



FACTS+STATS

SKI AND SNOWBOARD INDUSTRY 2014-15



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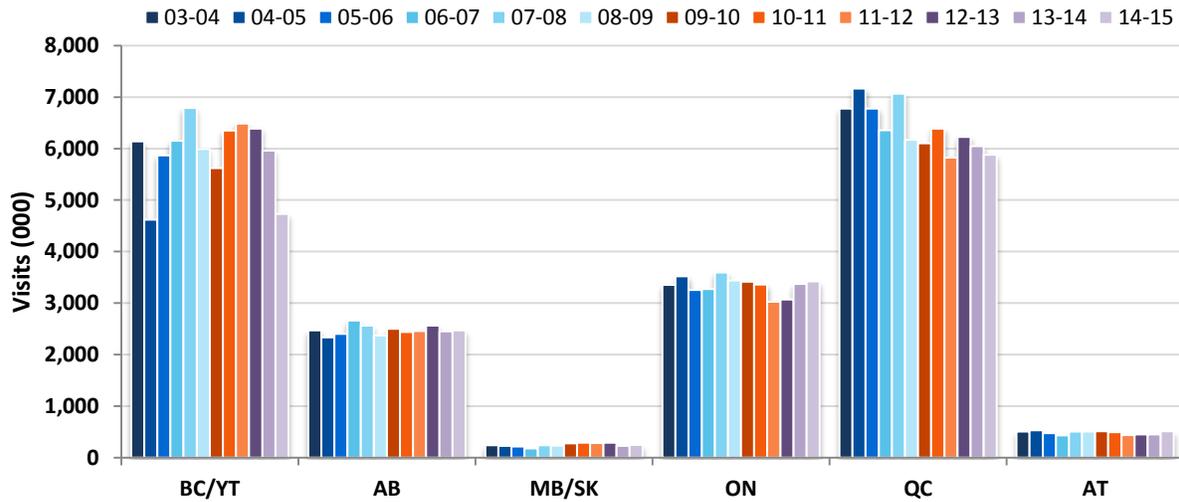
The Canadian Ski Council's Facts and Stats document outlines the latest demographic research on Canadian skiers, snowboarders, and cross-country skiers and is based on data collected by the Print Measurement Bureau (PMB). PMB conducts surveys with Canadians 12 years of age

and over, with a sample size of over 22,000 surveys. The 2014-2015 Facts and Stats are compiled from the PMB 2014-2015 - year database, with surveys collected with Canadian consumers between April 2013 and March 2015.

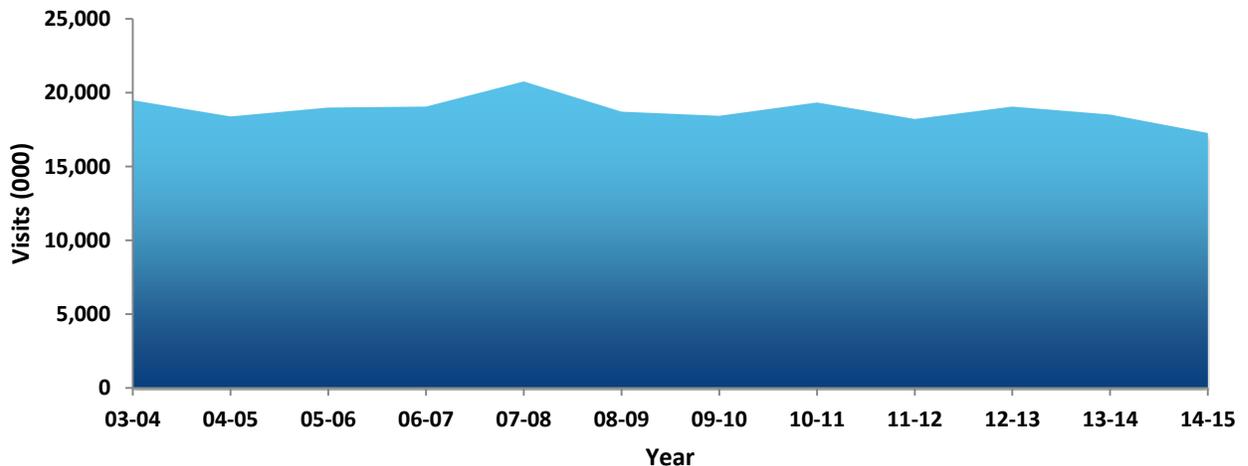
1. Alpine Skier/Snowboarder Visits - Historical

Alpine skier/snowboarder visits measure the number of times in which they visited ski areas, therefore measuring the volume or frequency of visits in a season (as opposed to the number of people who ski/snowboard). For a detailed breakdown of historical skier visits, please look in the appendix, which can be found on page 12.

