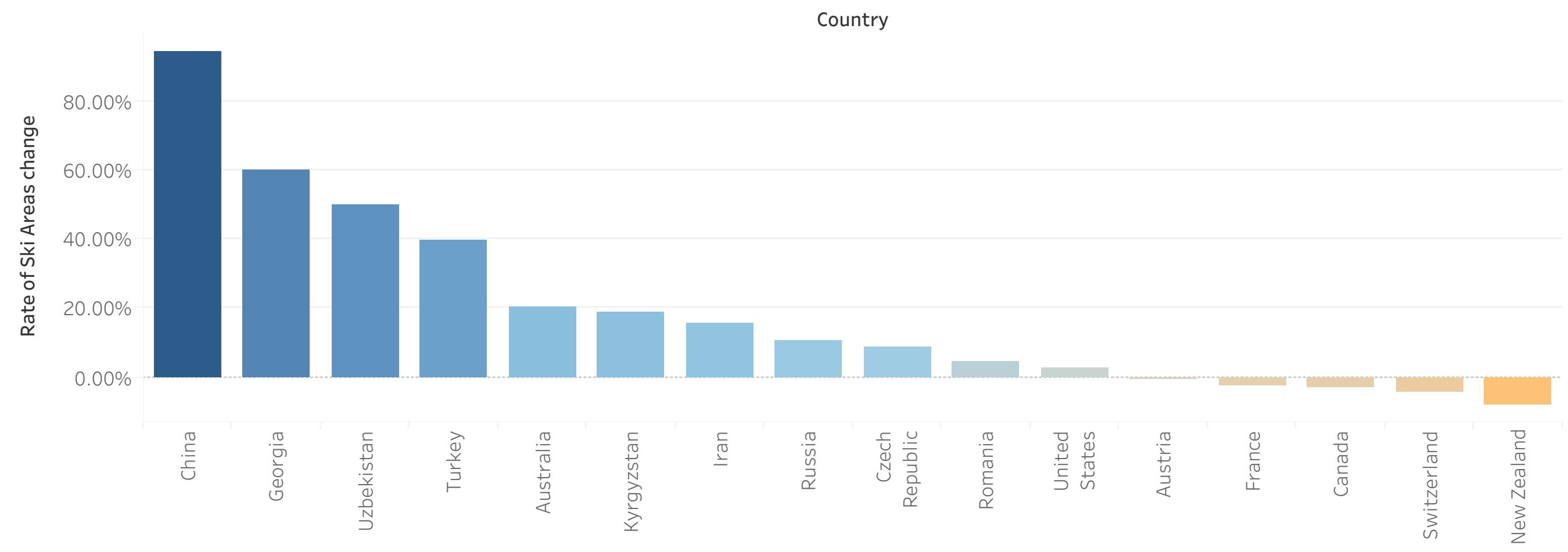


Market Overview

Rate of National Skiers Change (2016-2020)



Rate of Ski Areas Change (2016-2020)



Source : 2015 - 2020 International Report on Snow & Mountain Tourism

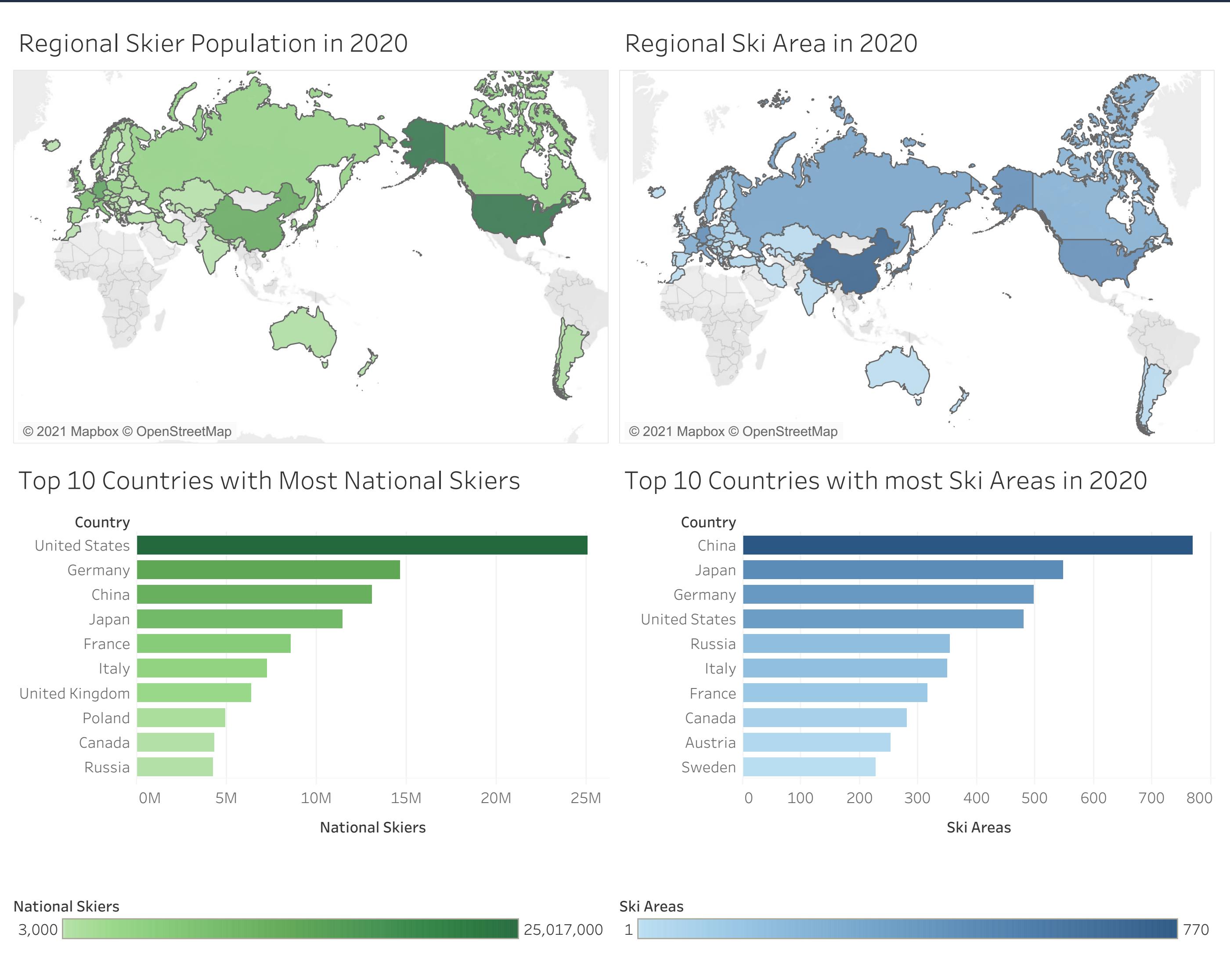
Ski areas and skiers have increased significantly in China, Turkey, and Australia in the past five years.

