

CANADIAN SKIERS PROFILE SURVEY 2026



April 2026



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Methodology

2026 Canadian Skiers Profile Survey

SAMPLE



- **Canadian skiers and snowboarders who have skied or snowboarded this season (2025-2026)**

French and English speakers

14 years and older

1,863 respondents

QC 560, ON: 472, AT: 113, SK/MN: 120, AB: 302, BC: 296

DATA COLLECTION



- **Online Survey** – via panel –
Mobile compatible
- **Fieldwork carried out from :**
March 9th to 30th 2026
- **Questionnaire length:**
About 10 minutes on average

DATA PROCESSING



- **Weighting** – Weighting was first done on age and gender by region to represent the active skiers, and then by ski resort region based on the skiers' visits Facts & Stats. It was conducted on the average of the last 2 years results* to reflect the reality of the ski industry.

- **Symbols** –  Season Pass
 Tickets/Frequency card

Underlining is used to highlight significant differences between those two sub-groups.

* 2023-2024, 2024-2025

Key Takeaways

2026

Health of the Sport

Skiers and snowboarders report extremely high levels of enjoyment this season (94%). The likeliness of participants to continue skiing/snowboarding is also in good position (85%), indicating strong future participation prospects.

However, the Net Promoter Score (NPS) is low (32), even more among ticket holders (27), suggesting that riders are satisfied about the sport, but are resistant to recommend it to friends or colleagues.

Adding to the low Net Promoter Score, the degree of attachment to the sport is also low and the same among season pass holders and ticket holders. Although no riders are considered at risk, many are vulnerable.

There is potential to enhance engagement and nurture more riders into enthusiastic promoters of the sport.

Multi Week Ski/Snowboard Lessons or Programs

Many riders participated in the past in organized multi week ski/snowboarding lessons (57%) or competitive programs (34%).

These structured multi week lessons and programs significantly enhance the desire to persist in the sport, as three quarters of riders who participated mentioned it had an impact.

Moreover, riders, especially those who hold season passes, exhibit a non negligible intention to engage in future organized or competitive multi week ski/snowboard lessons/programs.

Given this, ski resorts and sports organizations should place emphasis on offering and marketing these multi-week lessons. Developing exclusive offers or tailored lessons/programs for season pass holders could create loyalty and a stronger desire to recommend the sport to others.

Ski vacations

In the past two seasons, three quarters of riders have opted for ski vacations within their province and half of riders took ski vacations outside their province.

British Columbia is the top choice for out-of-province ski vacations, followed by Alberta and Quebec. The main reasons for choosing out-of-province vacations include beautiful landscape and better snow conditions. They can serve as powerful communication points in marketing the resort.

To retain skiers within their province, the ski resorts should emphasize the opportunities for quality family time, the advantage of shorter travel times, and the cost savings on travel expenses and tickets.

WHO ARE THE SKIERS/RIDERS?

Respondents Profile

	Total		
Gender			
Men	61%	<u>66%</u>	56%
Women	39%	34%	<u>43%</u>
Gender diverse/Prefer not to answer	1%	1%	1%
Age			
14-15	4%	5%	3%
16-24	25%	23%	<u>28%</u>
25-34	28%	<u>33%</u>	24%
35-44	18%	18%	18%
45-54	13%	10%	<u>16%</u>
55-64	7%	6%	8%
65+	5%	5%	4%

	Total		
Household*			
Household with children at home	35%	<u>39%</u>	32%
Single, no children	31%	32%	31%
Couple, no children	21%	17%	<u>25%</u>
Household where children are no longer at home	8%	7%	8%
Other	4%	5%	4%
Language			
English	74%	<u>80%</u>	69%
French	26%	20%	<u>31%</u>

Base: All respondents (n=1863), Pass (n=806), Ticket (n=1428)

Respondents Profile

	Total		
Ethnicity			
Caucasian	68%	69%	68%
Other	29%	29%	29%
Occupation*			
Employed	78%	<u>82%</u>	74%
Student	12%	8%	<u>15%</u>
Retired	7%	7%	6%
At home	2%	2%	2%
Education			
Secondary or less	12%	12%	12%
College/Cegep	24%	20%	<u>28%</u>
University	64%	<u>68%</u>	61%
Own a secondary residence near a ski resort			
Yes	17%	<u>23%</u>	12%
No	83%	77%	<u>88%</u>

*Data below 2% are not shown

	Total		
Income			
Less than 50k	14%	14%	14%
50-99k	28%	29%	27%
100-149k	24%	24%	23%
150-199k	15%	13%	16%
200k or more	14%	14%	14%
Prefer not to answer	6%	5%	6%
Region			
British Columbia	35%	<u>41%</u>	30%
Alberta	13%	13%	13%
SK/MN	1%	1%	1%
Ontario	17%	18%	16%
Quebec	32%	27%	<u>38%</u>
Atlantic	2%	1%	3%

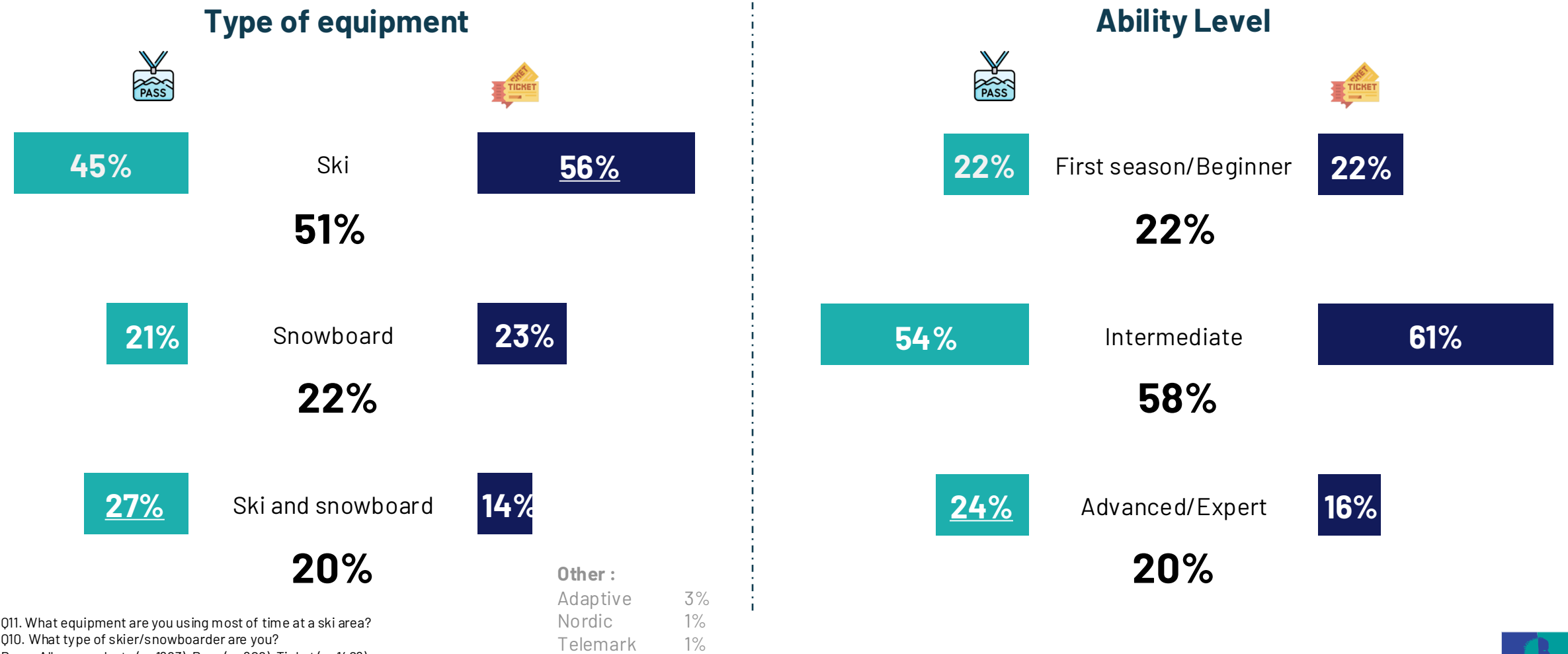
Base: Respondents 18 y.o.+ (n=1750), Pass (n=749), Ticket (n=1336)

Ethnicity: Total (n=1863), Pass (n=806), Ticket (n=1428)

SKIERS/ SNOWBOARDERS' PROFILE

Equipment Used and Ability Levels

Ski equipment is the most popular choice on the slopes, particularly among ticket holders. More season pass holders use both equipment compared to ticket holders. In terms of skill level, more than half are intermediate skiers, and there are more advanced/expert skiers among season pass holders.



Q11. What equipment are you using most of time at a ski area?
Q10. What type of skier/snowboarder are you?
Base: All respondents (n=1863), Pass(n=806), Ticket (n=1428)



Skiing/Snowboarding Years of Participation and Reasons for Dropping Out

About 6 riders out of 10 have been skiing or snowboarding 10 years or less. Almost half of riders confirm there has been a period of one year or more when they dropped out of the sport in the past 5 years, particularly because of the rising cost of ski tickets/season pass and of living (inflation) and because they did not have time.

Participating number of years of skiing or snowboarding

	Total		
Average	14	14	15
< 6 years	37%	40%	35%
6 to 10 years	21%	22%	20%
11 to 15 years	10%	9%	10%
16 to 20 years	9%	8%	10%
21 to 30 years	11%	9%	12%
> 30 years	13%	12%	13%

Q6. Including this season, how many years in total have you been skiing/snowboarding?