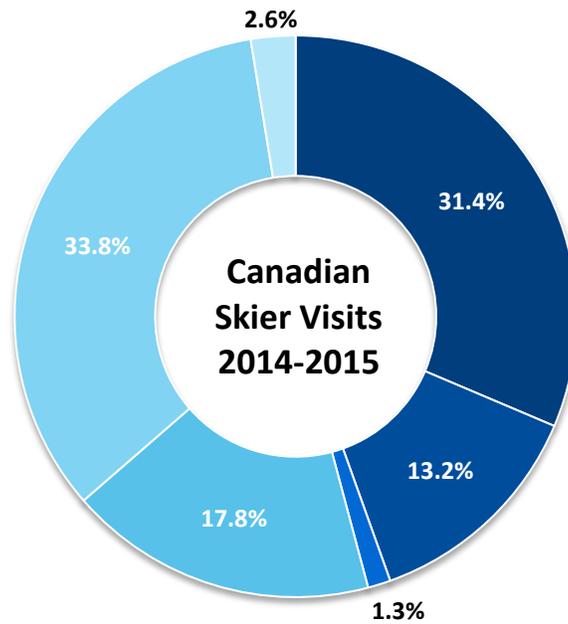
Skier/Snowboarder Visits by Province



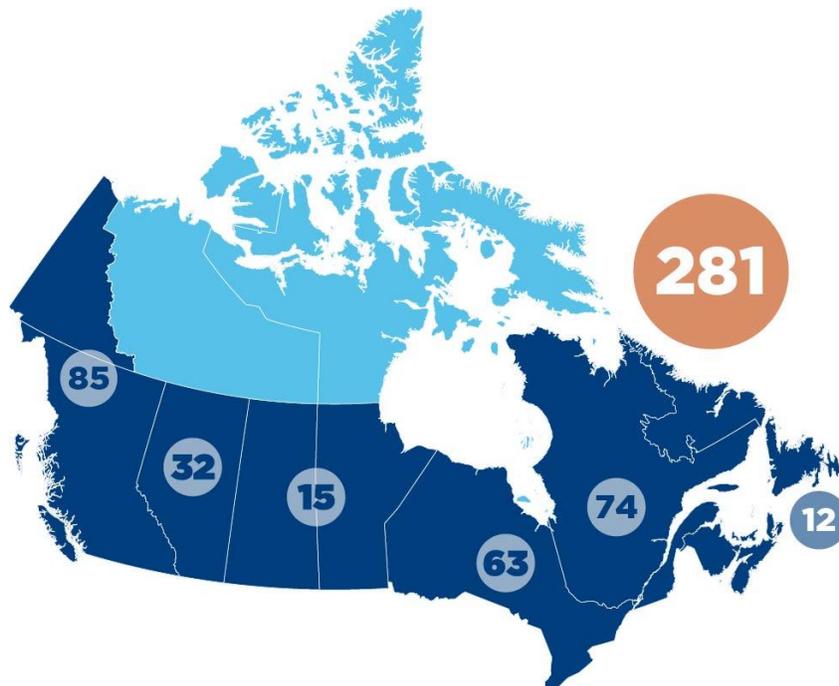
Total Canadian Skier Visits



■ BC/YT ■ AB ■ MB/SK ■ ON/ ■ QC ■ AT



2. Estimated Number of Ski Areas in Canada



Source: Regional Ski Area Operator Associations including Atlantic Ski Area Association, Association des stations de ski du Quebec (Quebec Ski Areas Association), Ontario Snow Resorts Association, Canada West Ski Areas Association.

3. Canadian Snowsports Participation



The following chart shows the participation rate for all skiers and snowboarders by province/region. **Please note that this data may include some cross participation or those who participate in more than one sport.** The data that is included on the following pages of this document has been collected from Spring 2015 Print Measurement Bureau 2 year report.

PMB 2 year data - includes participation in all three sports (skiing/snowboarding/cross-country) and possible cross participation.

Province	Alpine skiers – participation rate %				
	2011	2012	2013	2014	2015
AT	3.9%	3.6%	3.7%	3.5%	4.0%
QC	8.8%	8.2%	8.9%	9.0%	9.4%
ON	6.3%	6.2%	7.2%	6.2%	6.3%
MB/SK	8.2%	6.8%	4.9%	6.4%	7.0%
AB	9.7%	7.8%	5.4%	6.7%	7.0%
BC	8.7%	10.2%	10.8%	7.9%	6.0%
CA	7.4%	7.1%	7.4%	6.9%	7.0%

Province	Snowboarders – participation rate %				
	2011	2012	2013	2014	2015
AT	3.5%	1.8%	1.8%	1.9%	1.7%
QC	4.7%	4.1%	4.5%	5.0%	4.0%
ON	4.0%	4.4%	4.6%	3.6%	3.6%
MB/SK	6.7%	6.6%	4.7%	5.0%	5.1%
AB	7.2%	6.4%	5.2%	6.0%	5.8%
BC	6.9%	6.3%	6.3%	5.0%	4.4%
CA	5.0%	4.8%	4.6%	4.2%	3.9%

Province	Cross-Country – participation rate %				
	2011	2012	2013	2014	2015
AT	3.3%	3.9%	3.2%	1.8%	3.2%
QC	5.4%	6.7%	6.8%	6.1%	6.3%
ON	3.1%	3.9%	4.4%	4.0%	3.5%
MB/SK	3.8%	5.2%	4.6%	4.4%	4.0%
AB	4.1%	5.7%	4.7%	4.7%	4.4%
BC	3.0%	2.8%	4.2%	4.1%	2.6%
CA	3.8%	4.6%	4.9%	4.4%	4.1%



