

‘SKI RAGE’ PLAGUES ONE IN FIVE PISTE OFF BRITS

Insurer warns of the dangers posed by stressed out skiers

One in five Brits has experienced ‘*ski rage*’ according to a new report¹ from **Lloyds TSB Insurance** highlighting some of the dangers of the slopes. A million Brits will be heading off this winter clutching their skis and snowboards, hoping for a relaxing break. However, many could be left counting the cost of injuries and accidents, with **one in ten not covered** by winter sports insurance.

The research proves that icy temperatures don’t guarantee cool tempers, with many left fuming by the lack of ‘piste etiquette’ shown by fellow skiers. The most common cause of ski rage is being cut up by another skier (60 per cent), while queue jumping, in second place, also enrages a fair few (40 per cent). Almost a third (28 per cent) said that the final straw was having someone bump into them, while a short tempered 20 per cent were sent into a tantrum by people sitting on the slopes or blocking their path.

A third (29 per cent) said ski rage destroyed their concentration, while a fifth (21 per cent) admitted their anger affected their mood for an entire day. Worryingly, a fifth said they had exchanged obscenities, while three per cent had resorted to physical violence.

Claims for injuries, medical expenses and lost property are the most common submitted by Lloyds TSB Insurance customers, with rising tension between fellow skiers the likely cause of many claims.

The skiing and snowboarding types whose bad habits are most likely to set tempers flaring are:

- **‘Speedy Skiers’** ignoring others 29 per cent
- **‘Lift Hoggers’** 13 per cent
- **‘Swervers’** who cut up other skiers 26 per cent
- **Ski Lift Queue Dodgers’** 29 per cent
- **‘Ski School Starters’** who just can’t stop 4 per cent

.../more

‘SKI RAGE’ PLAGUES ONE IN FIVE PISTE OFF BRITS.../2

Phil Loney, Managing Director, Lloyds TSB Insurance, said: “A winter sports holiday may mean ice cold temperatures, but in many cases, tempers are anything but cool. The stress of the slopes, with ‘ski-schoolers’ practicing snow ploughs and the pros hurtling down the black runs is bound to test even the most mild-mannered skier.”

The cocktail of icy conditions, inconsiderate skiers and lack of experience can be dangerous, with a fifth (20 per cent) saying they have had an accident while skiing. The most common causes of accidents and injuries while skiing are:

- Awkward landings 49 per cent
- Collisions with other skiers 22 per cent
- Failing to stop 21 per cent
- Skiing on a difficult run 20 per cent
- Falling off the ski lift 17 per cent
- Hitting a tree or building 10 per cent
- Skis falling off 10 per cent

Phil Loney added: “While most people have travel insurance, not all of us remember that winter sports are not automatically covered. Checking that you are covered for injuries or lost property on the slopes is an absolute must.”

-ends-

Notes to editors:

¹Research conducted by Tickbox.net, during October 2005. Sample size 1610.

For further information:

Emile Abu-Shakra

Lloyds TSB Press Office

Tel: 020 7356 1878

emile.abu-shakra@lloydtsb.co.uk

www.mediacentre.lloydtsb.com

Lloyds TSB Insurance has compiled a quick-fire guide to the ski safety:

- **Watch out for other skiers.** Collisions with others on the slopes are one of the main causes of accidents and ski rage on the piste.
- **Check your skis.** You'll need to ensure that both your skis, boots and bindings are properly adjusted to your weight and height.
- **Warm up.** Before you start your day's skiing do some simple exercises to avoid strained muscles. If you're planning on tackling more advanced slopes, at least start out with a couple of slower runs.
- **Keep control.** Don't ski beyond your ability and respect the various difficulty levels of the slopes.
- **Stay on the trails.** Don't venture off piste or onto potential avalanche areas e.g. where there is deep snow.
- **Dress warmly.** Wear layers of close fitting clothing to avoid getting tangled in ski lifts.
- **Take breaks.** Many injuries are caused by weary skiers at the end of their day.
- **Stay aware.** Keep your eyes on the slopes and watch out for patches of ice and rocks. Take special care in bad weather and snow blizzards when visibility could be a problem.
- **Take lessons.** Enrol in ski school before you take to the slopes for the first time. Even if you have had lessons in the past, it can be a good idea to take a refresher course.
- **Keep hold of your skis.** If you're taking a break, make sure you don't lose sight of your skis, boots and poles. Find a locker at the resort if at all possible.