

Ski Resort Report



Post Office Travel Money

A report on European ski resort costs for the 2023 season



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Ski Resort Report 2023

Pent-up demand for European ski holidays means bookings for the 2023 season have bounced back from their pandemic lows and are exceeding pre-Covid levels, according to Post Office Ski Resort Report partner Crystal Ski Holidays. However, skiers will need to watch their wallets because the 16th annual report reveals rising prices across Europe. This means that the best way for bargain hunters to save money is by choosing one of the lower-priced resorts named in the latest cost comparison.

32 ski resorts have been surveyed for adult skiers (see Figure 1 opposite) in seven European destinations: Andorra, Austria, Bulgaria, France, Italy, Norway and Switzerland. Using local prices provided by Crystal Ski Holidays and converted to sterling by Post Office Travel Money, **the report compares the cost of ski and boot hire, lift passes and ski school plus lunch and drinks** to give a realistic view of what it will cost an adult skier on a one-week holiday.

Although the weak pound and higher resort charges mean British skiers can expect to pay more this season, many of the increases are relatively small. Over a third of resorts – 38 per cent – registered price rises of seven per cent or less for the Post Office adult skiing basket of costs. 26 ski resorts suitable for families were also surveyed (pages 4-5).

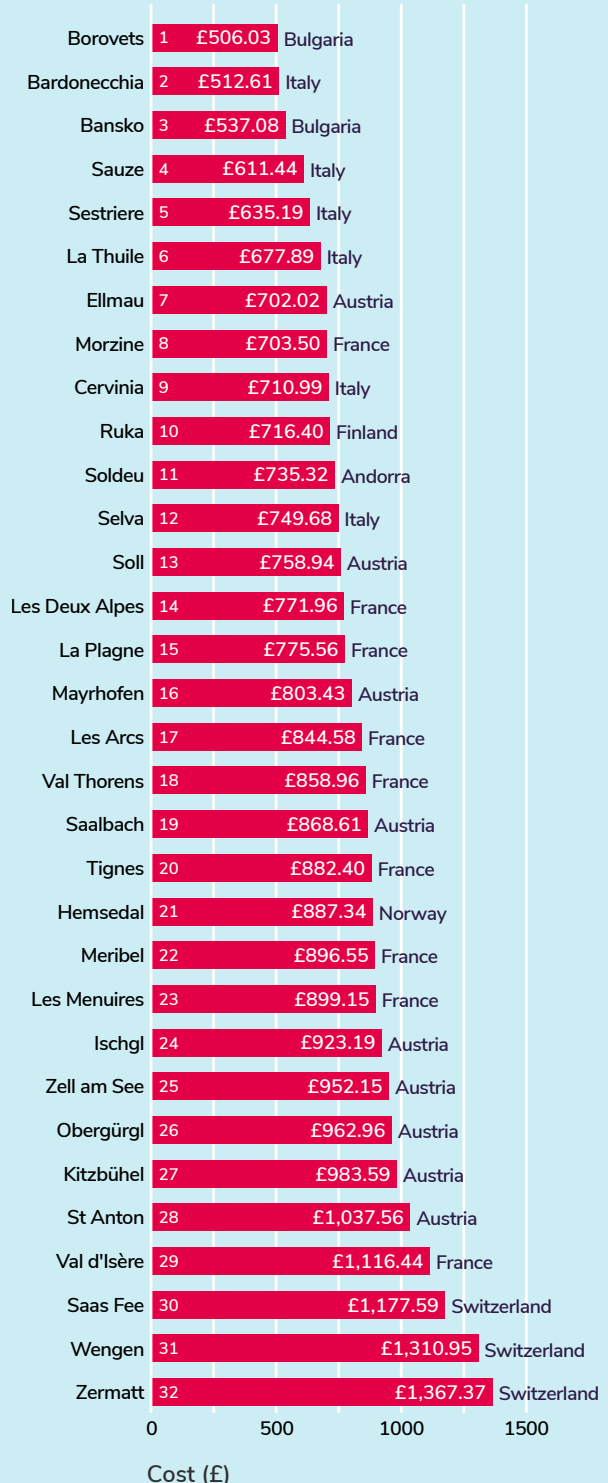
Bulgaria tops the table of best value ski resorts as it has done for much of the past decade, while Italian resorts dominate the ten top barometer places for adult and family skiers. Switzerland again rates as most expensive, costing over twice as much as the three cheapest resorts.