Q5. In the past 5 years, has there been a period of one year or more when you dropped out of skiing/snowboarding?

Base: All respondents (n=1863), Pass (n=806), Ticket (n=1428)

Q5a. For what reason(s) did you drop out of skiing/snowboarding in the past 5 years? (Select all that applies)

Base: Respondents who have dropped out of skiing/snowboarding in the past 5 years (n=855), Pass (n=333), Ticket (n=688)

Dropped out of skiing in the past 5 years

47%

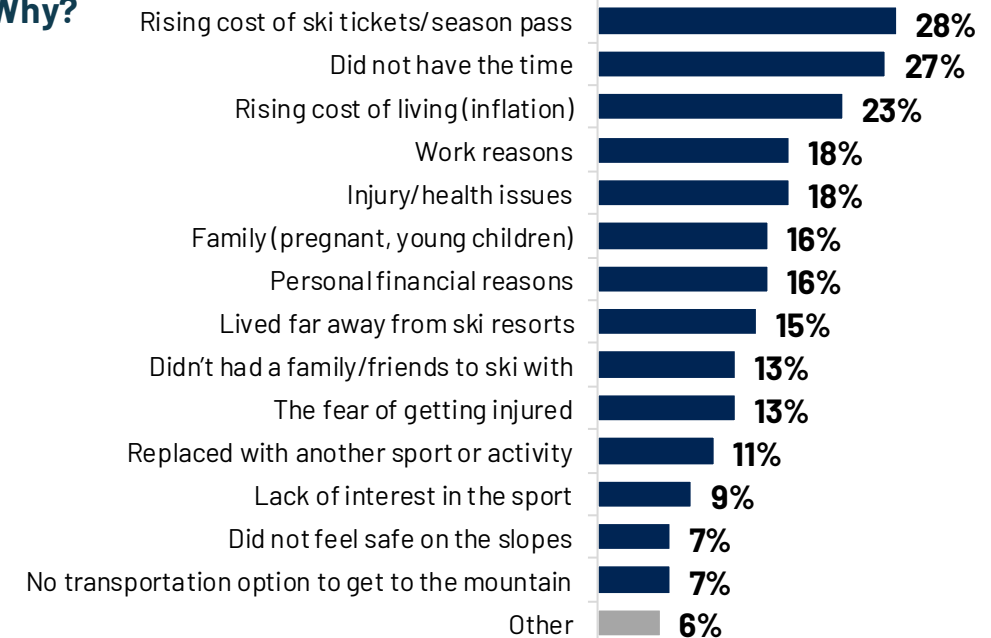


44%



49%

Why?



Number of Snow Days Expected This Season

The average number of ski days planned by riders this year is 9 days, with two thirds mentioning between 1 and 9 ski days. Season pass holders are more likely to ski more frequently compared to ticket holders.

	Total		
Average	9	<u>13</u>	6
1 to 4	40%	27%	<u>51%</u>
5 to 9	25%	25%	26%
10 to 14	14%	13%	15%
15 to 19	5%	<u>7%</u>	4%
20 to 29	8%	<u>15%</u>	3%
30 and more	7%	<u>13%</u>	3%

Q3. How many days do you expect to ski/snowboard this season, including skiing you have done to-date?
Base : All respondents(n=1863), Pass(n=806), Ticket (n=1428)

Participation in additional activities at a ski area in the last 12 months

Dining and hiking are the main activities skiers participate in. Season pass holders are more inclined to participate in activities at a ski area compared to ticket holders.

	Total	 PASS	 TICKET
Dining	49%	47%	50%
Hiking	46%	<u>50%</u>	42%
Accommodation or camping	26%	<u>30%</u>	22%
Event or concert	25%	<u>29%</u>	21%
Spa/Health centre	25%	<u>28%</u>	22%
Snowshoeing	25%	<u>29%</u>	21%
Snow-tubing	24%	29%	25%
Nordic skiing / Cross-country skiing	20%	<u>25%</u>	15%
Alpine touring / backcountry	16%	<u>20%</u>	13%
Downhill mountain biking	16%	<u>22%</u>	10%
Zipline(s)	14%	<u>19%</u>	10%
Mid-Autumn Festival Colors	13%	<u>17%</u>	8%
Cross-country biking	11%	<u>16%</u>	6%
Mountain Coaster/ Lugging/Other rides	8%	<u>12%</u>	6%
None of the above	10%	5%	<u>14%</u>

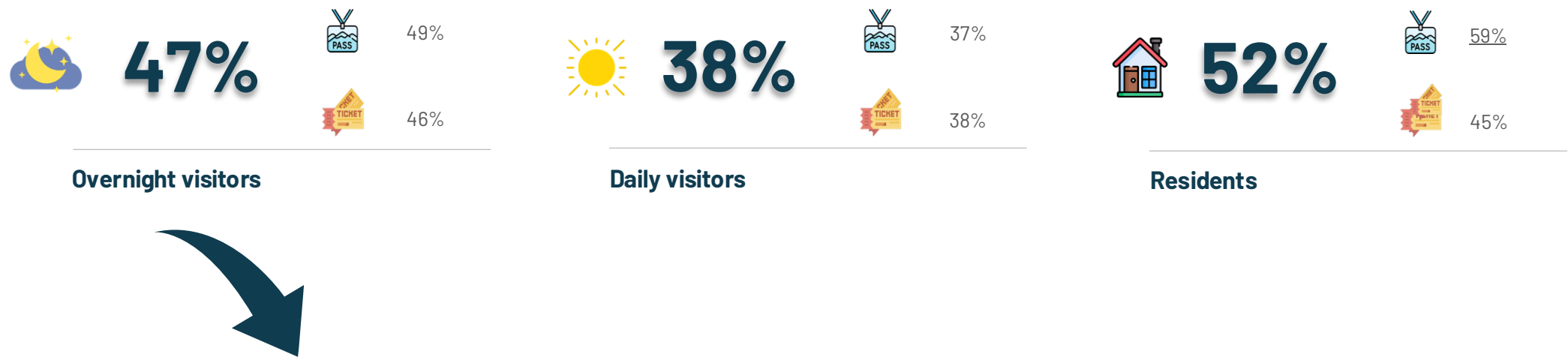
Q7. Have you participated in any of the following activities at a ski area in the past 12 months?

Base: All respondents (n=1863), Pass (n=806), Ticket (n=1428)

VISIT PROFILE

Type of Visit Made at a Ski Resort During the Season

About half of riders made an overnight visit and/or are residents who own property near the ski area, and 4 out 10 riders made a daily visit. Hotels, motels, B&Bs, or chalets/condos are the main accommodation choices. More residents and people staying at their secondary residence among season pass holders.



Type of overnight visitor	Total		
Hotel, motel, bed and breakfast, chalet/condo, VRBO/ Airbnb, etc.	27%	27%	27%
Staying at my secondary residence (chalet, condo, etc.)	20%	26%	16%
In the region at a friends' or family's place	12%	13%	10%

Q1. This season, which situation(s) covers the type of visit you made to a ski resort? (Select all that applies)
Base: All respondents (n=1863), Pass (n=806), Ticket (n=1428)



Type of Tickets or Pass Used

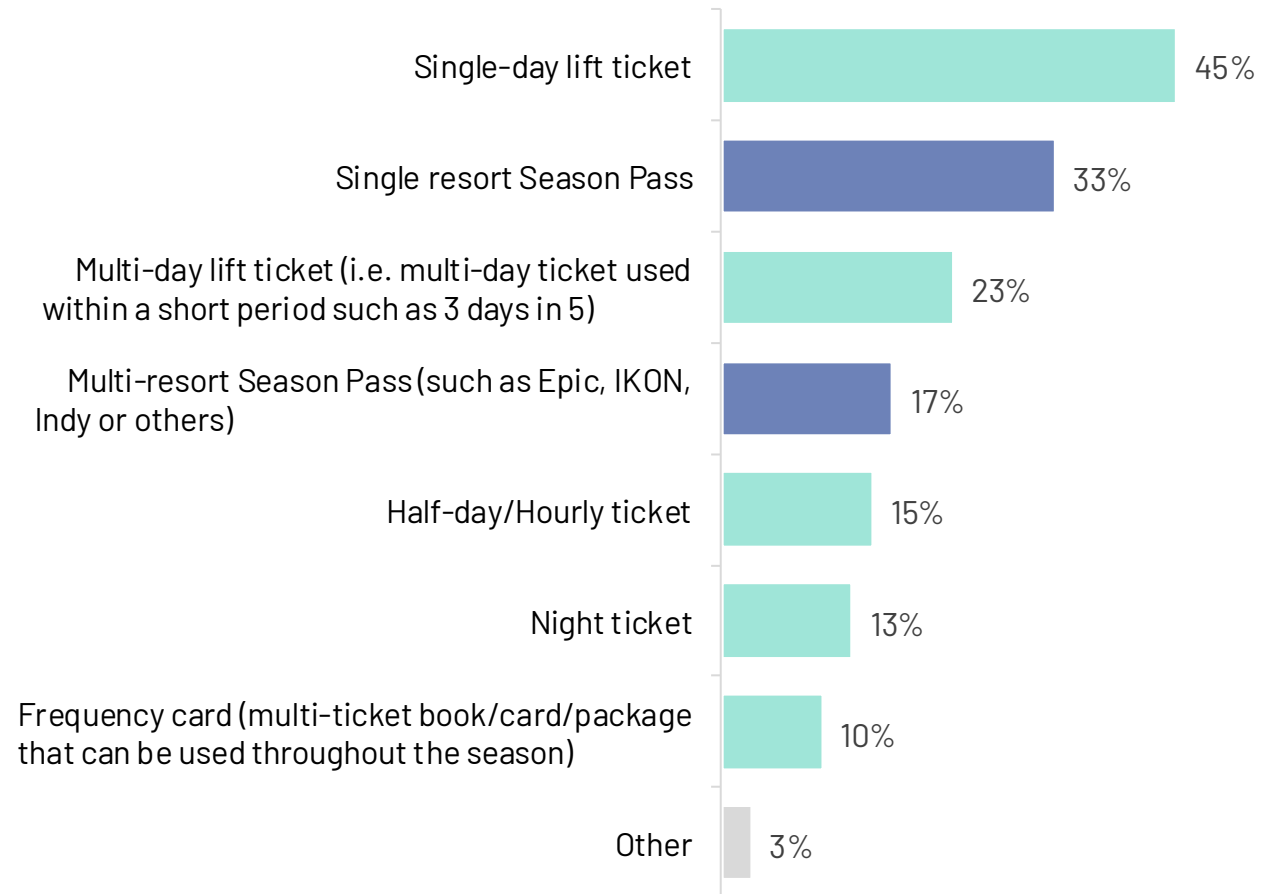
Riders are divided almost equally as season pass holders or ticket/frequency card holders. The preferred products bought are single-day lift ticket and single resort season pass.

