

PRESS RELEASE



Crédit photo : Laurent Vanat

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China in the limelight at the MOUNTAIN PLANET international trade show

With 900 brands exhibiting over 60,000 m2 of exhibition space and 20,000 trade visitors from 68 countries, MOUNTAIN PLANET at Grenoble-ALPEXPO (France) is the largest international trade show dedicated to the mountain development industry, and acts as a showcase for a thriving market. At each new edition, the show attracts a highly qualified visitorship, with a notable increase in international attendees, comprising a majority of mountain industry players involved in ongoing investment projects and in search of equipment, innovative solutions, and sustainable technologies.

MOUNTAIN PLANET is the largest and most influential event in the mountain development industry, as it is here, every two years, that the field's latest trends and innovations are unveiled. With a global market estimated at over 370 million skier-days across the world¹; four-season investment initiatives where appropriate; the creation of activities and services that offer a bona fide mountain experience; and ongoing investments to consolidate ski activities and diversify, MOUNTAIN PLANET is a key date on the calendar and an essential showcase for a dynamic market that spans the entire planet.

China discovers skiing and winter tourism

Tourism activities linked to winter destinations are currently thriving throughout China. Interest in skiing has grown considerably since the 2022 Winter Olympic Games in Beijing, leading to a major increase in the number of visitors to the country's ski resorts. The 16th edition of the International Report on Snow and Mountain Tourism for the 2022/2023 ski season from Swiss specialist Laurent Vanat showed that China was the only market where visitor numbers continued to suffer from the impact of the Covid-19 pandemic. Since then, China's visitor numbers have once again been on the up. The number of skier-days during the 2023-2024 winter season hit 23.08 million, a rise of 16.3% versus the previous season (source: China Ski Industry White Book).

China is now the world leader for the number of ski resorts in the country, counting 719 destinations, up 22 on the previous year, although these figures cannot be considered without also taking into account differences in resort sizes, altitude and the number and type of ski lifts available compared with those in Europe and North America.

In recent years, trips to winter destinations have become increasingly popular among Chinese tourists. According to a report on 2024 winter tourism trends published by travel platform Tongcheng Travel, demand related to snow activities tripled between November and December 2024, with destinations such as Heilongjiang, Jilin and Beijing leading the pack. Figures also show a 50% weekly increase in online searches for the word "ski" since late November. The China Tourism Academy predicts that, in the 2024-2025 winter season, tourism to winter destinations will generate revenue of 720 billion yuan (approximately 95 billion euros). In recent years, China has made a significant effort to boost the winter tourism economy. According to a recent directive from the Chinese government, the country aims to generate new growth in its winter economy by incorporating the development of winter sports, winter tourism and winter equipment and amenities. Today, China's goal is to see its winter economy reach 1,200 billion yuan (157.88 billion euros) by 2027 and 1,500 billion yuan (197.36 billion euros) by 2030.

When it comes to the equipment involved in ski resorts (ski lifts, artificial snow, adrenaline activities and four-season activities, etc.), business for foreign manufacturers of facilities and infrastructure that supports mountain development has slowed since the Covid pandemic in 2019 and following the emergence of local manufacturers. China, nonetheless, remains a key market, and the expertise of major international manufacturers remains more advanced than that of local producers.

For Laurent Vanat, author of the International Report on Snow and Mountain Tourism, "China continues to show a keen interest in winter sports and leisure. This momentum has continued after the buzz surrounding the 2022 Olympic Games. Although it is still too early to see just how much of an uptick there has been in the number of visitors to ski resorts (in China, only the 2023/2024 season was free from the impact of Covid-19), there is no doubt that ice and snow sports, as they are known there, are all the rage. The government's efforts to promote these sports did not end at the closing ceremony of the Olympics. Numerous initiatives are covered in the media, in a great many regions of the country."

Cable transport as the backbone of transport solutions in tourist areas and cities

Outside mountain regions, cable transport in urban and tourist destinations has seen a major rise in recent years, offering a solution to support mobility, relieve congestion in cities, and access sites otherwise restricted by crossings or steep slopes. Taking into account all activities across the board (ski/mountain, tourism and urban), the global market for cable transport is today estimated to be worth 3 billion euros (source: MOUNTAIN PLANET), with annual growth of 8-10% predicted over coming years. Focusing on the Asia-Pacific region, countries such as China, Japan and India, above all, are investing in urban ropeway projects as part of their efforts to tackle congestion. Additionally, emerging tourist destinations in South-East Asia, such as Malaysia and Indonesia, are increasingly adopting ropeway systems to boost tourism sectors by offering customers comfortable transport solutions.

At the 2024 edition of MOUNTAIN PLANET, visitors and exhibitors from China included a large delegation from the Chinese province of Guizhou, which had its own exhibitor pavilion.

MOUNTAIN PLANET invites you, on 16 April 2025, to take part in a videoconference presentation of the 17th edition of the International Report on Snow and Mountain Tourism by Swiss specialist Laurent Vanat, available in French and English.

The 2026 edition of the MOUNTAIN PLANET trade show will be held from 21 to 23 April 2026 at Grenoble-ALPEXPO.

KEY FIGURES FOR THE 2023/2024 CHINESE SKI MARKET

(*Source: The 2023/2024 China Ski Industry White Book)

- ▶ New resorts: 30+ opened (15 indoor and 15 outdoor).
- ▶ Total number of resorts: 719, up 22 from the previous year.
- ▶ Resorts with aerial ropeways (cable cars, gondola lifts or chairlifts): 176, up 10% on 2022/2023
- ▶ Skier days: 23.08 million, an increase of 16.3%
- ▶ Individual skiers: 12.8 million
- ▶ Number of days skied per person: 1.8 days, versus 1.77 the previous year
- ▶ Indoor resorts: 60, 20% more than in 2022/2023. These indoor resorts attracted 4.88 million visits—an increase of 33.7%—thanks to their accessibility and modern equipment.
- ▶ Ski lifts: 30+ new aerial ropeway amenities
- ▶ Visits to resorts > 300 m: 51.07%+

¹ Source: The International Report on Snow and Mountain Tourism

About Mountain Planet: Created in 1974 in Grenoble, France, MOUNTAIN PLANET is the global trade show for mountain development and industry, held at ALPEXPO, the exhibition park in Grenoble, Auvergne-Rhône-Alpes, France. It is a major event and international meeting place for mountain development, showcasing the most recent innovations and trends in the market. Every two years, it brings together the entire global mountain ecosystem—manufacturers, elected representatives, local authorities, accommodation providers, ski area operators, and more. It allows industry professionals to unveil their latest innovations and technological advancements to bring economic and environmental sustainability to mountain development. Every edition of MOUNTAIN PLANET hosts over 900 exhibitors and international brands. It covers a surface area of 60,000m². More than 20,000 professional visitors from over 68 countries participate. The 2026 edition of the MOUNTAIN PLANET trade show will be held from 21 to 23 April 2026 at Grenoble-ALPEXPO. For more info, visit mountain-planet.com

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