Lithuania, Andorra, and Latvia Skiers began to decline.

New Zealand, Switzerland, Canada, France occurred ski areas decrease.



Market Overview



The United States has the most Skiers, but China has the most ski areas. Moreover, in the past five years, China's skier population and ski areas have the fastest worldwide growth. It is the most promising market in the world.

As a country with the most National skiers and many ski areas globally, the United States is still the primary market for ski track apps. Also, Japan, Germany, Italy, France, and Canada are the major markets.



Market Overview

- More and more people start to use smartphones and smart wearable devices. Sports records and sharing stories on social media have gradually become popular needs.
- Ski tracking apps have become popular in recent years.
- The ski tracking app can record users' speed, route, times, and other data and form feedback to help users improve their skill level through the app.
- Skier can use data from the ski tracking app to get an early indication of the ski course. For example, knowing the snow condition of every trail in the ski resort or the lift's queuing condition can help skiers plan the trip to save more time.





Market Overview

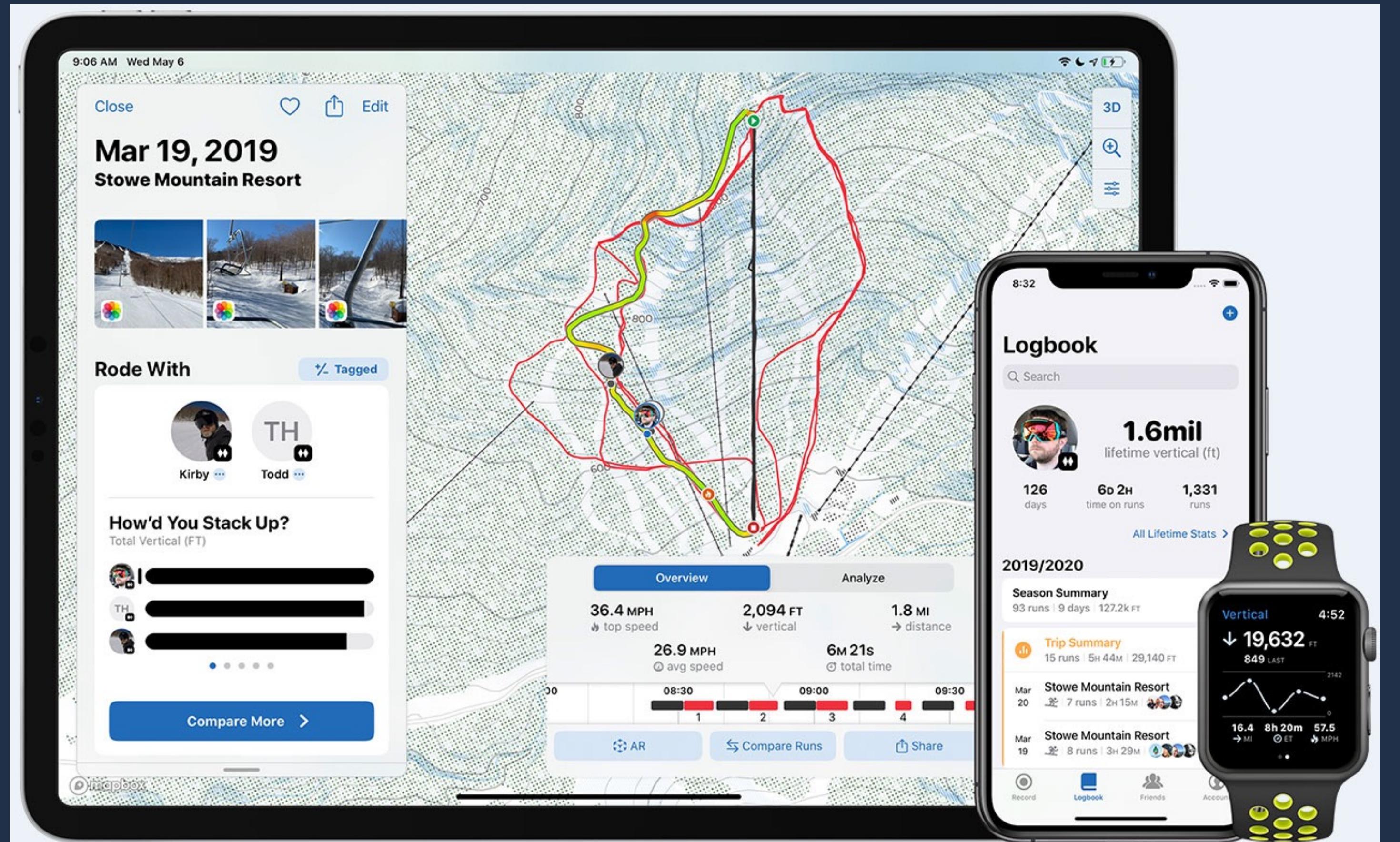


This kind of ski tracking apps has three majority profit sources.

