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# SEASON REPORT

WINTER 2023/2024

## POWDERGUIDE SEASON REPORT WINTER 2023/2024

### Dear partners, friends and PowderGuide supporters

It feels like we've only blinked once and the season is already over. But so much has happened and it's been great. The start in December was brilliant, hopes were high for an exceptional season - but the weather and winter had its own plans. From Christmas onwards, the Alps were hit by unusually mild temperatures, which continued throughout the winter. It was a season full of highs and lows – literally. Because while we were looking forward to the powder days, the snow cover retreated regrettably early to well over 1500 m altitude, and touring options were massively restricted, especially at lower altitudes. But spring was kind to us, bringing back the winter for a good ten days in April and providing good conditions for the alpine touring season.

But it wasn't just the weather that was turbulent, we also had a lot going on. In November, our new website went online with the new, self-programmed weather maps and, since the beginning of March, we have also been bilingual (German and English). Both were long-standing visions that suddenly became reality in the blink of an eye. In addition, Lea has handed over her many years of editorial management to Klara and a few new PowderGuides have also joined the core team. A winter like a rollercoaster ride, which finally gave us a breathtaking finale at the end-of-season meeting in Engelberg at the end of April.

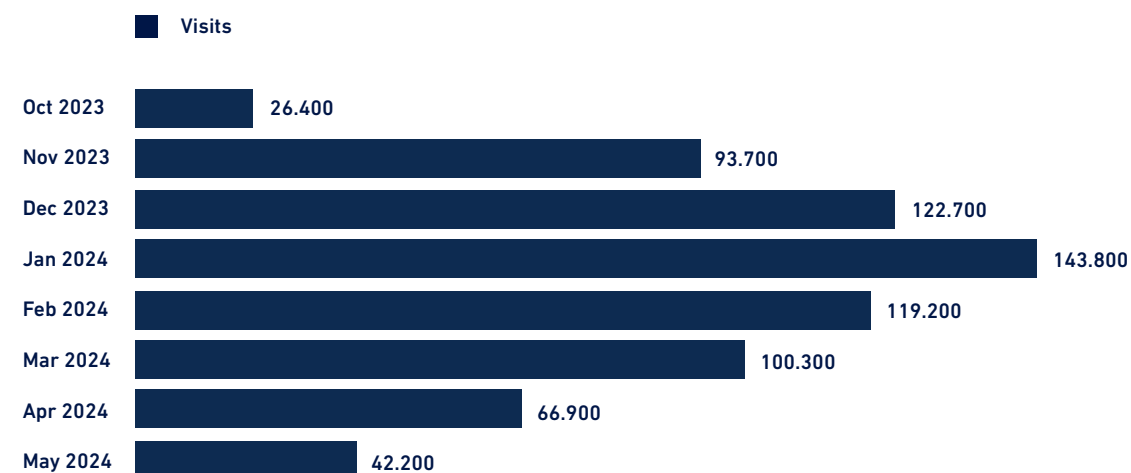
We would like to take this opportunity to thank all our loyal partners, readers and companions and wish them a good end to the season!

Best regards

*Steffen Kruse, Totti Lingott, Lorenzo Rieg, Lea Hartl, Anna Klara Stang, Johannes Wolf, Sebastian Müller, Antonia Paulus, German Wehinger, Lukas Zögernitz, Patrick Wehowsky, Malte Schulz, Timo Macvan, Johanna Korte und Sarah-Luis Schaary,*

– and the whole team of PowderGuide authors and reporters.