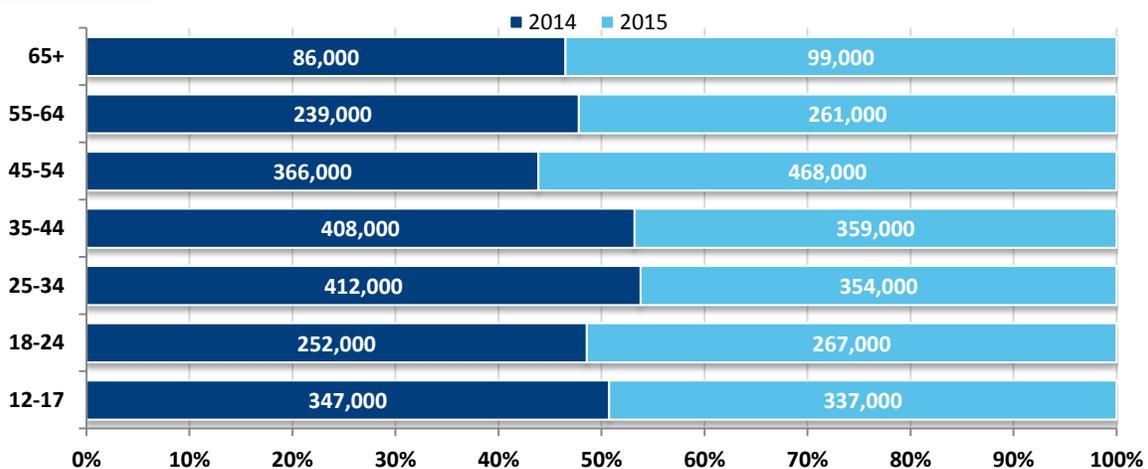
4. Demographics of Snowsports Participants

SKIERS

MARKET SIZE

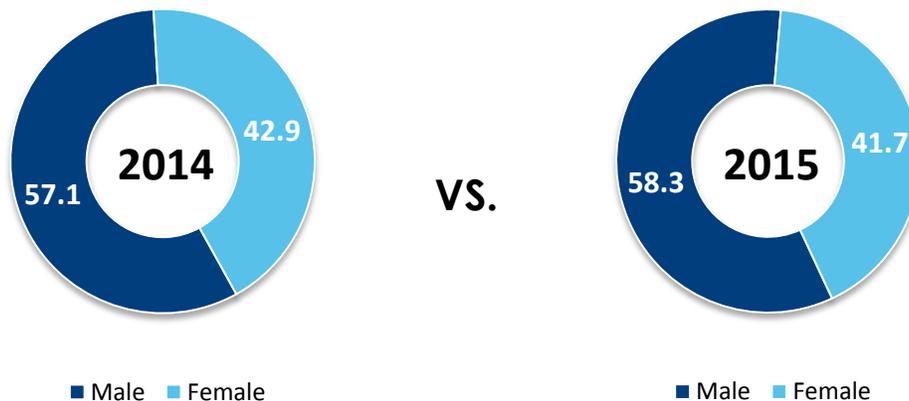
- 7.0% (2,146,000) of Canadians over the age of 12 downhill ski (2015), which is nearly the same as was reported in 2014 (2,110,000 or 6.9%).
- 34.3% (737,000) of all alpine skiers live in communities with a population between 100,000 and 2 million (2015), compared to 35.0% (738,000) in 2014.
- 22.7% (487,000) of all alpine skiers live in communities with a population less than 100,000 (2015) compared to the same percentage (22.7% or 479,000) in 2014.

AGE PROFILE



- 52.8% (1,134,000) of all alpine skiers live in households with children under the age of 18 (2015), compared to 57.5% (1,214,000) in 2014.

GENDER PROFILE



- 57.1% (1,225,000) of alpine skiers are married or living together (2015), compared to 54.2% (1,143,000) in 2014.
- 3.3% (71,000) of all alpine skiers are divorced (2015), compared to 2.9% (61,000) in 2014.

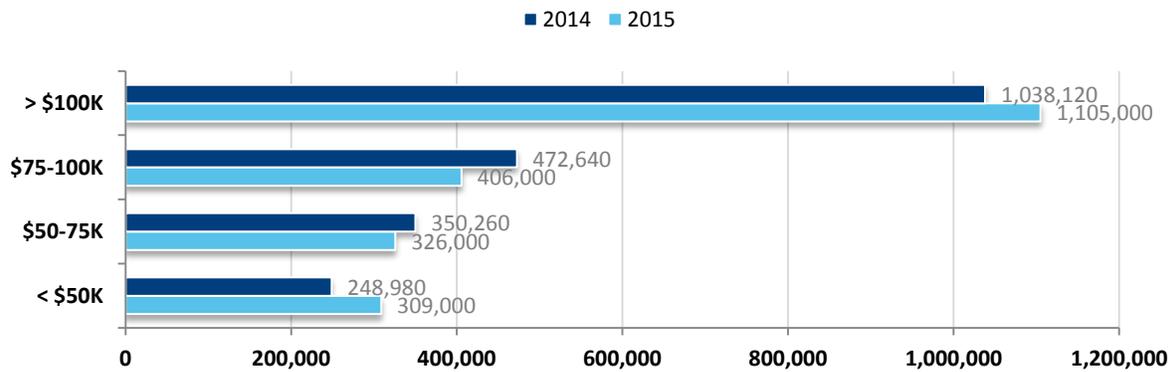
LANGUAGE PROFILE



- 62.5% (1,341,000) of skiers speak English at home (2015), compared to the same percentage (62.5% or 1,318,000) in 2014.
- 27.9% (598,000) of skiers speak French at home (2015), compared to 26.3% or 554,000 in 2014.

