



## Board Meeting Report - January 11, 2016

### 1) 2015/16 Skier/Rider Development Programs

#### a) Grade 4 & 5 SnowPass

Total SnowPasses received to-date - Jan 1st, 2016				
	2013/14	2014/15	2015/16	Percentage Change
<b>Canada</b>	<b>19701</b>	<b>20739</b>	<b>20128</b>	<b>-2.0%</b>
<b>Western Canada</b>	7487	7433	<b>8673</b>	<b>9.8%</b>
NT	2	0	<b>0</b>	<b>-100.0%</b>
YT	4	4	<b>15</b>	<b>233.3%</b>
BC	4448	3888	<b>4465</b>	<b>-2.8%</b>
AB	2975	3428	<b>4049</b>	<b>26.0%</b>
SK	32	50	<b>69</b>	<b>56.8%</b>
MB	26	63	<b>75</b>	<b>66.7%</b>
ON	5764	6107	<b>4923</b>	<b>-14.0%</b>
QC	6224	6968	<b>6393</b>	<b>-4.9%</b>
NB	71	77	<b>52</b>	<b>-24.6%</b>
NS	120	122	<b>74</b>	<b>-29.2%</b>
PE	15	14	<b>4</b>	<b>-55.6%</b>
NL	15	11	<b>7</b>	<b>-44.0%</b>

- Overall sales remain good despite the lack of snow in Ontario/Quebec and Atlantic
- 611 units behind FY15, but 427 ahead of FY14
- Sales pace is consistent with last year
- Marketing campaign has been adjusted to run longer and at additional frequency now that snow is falling in the east

## b) Canadian Lift Pass

- CLP program changes have had the expected changes of:

- a) Driving Sales earlier in the year
- b) Increasing the yield to ski areas

### Canadian Lift Pass Sales

January 1, 2016

	<b>FY15</b>	<b>FY16</b>	<b>FY16</b>
	<b>YTD</b>	<b>Budget</b>	<b>Actual</b>
<b>Platinum</b>	\$ 94,400	\$ 188,325	\$ 95,060
<b>Gold</b>	\$ 503,800	\$ 500,153	\$ 590,185
<b>Silver</b>	\$ 90,900	\$ 89,306	\$ 126,368
<b>1</b>	\$ 57,400	\$ 64,170	\$ 24,330
<b>2</b>	\$ 10,880	\$ 28,224	\$ 18,355
<b>3</b>	\$ 34,060	\$ 38,813	\$ 39,724
<b>4</b>	\$ 23,600	\$ 35,535	\$ 21,370
<b>Total</b>	<b>\$ 815,040</b>	<b>\$ 944,526</b>	<b>\$ 915,391</b>

- However, Platinum Sales continue to lag due to higher rates established by Whistler Blackcomb
  - a) Gold and Silver sales have more than made up for volume suggesting a shift of visits away from Whistler Blackcomb

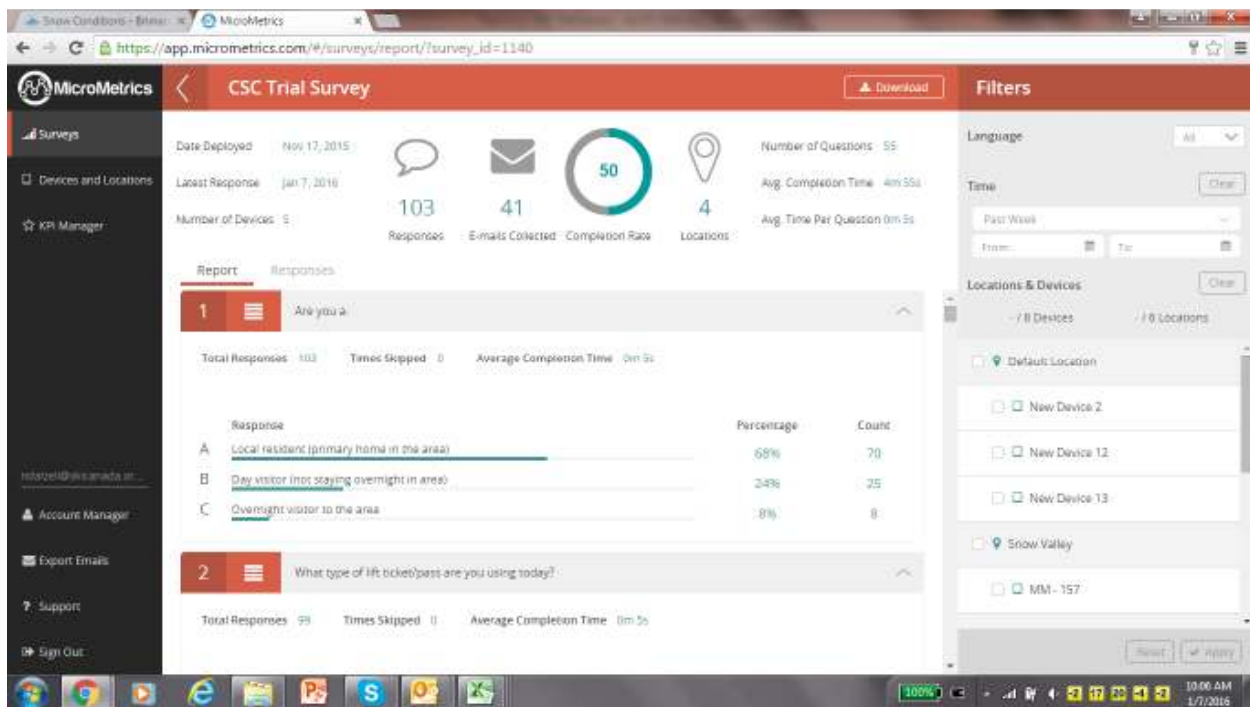
## c) Never Ever Days - Verbal Update

## 2) CSC Research Program Update

### a) RRC Update - Verbal Update

### b) Micrometrics Trial Update

Micrometrics iPad surveys completed to-date (January 7, 2016)	
Snow Valley	25
Laurentian Ski Hill	21
Boler Mountain	14
Mt St Louis Moonstone	21
Brimacombe	0
	81



### c) Facts and Stats Document - Verbal Update/Uploaded

### d) Economic Report Update - Verbal Update