 **47%**

NET Season Pass

 **53%**

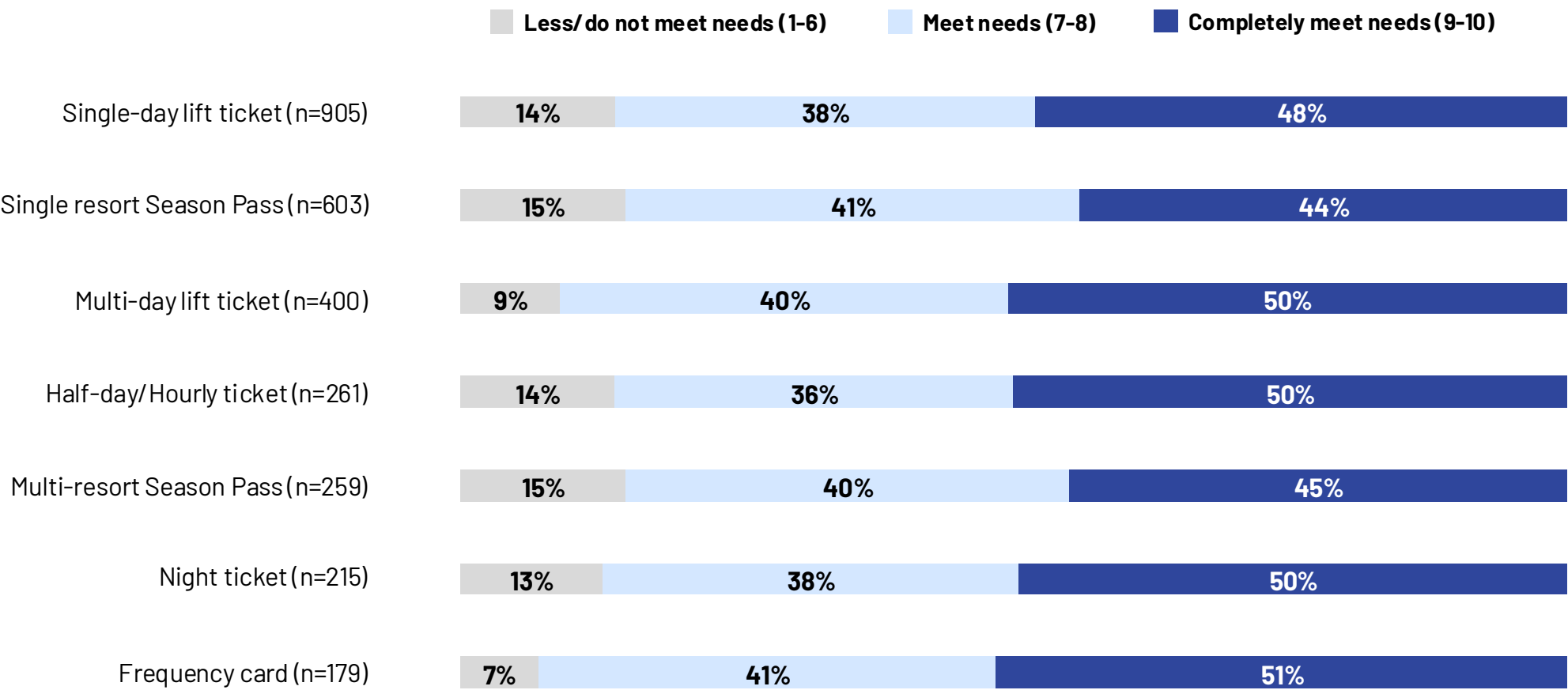
**NET Lift ticket/Frequency card
(no season pass)**



Q9. What type of lift ticket/pass do you own and have used this season?
Base: All respondents (n=1863), Pass (n=806), Ticket (n=1428)

Product Used Meet their Needs

All products used meet the needs according to riders, with about half of users saying that the product chosen completely meet their needs. The multi-day lift ticket and the frequency card are the two products that received the highest rating.

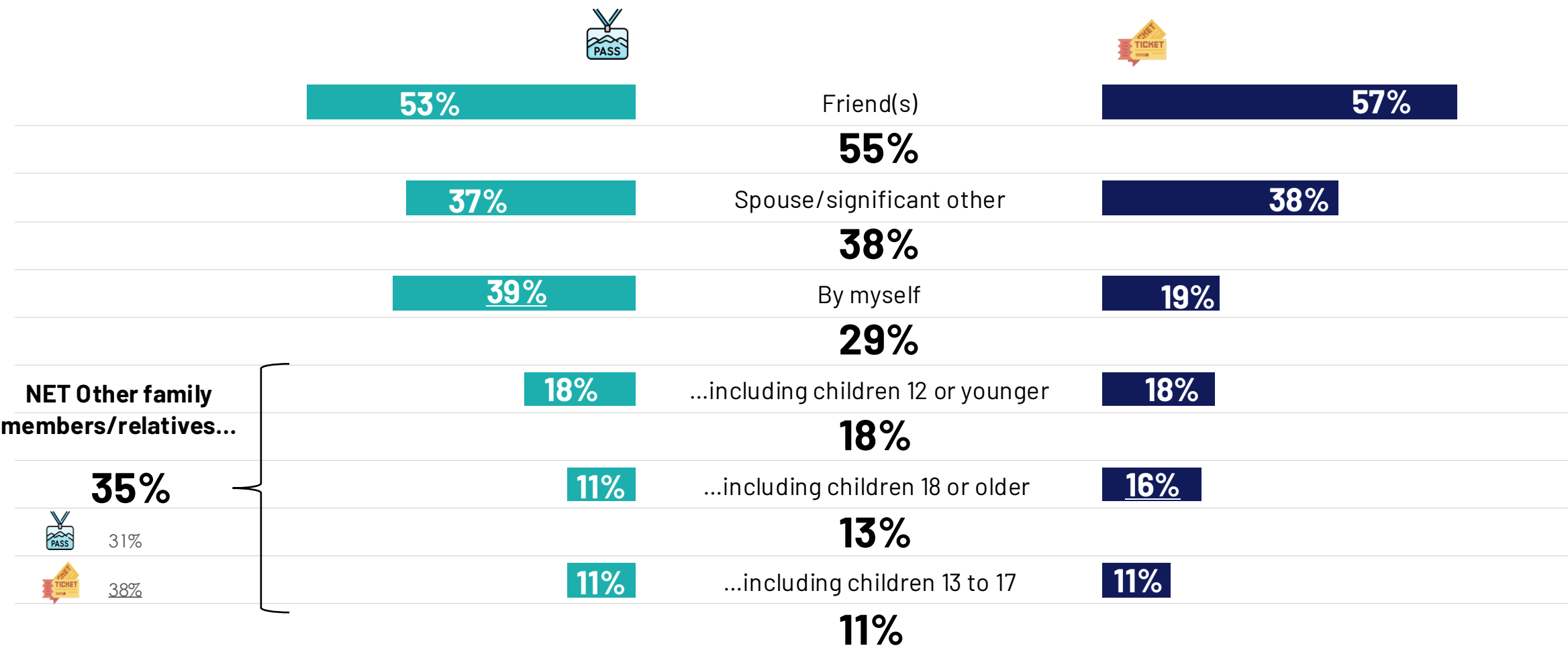


Q9aa. Overall, to what extent do the product(s) you use meet your needs?
Base: Among respondents who used the product (bases variables)