HOUSEHOLD INCOME

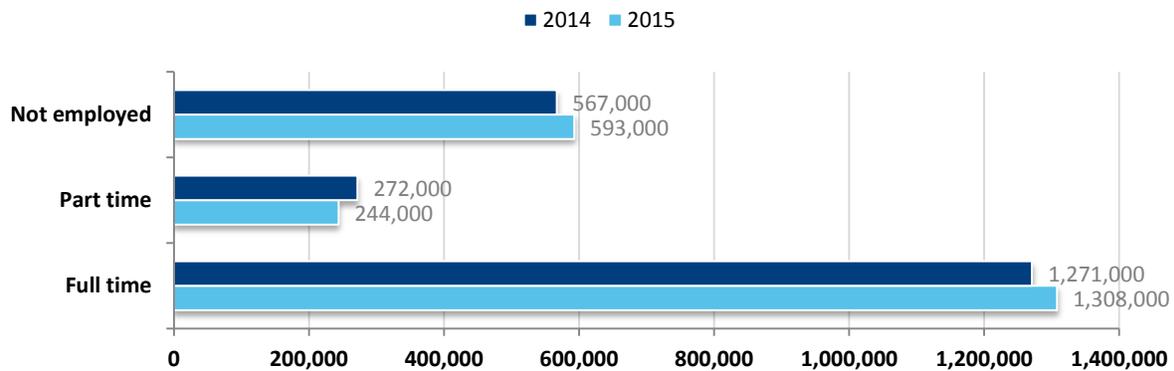
Skier Household Income



- 83.8% (1,799,000) of all alpine skiers own their dwelling (2015), compared to 88.8% (1,748,000) in 2014.

EMPLOYMENT PROFILE

Skier Employment Status

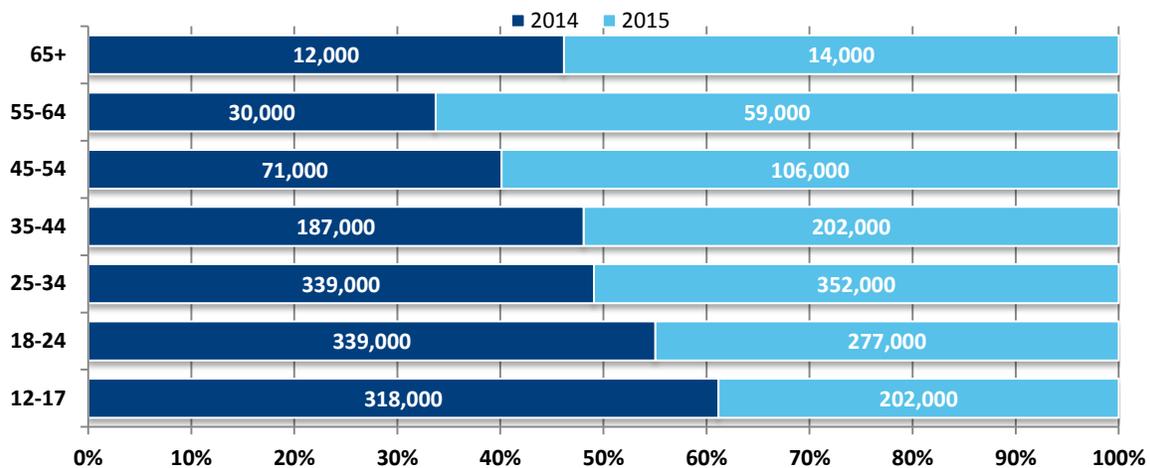


SNOWBOARDERS

MARKET SIZE

- 3.9% (1,211,000) of Canadians over the age of 12 snowboard (2015), compared to 4.3% (1,295,000) in 2014.
- 41.7% (505,000) of all snowboarders live in communities with a population between 100,000 and 2 million (2015), compared to 40.2% (521,000) in 2014.
- 20.9% (253,000) of all snowboarders live in communities with a population less than 100,000 (2015), compared to 25.9% (335,000) in 2014.

AGE PROFILE



- 39.6% (479,000) of all snowboarders are between the ages of 12-24 (2015), compared to 50.7% (657,000) in 2014.
- 52.0% (630,000) of all snowboarders live in households with children under the age of 18 (2015), compared to 55.0% (712,000) in 2014.

GENDER PROFILE



- Snowboarders tend to be young, single males.
- 52.0% (627,000) of all snowboarders are single, divorced, separated, or widowed (2015), compared to 63.6% (820,000) in 2014.
- 48.1% (582,000) of all snowboarders are married or living together (2015), compared to 36.4% (471,000) in 2014.