1. **Subscription.** By encouraging users to subscribe to premium content, get more detailed tracking stats and reports, more detailed 3D maps, and some offline features.
2. **Cooperate** with local ski resorts and neighborhood businesses. Provide discount group purchase of lift tickets of the ski resort and advertise nearby hotels, restaurants, and other services business.
3. **Sponsorship.** Skiing equipment brand sponsorship and events sales.



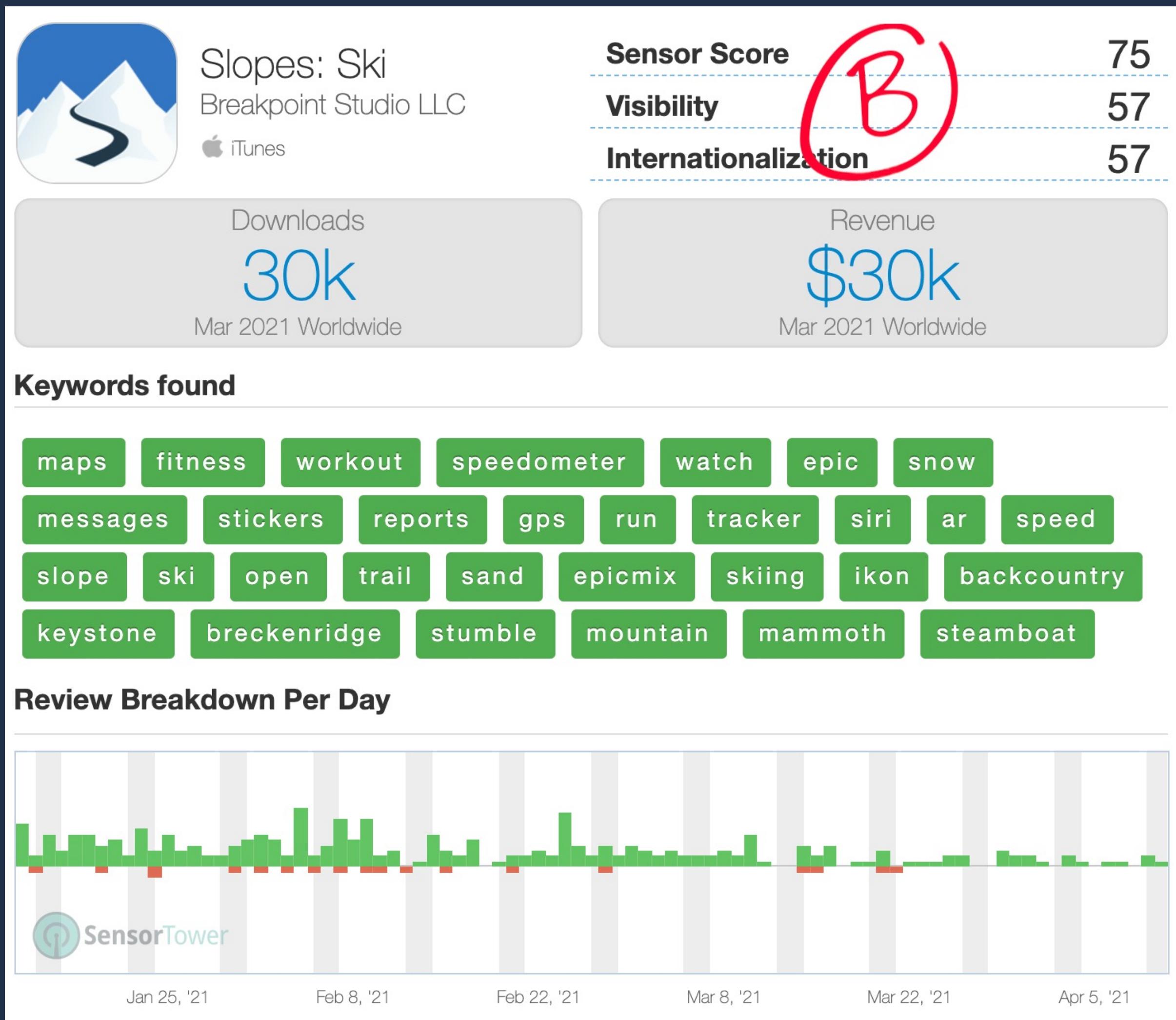
Slopes Analysis



- Slopes is a ski sports app that combines GPS Tracker, Snow Report, and Maps.
- Very simple. Slopes can automatically record each step of the skiing movement.
- Free to download, but more advanced features need to pay subscribed to Slope pass.
- Free version is good enough for regular skiers, the advanced features give ski experts more detailed and intuitive feedback on the slide data.



