2007-2008 Canadian Skier and Snowboarder Facts and Stats

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Coordination: Natalie Laplante, CAE
Canadian Ski Council
RR3, 209554 Hwy 26 W, Unit 1
Craigleith, ON
L9Y 3Z2
Ph: 705-445-9140
Fax: 705-445-0525
Web: www.skicanada.org

Email: info@skicanada.org

Phone: (705) 445-9140
Fax: (705) 445-0525

Statistical Preparation: Natalie Laplante, Canadian Ski Council
Commentary Jim Lee, MRPA Consulting

1. Ski Area Visits

The 2007/08 season saw a record high in skier visits for Canada, with all regions of the country posting gains. This is due to the favourable weather and good snow conditions across Canada in 2007/08 compared with previous years.

Annual Skier Visits by Region

		03/04	04/05[1]	05/06[2]	06/07	**07/08**
B.C. and Yukon	000	6,048	4,527	5,773	5,214	6,622
	# resorts	46	45	45	45	47
Heliski	000	80	76	84	86	100
	# operations	43	43	43	41	41
Alberta	000	2,473	2,336	2,403	2,450	2,564
	# resorts	32	32	33	24	30
Prairies	000	241	226	215	181	242
	# resorts	16	16	16	16	13
Ontario	000	3,354	3,502	3,488	3,267	3,551
	# resorts	55	55	56	63	65
Quebec	000	6,778	7,164	6,761	6,345	7,085
	# resorts	83	82	75	80	80
Atlantic	000	504	529	462	438	501
	# resorts	14	14	14	14	13
Total	000	19,478	18,360	19,186	17,981	**20,665**
	# resorts	289	287	282	283	289

- The Canadian Ski industry showed 6% growth in skier visits between the 2003/04 season and the 2007/08 season and 15% growth in the past year.
- BC and Yukon resorts showed the highest growth rate in resort regions over the past 5 years of 9.4% and skier visits increased 27% in the past year.
- Heliski operators had a growth rate in skier visits of 25% and grew 16% in the past year.
- Alberta resorts skier visits grew by 3.6% over the past 5 years and 4.6% in the past year.
- Prairie resorts skier visits did not grow over the past 5 years but did grow by 3.3% between 2006/07 and 2007/08.
- Ontario resorts posted 5.8% growth over the past 5 years and grew by 8.6% in the past year.
- Quebec resorts have the most ski resorts, and the highest number of skier visits, representing 34% of Canadian skier visits. Quebec resort skier visits have grown by 4.5% over the past 5 years and grew by 11.6% in the past year.
- Atlantic Canada skier visits have declined slightly over the past 5 years but saw an increase of 14.3% in the past year.

[1] A skier visit represents one skier or boarder participating at a resort for one day and is the accepted measurement of activity in the industry. Sources: CWSAA (Ecosign), OSRA (Sylvain Audet, MBA), ASSQ (Chaire de Tourisme, UQAM) and ASAA (Sylvain Audet, MBA)

[2] Sources: preliminary data as Summer 2008, from CWSAA, OSRA (Sylvain Audet, MBA), ASSQ (Chaire de Tourisme, UQAM), and ASAA (Sylvain Audet, MBA)

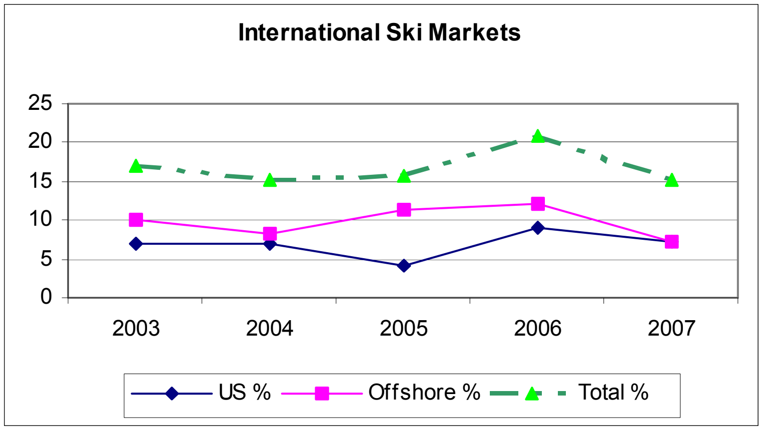
2. Ski Travel Markets[3]