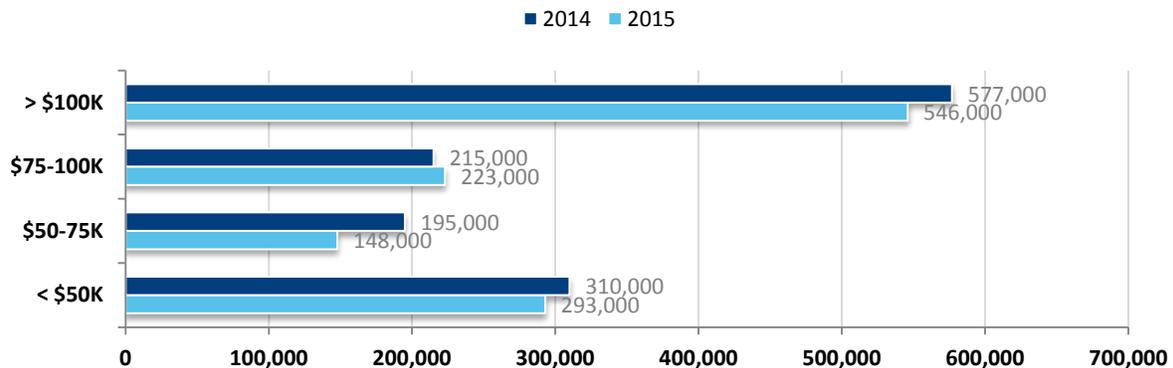


LANGUAGE PROFILE

- 70.9% (859,000) of snowboarders speak English at home (2015), compared to 65.7% (851,000) in 2014.
- 18.8% (228,000) of snowboarders speak French at home (2015), compared to 23.6% (305,000) in 2014.

HOUSEHOLD INCOME

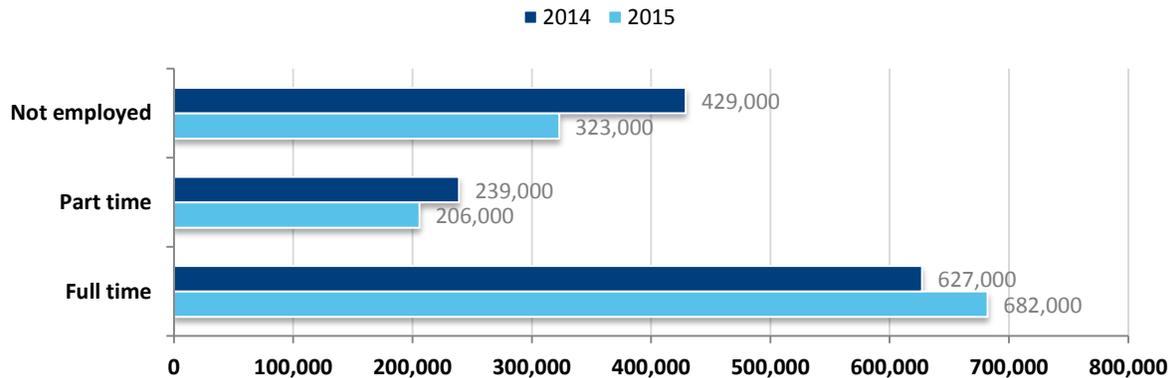
Snowboarder Household Income



- 75.7% of all snowboarders have annual household incomes over \$50,000 (2015), compared to 76.2% in 2014.
- 74.3% (900,000) of all snowboarders own their dwelling (2015), compared to 72.9% (944,000) in 2014.

EMPLOYMENT PROFILE

Snowboarder Employment Status

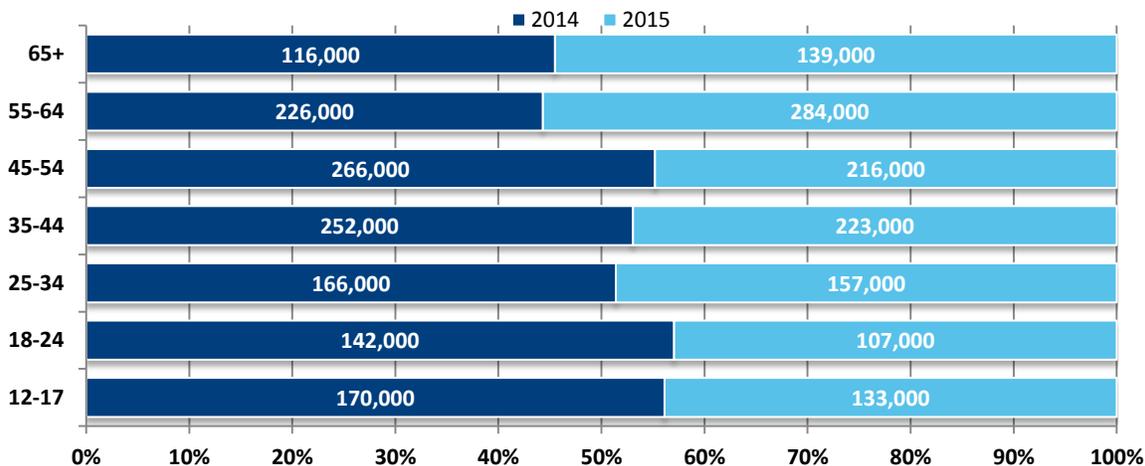


CROSS-COUNTRY

MARKET SIZE

- 4.1% (1,259,000) of Canadians over the age of 12 cross-country ski (2015), compared to 4.4% (1,337,000) in 2014.
- 39.5% (497,000) of all cross-country skiers live in a community with a population between 100,000 and 2 million people (2015), compared to 38.1% (509,000) in 2014.
- 28.4% (358,000) of all cross-country skiers live in a community with a population less than 100,000 (2015), compared to 31.0% (415,000) in 2014.