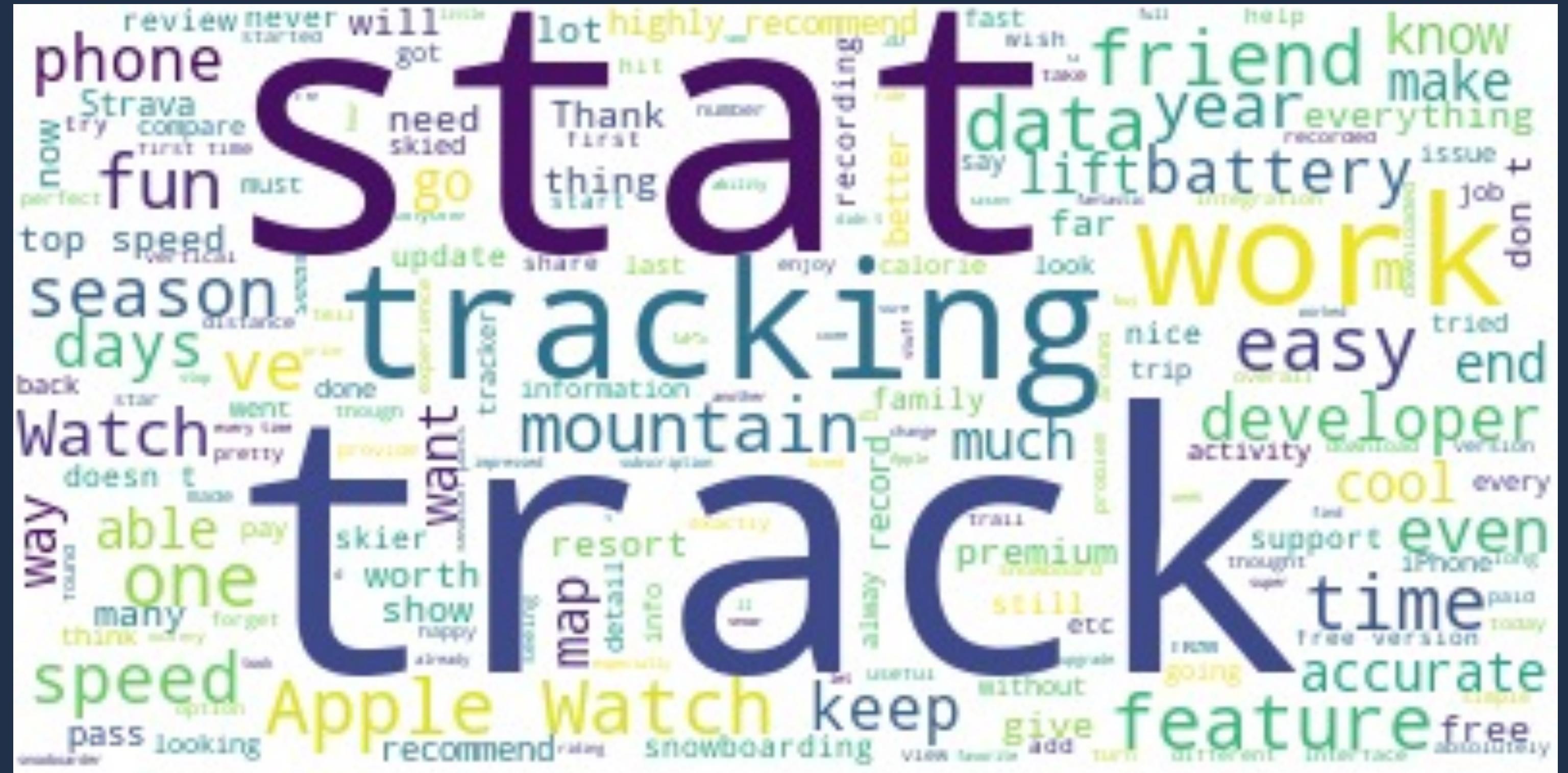
Slopes Analysis



- According to data from SensorTower about the Slopes, the downloads and revenue reached the 30K level in March.
- Users' reviews about slopes are most positive.
- However, with the arrival of spring in the northern hemisphere and the ski season's approaching end, user reviews' frequency gradually decreases.



Slopes Analysis



Source : US App store

Scraped the first 2,000 comments from slopes users in the US App Store.

The wordcloud shown some most frequent words in Slopes user reviews.

- Basic functions like Stat and Track that users care about the most.
- Users have mentioned Apple Watch many times in their review to indicate that it's a very important feature for Slope users.
- People are more concerned about the influence of the phone battery power when they use the slopes. Software developers should pay more attention to that.
- Other relevant developers need to focus on: Time, Speed, Accurate, Friend.



SWOT

STRENGTH

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1. Offline maps. When the phone has no signal, it can still record normally.
 2. Share records to Facebook, Twitter, Instagram, and other social media platforms with one click.