People Most Often Skied With

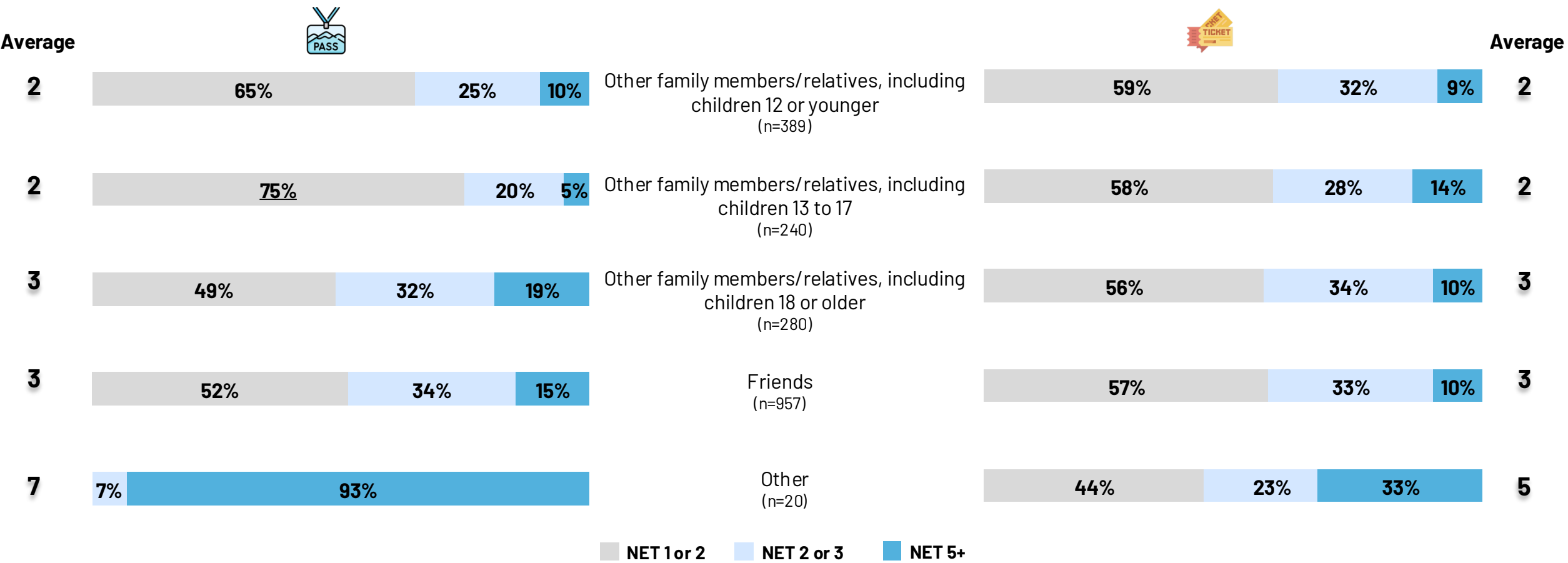
More than half of riders claim to ski most often with friends. Ticket holders are more inclined to ski with children aged 18 or older, while season pass holders are more inclined to ski by themselves.



Q12. With whom do you ski most often this season?
Base: All respondents (n=1863), Pass (n=806), Ticket (n=1428)

Number of People Most Often Skied With

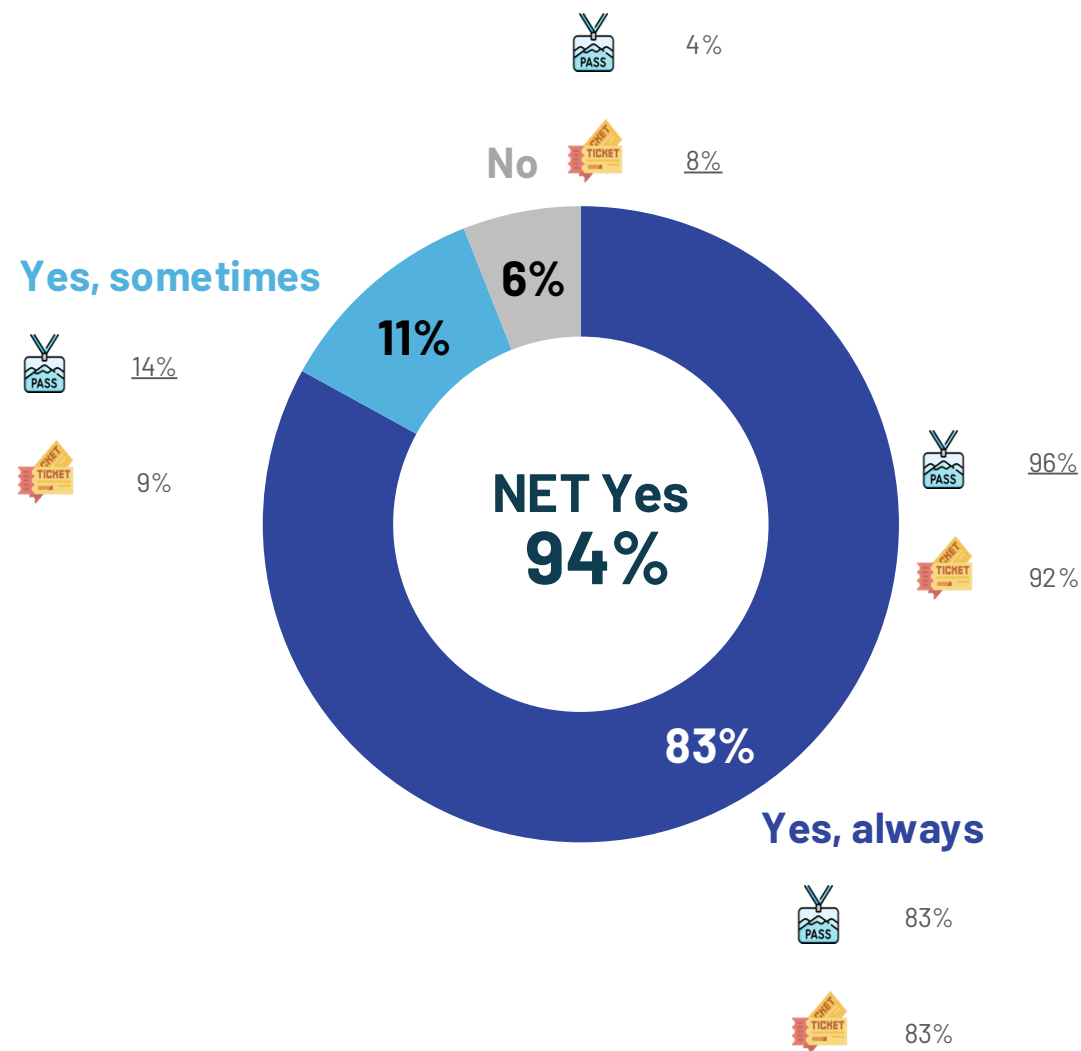
When skiing with other family members including younger children, the average number of people is 2 in each group, regardless of whether they have a season pass or a ticket. A friend group or family members including children 18 or older contain in average 3 skiers per group. A friend group or family members including children 18 or older contain in average 3 skiers per group.



Q12a. In general, how many people do you ski with in each of these categories?

Helmet usage

Almost all skiers wear a helmet when they ski/snowboard. Season pass holders are more eager to wear a helmet compared to ticket holders.



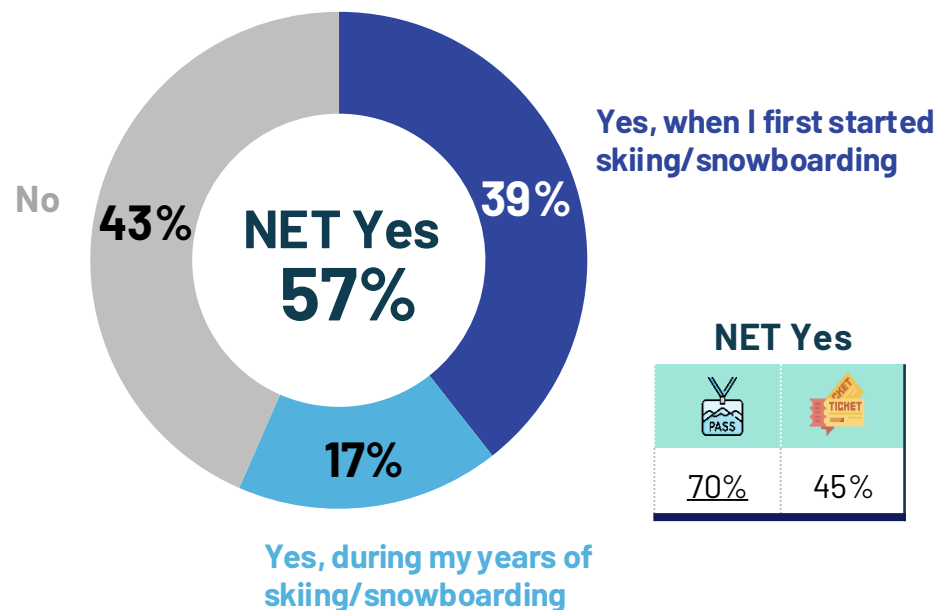
Q13. Do you wear a helmet when you ski/snowboard?
Base: All respondents (n=1863), Pass (n=806), Ticket (n=1428)