AGE PROFILE



- 45.0% of all cross-country skiers live in households with children under the age of 18 (2015), compared to 43.7% in 2014.

GENDER PROFILE



- 61.6% (775,000) of all cross-country skiers are married or living together (2015), compared to 58.4% (776,000) in 2014.
- 38.0% of cross-country skiers are single, divorced, separated or widowed (2015), compared to 41.7% in 2014.

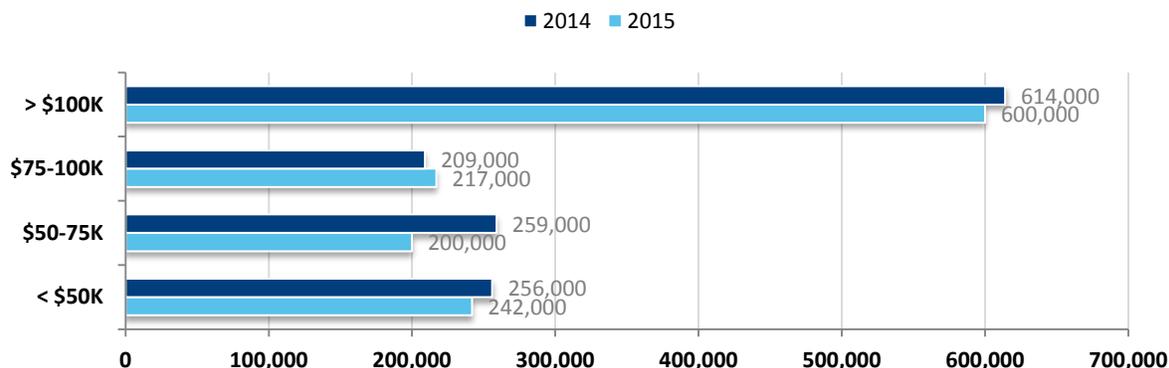


LANGUAGE PROFILE

- 62.8% (791,000) of cross-country skiers speak English at home (2015), compared to 63.9% (854,000) in 2014.
- 30.8% (388,000) of cross-country skiers speak French at home (2015), compared to 30.7% (410,000) in 2014.

