



## **Confronting the demand and supply of snow seasonal forecasts for ski resorts : the case of French Alps**

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Alpine ski resorts are highly dependent on snow, which availability is characterized by both a high inter-annual variability and a gradual diminution due to climate change. Due to this dependency to climatic resources, the ski industry is increasingly affected by climate change: higher temperatures limit snow falls, increase melting and limit the possibilities of technical snow making.

Therefore, since the seventies, managers drastically improved their practices, both to adapt to climate change and to this inter-annual variability of snow conditions. Through slope preparation and maintenance, snow stock management, artificial snow making, a typical resort can approximately keep the same season duration with 30% less snow. The ski industry became an activity of high technicity

The EUPORIAS FP7 ([www.euporias.eu](http://www.euporias.eu)) project developed between 2012 and 2016 a deep understanding of the supply and demand conditions for the provision of climate services disseminating seasonal forecasts. In particular, we developed a case study, which allowed conducting several activities for a better understanding of the demand and of the business model of future services applied to the ski industry. The investigations conducted in France inventoried the existing tools and databases, assessed the decision making process and data needs of ski operators, and provided evidences that some discernable skill of seasonal forecasts exist. This case study formed the basis of the recently funded PROSNOW H2020 project. We will present the main results of EUPORIAS project for the ski industry.