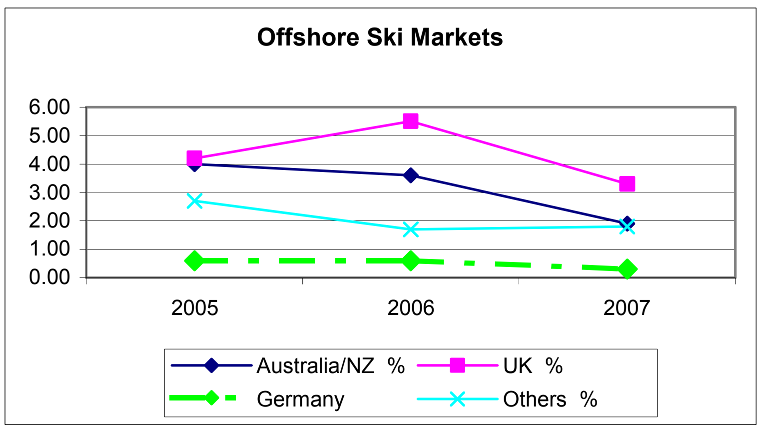
The percentage of Canadians on the trails increased this past season to nearly 85% from 79% the previous season. There was a decrease in the offshore market from 12% to 7.2% of total skier-visits and a decrease in the US market (from 9% to 7.1%). This decrease in US skier visits is likely due to the increase in value of the Canadian dollar over the past year as well as other factors influencing travel such as security issues. The decline in US visits is consistent with the decline in total US visits to Canada.

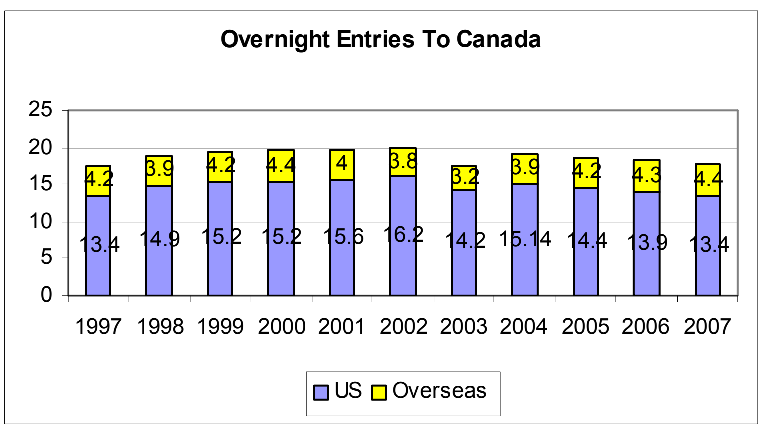
All of the international markets declined in 2007/08 as a percentage of overall skier visits. However, with the overall increase in the number of skier visits in 2007/08 (of 15%), the absolute number of skier visits from international markets was similar to the number in 2006/07.

Aside from the US market, which represents about 7% of skier visits, the UK is the next most important market, representing about 3.5% of skier visits.

Over the past 10 years, overnight trips to Canada from international markets peaked in 2002 and have been declining since that time. The US is the largest source of overnight trips to Canada, and changes in that market have a significant influence on the tourism industry, as well as on the ski industry. Since the peak in 2002, the US market has declined by 17% due to a range of factors including economic conditions in the US, border security issues and recently, poor exchange rates.







Of the other international markets, the UK is the largest representing 892,000 visitors to Canada in 2007. However, Australia had the highest growth rate at 13.9% over 2006, followed by

[3] Source: 2006/2007 Canadian Ski Council Demographic Survey

Mexico at 7.4%. The other markets declined (particularly Japan at 18.3%) or showed minimal growth.