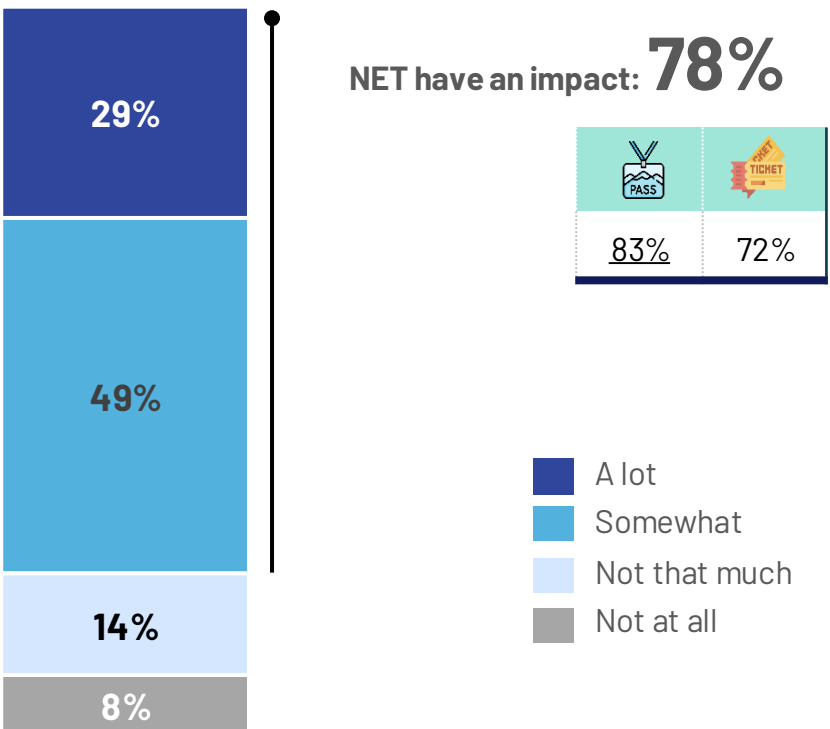
Participation in Organized Multi Week Ski/Snowboard Lessons and Its Impact on Skiing/Snowboarding Continuation

More than half of riders participated in organized multi week ski/snowboard lessons since they started the sport, even more among season pass holders. It's usually when they first started skiing/snowboarding that they participated. These organized multi-week lessons have a great impact on the desire to continue the sport.

Participation



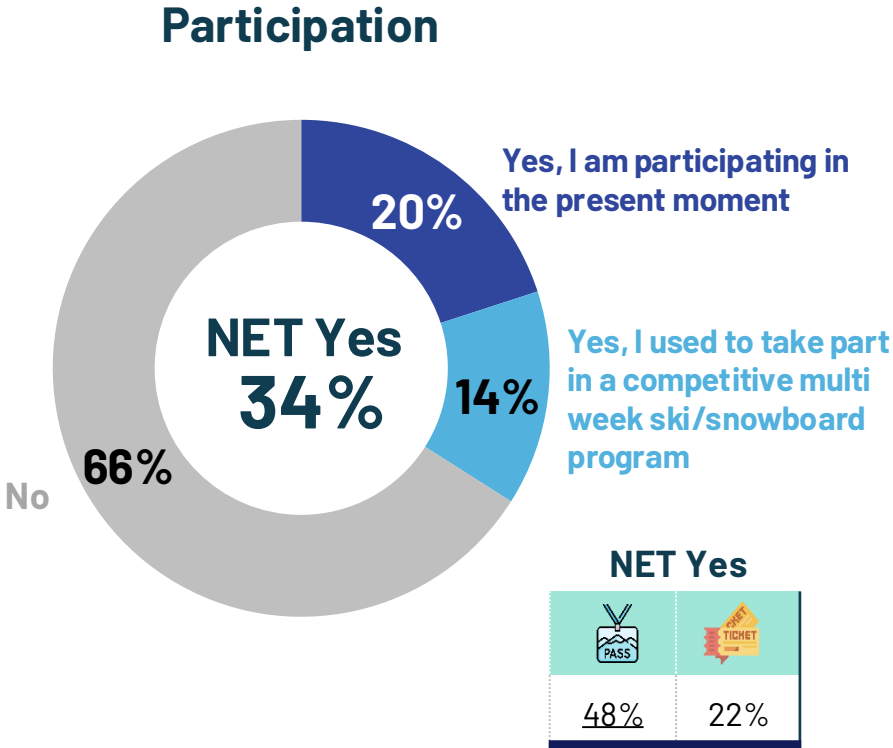
Impact on Continuation Desires



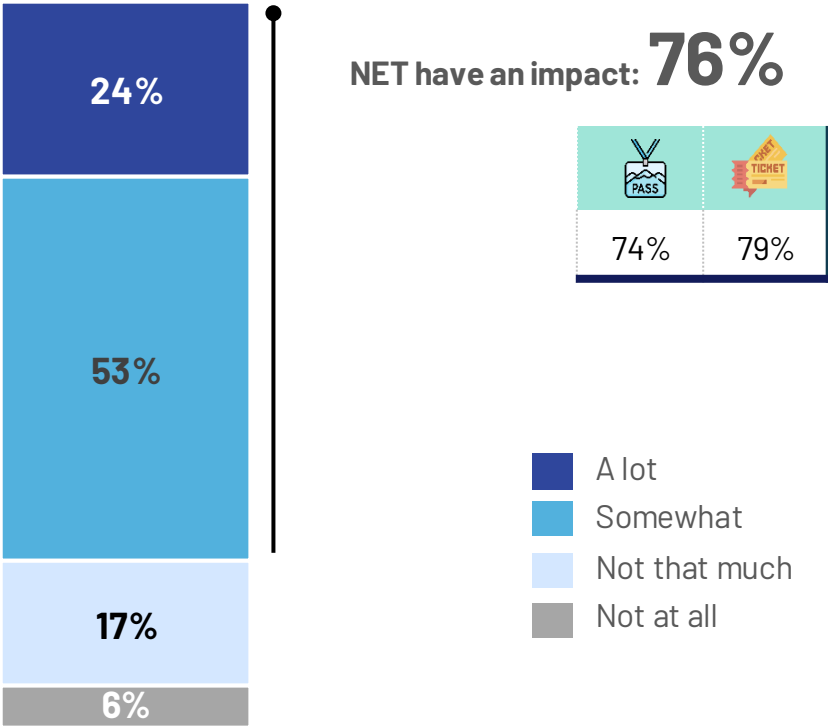
Q13a. Did you ever participate in organized multi week ski/snowboard lessons?
Base: All respondents (n=1863), Pass (n=806), Ticket (n=1428)
Q13c. How much does your participation in organized multi week ski/snowboard lessons impact on your desire to continue skiing/snowboarding?
Base: Respondents who participated in organized multi week ski/snowboard lessons (n=1007), Pass (n=539), Ticket (n=742)
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Participation in Competitive Multi Week Ski/Snowboard Programs and Its Impact on Skiing/Snowboarding Continuation

A third of riders participated in competitive multi week ski/snowboard programs since they started the sport, even more among season pass holders. These competitive multi-week programs have a great impact on the desire to continue the sport.



Impact on Continuation Desires



Q13b. Did you ever participate in competitive multi week ski/snowboard programs?
Base: All respondents (n=1863), Pass (n=806), Ticket (n=1428)

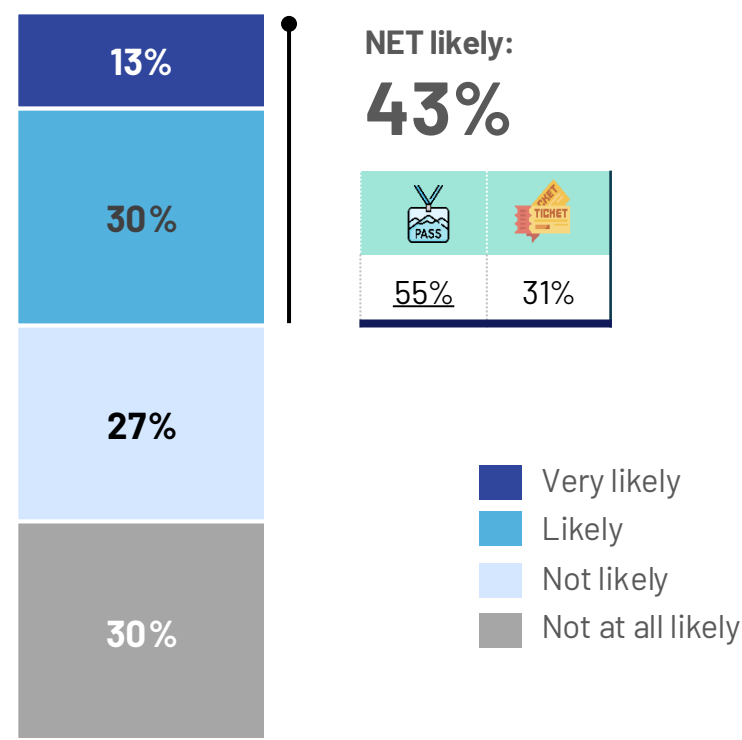
Q13d. How much does your participation in competitive multi week ski/snowboard programs impact on your desire to continue skiing/snowboarding?
Base: Respondents who participated in competitive multi week ski/snowboard lessons (n=265), Pass (n=158), Ticket (n=192)

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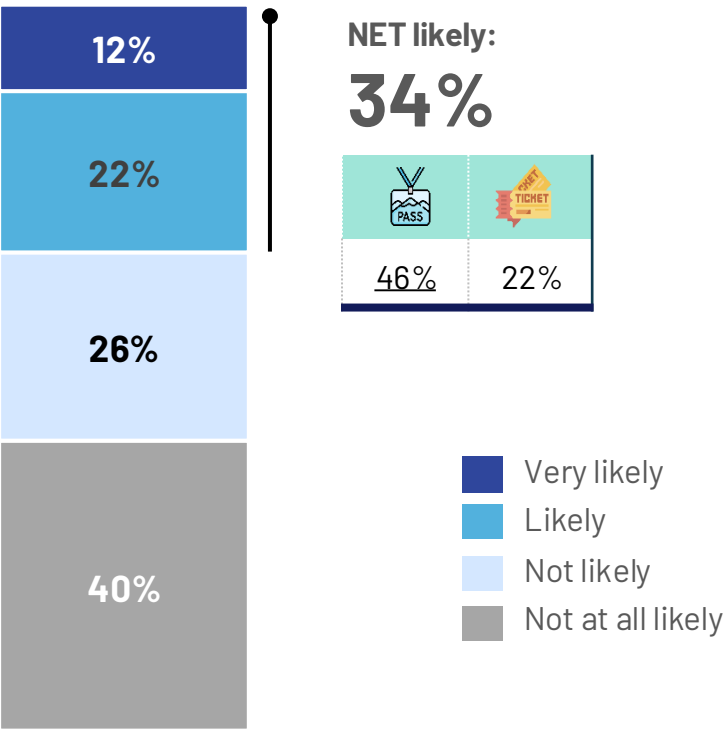
Future Participation Intentions

The riders have a non negligible intention to participate in the future to organized or competitive multi week ski/snowboard lessons/programs, particularly season pass holders.

