

The future of winter sports.

We obtain five study results, the most important of which are the following:

1. CLIMATE FOCUS IS INEVITABLE AND THE WINTER SPORTS INDUSTRY WILL MASTER THIS EXISTENTIAL CHALLENGE.

Climate change is a reality that increasingly affects skiers, for example, in the use of artificial snow machines that are already used a lot. Ski resorts have to look for more sustainability in the future. It is projected by 2025 that "sustainability has become a prerequisite for stakeholders in winter sports ecosystems to be successful." It is believed that more sustainable ski resorts will attract more visitors in the future, but for now, sustainability is just a buzzword. There is no assurance that people will bear the costs required to practice a sustainable sport. Technologies help protect the climate at winter games, but investment in technologies is expensive. It is thought that being sustainable would have to be a requirement for success.

2. MODERN TECHNOLOGIES CAN CONTRIBUTE SIGNIFICANTLY TO THE ADVANCEMENT OF SKI SPORTS, BUT INSTITUTIONAL SUPPORT IS NEEDED.

The advancement and improvements in the future of sports will always depend on technology. Advances in technology provide more safety to athletes and skiers as we have seen with suits with airbags or injury prevention systems. Also, technologies have helped improve the performance of athletes in terms of physical and psychological through artificial intelligence. Technology is not only necessary so that in the future exclusivity in winter sports will be increased. Technology may allow disabled people to compete with fully functional people, but inclusivity in sport is needed to make this a reality. Another debate is whether technologies have diminished the talent of athletes and skiers. If it is true that athletes can be prepared in different ways, for example, with the use of virtual reality to train difficult tracks.

3. RECREATIONAL SKIERS WILL HAVE A SEAMLESS EXPERIENCE IN SKI RESORTS BY 2025 – HOWEVER, SKI SPORTS ORGANIZATIONS HAVE A LONG WAY TO GO TO BECOME DIGITAL FRONTRUNNERS.

Technologies are not only essential for professional skiers, they are also essential for recreational ones. For 2025, an attempt will be made to eliminate cash in ski resorts, so that visitors do not need to carry cash and are more comfortable using their credit card. In this way, ski resorts would be digitized and modernized and visitors would focus on the key action, skiing. Skiing is one of the most digitized sports, but even more digitization is required to attract young talent to winter sports.

4. DESPITE GREAT DESIRE, IT WILL BE A ROCKY ROAD TO ACHIEVE GENDER PARITY IN SKI SPORTS BY 2025 – BOTH ON AND OFF THE SLOPE.

It is a reality that there is gender inequality in the world, there is also it in winter sports since there are still a greater number of men who practice these sports before a low number of women. This equality is also reflected in the prize money of competitions, where men win more than women. There are experts who assure that there is no salary gap in skiing at present and that this is assumed by 2025. A different thing is related to sponsorships, that many people earn more than others because they are more sponsored, an issue that benefits the sector male. There is also a gender difference in senior positions in organizations, where the majority are men. Experts assure that it is for two reasons, that

women have no interest in these positions and because of the inequality that exists. By 2025, this is something else to fix.

5. GAMING IN SKI SPORTS WILL NOT PLAY A VITAL ROLE BY 2025 – NEITHER IN ATTRACTING THE MAJORITY OF PEOPLE TO PLAY, NOR IN MOTIVATING YOUNG GENERATIONS TO SKI.

An important topic that is discussed in the present and will be fundamental in the future is eSports. As of now, digital ski sports simulations focus more on casual games than eSports. What is clear is that virtual skiing will not replace real skiing in the future, it will only complement it. Video games will not take young people to ski. The main route of access to skiing through young people is still parents, in this, if technology hurts skiing.

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