



FIS Youth Seminar

Wednesday September 23rd, 2009

Zurich, Switzerland



Presentation by Colin Chedore, President Canadian Ski Council



Who is the Canadian Ski Council?



The CSC is a non-profit organization created in 1977 to work in partnership with member organizations to help increase participation in skiing and snowboarding across Canada. The CSC is the central body responsible for the development and execution of generic promotions on behalf of the ski/snowboard industry.

The CSC member organization partners include the following associations:

Canadian Association for Disabled Skiing (CADS).

Canadian Association of Snowboard Instructors (CASI).

Canadian Association for Nordic Ski Instructors (CANSI).

Canadian Snowsports Association (CSA).

Canadian Ski Coaches Federation (CSCF)

Canadian Ski Instructors' Alliance (CSIA).

Canadian Ski Patrol System (CSPS).

National Snow Industries Association (NSIA).

Canada West Ski Areas Association (CWSAA).

Ontario Snow Resorts Association (OSRA).

Association des stations de ski du Quebec (ASSQ).

Atlantic Ski Area Association (ASAA).

Alpine Canada Alpin (ACA).



Background on the Canadian Ski Council



4 parts of our mandate include:

- Marketing and Promotions
- Communication and Cooperation
- Research and Development
- Advocacy

Grade 4 & 5 SnowPass



Program Background:

- √ Introduced in 1997/98 to help encourage 10 year olds and their friends/family to try skiing and snowboarding.
- √ 10 years old was chosen as it's a good age for children to begin skiing and snowboarding and also young enough that they will bring their parents with them to the ski area
- √ First year of program had 9,700 children apply – now have nearly 41,000 children participating
- √ Hope that children will become “core” skiers and riders and enter racing programs such as Nancy Greene Racing League, Bumps and Jumps etc.
- √ Program helps raise majority of funds for Making Winter Winners fundraising program for amateur and elite athletes



Grade 4 & 5 SnowPass



Program Background:

- ✓ Program is funded by the regional ski area operator associations in Canada (Canada West Ski Areas Association, Ontario Snow Resorts Association, Quebec Ski Areas Association and Atlantic Ski Areas Association) with \$300,000 plus ski areas accept over 125,000 passes each year from participating children
- ✓ National Snow Industries Association used to fund the CSC with \$165,000 per year to help with the costs of various skier-rider development programs such as the Grade 4 & 5 SnowPass. Funding has been cut back over the years and is now \$5,000 per year
- ✓ Canadian Snowsports Association helps to fund Grade 4 & 5 SnowPass program as well, with \$10,000 per year
- ✓ An administration fee of \$16.80 is charged which last year brought in over \$600,000 in revenues. The cost of the program is over \$800,000
- ✓ Canadian Ski Instructors' Alliance is also a funding partner with \$5,000 per year



Grade 4 & 5 SnowPass



Goals & Objectives

- √ Introduce 9 & 10 year olds and their family/friends to skiing and snowboarding.
- √ Increase retail sales of ski/snowboard equipment and apparel.
- √ To bring back lapsed skiers to the sport.
- √ Program provides up to 3 coupons for lift passes at each participating ski area
- √ Eastern SnowPass and Western SnowPass
- √ Raise funds for our elite racing athletes through donations made to Making Winter Winners
- √ 151 ski areas across Canada participate in program (representing over 85% of skier visits)



Grade 4 & 5 SnowPass



9 & 10 Year Old Market and SnowPass Reach

- √ Potential market for 2008/2009 was approximately 376,127 children who were born in 1998 or were enrolled in Grade 5 for the 2008/2009 school year.
- √ Potential market for 2008/2009 was approximately 368,206 children who were born in 1999 or were enrolled in Grade 4 for the 2008/09 school year.
- √ According to Statscan, 2005, 42% of people live in a household that is comprised of 4 people, the average being 3.9.
- √ Using this analysis, and taking into account there were 40,631 SnowPass holders in 08/09, the program reached nearly 120,000 people this season, 70,000 of them being additional family members.
- √ There was an average of 3 extra people who went skiing/snowboarding on days when the SnowPass was used.



Grade 4 & 5 SnowPass

Distribution outlet



Distribution Outlet	Applications Received	Percentage
Internet	19,201	47.5
Ski Area	501	1.3
Ski Show	130	0.31
Sport Chek	539	2.7
Sport Mart	716	1.8
Sports Experts	716	1.7
Family	247	0.6
Friend	399	0.9
School	16495	41.1
Intersport	184	0.05
Other	542	2.4



Grade 4 & 5 SnowPass



School Application Redemption

Grade 5 Only			Grade 4 & 5		
07/08 school applications	Printed applications Sent to schools	Redemption	School applications	Printed applications Sent to schools	Redemption Percentage
15,606	593,000	2.63%	16,854	876,000	1.92%



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Media Campaign

√ The SnowPass program generated 84 printed articles with a total circulation of over 4 million across Canada.