Organized multi week ski/snowboard lessons



Competitive multi week ski/snowboard programs



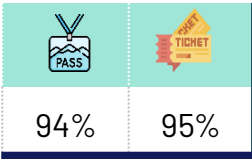
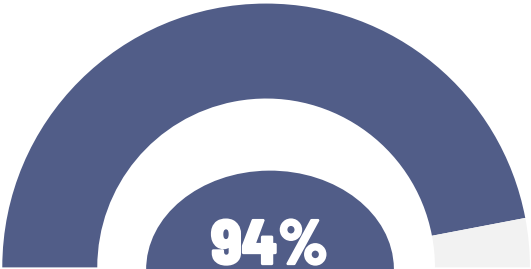
Q13e. Do you intend to participate in the future to...
Base: All respondents (n=1863), Pass (n=806), Ticket (n=1428)

SKIING/ SNOWBOARDING PERCEPTION

Appreciation and Intention to Recommend and Continue to Practice the Sport

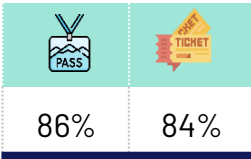
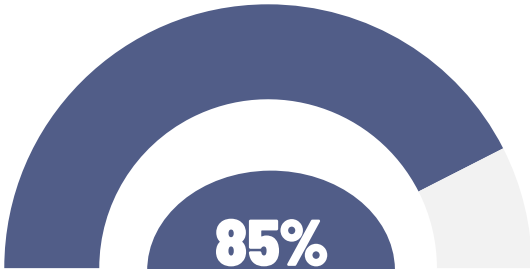
The level of enjoyment in skiing/snowboarding is nearly perfect and the likelihood to continue the sport is great. However, the likeliness to recommend the sport to a friend or colleague is low, with less than half of riders being promoters and more than 10% detractors.

Enjoy skiing/snowboarding
(% Very much/Somewhat)



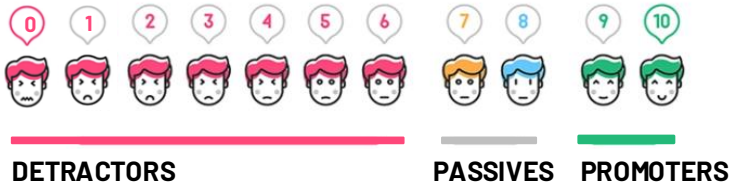
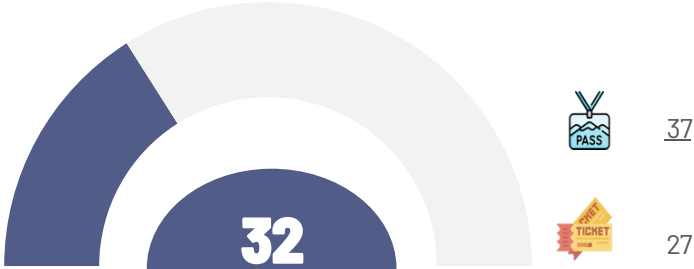
Very much : 58%
Somewhat : 36%

Likelihood to continue
skiing/snowboarding (% 7-10)



%9-10 : 58%
%7-8 : 27%

Sport recommendation
score (NPS)



NPS= 47% PROMOTERS – 15% DETRACTORS

Q16 How much do you enjoy skiing/snowboarding?
Q18. How likely is it that you would continue to practice this sport (skiing or snowboarding) next season?
Q17. How likely is it that you would recommend the sport (skiing or snowboarding) to a friend or colleague?
Base: All respondents (n=1863), Pass (n=806), Ticket (n=1428)

Degree of Attachment to the Sport

The score of the degree of attachment to the sport is low and similar among season pass holders and ticket holders. Although no riders are considered at risk, many are vulnerable.

The degree of attachment is a combination of results from 3 measures: **Appreciation** of the participation (ski/snowboard), **Intention to continue** to practice the sport next season, **Intention to recommend** the sport

« Net Loyalty Score »

=

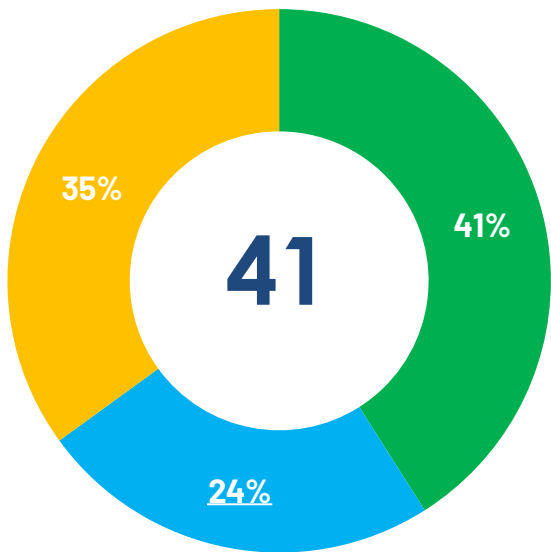
% Loyal

—

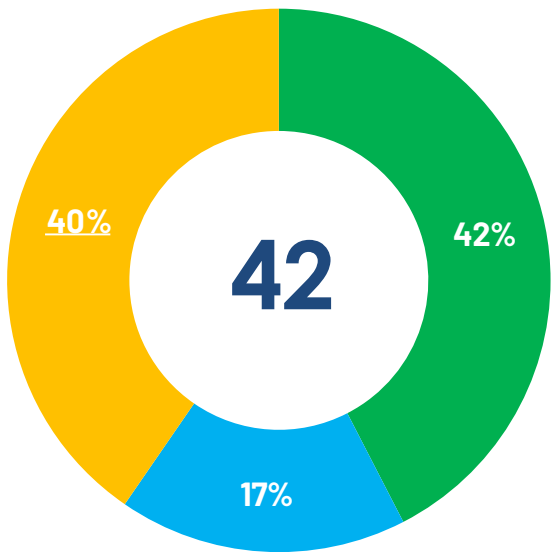
% At risk



NET Season Pass



Net Tickets/Frequency card



Loyal
Favourable
Vulnerable
At risk

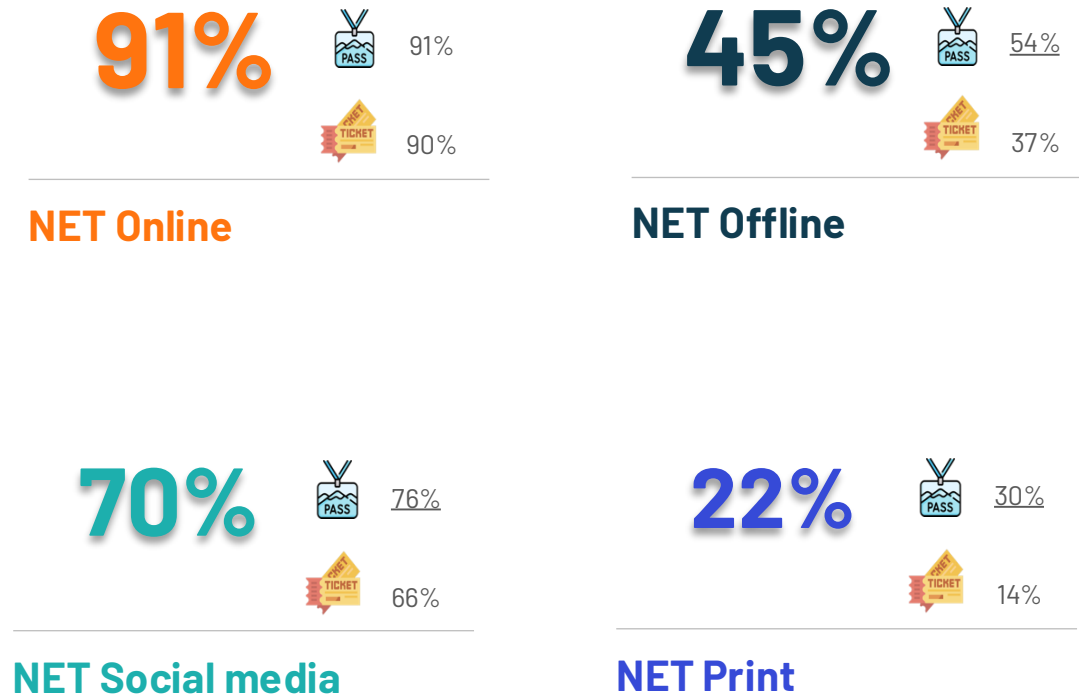
Q17. How likely is it that you would recommend the sport (skiing or snowboarding) to a friend or colleague?
Q16 How much do you enjoy skiing/ snowboarding?
Q18. How likely is it that you would continue to practice this sport (skiing or snowboarding) next season?
Base: All respondents (n=1863), Pass(n=806), Ticket (n=1428)



MEDIA PROFILE

Preferred Source of Information for Ski Related Content

The preferred source of information is online, in particular the ski resort website, YouTube and social media (Instagram, Facebook). Season pass holders are more inclined to choose most source of information.