SWOT

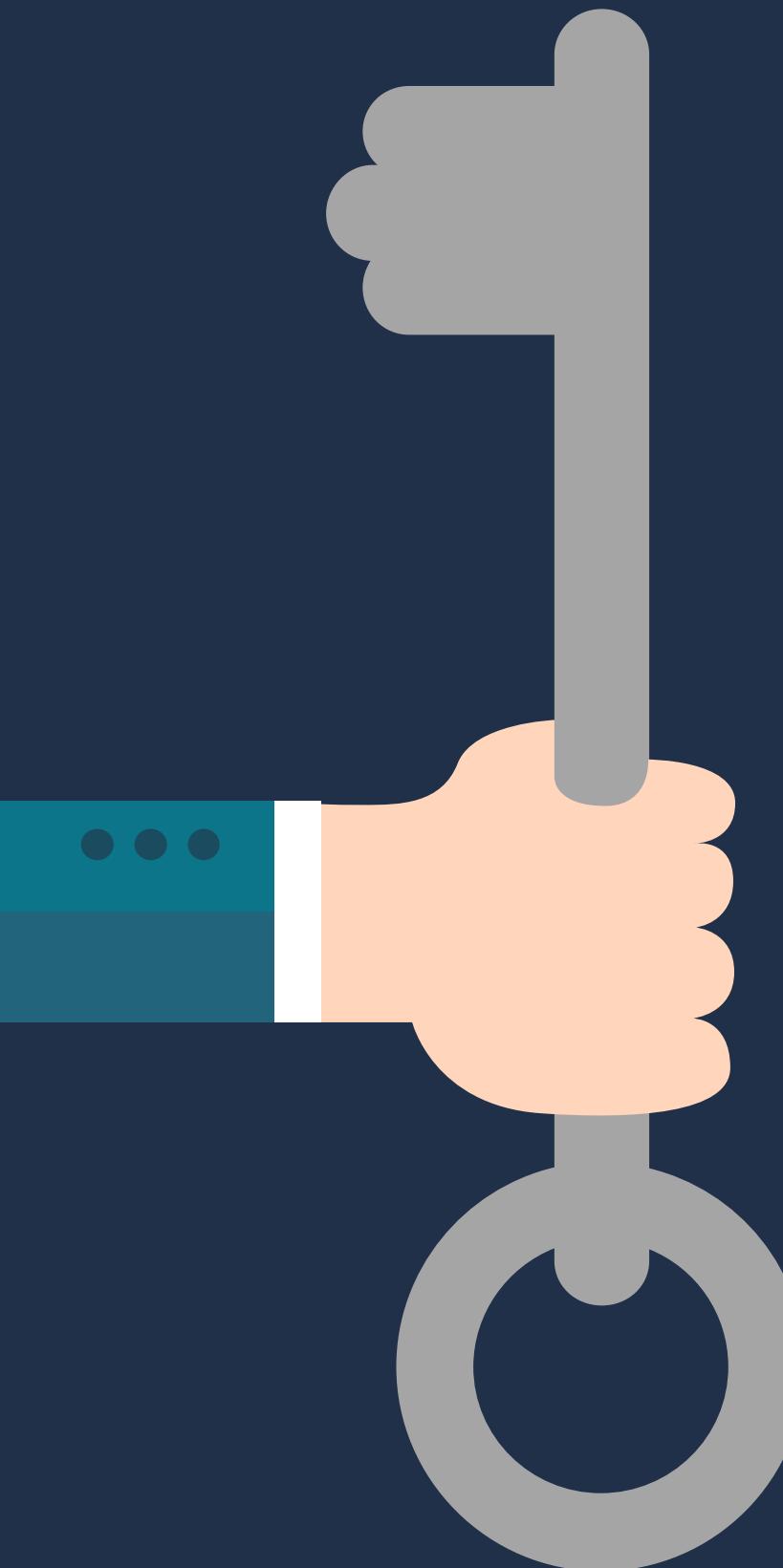
WEAKNESS

1. The seasonality of skiing. Due to the seasonality of skiing, the user activity of APP will only increase in the ski season. However, during the non-ski season, user activity is deficient.
2. No skier social communities. For users, besides recording their skiing data or viewing their friends' data, one cannot obtain additional social needs. This situation causes users only to use few features. Customer Stickiness is low



SWOT

OPPOURTUNITIES



1. The popularity of smartphones and Apple Watch devices. With the increase in the number of smartphones and smart wearables, there is a greater chance for Slopes to be downloaded to skiers' smartphones and Apple Watches.
2. Indoor skiing market size is on the rise. The increase in indoor ski resorts worldwide could make it more likely that people at lower latitudes will try skiing. Besides, skiing is no longer restricted by season and region.



SWOT

THREAT

1. The price of snow resort lifts tickets and season pass continues to increase. The result of the fare increase is a decline in skiers. The exodus of App users continues.
2. Climate Warming. Climate warming leads to a decrease in the freezing season, which reduces the ski season's length and increases the periods of bad snow conditions in the ski resort. It will ultimately reduce the number of times people ski outdoors and weaken the motivation of skier skiing. This situation makes a decrease in the usage of the Slopes app.
3. Ski tracking app market is highly competitive. The user stickiness between each app is high, and it is challenging to attract converted users from other apps.