The type of visitor – a local resident, day visitor or overnight visitor - is important to areas. Overnight visitors will spend more on the area, particularly if they stay in accommodation at the area. Local residents are more likely to be using annual passes – a form of discounted lift ticket, that will mean a lower yield per skier. In addition, local residents are more likely to bring their own food and refreshments. While local markets tend to be the most reliable, they are also likely to be more weather dependent.

The higher the percentage of overnight visitors, the higher the percentage of international skiers. Each region has its own market distribution, with 60% of BC skiers staying overnight. Alberta follows at 40%. This reflects the greater number of destination resorts in BC and Alberta than in Eastern Canada and the importance of ski travel markets to BC and Alberta.

Type of Visitor by Region

							Total
WHAT TYPE OF VISITOR YOU ARE		BC	Alberta	Ontario	Quebec	Atlantic Provinces	
	Local resident	26.00%	40.40%	28.80%	28.50%	43.40%	29.00%
	Day visitor	13.30%	19.60%	45.00%	38.70%	33.80%	32.30%
	Overnight visitor	60.70%	40.00%	26.20%	32.80%	22.70%	38.70%
Total		100.00%	100.00%	100.00%	100.00%	100.00%	

3. Participation

According to PMB[4], in 2007 4.3 million Canadians 12 or more years old participated in one or more forms of skiing (alpine or cross-country), snowboarding, or a combination of those sports. This is at par with participation rates in 2006.

The participation rate in our sports is 15.2% of the Canadian population age 12 years and older, compared to 15.5% the previous season. There is considerable cross participation between the three types of activity. Downhill skiing remains the most popular, with 1,802,000 Canadians skiing, up from 1,643 the previous season but when combined with those who also take part in the other disciplines, there are over 2.6 million Canadians participating in alpine sports.

[4] Print Measurement Bureau, The period covered is from October of the previous year to September.[4] The data reflects the Canadian population 12 years of age and over.

Size of the Market and Participation Rate							
	2001 (000)	2002 (000)	2003 (000)	2004 (000)	2005 (000)	2006 (000)	**2007** (000)
# skiers	4,724	3,935	4,162	3,798	4,051	4,365	**4,318**
Participation rate	17.9	14.7	15.4	13.8	14.6	15.5	**15.2**

Both the participation rate and the size of the Canadian skier and boarder market have declined since its peak in 2001. The number of skiers and boarders has declined by 8.5% between 2001 and 2007. Over that time frame, the size of the Canadian market has averaged about 4,200,000. Thus 2007 represents an above average year, continuing a slight upward trend from 2006. Over the past 7 years, the participation rate has averaged 15.3%, which suggests that 2007 was an average year for participation.

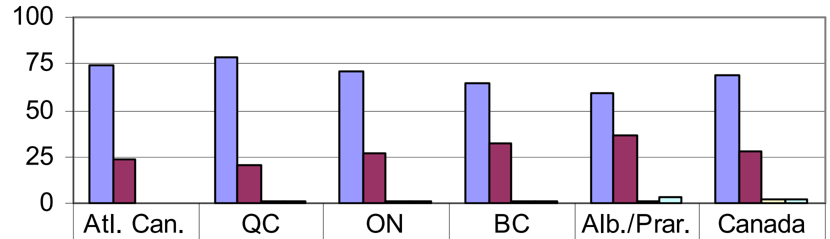
Downhill, Snowboarding and Cross Country Markets				
	2004 (000)	2005 (000)	2006 (000)	**2007** (000)
Exclusively Downhill	1,377	1,461	1,643	1,802
Exclusively Snowboarding	804	912	979	955
Exclusively Cross Country	843	813	873	704
Downhill and Snowboarding	232	224	254	335
Downhill and Cross Country	338	351	423	281
Snowboarding and Cross Country	32	110	67	59
Snowboarding, Downhill and Cross Country	172	181	126	182
Total Downhill	2,119	2,217	2,446	2,660
Total Snowboarders	1,240	1,427	1,426	1,531
Total Cross Country	1,385	1,455	1,489	1,226

The largest cross-over is between downhill and cross country with 281,000 participants, while there are 182,000 Canadians who participated in all 3 disciplines.

