



**CANADIAN SKI COUNCIL (CSC)
SKI & SNOWBOARD
INDUSTRY FACTS & STATS
2012/13**

AUGUST 2014

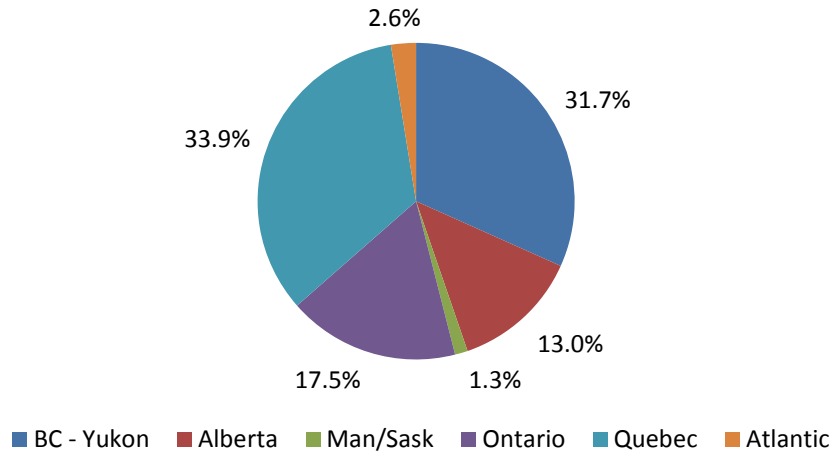
The Canadian Ski Council's Facts and Stats document outlines the latest demographic research on Canadian skiers, snowboarders and cross country skiers and is based on data collected by the Print Measurement Bureau (PMB). The 2012/13 Facts and Stats are compiled from the PMB 2012-2013 2 year database, with surveys collected with Canadian consumers between October 2010 and September 2012.

1. ALPINE SKIER/SNOWBOARDER VISITS – HISTORICAL

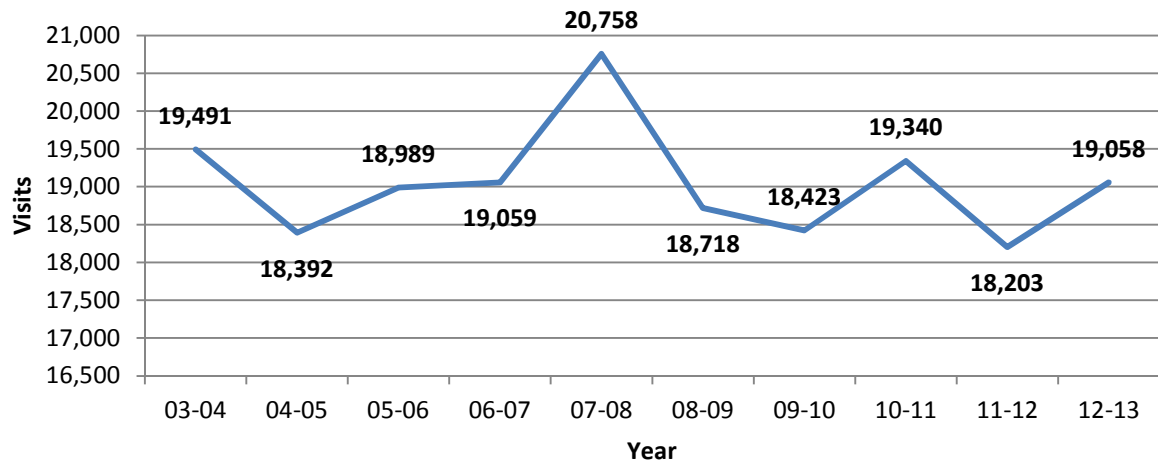
Alpine skier/snowboard visits is the measure of the number of times skiers visited ski areas, and therefore measures skier volume or frequency in a season (as opposed to the number of people who ski/snowboard).