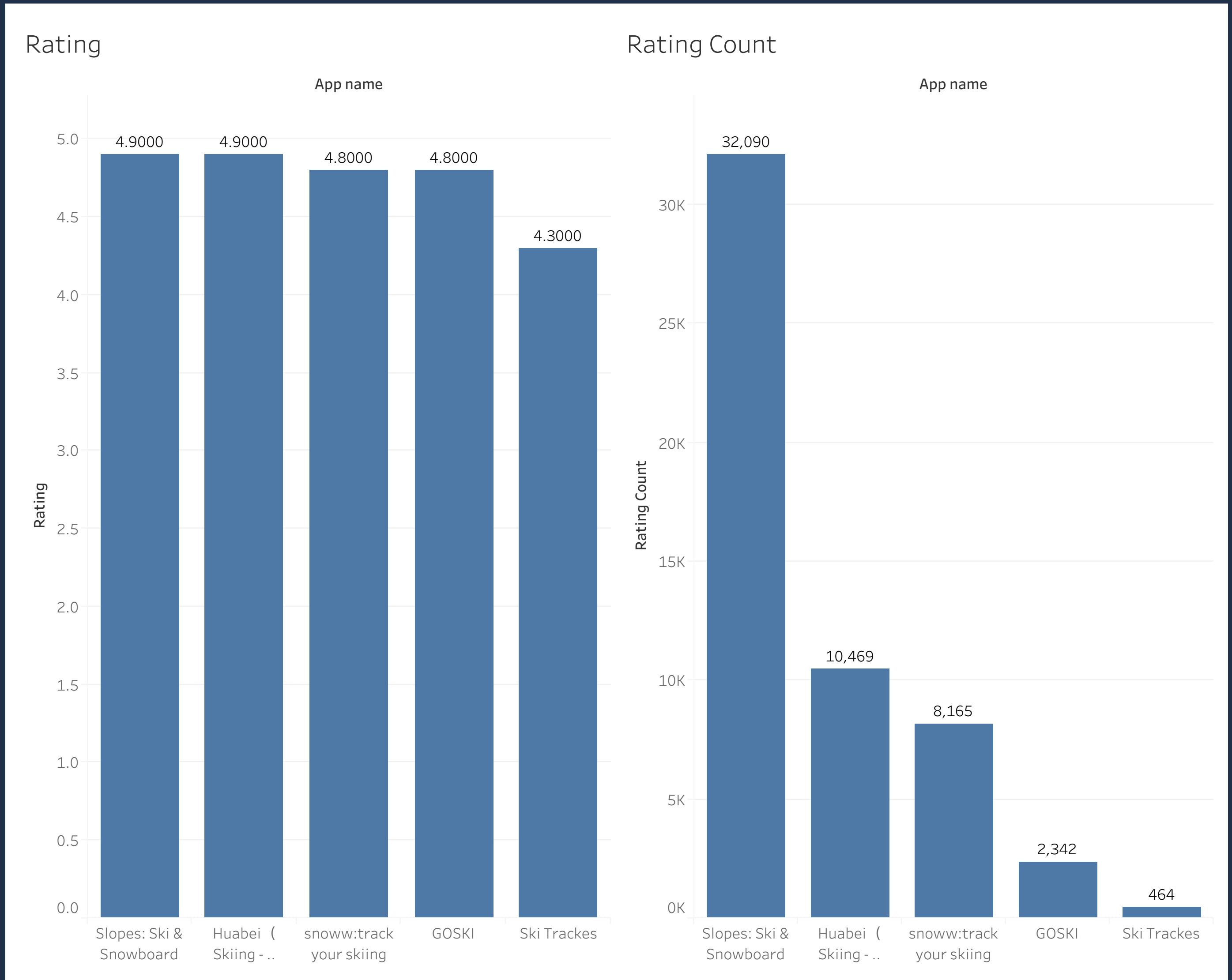
Key Competitor analysis

App Name	Developer	App Store Region	Rating	Rating Count	Price
Slopes	Breakpoint Studio LLC	US	4.9	32090	0.00
Snoww	Snoww Ltd	US	4.9	8165	0.00
Ski Tracks	Core Coders Ltd	US	4.3	464	0.99
Huabei	Pow Snow Technology	CN	4.9	10469	0.00
GOSKI	Beijing Natural Power Tech Co Ltd	CN	4.8	2342	0.00

Source : US App Store & CN App Store



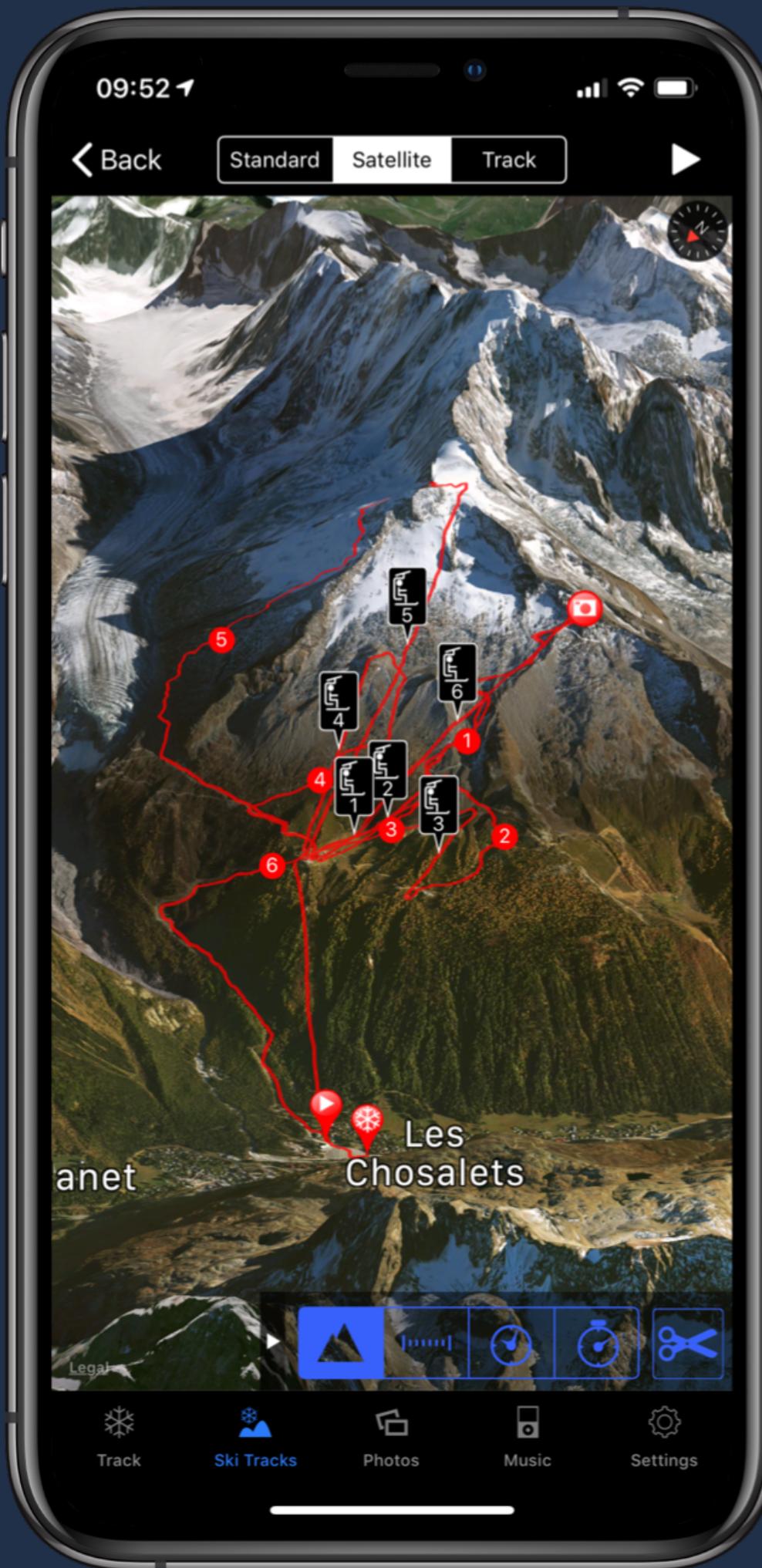
Key Competitor analysis



- United States is a traditional market for skiing, China is a confident market for skiing. An analysis of the two markets provides a good reference for Slopes' development and optimization.
- Selected four most popular ski apps in the American App Store and Chinese App Store, respectively as the key competitor analysis.