Nick Boden, Head of Post Office Travel Money said: **“Ski resort costs are likely to play an important part in destination choice this year as the weaker pound puts pressure on the holiday purse. That’s why it is so important to do your homework before booking and factor in all the costs of a ski holiday to the package price. Despite the price rises we found this year, there are still great value resorts to choose from in Bulgaria and Italy and Britons who want to visit traditional favourites Austria and France will find competitively priced skiing in several of the most popular resorts.”**



Figure 1 Adult Ski Resort Report 2022-23

Pricing survey covering the cost of a six-day ski pass and ski/boot hire for one person plus ski school (five-six half days), a range of drinks and lunch on the slopes.



Data relates to exchange rates in December 2022

Best value resorts for adult skiers

- Borovets (£506) has again topped the table of best value ski resorts for adult skiers. However, a second Bulgarian resort, Bansko (£537), has dropped to third place after being overtaken by Bardonecchia, Italy (£513). Bargain hunters should note that price rises in Bulgaria were higher than in Bardonecchia at 13.3 per cent in Borovets and seven per cent in Bansko, compared with under one per cent in the Italian resort. Bardonecchia also boasts the cheapest prices for skiing at £348 for a six-day lift pass, equipment hire and tuition, compared with £382 in Borovets and £415 in Bansko. However, meals and drinks bought on the slopes are a third more expensive in Bardonecchia than in the Bulgarian resorts.
- Italian resorts continue to represent the best value for UK skiers among the 'big four' ski destinations (Austria, France, Italy and Switzerland). Together with Bardonecchia, four other Italian resorts rate among the 10 best value resorts: Sauze (4th, £611), Sestriere (5th, £635), La Thuile (6th, £678) and Cervinia (9th, £711).
- Ellmau, Austria (7th at £702) and Morzine, France (8th, £704) have retained their top 10 places, but prices are up by 5.5 per cent in Ellmau and 10.9 per cent in Morzine. Finland's Ruka resort completes the top ten (10th, £716) and offers a cheaper alternative to some of the more expensive Austrian and French resorts. However, prices are up by almost eight per cent on last year's levels.



- The three Swiss resorts surveyed again emerge as most expensive for British skiers – in part because of the strong Swiss franc. Prices in Saas Fee are cheapest at £1,178, almost 11 per cent more than last season, while visitors to Wengen can expect to pay £1,311 for the barometer items, a rise of 22 per cent, and skiing in Zermatt will cost most of all – £1,367, an increase of 15 per cent. Price rises in other world class competitors were lower than this – rising by just under nine per cent in both Kitzbühel (£984) and St Anton (£1,038).