HOUSEHOLD INCOME

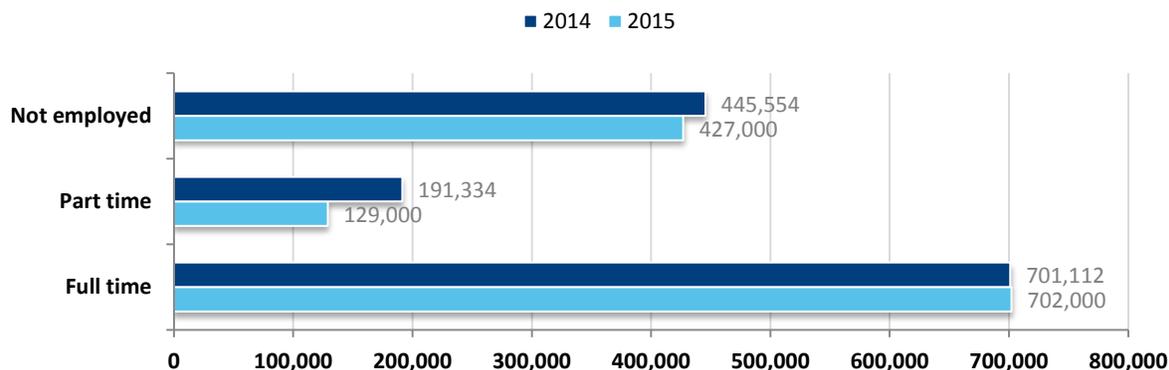
Cross-Country Household Income



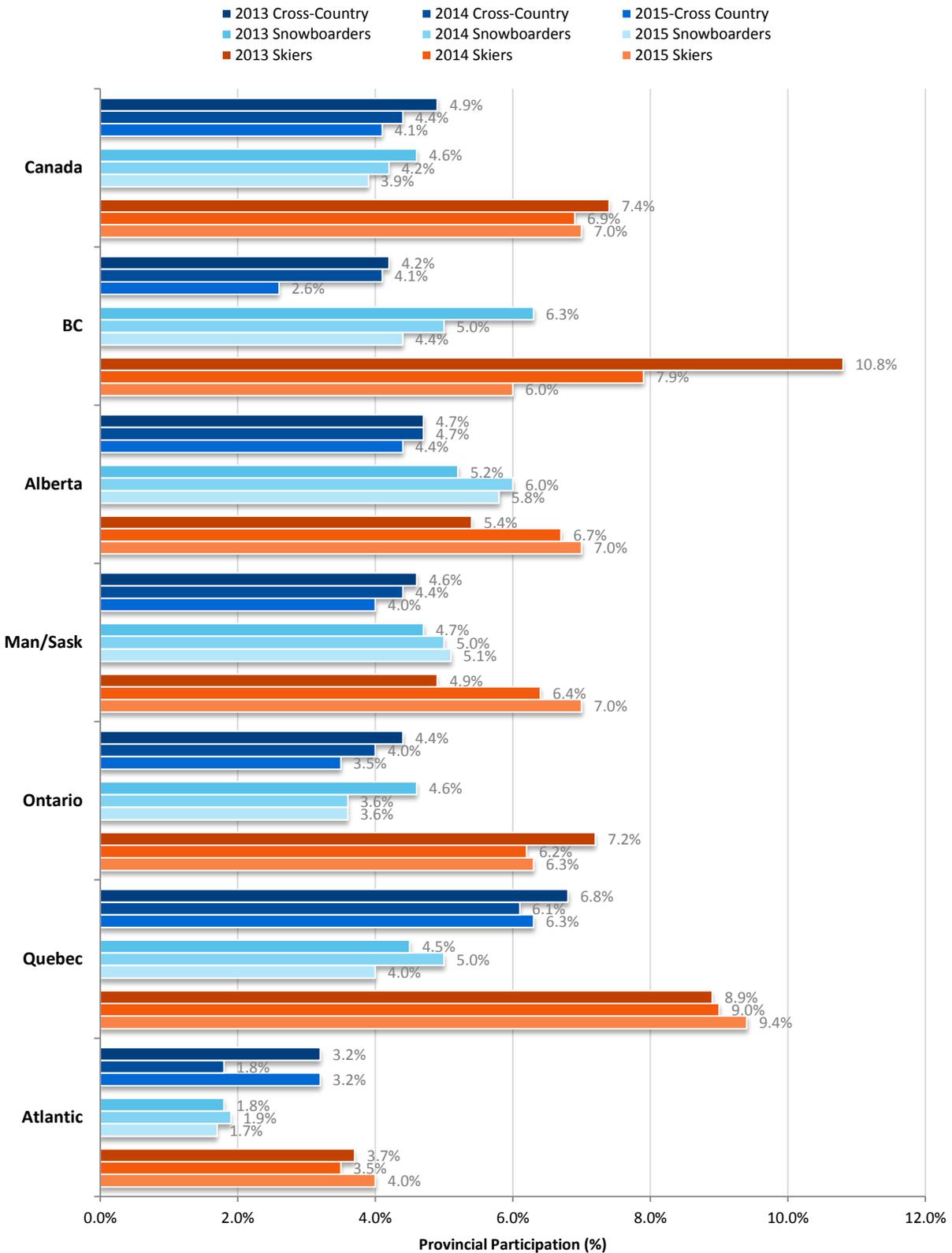
- 80.8% of all cross-country skiers have annual household incomes over \$50,000 (2015), compared to 80.9% in 2014.
- 84.4% (1,063,000) of all cross-country skiers own their dwelling (2015), compared to 81.4% (1,088,000) in 2014.

EMPLOYMENT PROFILE

Employment Status



Regional Participation Totals



5. APPENDIX



LEISURE ACTIVITIES	PERSONALLY PARTICIPATE		
	Times Past 12 Months		
	1-2	3-9	10+
ACTIVITIES:			
Baking From Scratch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Billiards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bird Watching	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Camping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Collecting:			
— Coins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Stamps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crafts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dancing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dressmaking/Sewing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertaining At Home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gardening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Genealogy/Family Tree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gourmet Cooking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knitting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Photography	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Woodworking:			
— Building	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
— Stripping/Refinishing/ Staining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FITNESS:			
Acrobatics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exercise At Home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health/Fitness Club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jogging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swimming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking/Hiking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yoga/Pilates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SPORTS:			
Badminton	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bowling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Squash	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tennis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cross-Country Skiing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downhill Skiing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snowboarding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snowmobiling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snowshoeing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ice Skating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In-Line Skating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mountain Biking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bicycle Riding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Motorcycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Archery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fishing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hunting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TEAM SPORTS:			
Basketball	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Baseball/Softball	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Football	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soccer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Volleyball	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Curling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ice Hockey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Roller Hockey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BOATING:			
Canoeing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Power Boating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rowing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sailing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wind Surfing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Snowsports participation question, as asked in the Print Measurement Bureau Survey.