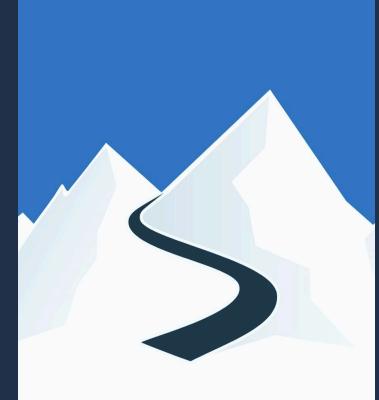


Key Competitor analysis



Ski Tracks

Ski Tracks is an instant tracking app. Users can track their entire day's progress, monitor each slide's movements (incline, pace, distance, time, etc.), and create ski statistics on a 3D map, much like the usual running route statistics it easy to share on social media. Ski Tracks also do not need to be connected to the Internet during the whole process, and the application can still work even if the phone has no signal.



Key Competitor analysis



Ski Tracks

Target users and characteristics:
A group of people that loves skiing. It is usually a skier with a medium to high connection.

Advantages:

- Detailed data.
- The operation interface is simple.
- Can use without signal (GPS)

Disadvantage:

- GPS signal weakens in severe weather conditions such as storms.
- Ski Tracks can't use indoors.
- It's not free.



Key Competitor analysis



Snoww: track your skiing

Snoww creates a social platform for Skier and Snowboarder. Snoww users can track and record their activities there, create diaries with photos and videos, and unlock fancy badges that reward users for their app activities.



Key Competitor analysis



Snoww

Target users and characteristics:
Users who love skiing. Glide data needs to
be recorded.

Advantages:

1. Ranking and achievement systems. Make the use of software more interactive and challenging. All individual Skiing data will be added to the world leaderboards, with all information including speed, slope and vertical distance being competed on a daily, weekly and monthly basis by thousands of users. Inspire users' desire to use Snoww.
2. Find friends quickly through VR technology.

Disadvantages

1. Single map mode and lack of 3D content.
2. Less social sharing scope and lack of effective community construction.



Key Competitor analysis



Huabei (Essential for skiing)



Huabei (Essential for Skiing) is the most popular ski tracking app in Chinese App Store. This is a geographically-based skiing video social app. Product positioning is a service platform perpendicular to ski enthusiasts, providing ski enthusiasts with/shopping /social media/lessons one-stop platform.



Key Competitor analysis



Huabei

Target users and characteristics:

1. Users who love skiing
2. Ski photographer: especially take photos of snowfalls in the ski resort and upload them to the APP community. Skier can choose satisfactory photos and place orders;
3. Ski and snowboard coach: the coach can upload the teaching video, and the skater can match the coach for private teaching and learn.



Key Competitor analysis



Huabei

Advantages

1. Huabei creates product barriers under its attributes of using tools based on the socialization of skiing images based on geographical location. Also, through the closed-loop communication channel between snow fans and coaches, snow sports fans can directly receive the guidance of coaches online, which improves the interaction between the two types of users of the product.
2. Huabei's e-commerce is directly inserted into the content, and the location of the e-commerce part is related to the content shared by users. Therefore, Huabei can positively plant the center to increase users' probability of clicking on the commodity details page.