Figure 2 Best value resorts for adult skiers

Prices shown are per person

	1	2	3	4	5	6	7	8	9	10
	BULGARIA Borovets	ITALY Bardonecchia	BULGARIA Bansko	ITALY Sauze	ITALY Sestriere	ITALY La Thuile	AUSTRIA Ellmau	FRANCE Morzine	ITALY Cervinia	FINLAND Ruka
Ski pass (6 days)	£208.91	£150.24	£247.96	£191.78	£191.78	£215.64	£264.25	£222.71	£236.85	£190.90
Ski/boot hire (6 days)	£77.17	£78.66	£73.40	£93.68	£96.33	£109.59	£100.75	£149.36	£97.22	£134.33
Ski school (5-6 half days)	£95.99	£119.31	£94.10	£144.06	£167.92	£177.64	£159.96	£151.13	£163.50	£165.27
SKI TOTAL	£382.07	£348.21	£415.46	£429.52	£456.03	£502.87	£524.96	£523.20	£497.57	£490.50
Six cups of coffee (large)	£14.10	£16.44	£11.28	£18.00	£18.00	£15.90	£15.90	£18.54	£16.98	£25.98
Six glasses of Coca-Cola (small)	£15.54	£15.90	£12.96	£17.52	£18.54	£21.24	£15.90	£22.26	£19.08	£27.60
Six glasses of wine (medium)	£22.32	£26.52	£21.18	£25.98	£24.90	£21.24	£25.98	£22.80	£25.98	£39.78
Six bottles of beer (25cl)	£18.36	£23.34	£19.74	£21.24	£22.26	£15.90	£18.54	£21.24	£25.44	£31.80
Six lunches on the slopes	£53.64	£82.20	£56.46	£99.18	£95.46	£100.74	£100.74	£95.46	£125.94	£100.74
FOOD/DRINK TOTAL	£123.96	£164.40	£121.62	£181.92	£179.16	£175.02	£177.06	£180.30	£213.42	£225.90
TOTAL ONE WEEK COST	£506.03	£512.61	£537.08	£611.44	£635.19	£677.89	£702.02	£703.50	£710.99	£716.40
Year on year % 2022 vs 2021	+13.3%	+0.9%	+7.0%	+3.3%	+6.0%	+5.2%	+5.5%	+10.9%	+6.6%	+7.6%

Best value resorts for adult skiers (continued)

Figure 2 Best value resorts for adult skiers (continued)

Prices shown are per person

	11	12	13	14	15	16	17	18	19	20	21
	ANDORRA Soldeu	ITALY Selva	AUSTRIA Soll	FRANCE Les Deux Alpes	FRANCE La Plagne	AUSTRIA Mayrhofen	FRANCE Les Arcs	FRANCE Val Thorens	AUSTRIA Saalbach	FRANCE Tignes	NORWAY Hemsedal
Ski pass (6 days)	£296.95	£275.74	£277.07	£248.34	£268.67	£278.39	£260.72	£270.44	£275.74	£334.07	£223.87
Ski/boot hire (6 days)	£113.12	£108.71	£93.68	£145.82	£109.59	£127.26	£162.62	£173.22	£174.99	£132.57	£135.15
Ski school (5-6 half days)	£147.59	£175.87	£180.29	£181.18	£187.36	£190.90	£187.36	£190.90	£190.90	£214.76	£217.34
Ski total	£557.66	£560.32	£551.04	£575.34	£565.62	£596.55	£610.70	£634.56	£641.63	£681.40	£576.36
Six cups of coffee (large)	£13.26	£16.98	£20.70	£18.54	£21.72	£20.70	£23.88	£21.00	£25.44	£20.16	£18.00
Six glasses of Coca-Cola (sml)	£15.90	£21.72	£19.62	£21.72	£19.08	£21.24	£21.72	£18.00	£16.98	£20.70	£25.98
Six glasses of wine (medium)	£26.52	£23.34	£22.80	£34.44	£21.72	£23.88	£22.80	£31.20	£20.70	£27.06	£50.34
Six bottles of beer (25cl)	£15.90	£21.24	£20.70	£18.54	£21.72	£19.08	£24.42	£24.60	£20.70	£21.72	£50.34
Six lunches on the slopes	£106.08	£106.08	£124.08	£103.38	£125.70	£121.98	£141.06	£129.60	£143.16	£111.36	£166.32
FOOD/DRINK TOTAL	£177.66	£189.36	£207.90	£196.62	£209.94	£206.88	£233.88	£224.40	£226.98	£201.00	£310.98
TOTAL ONE WEEK COST	£735.32	£749.68	£758.94	£771.96	£775.56	£803.43	£844.58	£858.96	£868.61	£882.40	£887.34
Year on year % 2022 vs 2021	+12.1%	+7.6%	+5.8%	+6.7%	+2.4%	+5.9%	+10.9%	+7.8%	+9.0%	+11.1%	+19.3%