The number of Canadians who exclusively downhill ski is 1,802,000 compared to 1,643,000 in 2006 (a 9.7% increase), while there are 955,000 who exclusively snowboard compared to 979,000 (a 2.7% decrease) in 2007, and those who exclusively cross country ski at 704,000 for 2007 compared to 873,000 in 2006 (a 19.4% decrease).

Over the past 4 years, the total number of downhill skiers has increased by 25%, snowboarders by 23%, but cross country skiers have declined by 11%. The decline in cross country skiers in primarily seen in those who cross country ski exclusively. Interestingly, the # of those who both snowboard and cross-country ski has increased, suggesting that younger snowboarders may be taking up cross-country skiing.

Equipment Usage by Region



	Atl. Can.	QC	ON	BC	Alb./Prar.	Canada
Ski	74	78	71	65	59	69
Snowboard	24	20	27	32	37	28
Telemark	0	1	1	1	1	2
Other	0	1	1	1	3	2

When asked what equipment type those interviewed at ski areas were using that day[5], over 2/3 (69%) were using alpine skis, with 28% using snowboards and 1% using telemark skis.

Participants at Quebec resorts were more likely to be using alpine skis (80%), with 18% using a snowboard and 1% using telemark skis and 1% stating "other". Skiers and boarders from Quebec tend to be older than average, and this influences their choice of equipment.

An alpine skier skis an average of 7.3 days per season, a snowboarder 8 days per season and a telemarker participates 10 times per season.

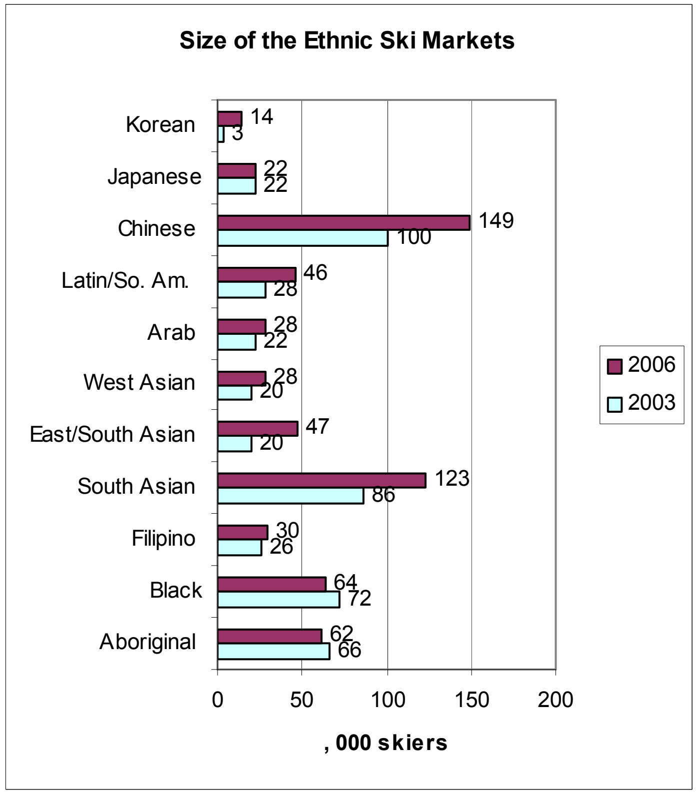
Skiers and boarders in Quebec and British Columbia tend to be more active, with approximately over 30% participating more than 20 times the previous year. Skiers from Atlantic Canada, Ontario and Alberta/ Prairies tend to be slightly less active, with 28% from Ontario and Atlantic Canada skiing 20+ per season and 27% from Alberta/Prairies skiing 20+ times per season.