## WINTER 2023/2024: THE NUMBERS



**Total visits: 715.200**

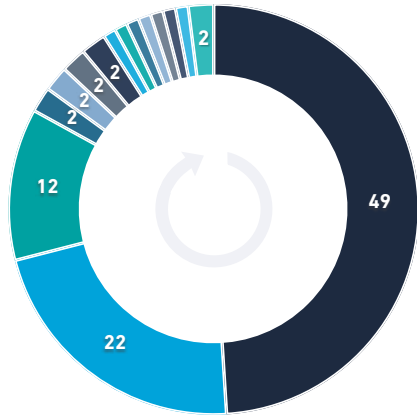
*All numbers are rounded to hundreds. Statistics based on evaluation program Plausible Analytics.*

## STATISTICS – POWDERGUIDE.COM 2023/2024

On a percentage basis: origin, interests, distribution

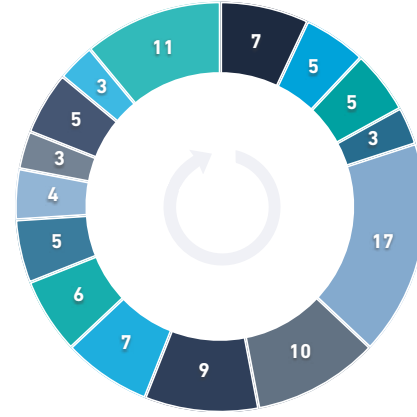
### WEBSITE GERMAN:

Numbers in %



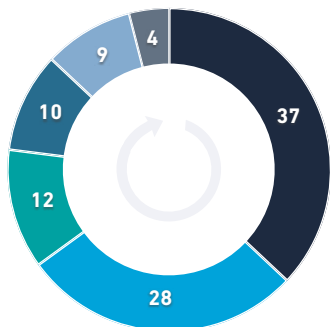
### WEBSITE ENGLISH:

Numbers in %

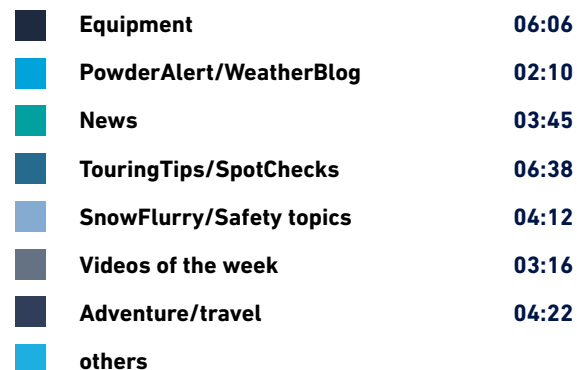
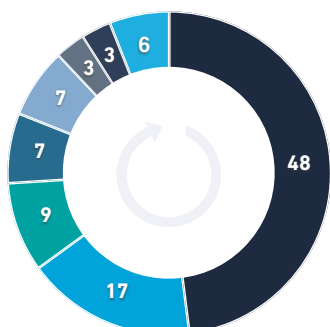


### INTERESTS/DISTRIBUTION:

#### » In total



#### » Magazine



#### Time on site Ø in min.

Magazine	04:44
Home	01:56
Weather	04:17
ConditionsReport	02:16
Website EN	03:33
Equipment	06:06
PowderAlert/WeatherBlog	02:10
News	03:45
TouringTips/SpotChecks	06:38
SnowFlurry/Safety topics	04:12
Videos of the week	03:16
Adventure/travel	04:22



### The work of the PowderGuide Editorial Team

The PowderGuide editorial team and our freelance authors as well as well-known and new partners have once again filled this season with articles on the topics of weather, equipment tests, avalanche awareness, event reports, interviews and critical reflections on the future of winter sports. The quality of the content is extremely important to us, a quality that our readership also appreciates. Once again this year, the PowderAlert – 15 of them, mind you – was of great interest to our readers and our oracle has already become something of a legend, as readers place their utmost trust in his crystal ball – now in its 13th season! Three of the PowderAlert articles (no. 5, 8 and 9) were also among the articles with the widest reach with over 7,000 clicks. These were only topped – once again – by the two legendary ski workshop articles (binding assembly and adjustment), which were clicked on over 16,000 and 20,000 times respectively over the course of the last year.