	Total	PASS	TICKET
Ski resort website *	38%	37%	38%
Instagram * *	34%	36%	32%
YouTube *	30%	34%	27%
Facebook * *	28%	31%	26%
Ski resort's Facebook page * *	20%	24%	16%
TikTok	19%	21%	18%
Ski resort's Instagram page * *	18%	23%	13%
Television *	16%	17%	14%
E-mail newsletters	13%	17%	9%
Online video ads *	12%	16%	9%
At an event (i.e. Ski Show or sporting event)	10%	14%	7%
Radio *	9%	10%	8%
Snapchat	8%	12%	5%
Tourist leaflets/brochures * *	8%	10%	6%
Magazines * *	8%	12%	6%
Newspapers * *	8%	13%	10%
Pinterest	7%	11%	4%
Online banner ads *	6%	9%	4%
Printed mail	6%	10%	2%
Posters or billboards (on roads, transit, etc.)	6%	8%	5%
Other	4%	2%	5%

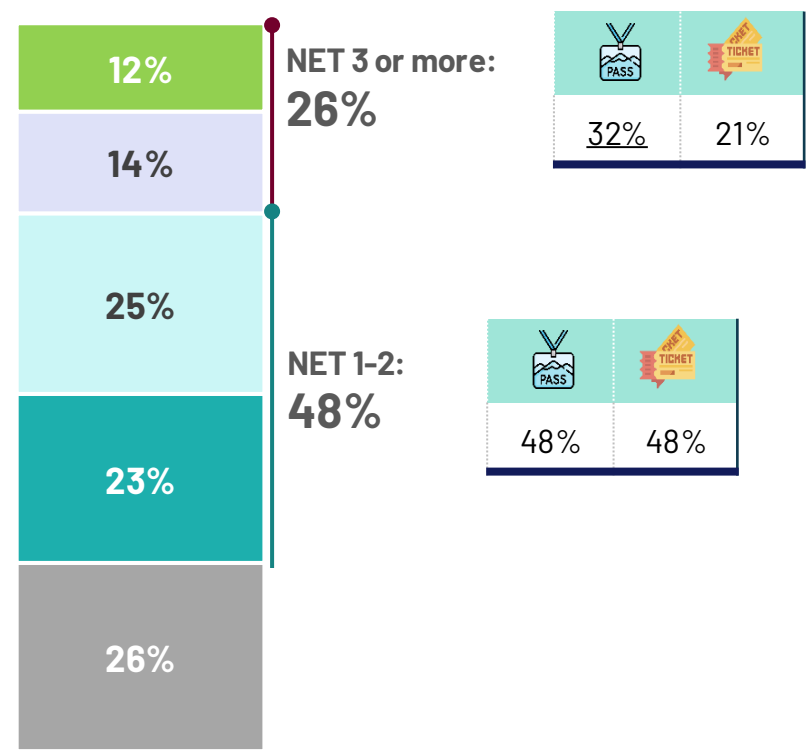
Q25. What are your preferred source of information in the context of ski related content? (Check all that apply)
Base: All respondents (n=1863), Pass (n=806), Ticket (n=1428).

SKI TRIPS

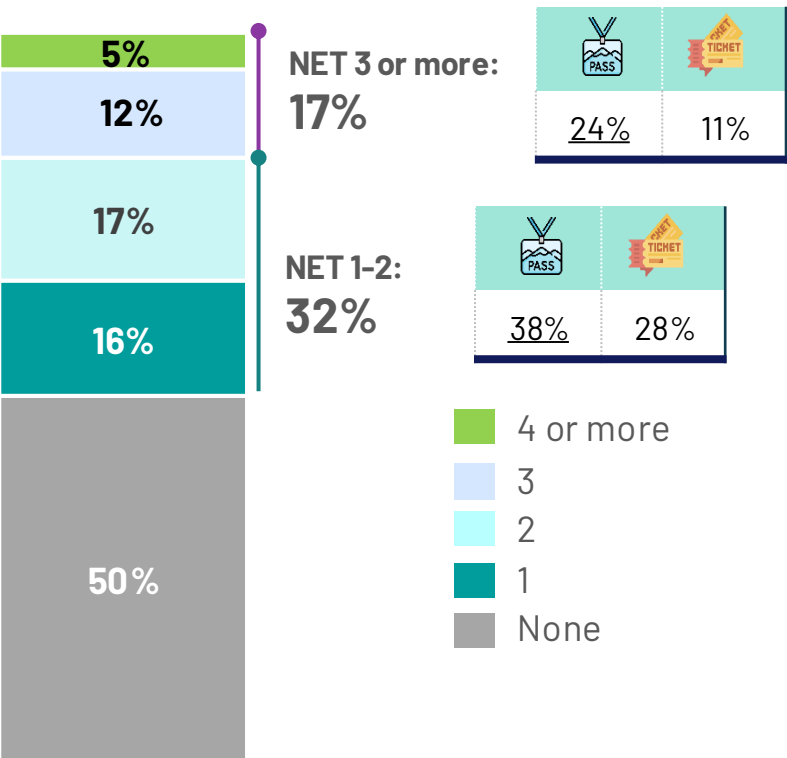
Skiers/Snowboarders Vacation in the Last 2 Seasons

Three quarters of riders took at least one ski vacation in their province and half of riders took at least one ski vacation outside their province in the last 2 seasons (including this current season). Season pass holders are more eager to have taken ski vacations, inside or outside their province, compared to ticket holders.

In their province



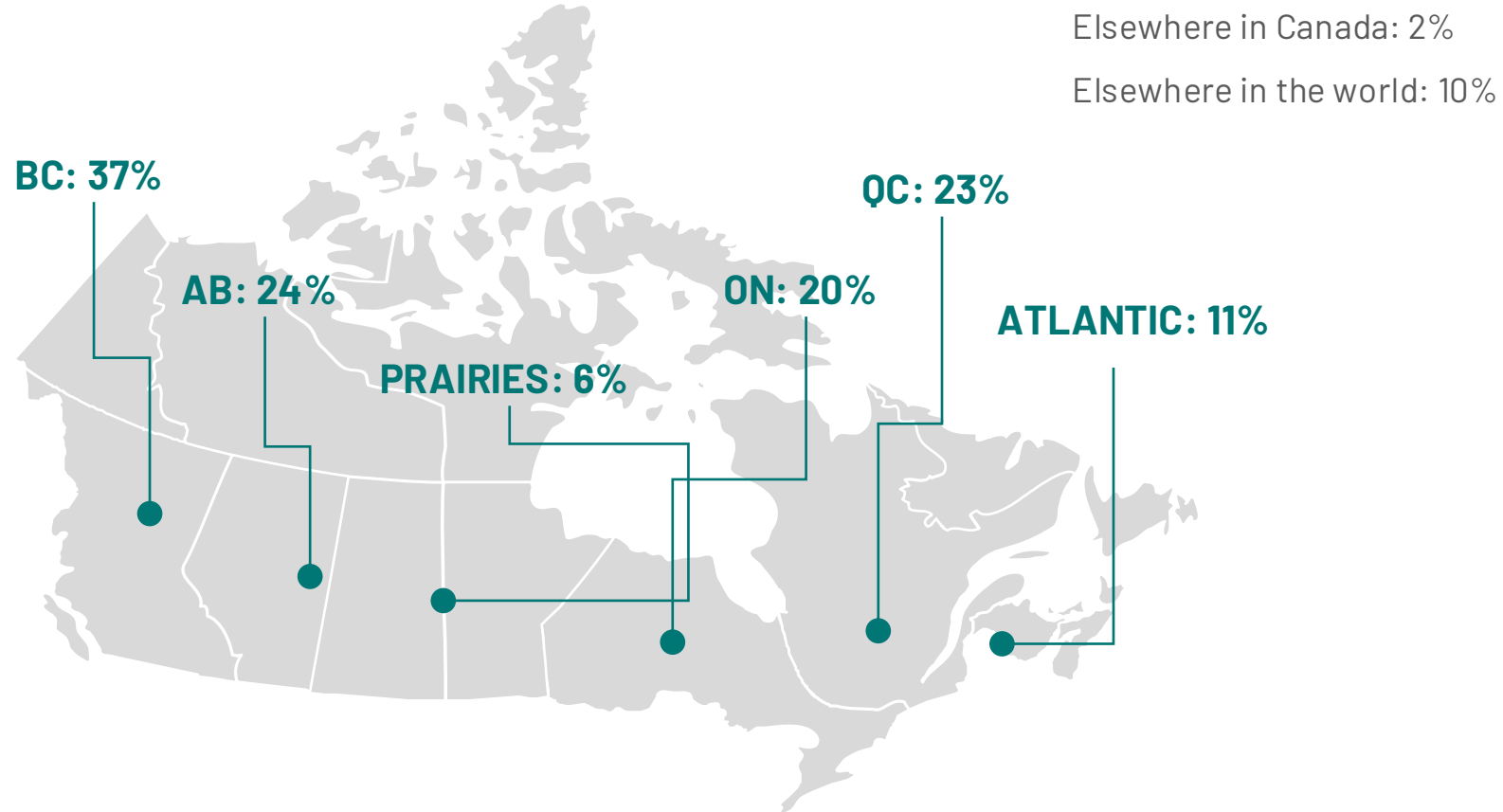
Outside their province



Q22. How many ski vacations have you taken in the last 2 seasons (including this current season)? * Ski vacation: At least one night outside your main residence, excluding your secondary residence/cottage.
Base: All respondents (n=1863), Pass (n=806), Ticket (n=1428).