SKIER/SNOWBOARDER VISITS BY PROVINCE

Participation Rates	04-05	05-06	06-07	07-08	08-09	09-10	10-11	11-12	12-13	13-14	14-15
BC-Yukon Alpine	4,327	5,574	5,858	6,434	5,667	5,323	5,942	6,028	6,049	5,583	4,450
BC Nordic	200	200	193	252	241	211	288	306	328	258	179
Heli-Cat Ski	90	96	97	102	87	80	86	88	94	103	98
BC-Yukon Total	4,617	5,870	6,149	6,787	5,994	5,614	6,316	6,422	6,472	5,944	4,727
Share of Cdn Skier Visits	25.0%	31.0%	32.0%	33.0%	32.0%	30.0%	33.0%	35.0%	34.0%	32.0%	27.4%
Share of NA Skier Visits	6.1%	7.5%	8.3%	8.4%	7.9%	7.2%	7.9%	9.3%	8.5%	8.0%	6.7%
# Ski Areas/Resorts	45	45	45	47	46	46	46	46	46	46	45
# Heli-Cat Ski Operations	43	43	41	41	41	33	40	40	40	40	40
Alberta Alpine	2,273	2,340	2,612	2,495	2,300	2,448	2,345	2,383	2,486	2,375	2,184
Alberta Nordic	63	63	51	69	68	51	96	75	75	75	283
Alberta Total	2,336	2,403	2,663	2,564	2,369	2,499	2,441	2,458	2,561	2,450	2,467
Share of Cdn Skier Visits	12.7%	12.7%	14.0%	12.4%	12.7%	13.6%	12.6%	13.5%	13.4%	13.0%	14.3%
Share of NA Skier Visits	3.1%	3.1%	3.6%	3.2%	3.1%	3.2%	3.1%	3.6%	3.4%	3.3%	3.5%
# Ski Areas/Resorts	32	33	31	31	31	31	31	32	32	32	32
Manitoba / Saskatchewan	226	215	181	242	236	275	290	272	279	229	244
Share of Cdn Skier Visits	1.2%	1.1%	0.9%	1.2%	1.3%	1.5%	1.5%	1.5%	1.5%	1.2%	1.4%
Share of NA Skier Visits	0.3%	0.3%	0.2%	0.3%	0.3%	0.4%	0.4%	0.4%	0.4%	0.3%	0.3%
# Ski Areas/Resorts	16	16	16	13	14	14	14	15	15	15	15
Ontario	3,520	3,252	3,275	3,594	3,443	3,418	3,362	3,028	3,070	3,370	3,420
# Ski Areas/Resorts	65	65	65	63	64	65	64	63	63	63	63
Quebec	7,164	6,773	6,357	7,064	6,168	6,101	6,438	5,583	6,226	6,048	5,879
# Ski Areas/Resorts	82	75	80	80	79	78	75	75	72	72	74
Atlantic	529	476	434	506	508	515	494	440	450	450	510
# Ski Areas/Resorts	14	13	12	12	12	11	11	11	11	11	12
Total Canada	18,392	18,989	19,059	20,758	18,718	18,423	19,340	18,203	19,058	18,369	17,247

Source: Regional Ski Area Operator Associations including Atlantic Ski Area Association, Association des stations de ski du Quebec (Quebec Ski Areas Association), Ontario Snow Resorts Association, Canada West Ski Areas Association.

METROPOLITAN PARTICIPATION RATES

City	Skiers			Snowboarders			Cross-Country		
	2013	2014	2015	2013	2014	2015	2013	2014	2015
Montreal	395,000	409,000	393,000	162,000	161,000	150,000	230,000	208,000	223,000
Toronto	368,000	359,000	425,000	199,000	165,000	183,000	168,000	137,000	134,000
Vancouver	195,000	126,000	104,000	164,000	114,000	120,000	61,000	68,000	47,000

Source: PMB 2014-2015 2 year data.



REGIONAL/PROVINCIAL SHARES

Province	Skiers			Snowboarders			Cross-Country		
	2013	2014	2015	2013	2014	2015	2013	2014	2015
BC	439,000	325,000	245,000	257,000	206,000	180,000	169,000	169,000	107,000
Alberta	178,000	226,000	246,000	169,000	203,000	202,000	154,000	160,000	153,000
Man/Sask	77,000	117,000	144,000	79,000	65,000	84,000	90,000	77,000	67,000
Ontario	842,000	730,000	753,000	542,000	428,000	423,000	515,000	461,000	418,000
Quebec	626,000	639,000	673,000	315,000	353,000	288,000	475,000	434,000	448,000
Atlantic	77,000	72,000	84,000	38,000	39,000	35,000	67,000	37,000	66,000

Source: PMB 2014-2015 2 year data.

OCCUPATION

Occupation	Skiers			Snowboarders			Cross-Country		
	2013	2014	2015	2013	2014	2015	2013	2014	2015
Professional	10.4%	11.3%	9.4%	3.9%	5.7%	7.2%	9.1%	10.5%	11.4%
Owners/Management	4.7%	6.4%	6.4%	1.9%	2.6%	5.0%	4.5%	5.8%	6.1%
Tech/Sales/Teaching	14.7%	14.7%	13.8%	10.6%	12.4%	11.8%	15.9%	14.0%	13.7%
Clerical	8.2%	8.2%	7.2%	10.3%	10.1%	10.1%	5.5%	6.8%	5.8%
Skilled	9.2%	9.1%	10.4%	13.1%	11.8%	12.9%	8.2%	7.7%	6.1%
Unskilled	7.7%	7.8%	8.7%	16.1%	15.4%	15.6%	9.4%	10.0%	7.8%
Other	28.9%	26.5%	27.1%	34.7%	33.1%	27.2%	33.5%	32.8%	33.0%

Source: PMB 2014-2015 2 year data.

EDUCATION

Education Level	Skiers			Snowboarders			Cross-Country		
	2013	2014	2015	2013	2014	2015	2013	2014	2015
No Certification	20.6%	18.5%	17.5%	31.5%	27.3%	20.6%	18.8%	18.6%	14.5%
High School Grad	19.0%	16.8%	16.9%	28.4%	25.0%	27.1%	18.8%	16.5%	15.0%
Trade Diploma	10.2%	12.2%	9.7%	7.6%	7.8%	10.2%	8.5%	9.5%	9.1%
University Grad/Other Cert.	38.0%	38.5%	43.1%	28.1%	34.8%	36.0%	41.3%	41.4%	43.4%
Post Graduate +	12.1%	14.0%	12.8%	4.4%	5.2%	6.3%	12.6%	14.1%	18.1%

Source: PMB 2014-2015 2 year data.