	22	23	24	25	26	27	28	29	30	31	32
	FRANCE Meribel	FRANCE Les Menuires	AUSTRIA Ischgl	AUSTRIA Zell am See	AUSTRIA Obergurgl	AUSTRIA Kitzbühel	AUSTRIA St Anton	FRANCE Val d'Isère	SWITZERLAND Saas Fee	SWITZERLAND Wengen	SWITZERLAND Zermatt
Ski pass (6 days)	£253.65	£262.48	£316.39	£298.72	£335.84	£293.42	£316.39	£334.07	£349.73	£350.64	£354.28
Ski/boot hire (6 days)	£154.66	£165.27	£193.55	£171.45	£149.36	£178.52	£180.29	£223.60	£206.74	£241.35	£155.74
Ski school (5-6 half days)	£205.04	£190.90	£197.97	£219.18	£262.48	£273.09	£275.74	£255.41	£238.62	£364.30	£519.13
SKI TOTAL	£613.35	£618.65	£707.91	£689.35	£747.68	£745.03	£772.42	£813.08	£795.09	£956.29	£1,029.15
Six cups of coffee (large)	£23.40	£29.70	£17.52	£24.00	£25.44	£20.70	£23.34	£23.34	£27.30	£28.44	£21.84
Six glasses of Coca-Cola (sml)	£24.60	£29.16	£18.54	£23.40	£20.16	£18.54	£25.44	£24.42	£34.44	£37.14	£28.44
Six glasses of wine (medium)	£37.20	£34.44	£29.70	£27.00	£28.62	£22.26	£35.52	£37.14	£40.44	£30.06	£27.84
Six bottles of beer (25cl)	£31.20	£38.70	£22.26	£20.40	£24.42	£18.00	£27.06	£32.88	£28.98	£34.98	£30.60
Six lunches on the slopes	£166.80	£148.50	£127.26	£168.00	£116.64	£159.06	£153.78	£185.58	£251.34	£224.04	£229.50
FOOD/DRINK TOTAL	£283.20	£280.50	£215.28	£262.80	£215.28	£238.56	£265.14	£303.36	£382.50	£354.66	£338.22
TOTAL ONE WEEK COST	£896.55	£899.15	£923.19	£952.15	£962.96	£983.59	£1,037.56	£1,116.44	£1,177.59	£1,310.95	£1,367.37
Year on year % 2022 vs 2021	+4.9%	+8.7%	+13.8%	+11.2%	+10.6%	+8.7%	+8.5%	+10.8%	+10.9%	+22.0%	+15.0%

Best value resorts for family skiers

Prices have risen in all barring one of the 26 European ski resorts rated by Crystal Ski Holidays as most suitable for family skiers. Tignes in the French Alps is the only resort to show a price fall, albeit of just 1.1 per cent. Conversely, 10 of the family resorts surveyed have registered increases of 10 per cent or more.

- Bansko, Bulgaria (£1,548) remains best value for families and is almost 12 per cent cheaper than its closest rival, Bardonecchia, Italy (£1,749). Prices are up in both – by almost 11 per cent in Bansko and by nearly seven per cent in Bardonecchia. The other four Italian ski resorts surveyed – Passo Tonale (3rd, £1,766), Cervinia (4th, £1,972), Sestriere (5th, £2,003) and La Thuile (6th, £2,158) – are also rated excellent value for the 2023 season.
- Arinsal, Andorra (£2,191) has fallen from fifth to seventh place in the table after a change in resort ownership brought about an increase of nearly 13 per cent in ski costs. However, the resort remains an attractive choice for bargain hunters, especially as families with children aged up to 11 qualify for free child lift passes if they pre-book them. By doing so, a family of four can save over £400 and reduce their overall weekly cost to £1,784.
- The best value top 10 is completed by two Austrian resorts – Rauris (8th, £2,193) and Ellmau (9th, £2,300) – and by a new entrant from Finland where family prices have risen just 2.9 per cent to £2,303 in Ruka. There is still no top 10 place for a French ski resort. Morzine (11th, £2,409) is best placed of nine surveyed.
- As with the adult table, Switzerland is by far the most expensive destination for families. Prices in both Saas Fee (£3,568) and Grindelwald (£3,633) have risen by over 10 per cent. In Austria, Saalbach (£3,238) and Kitzbühel (£3,146) come closest to the Swiss resorts on price. Rather surprisingly, Saalbach has emerged as the highest-priced Austrian resort. This is because prices have increased by 15 per cent since last season, compared with a rise of 11 per cent in Kitzbühel.