Frequency of Participation by Region

	Atl. Can.	QC	ON	BC	Alberta/ Prairies	**Canada**
None	20	6	19	16	18	14
1 to 3 visits	14	9	15	10	14	11
4 to 5 visits	7	7	8	8	9	8
6 to 9 visits	10	11	8	10	11	10
10 to 14 visits	15	19	17	15	15	17
15 – 19 visits	7	12	6	8	5	8
20+ visits	28	36	28	33	27	32

[5] Source: 2007/2008 Canadian Ski Council National Consumer Profile and Satisfaction Survey

4 Ethnic Participation in Skiing and Boarding

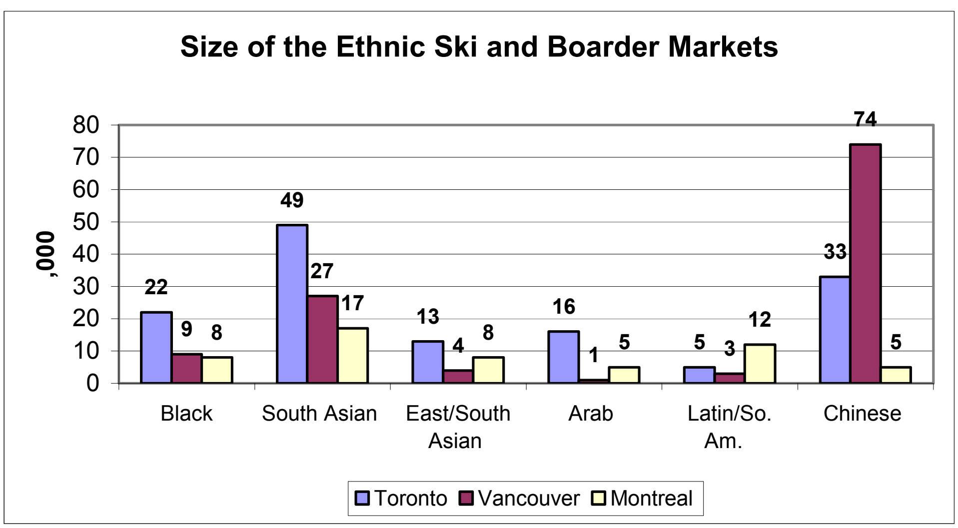


White skiers and boarders represent 85.9% of the overall Canadian market.[6] Since 2003, this share has been declining and the share of ethnic participation has been increasing.

The largest ethnic market is the Chinese market, representing 149,000 skiers and boarders. This market increased by nearly 50% over the past 4 years. There were 123,000 South Asian[7] skiers and boarders in 2006, also representing a large increase.