SnowPass Websites (www.snowpass.ca & www.passeportdesneiges.ca)

Website Views & Visits	March 19, 2007 to March 18, 2008	March 19, 2008 to March 18, 2009	Percentage Change
Year - Total English Visits	90,144	150,260	60.70%
Year - Total English Views	206,059	357,412	73.50%
Year - Total French Visits	25,715	40,997	59.40%
Year - Total French Views	58,992	90,243	53%



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Partnership with Retail Stores (Forzani)

- ✓ Forzani is Canada's largest sporting goods retailer
- ✓ 400 stores placed SnowPass POP displays and brochures.
- ✓ Banner ads were placed in Sport Chek and Sports Experts flyer and an insert was included with the Sport Mart Preferred Customer Holiday Mailer.





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Follow-up Survey

√ Each year, the CSC surveys its SnowPass applicants in March to answer key demographic and psychographic questions.

√ The survey is posted online and an email request is sent to SnowPass applicants who have agreed to be contacted by the CSC.

√ On average, between 15,000 and 20,000 applicants are sent an email and approximately 3,500 – 5,000 complete the survey.





Grade 4 & 5 SnowPass



Highlights of the Program

- ✓ 31% of SnowPass holders were either beginners or lapsed skiers/riders and
- ✓ 33% were infrequent skiers/riders.
- ✓ 57% of SnowPass holders skied more often this past season than the season prior.
- ✓ 76% of parents said that they skied or snowboarded more this season as a result of their child having a Grade 5 SnowPass.
- ✓ 19% of SnowPass holders had another member of the family start skiing or snowboarding as a direct result of their child owning a Grade 5 SnowPass.
- ✓ On average, SnowPass holders skied/boarded approx. 4 additional times with approximately 3 other people generating 376,008 additional ski and snowboard days.
- ✓ Great retention rate – Now that these children are frequent skiers and riders, there is an opportunity for them to participate in racing programs such as the Nancy Greene Ski League, Bumps and Jumps etc.



Grade 4 & 5 SnowPass



Highlights on the Program

√ 58% of holders had new equipment purchased for them in '08/'09.

√ 29% of parents purchased equipment for themselves in '08/'09.

√ 58% of parents purchased equipment for someone else in '08/'09.

√ 28% of SnowPass holders reported they took a SKI lesson on a day the SnowPass was used

√ 14% of SnowPass holders reported they took a SNOWBOARD lesson on a day the SnowPass was used and 33% of holders have taken a SNOWBOARD lesson at some point in their lives.

√ 10% reported that either they or their spouse took a lesson on a day the SnowPass was used.



Grade 4 & 5 SnowPass



Economic Impact

Total Revenue for all Resorts based on Lift Tickets Purchased by SnowPass Holders and their Family & Friends

	Number of SnowPass Holders	Avg. Number of Visits NOT using SnowPass Coupons	Total Number of Resort Visits Not using SnowPass Coupons	* Avg Lift Ticket Price	Approx Revenue to All Resorts
Additional Lift Passes Purchased by SnowPass Holder	34,536**	4.6	15,866	\$28.00	\$4,448,248

	Number of SnowPass Outings per SnowPass Families	Avg. Number of Outings per SnowPass Family	Total Number of Outings
Additional Number of Outings by The SnowPass Holders and their Families	34,536**	4.2	145,051



Grade 4 & 5 SnowPass



Economic Impact

Total Revenue generated per year based on average money spent per SnowPass family outing*

	Total Number of outings by the SnowPass holders and their families	Avg. Money spent per Student Outing* and Their Families	Total Revenue Per Year
Revenue generated as a result of SnowPass family outings.	145,051	\$152.0	\$ 22,047,752.00

*Average money spent per family outing includes transportation, lift tickets, meals/snacks, rentals, lessons, and/or accommodations.

** 34,536 represents: 40,631 (total number of SnowPass holders) – 15% (number of holders who stated that they never used their pass)



Grade 4 & 5 SnowPass



Economic Impact

Total Net Revenue to Resorts - not including vacation travel, real estate purchases etc.

\$22,047,752.00





Making Winter Winners



Making Winter Winners Fundraising Program





Making Winter Winners



To provide financial support to our amateur skiers and snowboarders to help them compete with the world at National and International Championships, World Cup Events, and the Winter Olympic and Paralympic Games.

- Our goal is to raise \$200,000+ per year for our athletes
- Making Winter Winners targets skiers and snowboarders across the country and encourages them to make a donation to our athletes by the following methods
 - Ski areas season pass form
 - Grade 4 & 5 SnowPass application form
 - Pamphlets at participating ski areas
 - Visiting www.makingwinterwinners.ca

The program is currently being launched/marketed at 40 participating ski areas across Canada.

To-date, the Canadian Ski Council has raised over **\$150,000** for the Making Winter Winners Fundraising Program