This season, the community once again provided touring tips and SpotChecks from all corners and valleys of the world and for all those willing to travel, there is now also the PowderGuide weather for the extended Alpine region, Scandinavia, the Pyrenees and the Caucasus. A few more additions are planned for next season, but more on that below.

We are also always happy about the good and informative cooperation with the Alpine associations, POW Austria and the reports from the scientific community such as Lo.La and the Institute for Snow and Avalanche Research in Davos (SLF).





## The focus of this season: Development and IT

As you can easily see, the PowderGuide team put a lot of energy, time and brainpower into further development of the website this season. The new website including the backend, bilingualism, the in-house weather forecast maps, but also a new event calendar are the results of this work. This has brought us much closer to our goal of improving our online presence and visibility, as well as increasing our accessibility. These were all big steps for us, but as you can see from the click figures, they have already paid off.

We will continue to work hard on our website until next season! More information can be found in the preview below!

## PowderGuide in the Social Networks – A growth of Interactions

Over the course of the 2023/2024 season, PowderGuide has significantly expanded its presence on social networks and successfully extended the website's reach via platforms such as Facebook, Instagram and YouTube. This strengthening of the online presence has led to a remarkable increase in interactions and a deepening of the community. Through consistent posting and engagement on Facebook and Instagram, PowderGuide was able to gain new followers and a YouTube channel for gear reviews was also opened.

The response to the published content was extremely positive, as evidenced by the high number of clicks, likes, comments and shares. The contributions to the "PowderAlert" section in particular met with great interest within the Facebook community, which was reflected in the top 3 highlight posts with 25,000, 7,100 and 6,500 interactions. The Instagram reel in cooperation with Sport Conrad achieved 6,000 views. It underlines the popularity of such formats and emphasizes the importance of visual content. The posts "PowderMap by PowderGuide" (268 likes), "Competition with Engelberg" (194 likes) and "PowderGuide – new website" (161 likes) achieved the most likes on Instagram this season.

A total of 350 stories (on Instagram and Facebook) were posted over the course of the season, each of which was viewed over 1,000 times on average. A total of 90 posts and 6 reels were published on Instagram, which not only generated a high number of clicks, but also strong interactions such as comments, shares and saves. PowderGuide's active involvement

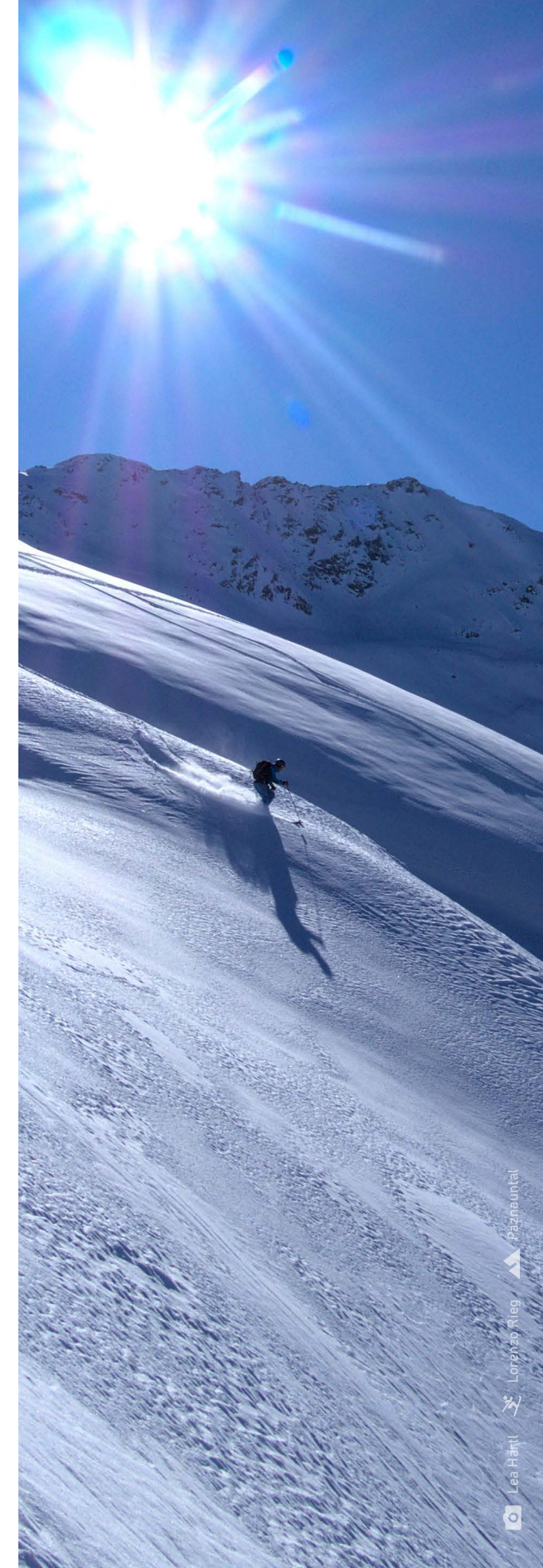
in the form of comments, links and sharing of partner content also helped to increase visibility and reach.