Key Competitor analysis



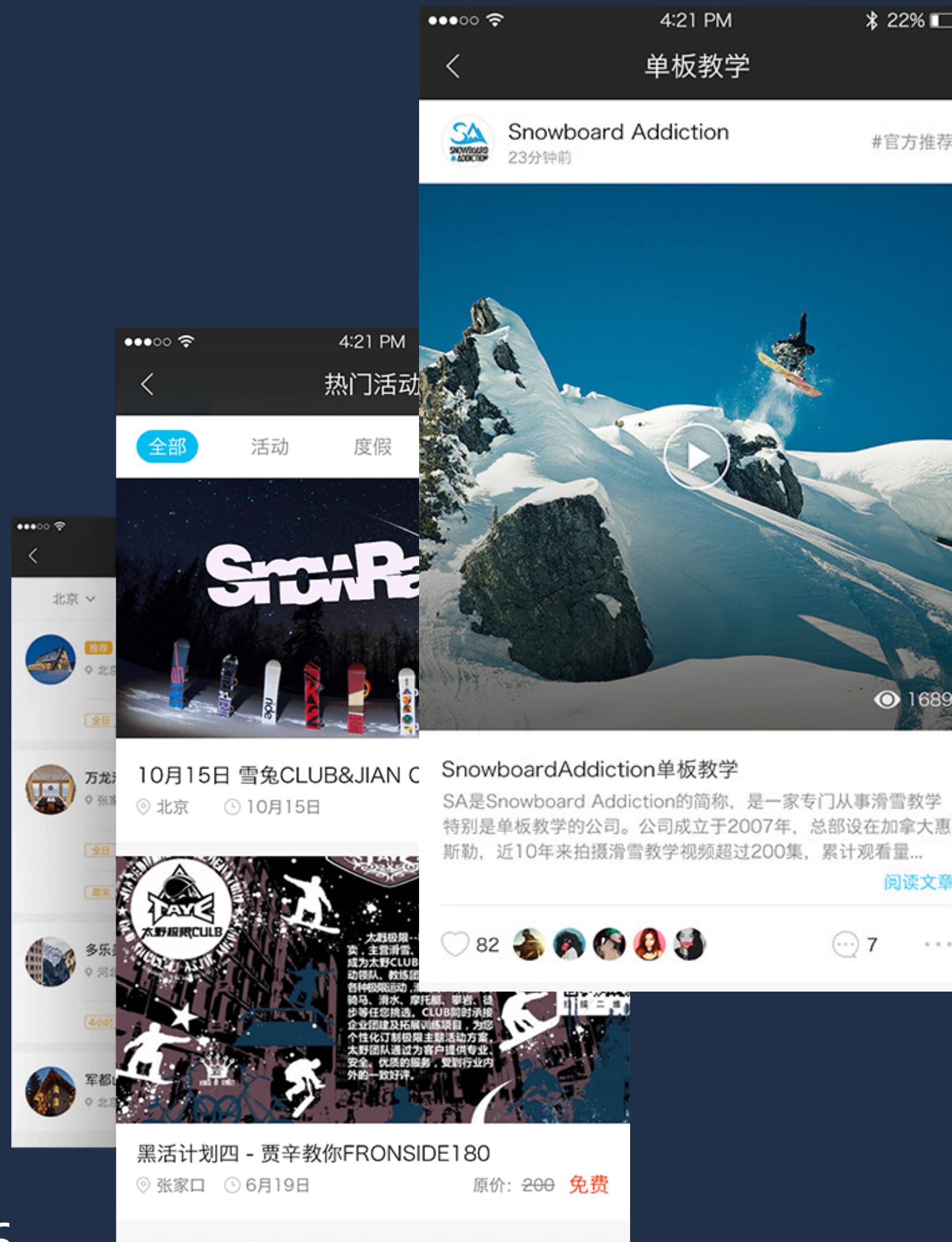
Huabei

Disadvantages

1. Huawei sees the importance of community operation, but the platform does not form a complete integral loop to share strong incentives for users. Therefore, some users do not stay on the platform for a long time, and the use will be shelved due to the influence of the season, resulting in the loss of some users;
2. The social function area of Huawei does not provide apparent incentives for users with deep content creation, which, to some extent, leads to the failure of these users to continuously produce high-quality content and maintain the active degree of the social comment area.



Key Competitor analysis

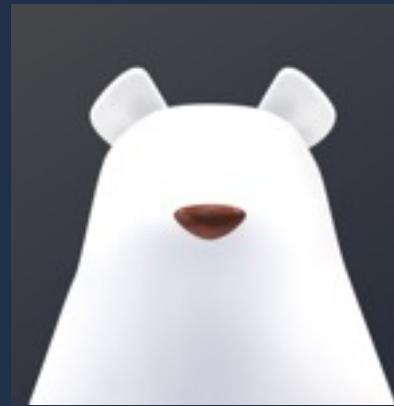


GOSKI

GOSKI is a social platform for skiing sports. Users can participate in community discussions on the platform and view and buy skiing events and tickets online. GOSKI is a GOSKI that focuses on social areas, providing snow tickets, ski routes, online video tutorials, training camps, and accurate weather forecasts for snow resorts. Goski's slogan: Find Skiing Friends, Learn Skiing Techniques, Share Skiing Joy.



Key Competitor analysis



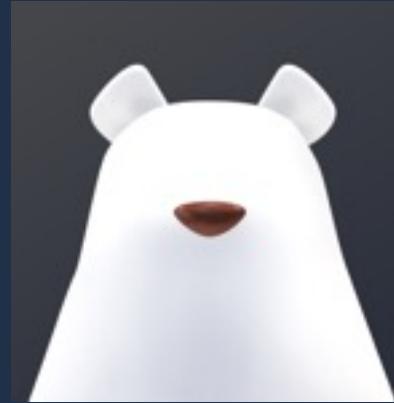
GOSKI

GOSKI's users profile can be classified mainly through social networks: Internet celebrities, regular users, and ski/snowboard coaches

1. Internet celebrities: create in-depth long articles or video sharing, follow a large number of fans, and lead the topics on the platform. These users are typical deep skiing enthusiasts who often share their skiing dynamics as the KOL in the platform.
2. Ordinary skiers: love socializing, be active in different social circles, and tend to be young;
3. Ski/snowboard coaches : he can register the official account of the ski resort on the platform, publish some news of the ski resort, and also release different teaching videos to interact with students.



Key Competitor analysis



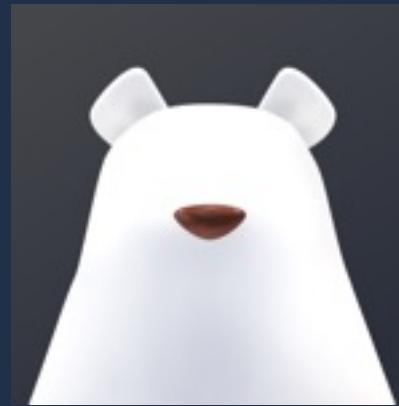
GOSKI

Advantages

1. Strong social attributes: Through the platform can focus on account of different circles, users can also upload the high-quality long content itself, posts, etc. To share, but also to show them to get points, can be exchanged in the points mall (but because convertible commodity market value is not high, but to redeem is high, the difficulty of the exchange is a bit big, requires a long period of active);
2. Combined with the platform's social nature, users can use the updated events or snow sports news to provide users with new skiing topics and make up for the seasonal restriction of skiing itself.



Key Competitor analysis



GOSKI

Disadvantages

1. Display the contents of this community of four main menu bar, too much emphasis on the role of the community, the use of the platform for users to provide a product value is not strong links entrance: such as glide trajectory in the secondary menu bar, rather than the level of the menu bar, the operation of the user record path length, makes part of the loss of users;
2. It is difficult to break the mental model formed by users' habitual use: it will make the effect of the platform's internal community operation not good, and it needs to be cultivated through the long-term refined operation. The developer should consider the cost of this process in the product KPI.



Conclusion

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- Most of the functions of the Ski Tracking APP tend to be homogenized. Where they differ is in the focus of the segment.
- For skiing APPS, it is necessary to grasp the attributes of tools and social interaction and use the characteristics of tools to build product barriers.
- Besides combining the platform's social interaction attributes, the updated events or news about skiing can provide users with updated skiing topics and make up for the seasonal restrictions of skiing itself. Thus, it can promote the social circle's activity in the long term and improve the retention of the product users.



Suggestions

- Increase investment in social development. A community system can be introduced. Engage novice users.
- Strengthen the design and transformation of social functions: to establish a high-quality incentive policy for users so that the board can continuously produce high-quality content and stimulate APP users' activity.
- Increase the information search entrance, use the search to produce the popular content ranking, provide users with continuous updated new content topics, Avoid the loss of users, and decrease APP activity caused by the seasonal restriction of skiing.
- Added localized support for the growing ski market: more detailed ski resort map, multi-language, cooperation with local ski business (Chinese ski market, Australian ski market)





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