	03-04	04-05	05-06	06-07	07-08	08-09	09-10	10-11	11-12	12-13
BC-Yukon Alpine	5,848	4,327	5,574	5,858	6,434	5,667	5,323	5,942	6,028	6,049
BC Cross Country	200	200	200	193	252	241	211	288	306	328
Heli-Cat Ski	93	90	96	97	102	87	80	86	88	94
Share of Cdn Skier Visits	32%	25%	31%	32%	33%	32%	30%	33%	35%	34%
Share of NA Skier Visits	8.0%	6.1%	7.5%	8.3%	8.4%	7.9%	7.2%	7.9%	9.3%	8.5%
# Ski Areas / Resorts	46	45	45	45	47	46	46	46	46	46
# Heli-Cat Ski Operations	43	43	43	41	41	41	33	40	40	40
BC-Yukon Total	6,141	4,617	5,870	6,149	6,787	5,994	5,614	6,316	6,422	6,472
Alberta Alpine	2,410	2,273	2,340	2,612	2,495	2,300	2,448	2,345	2,383	2,486
Alberta Cross Country	63	63	63	51	69	68	51	96	75	75
Share of Cdn Skier Visits	12.7%	12.7%	12.7%	14.0%	12.4%	12.7%	13.6%	12.6%	13.5%	13.4%
Share of NA Skier Visits	3.2%	3.1%	3.1%	3.6%	3.2%	3.1%	3.2%	3.1%	3.6%	3.4%
# Ski Areas / Resorts	32	32	33	31	31	31	31	31	32	30
Alberta Total	2,473	2,336	2,403	2,663	2,564	2,369	2,499	2,441	2,458	2,561
Share of Cdn Skier Visits	1.2%	1.2%	1.1%	0.9%	1.2%	1.3%	1.5%	1.5%	1.5%	1.5%
Share of NA Skier Visits	0.3%	0.3%	0.3%	0.2%	0.3%	0.3%	0.4%	0.4%	0.4%	0.4%
# Ski Areas / Resorts	16	16	16	16	13	14	14	14	15	13
Manitoba / Saskatchewan	241	226	215	181	242	236	275	290	272	279
# Ski Areas / Resorts	66	65	65	65	63	64	65	64	63	63
Ontario	3,354	3,520	3,252	3,275	3,594	3,443	3,418	3,362	3,028	3,070
# Ski Areas / Resorts	83	82	75	80	80	79	78	75	75	72
Quebec	6,778	7,164	6,773	6,357	7,064	6,168	6,101	6,438	5,583	6,226
# Ski Areas / Resorts	14	14	13	12	12	12	11	11	11	11
Atlantic	504	529	476	434	506	508	515	494	440	450
# resorts	289	287	282	283	289	288	286	281	282	275
Total Canada	19,491	18,392	18,989	19,059	20,758	18,718	18,423	19,340	18,203	19,058
Total USA	57,067	56,882	58,897	55,068	60,502	57,354	59,787	60,540	50,966	56,904

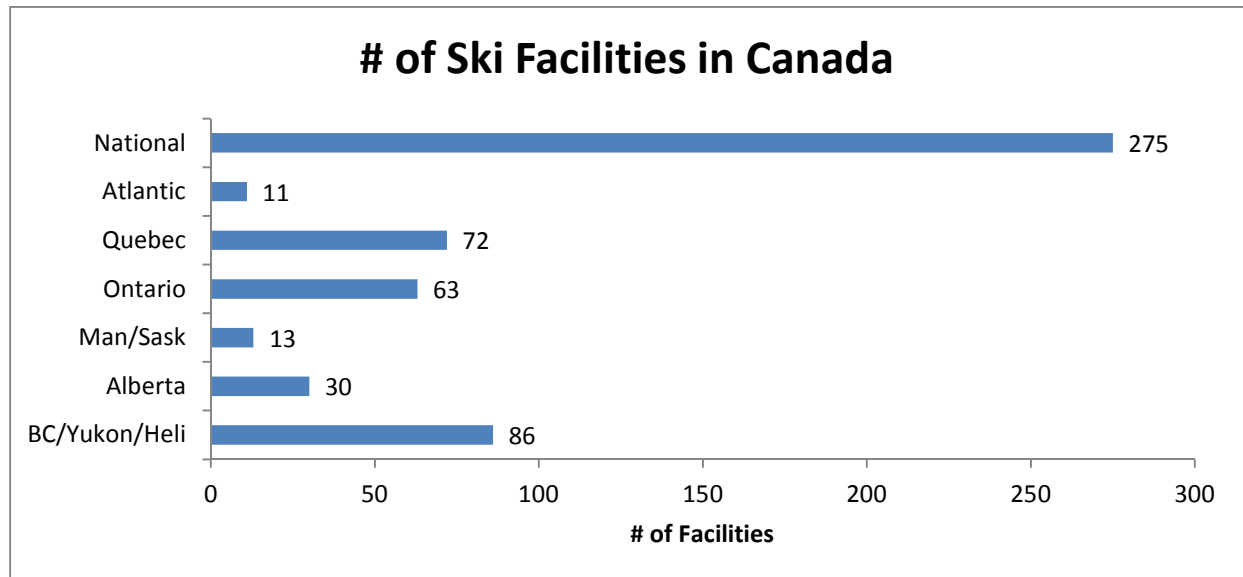
Share of Canadian Skier Visits



Total Canadian Skier Visits - Historical



2. ESTIMATED CANADIAN SKI AREA FACILITIES



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. SNOWSPORTS PARTICIPATION RATE IN CANADA 2012/13

The following chart shows the participation rate for all skiers and snowboarders by province/region. While the participation rate for Canada is 17.0% of the Canadian population over the age of 12, the rate varies by province. Please note that this data includes those who participate in cross country skiing as well as alpine skiing and snowboarding. There is also some cross participation that is included in these numbers. The data that is included on the following pages of this document has been collected from Spring 2013 Print Measurement Bureau 2 year report.