Given the success of the current season, PowderGuide plans to increase the frequency and variety of video content, particularly through more reels and moving images. Furthermore, interaction with the community is to be increased through targeted campaigns and collaborations in order to further strengthen loyalty and engagement.

## Gear Reviews – An Evergreen also in the Season of 2023/2024

In winter 2023/2024, we published 19 gear reviews in which we put various interesting new products from our partners and the most interesting products on the market through their paces. This is a lot of work, but we really enjoy it and our readers appreciate it. Thanks to our diverse, independent and detailed gear reviews, in which the gear is really put under the microscope, we offer our readers clear added value in terms of information, but we can also present our partners' products well.

Our requirements also show that quality is very important to us. The gear must be tested extensively during freeriding and touring. On the one hand to be able to assess the quality and durability, and on the other hand to assess the performance under a wide range of conditions. This makes our gear reviews interesting not only at the time of publication, but often also in the long term, which is also strongly reflected in the number of hits on the articles.



## ConditionsReports in Winter 2023/2024 – A Rollercoaster of Snow Conditions

The winter was full of ups and downs, but our ConditionsReporters were not discouraged. Despite the challenges, over 300 reports were published from all parts of the Alps and even beyond. From wild freeride descents to relaxed touring adventures under bright blue skies - they shared everything with us, true to the motto "by freeriders for freeriders". And then the spectacular finale came in April: A huge blast of cold air with plenty of snow in tow brought the winter season to an end. Hopes of a long touring season were rekindled. A perfect opportunity for snow enthusiasts to create more ConditionsReports.

We are very grateful to our ConditionsReporters for providing us with their valuable information year after year. At this year's final meeting of the PowderGuide community in picturesque Engelberg, the Conditions-Report was of course one of the most important topics of conversation. The annual awards ceremony for the deserving reporters was a real highlight, showing appreciation for their hard work.

All in all, we are looking forward to the upcoming 2024/2025 season with confidence, where hopefully more ConditionsReports of breathtaking snow days will appear on PowderGuide.com again. May the weather be merciful and provide us with numerous unforgettable adventures!