Planned Vacations for Skiers/Snowboarders

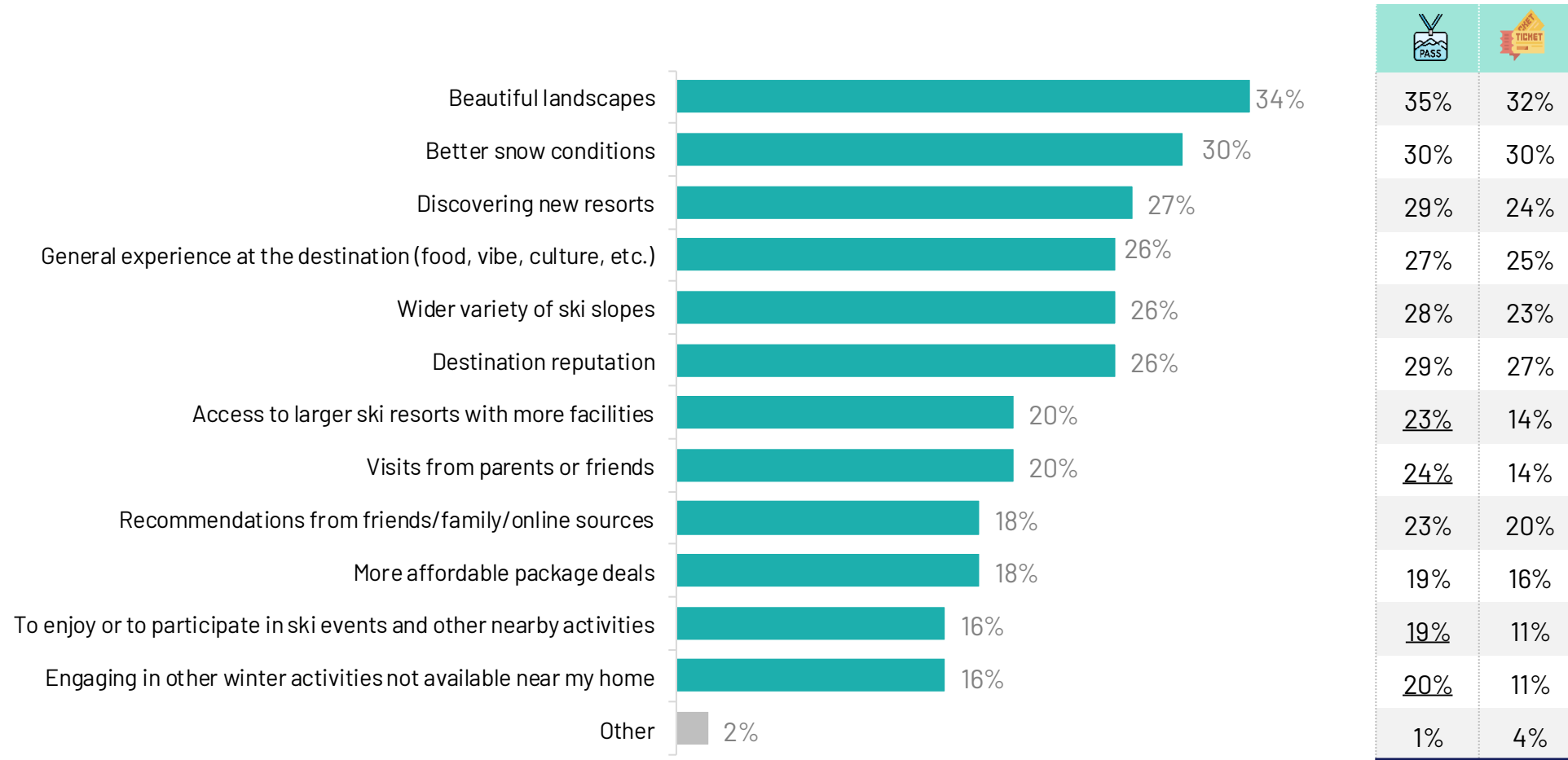
Among riders who have taken a ski vacation outside their province in the last two seasons, British-Columbia is the most visited destination in Canada, followed by Alberta and Quebec.



Q22a. Specifically, where did you go on your ski vacation outside of your province?
Base: Skiers who took ski vacations outside their province in the last 2 seasons (n=904)

Motivations for Taking Ski Vacations Outside the Province

Beautiful landscape is the main motivation for taking ski vacations outside the province, followed by better snow conditions.

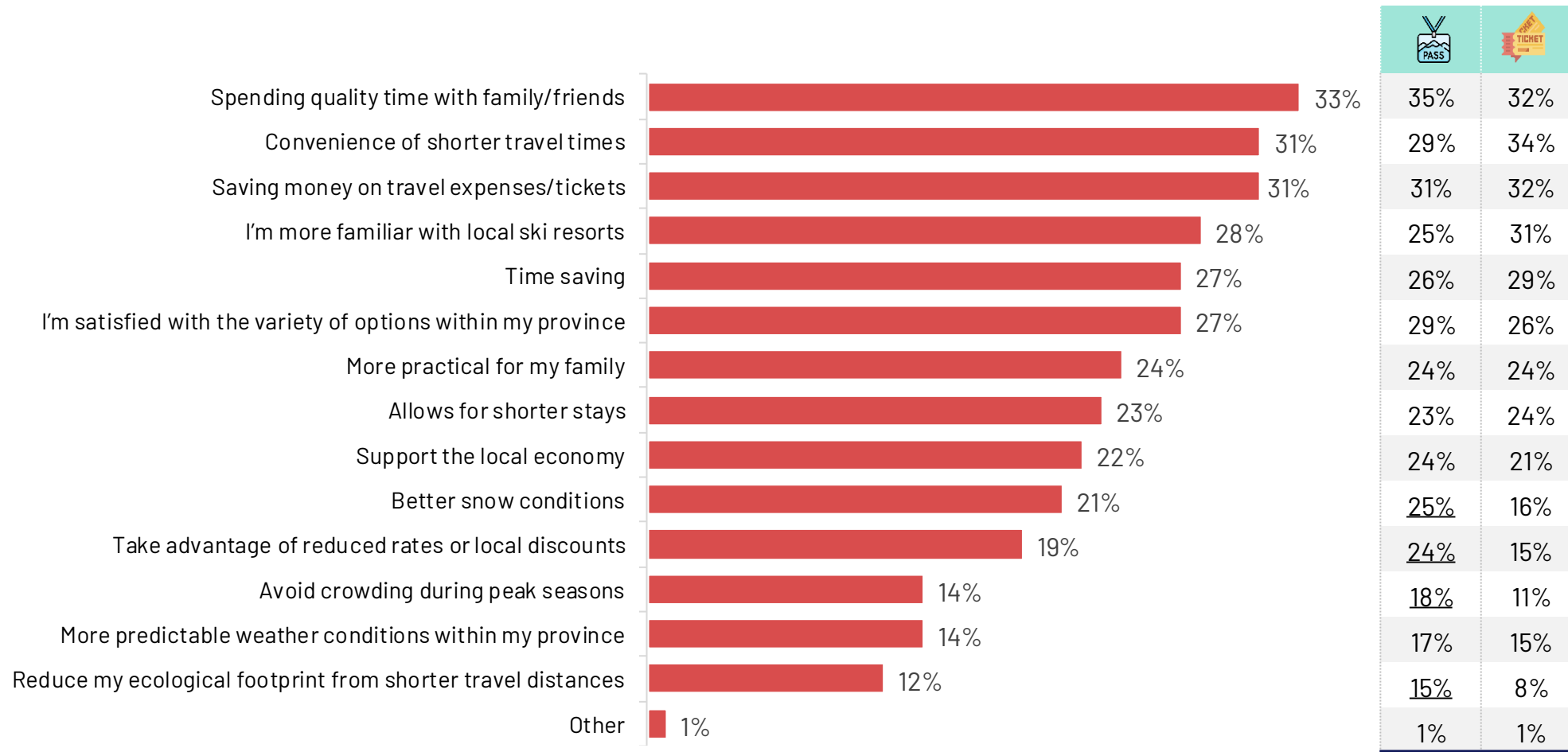


Q22b. What are your main motivations for taking a ski vacation outside your province?

Base: Skiers who took ski vacations outside their province in the last 2 seasons (n=904), Pass (n=493), Ticket (n=700).

Motivation for Taking Ski Vacations Inside the Province

Spending quality time with family and friends is the primary motivation for taking ski vacations within the province where they reside, followed by the convenience of shorter travel times and saving money on travel expenses and tickets.



Q22c. What are your main motivations for taking a ski vacation in your province?

Base: Skiers who took ski vacations inside their province in the last 2 seasons (n=1310), Pass (n=614), Ticket (n=1028).

Thank you



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