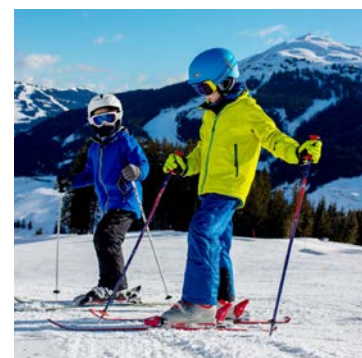


Figure 3 Best value for families

Prices shown are for a family of four (two adults and two children aged six and eight)

	1	2	3	4	5	6	7	8	9	10
	BULGARIA Bansko	ITALY Bardonecchia	ITALY Passo Tonale	ITALY Cervinia	ITALY Sestriere	ITALY La Thuile	ANDORRA Arinsal	AUSTRIA Rauris	AUSTRIA Ellmau	FINLAND Ruka
Ski pass (6 days)	£604.15	£478.13	£544.41	£473.71	£542.64	£539.11	£883.43	£694.65	£795.40	£623.07
Ski/boot hire (6 days)	£239.03	£259.83	£266.90	£335.84	£323.46	£360.58	£466.64	£315.51	£300.49	£433.05
Ski school (5-6 half days)	£376.42	£477.24	£438.36	£600.97	£671.67	£749.45	£485.20	£654.00	£648.70	£620.42
SKI TOTAL	£1,219.60	£1,215.20	£1,249.67	£1,410.52	£1,537.77	£1,649.14	£1,835.27	£1,664.16	£1,744.59	£1,676.54
Six cups of coffee (large)	£22.56	£35.04	£36.00	£33.96	£32.88	£31.80	£21.24	£39.24	£31.80	£51.96
Six glasses of Coca-Cola (small)	£25.92	£36.00	£37.08	£38.16	£32.88	£42.48	£26.52	£38.16	£31.80	£55.20
Six glasses of wine (medium)	£42.36	£55.20	£51.96	£51.96	£43.44	£42.48	£58.32	£62.52	£51.96	£79.56
Six bottles of beer (25cl)	£39.48	£51.96	£45.60	£50.88	£38.16	£31.80	£26.52	£36.00	£37.08	£63.60
Six lunches on the slopes	£197.64	£355.26	£345.72	£386.04	£317.10	£360.60	£222.72	£352.62	£403.02	£376.50
FOOD/DRINK TOTAL	£327.96	£533.46	£516.36	£561.00	£464.46	£509.16	£355.32	£528.54	£555.66	£626.82
TOTAL ONE WEEK COST	£1,547.56	£1,748.66	£1,766.03	£1,971.52	£2,002.23	£2,158.30	£2,190.59	£2,192.70	£2,300.25	£2,303.36
Year on year % 2022 vs 2021	+10.9%	+6.9%	+5.5%	+6.1%	+8.7%	+11.3%	+12.6%	+8.1%	+9.5%	+2.9%

Best value resorts for family skiers (continued)

Figure 4 Best value for families (continued)

Prices shown are for a family of four (two adults and two children aged six and eight)