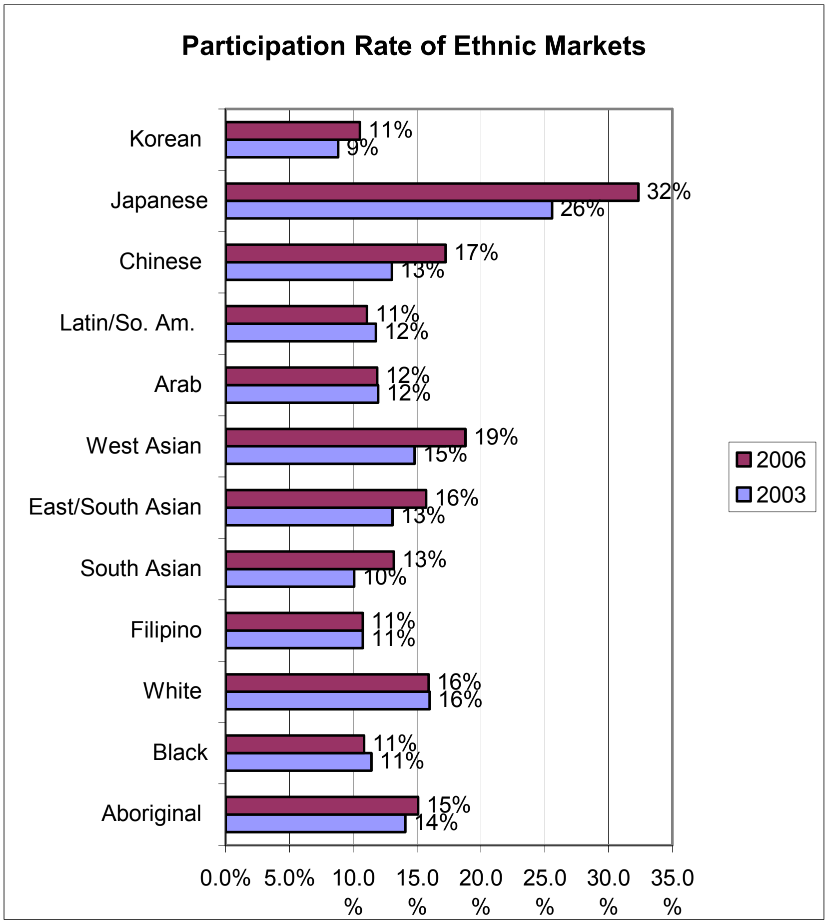
Immigrants tend to migrate to the larger urban centres, thus most of the ethnic population in Canada lives in the metropolitan areas, particularly Toronto and Vancouver.

The largest ethnic markets in Toronto are the South Asian (49,000) and Chinese (33,000). The largest ethnic markets in Vancouver are the Chinese (74,000) and South Asian (27,000) and the largest market in Montreal is the South Asian (17,000).



[6] Source: 2003 and 2007 PMB data.
[7] South Asian includes India and Pakistan, South East Asia includes Afghanistan, Iran, Iraq

The participation rate is the percentage of the population 12 years of age and older, who say they skied or boarded at least once the previous year.



The participation rate among Whites did not change significantly over this time frame at 16%. Three ethnic groups had participation rates greater than Whites, two were close and 6 were less than Whites, so that the average participation rate in Canada for all skiers and boarders is close to the same as that for Whites. In 2007, the Japanese, Chinese and West Asian (Iran and Afghanistan) populations have participation rates that are higher than the White segment. The East/South Asian and Aboriginal rates are near the participation rate of Whites. All other segments are lower than the participation rate of Whites, with approximately 10% - 13% saying they have participated in the past year.

The rate among the Latin American, Blacks, Filipinos and Aboriginal populations did not change significantly over the 3-year time frame. There was a large increase in the participation rate in the Japanese population, and smaller increases in the balance of the ethnic markets. This provides more credibility to the numbers provided in the PMB survey.

The participation rates in downhill skiing (only) in several of the ethnic groups exceed that of the White segment. As expected, the Japanese and the Chinese have the highest rates of participation, with the East/South Asian population slightly higher than that for Whites. The balance of ethnic groups has participation rates lower than that for the White segment.

However, for snowboarding (only), the participation rate for almost all ethnic groups (except for Blacks) is higher than that for the White segment of the population. Despite this though, the participation rate for boarding is not higher than it is for skiing. For many, it is approximately the same, and only the Korean and Filipino segments show much stronger participation in boarding than skiing.

5 Alpine Skier Profile[8]

- Participants who ski exclusively increased to 1,643 million (+182,000 or +12% from 2005) after a record low in 2004.
- The baby boom generation continued to be a major component of the ski market, but of some concern in 2006 is the decline in the number of skiers in the young adult (12-17 and 18-24 age groups).
- The percentage of male alpine skiers stayed the same as the previous year.
- Montreal and Toronto account for 33% of the total skier population compared to 29% in 2005. The market with the strongest growth was Montreal, from 13% to 16%.
- The proportion of households with an income of $50,000+ was 79%.
- The percentage of skiers with children between the ages of 12-17 remains the same at 36%. Those with children between 6-11 years dropped slightly from 24% to 22%. Those with children between 3-5 years of age had a slight increase, from 7% in 2005 to 9% in 2006.
- 25% of skiers are not employed, possibly due participation from the youngest age segment.
- Last season, people skied an average of 10 days per year, a significant increase compared to the previous season.
- The percentage of core (those skiing more than 10 times per year) has declined significantly from 387,000 skiers in 2003 to 285,000 in 2007.

