



CANADIAN SKI COUNCIL

ASSOCIATE MEMBERSHIP PROGRAM

Let us introduce you to the Canadian skier & snowboarder market, plus a whole lot more!



Canadian Ski Council
7600 Highway 27, Unit 14, Woodbridge, ON, L4H 0P8
Tel: 1.877.440.9140 Email: info@skicanada.org

SKICANADA.ORG



Looking for the latest research data on Canadian skiers and snowboarders? Look no further! The Canadian Ski Council is your one stop shop for all industry statistics. We are the only ski and snowboard association in Canada that has a vast library of snowsports industry data. We are here to help you learn about this special market and to also introduce you to this active lifestyle group!

THE CANADIAN SKI COUNCIL IS A NATIONAL, NOT-FOR-PROFIT ORGANIZATION REPRESENTING THE CANADIAN SKI AND SNOWBOARD INDUSTRY, WITH DIRECT LINKS TO:

- **275+ SKI AREAS ACROSS CANADA**
- **9 SNOWSPORTS INDUSTRY ASSOCIATIONS**
- **HUNDREDS OF SKI AND SNOWBOARD SUPPLIERS, MANUFACTURERS, AND RETAILERS**

Formed in 1977, the mandate of the Canadian Ski Council (CSC) is to increase participation in recreational snowboarding, alpine and cross country skiing across Canada, by means of marketing and promotions, industry communications, research, and government advocacy.

As an Associate member, you will not only receive proprietary research and information on Canadian alpine skiers and snowboarders, but also the opportunity for direct access to the skier/snowboarder market through ongoing CSC skier-snowboarder development and communication programs, such as the Grade 4 & 5 SnowPass, Discover Skiing/Snowboarding, SnowOnline, Ski Focus, and our newly revamped skicanada.org website.



Canadian Ski Council
7600 Highway 27, Unit 14, Woodbridge, ON, L4H 0P8
Tel: 1.877.440.9140 Email: info@skicanada.org

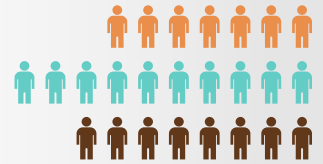
SKICANADA.ORG

YOUR CSC ASSOCIATE MEMBERSHIP WILL INCLUDE THE FOLLOWING INVALUABLE RESEARCH STUDIES:

1

CSC's National Consumer Profile and Satisfaction Survey Research Results

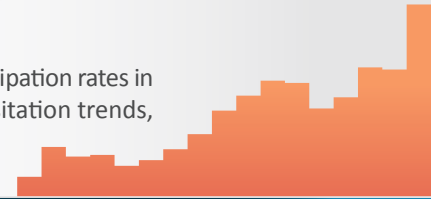
A copy of this report with a sample size of over 20,000+ surveys. It provides the most comprehensive and accurate data on demographic profiles, attitudes, segments, trends, lifestyles, purchasing and travel patterns, facts and stats, and much more!



2

The CSC's Models for Growth

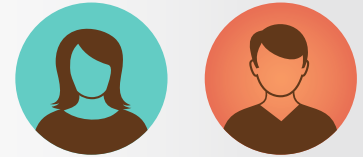
Our Models (British Columbia/Alberta, Ontario, Quebec and Atlantic Canada) track participation rates in skiing and snowboarding across Canada for the next 15 years, as well as outline projected visitation trends, observed demographic shifts and their implications, loyalty measures at Canadian ski areas, and comparative ratings of experience in Canada and the US.



3

The CSC's Facts and Stats

Our CSC Facts and Stats document that outlines the latest demographics of skiers and snowboarders in Canada.



4

The CSC's Minority Research Reports

Copies of the Canadian Ski Council's Minority research, including four different reports regarding Minority and Ethnic Canadian's participation in snowsports. This data has been compiled from various sources, including the 2006 Census data, Print Measurement Bureau data, and a groundbreaking study with Ipsos-Reid.



5

The CSC's National Consumer Demographic, Economic, and Lifestyle Online Research Reports

Report #1: This report focuses on the demographics of skiers/snowboarders, including household income, household composition, skiing/snowboarding experience, ability level, etc.

Report #2: This report focuses on ski/snowboard expenditures (tickets, trips, equipment, clothing, seasons passes, etc.), as well as the number of expected ski days and trip intentions.

Report #3: This report focuses on the motivations to skiing/snowboarding, the barriers, reasons for dropping out of the sport, length of time as a lapsed skier/snowboarder, and helmet usage.

OTHER BENEFITS

In addition to the benefits mentioned above, all Associate members have access to:

- Other ski and snowboard industry research as it becomes available
- A free listing and link on CSC's website
- Free subscription to Ski Focus, SnowOnline newsletters, the CSC press releases, and other updates
- An opportunity to advertise on the CSC website with the Associate membership discount



Canadian Ski Council

7600 Highway 27, Unit 14, Woodbridge, ON, L4H 0P8
Tel: 1.877.440.9140 Email: info@skicanada.org

SKICANADA.ORG



YES, SIGN ME UP!

The CSC's membership annual term is June 1, 2014 to June 1, 2015.

PERSONAL INFORMATION

NAME

PHONE NUMBER

COMPANY

ADDRESS

CITY

PROVINCE

POSTAL CODE

E-MAIL

Would you prefer to receive your documents via...?

mail

email

MEMBERSHIP FEE

\$300

INCLUDE APPLICABLE TAX
(130998727RTOO1)

5% GST (\$15)

BC, QC, AB, SK, MB, PE, NT, NU, YT

13% HST (\$39) ON, NB, NL

15% HST (\$45) NS

TOTAL

We accept payment by Visa, MasterCard or cheque. Payment is due with your application. Please allow two weeks for processing all new membership applications and shipment of research reports. If you require earlier shipment, please submit your membership application by email to ndalzell@skicanada.org to permit immediate pickup via courier.

To submit this form, please click [here](#) to email. You can also send the registration and payment (if cheque) to: [Canadian Ski Council, 6700 Highway 27, Unit 14, Woodbridge, ON, L4H 0P8](#) Tel: 1.877.440.9140