	11	12	13	14	15	16	17	18
	FRANCE Morzine	FRANCE Flaine	AUSTRIA Mayrhofen	FRANCE Les Deux Alpes	FRANCE Serre Chevalier	AUSTRIA Niederau	FRANCE Alpe d'Huez	FRANCE La Plagne
Ski pass (6 days)	£795.40	£797.88	£806.89	£894.39	£920.90	£731.77	£929.74	£968.63
Ski/boot hire (6 days)	£512.59	£542.64	£381.79	£461.33	£517.90	£281.93	£521.43	£500.22
Ski school (5-6 half days)	£586.83	£705.26	£763.59	£724.70	£675.21	£802.47	£699.96	£735.31
SKI TOTAL	£1,894.82	£2,045.78	£1,952.27	£2,080.42	£2,114.01	£1,816.17	£2,151.13	£2,204.16
Six cups of coffee (large)	£37.08	£39.24	£41.40	£37.08	£39.24	£35.04	£39.24	£45.60
Six glasses of Coca-Cola (small)	£44.52	£39.24	£42.48	£43.44	£37.08	£31.80	£41.40	£42.48
Six glasses of wine (medium)	£45.60	£43.44	£47.76	£68.88	£63.60	£53.04	£53.04	£46.68
Six bottles of beer (25cl)	£42.48	£37.08	£38.16	£37.08	£40.32	£35.04	£42.48	£47.76
Six lunches on the slopes	£344.70	£318.18	£403.02	£355.26	£344.70	£699.96	£401.40	£349.98
FOOD/DRINK TOTAL	£514.38	£477.18	£572.82	£541.74	£524.94	£854.76	£577.56	£532.50
TOTAL ONE WEEK COST	£2,409.20	£2,522.96	£2,525.09	£2,622.16	£2,638.95	£2,670.93	£2,728.69	£2,736.66
Year on year % 2022 vs 2021	+9.9%	+5.7%	+7.9%	+6.3%	+9.9%	+10.1%	+7.1%	+7.5%

	19	20	21	22	23	24	25	26
	FRANCE Avoriaz	FRANCE Les Arcs	NORWAY Trysil	FRANCE Tignes	AUSTRIA Kitzbühel	AUSTRIA Saalbach	SWITZERLAND Saas Fee	SWITZERLAND Grindelwald
Ski pass (6 days)	£959.79	£938.58	£628.01	£1,096.00	£880.25	£896.16	£1,054.64	£1,034.61
Ski/boot hire (6 days)	£570.92	£556.78	£407.22	£447.19	£484.31	£456.03	£622.95	£693.99
Ski school (5-6 half days)	£728.24	£749.45	£992.95	£859.04	£1,092.36	£763.59	£930.78	£1,016.39
SKI TOTAL	£2,258.95	£2,244.81	£2,028.18	£2,402.23	£2,456.92	£2,115.78	£2,608.37	£2,744.99
Six cups of coffee (large)	£42.48	£47.76	£55.20	£40.32	£41.40	£42.48	£54.60	£64.44
Six glasses of Coca-Cola (small)	£44.52	£43.44	£58.68	£41.40	£37.08	£41.40	£68.88	£56.88
Six glasses of wine (medium)	£47.76	£45.60	£98.76	£54.12	£44.52	£47.76	£80.88	£67.80
Six bottles of beer (25cl)	£47.76	£48.84	£97.80	£43.44	£36.00	£36.00	£57.96	£49.20
Six lunches on the slopes	£371.16	£420.00	£518.64	£344.70	£530.28	£954.48	£697.26	£649.20
FOOD/DRINK TOTAL	£553.68	£605.64	£829.08	£523.98	£689.28	£1,122.12	£959.58	£887.52
TOTAL ONE WEEK COST	£2,812.63	£2,850.45	£2,857.26	£2,926.21	£3,146.20	£3,237.90	£3,567.95	£3,632.51
Year on year % 2022 vs 2021	+8.2%	+12.8%	+14.9%	-1.1%	+11.0%	+15.0%	+11.4%	+10.6%

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