## Preview of Winter 2024/2025

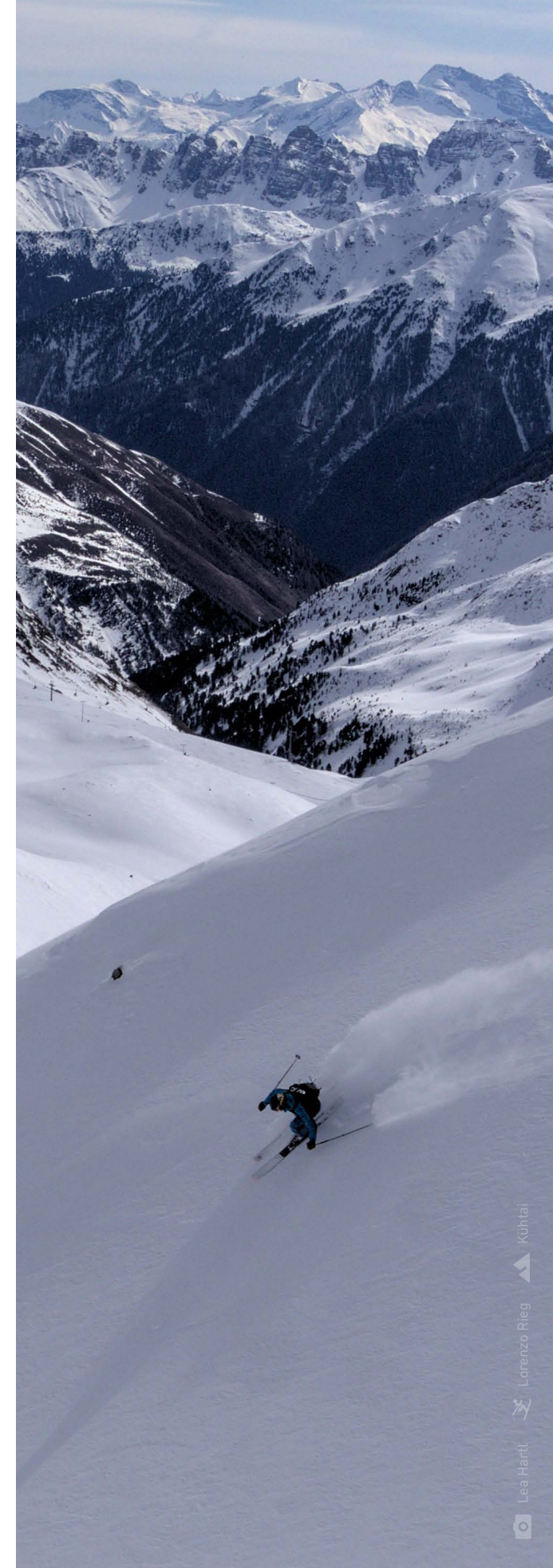
We remain true to our core competencies and report on winter topics for all winter sports enthusiasts. We share our experience, our knowledge and our passion with our readers. The focus is on the quality of the reports. Of course, we want to take this into the next season - this will be the 24th winter season since PowderGuide was founded.

After the website relaunch is before the expansions! With the experience of a complete season and the user feedback on the new website, we have already started the revision during the winter, which we will complete over the summer.

There will also be a few additions to the weather maps. On the one hand, we want to expand the forecast maps to include the relevant European mountain ranges, i.e. the Balkans, the Carpathians, the Apennines, but also a few German low mountain ranges and, for example, the High Tatras. In the future, it will also be possible to use a probe to read point values from the map and display the meteogram for the next few days for this location. At the same time, the recently initiated search function will be improved and further PowderGuide content will be available on the map (TouringTips, SpotChecks, events, etc.). In the next step, the forecast values of the weather data will then be divided into morning (6 hours), afternoon (6 hours) and night (12 hours) (previously projected as 24-hour data).

The ConditionsReport app is also due for a major rework. We will be revising it in terms of user-friendliness, functionality and, above all, language input so that English-language ConditionsReports can also be written next season. In addition, there will be a 'CR light or User-CR' in the future, which will allow users to describe the current conditions with a quick entry (free text, image or video, star rating). We are also in contact with the avalanche warning services to expand the content of the CR input field with relevant condition descriptions.

So we certainly won't be bored in the summer, we are already looking forward to the next winter season and are sure that we will restart with a more complete package concerning our full range of services!





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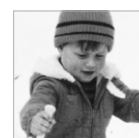
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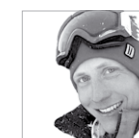
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