Region	Participation Rate (%)		Participation Rate (#)	
	2012	2013	2012	2013
Atlantic	9.4%	8.8%	194,000	182,000
Quebec	19.0%	20.1%	1,324,000	1,416,000
Ontario	14.5%	16.2%	1,675,000	1,899,000
Man/Saskatchewan	20.2%	15.5%	319,000	246,000
Alberta	20.0%	15.3%	641,000	501,000
BC	19.3%	21.3%	777,000	865,000
Canada	16.6%	17.0%	4,930,000	5,109,000

4. PROFILE OF CANADIAN SNOWSPORTS 2012/13

Market Size

Skiers

- 7.4% (2,239,000) of Canadians 12 years of age and over downhill ski (2013) compared to 7.1% in 2012 or 2,126,000
- 5.3% increase from 2012 or 113,000

Snowboarders

- 4.6% (1,400,000) of Canadians 12 years of age and over snowboard (2013) compared to 4.8% (1,429,000) in 2012.

Cross Country

- 4.9% of Canadians 12 years of age and over (1,470,000) cross country ski compared to 4.6% (1,376,000) in 2012.

Age Profile

Skiers

- 17.0% (381,000) are 12-17 years-old (2013) compared to 15.1% (320,000) in 2012
- 13.0% (290,000) are 18-24 years-old (2013) compared to 13.5% (287,000) in 2012
- 18.2% (408,000) are 25-34 years-old compared to 17.7% (377,000) in 2012
- 18.9% (425,000) are 35-44 years-old compared to 18.6% (396,000) in 2012
- 18.5% (414,000) are 45-54 years-old compared to 21.2% (451,000) in 2012
- 9.8% (220,000) are 55-64 years-old compared to 10.0% (212,000) in 2012
- 65+ skiers signify 4.5% (101,000) of all alpine skiers compared to 3.9% (83,000) in 2012
- 58.1% of all alpine skiers (2013) live in households with children under the age of 18 compared to 54.1% in 2012.

Snowboarders

- Over half of all Canadian snowboarders, 56.3% (787,000) are between the ages of 12-24.
- 27.4% (383,000) are 12-17 years-old (2013) compared to 25.3% (361,000) in 2012
- 28.9% (404,000) are 18-24 years-old (2013) compared to 29.7% (424,000) in 2012
- 21.5% (301,000) are 25-34 years-old compared to 23.3% (332,000) in 2012
- 12.1% (170,000) are 35-44 years-old compared to 10.2% (145,000) in 2012
- 6.9% (97,000) are 45-54 years-old compared to 8.2% (117,000) in 2012
- 2.2% (31,000) are 55-64 years-old compared to 2.5% (36,000) in 2012
- 65+ aged snowboarders signify 1.0% (14,000) of all snowboarders compared to 0.9% (13,000) in 2012

- 54.1% of all snowboarders (2013) live in households with children under the age of 18 compared to 52.6% in 2012.

Cross Country

- 12.2 % (179,000) are 12-17 years-old (2013) compared to 11.1% (153,000) in 2012
- 10.2% (150,000) are 18-24 years-old (2013) compared to 10.1% (139,000) in 2012
- 12.2% (180,000) are 25-34 years-old compared to 15.2% (209,000) in 2012
- 17.1% (251,000) are 35-44 years-old compared to 14.6% (201,000) in 2012
- 21.4% (315,000) are 45-54 years-old compared to 20.2% (278,000) in 2012
- 15.2% (223,000) are 55-64 years-old compared to 16.9% (232,000) in 2012
- 65+ aged cross country skiers signify 11.6% (171,000) of all cross country skiers compared to 11.9% (163,000) in 2012
- 43.1% of all cross country skiers (2013) live in households with children under the age of 18 compared to 41.1% in 2012.

Gender Profile

Skiers

- 57.9% (1,296,000) of skiers are male (2013) compared to 55.5% (1,179,000) in 2012
- 42.1% (942,000) of skiers are female (2013) compared to 44.5% (946,000) in 2012
- 54.4% of all alpine skiers are married or living together (2013) compared to 58.3% in 2012.
- 2.6% of all alpine skiers are divorced (2013) compared to 2.3% in 2012.

Snowboarders

- Snowboarders tend to be young, single males.
- 66.4% of all snowboarders are single, divorced, separated or widowed and 33.6% of all snowboarders are married or living together.
- 57.2% (801,000) of all snowboarders are male, 42.8% (599,000) are female.

Cross Country

- 60.3% of all cross country skiers are married or living together compared to 39.5% that are single, divorced, separated or widowed.
- 53.1% (781,000) of all cross country skiers are male, 46.9% (689,000) are female.

Language Profile

Skiers

- In 2013, 63.6% (1,425,000) speak English at home, with 23.2% (520,000) speaking French

Snowboarders

- 68.0% (952,000) of snowboarders speak English at home and 21.0% (294,000) speak French at home.

Cross Country

- 62.9% (925,000) of cross country skiers speak English at home and 29.3% (431,000) speak French at home.

Regional Share

Skiers

- 35.6% (796,000) of all alpine skiers live in communities with a population between 100,000 and 2 million.
- 21.7% (486,000) of all alpine skiers live in communities with a population less than 100,000.

Snowboarders

- 36.1% (505,000) of all snowboarders live in a community with a population between 100,000 and 2 million people.
- 26.4% (370,000) of all snowboarders live in communities with a population less than 100,000.

Cross Country

- 39.9% (586,000) of all cross country skiers live in a community with a population between 100,000 and 2 million people.
- 28.9% (425,000) of all cross country skiers live in communities with a population less than 100,000.

Province	Skiers		Snowboarders		Cross Country	
	2012	2013	2012	2013	2012	2013
British Columbia	410,000	439,000	254,000	257,000	113,000	169,000
Alberta	251,000	178,000	206,000	169,000	184,000	154,000
Man/Sask	102,000	77,000	136,000	79,000	81,000	90,000
Ontario	719,000	842,000	507,000	542,000	449,000	515,000
Quebec	570,000	626,000	288,000	315,000	466,000	475,000
Atlantic	75,000	77,000	38,000	38,000	81,000	67,000

City	Skiers		Snowboarders		Cross Country	
	2012	2013	2012	2013	2012	2013
Montreal	357,000	395,000	168,000	162,000	251,000	230,000
Toronto	344,000	368,000	226,000	199,000	153,000	168,000
Vancouver	192,000	195,000	196,000	164,000	38,000	61,000

Household Income

Skiers

- 84.7% of all alpine skiers have annual household incomes over \$50,000.
- 19.3% of all alpine skiers have annual household incomes between \$75,000 and \$99,999
- 49% of alpine skiers have annual household incomes over \$100,000.
- 81.3% (1,821,000) of all alpine skiers own their own dwelling (as opposed to renting).

Snowboarders

- 75.4% of all snowboarders have annual household incomes over \$50,000.
- 14.9% of all snowboarders have annual household incomes between \$75,000 and \$99,999
- 40% of all snowboarders have annual household incomes over \$100,000.
- 71.2% (997,000) of all snowboarders own their own dwelling (as opposed to renting).

Cross Country

- 79.1% of all cross country skiers have annual household incomes over \$50,000.
- 17.3% of all cross country skiers have annual household incomes between \$75,000 and \$99,999
- 43.7% of all cross country skiers have annual household incomes over \$100,000.
- 82.7% (1,215,000) of all cross country skiers own their own dwelling (as opposed to renting).

Employment Profile

Skiers

- 58.1% of alpine skiers are employed full time, 12.4% are employed part time and 29.5% are not employed.

Snowboarders

- 44.6% of snowboarders are employed full time, 21.1% are employed part time and 34.3% are not employed.

Cross Country

- 52.0% of cross country skiers are employed full time, 13.7% are employed part time and 34.3% are not employed.

Occupation	Skiers		Snowboarders		Cross Country	
	2012	2013	2012	2013	2012	2013
Professional	10.0%	10.4%	2.6%	3.9%	8.9%	9.1%
Owners/Management	5.3%	4.7%	1.8%	1.9%	3.8%	4.5%
Tech/Sales/Teaching	13.9%	14.7%	11.5%	10.6%	16.1%	15.9%
Clerical	9.2%	8.2%	10.3%	10.3%	6.7%	5.5%
Skilled	9.6%	9.2%	14.6%	13.1%	6.9%	8.2%
Unskilled	7.7%	7.7%	15.1%	16.1%	7.4%	9.4%
Other	28.2%	28.9%	33.6%	34.7%	34.8%	33.5%

Education Profile

Education Level	Skiers		Snowboarders		Cross Country	
	2012	2013	2012	2013	2012	2013
No Certification	17.8%	20.6%	28.1%	31.5%	17.8%	18.8%
High School Grad	23.8%	19.0%	35.9%	28.4%	20.9%	18.8%
Trade Diploma	8.9%	10.2%	7.4%	7.6%	7.2%	8.5%
University Grad/Other Cert.	37.5%	38.0%	25.0%	28.1%	39.8%	41.3%
Post Graduate +	12.0%	12.1%	3.5%	4.4%	14.3%	12.6%