Further information on Alpine skiers is available in Appendix 1.

Frequency of Participation of Alpine Skiers

		2003	2004	2005	2006	**2007**
1 – 2 times	000	683	629	655	785	869
	%	43	46	45	48	48
3 – 9 times	000	503	455	504	558	648
	%	32	33	35	34	36
10+ times	000	387	293	301	299	285
	%	25	21	20	18	16

6. Snowboarder Market Profile [9]

- The number of Canadians who only snowboard increased to a total of 979,000 participants this season.
- The proportion of snowboarders 24 years old and under is below 70% (67% in 2005 vs. 77% in 2004).
- The majority of snowboarders are male (70%).
- The snowboard market tends to be more ethnically diverse, possibly due to the younger age of participants. 2 out of 3 snowboarders are from Quebec and Ontario but do not live

[8] Alpine Skiers are defined as those who have stated that they ski exclusively.
[9] A Snowboarder is defined as someone who exclusively snowboards.

in large cities (population over 1 million).

- 84% of snowboarders live in a household with children under 18, and teens account for 51% of the 84%.
- The proportion of snowboarders with a full-time or part-time job increased to 62% in 2006 from 57% in 2005.
- The number of core snowboarders has declined steadily over the past 5 years from 337,000 boarders representing 39% of boarders in 2003 to 205,000 boarders representing 21% of boarders in 2007

Frequency of Participation of Snowboarders

		2003	2004	2005	2006	**2007**
1 – 2 times	000	304	309	369	440	460
	%	35	38	40	45	48
3 – 9 times	000	221	220	282	295	291
	%	26	28	31	30	30
10+ times	000	337	275	261	243	205
	%	39	34	29	25	21

7. Cross-country Skier Market[10]

- There has been an increase in the number of Canadians who cross country ski, from 813,000 in 2005 to 873,000 in 2006 (7.4%)
- The percentage of x-country skiers 35 years old and over is stable at ±77%. As might be expected, this market is the oldest of the three, with 45% over the age of 50.
- Women comprise the majority (55% in 2006 vs 53% in 2005) of the market.
- 70% of participants are from central Canada.
- 68% of cross country skiers have a household income of $50,000+ compared to 64% in 2005.
- The percentage of cross country skiers with a full- or part-time job remains stable at 68%.
- The number of core cross country skiers has declined in absolute numbers between 2003 and 2007, along with the decline in the total number of cross country skiers. However, the percentage of core cross country skiers has not declined significantly.

Frequency of Participation of Cross Country Skiers

		2003	2004	2005	2006	**2007**
1 – 2 times	000	420	392	335	476	300
	%	50	47	41	55	43
3 – 9 times	000	242	310	306	243	264
	%	29	38	38	28	38
10+ times	000	182	141	172	154	140
	%	22	16	22	18	20

[10] A Cross-country Skier is defined as someone who cross-country skis exclusively.

8. Customer Satisfaction

This year's National Consumer Profile and Satisfaction Survey included many different questions in regards to a ski area's service ratings by their customers to gain their feedback with respect to the terrain park, the half pipe, lift line waits, quality of grooming, level of crowding on the trails, ticket sales staff, food and beverage quality etc.

40% of consumers visiting Canadian resort were "extremely satisfied" with their lesson experience at our ski areas, compared to 36% last season, and 37% were "extremely satisfied" with their rental experience, compared to 36% the previous year.

One of the measures of customer satisfaction is the "Net Promoter Score (NPS). The NPS is the percentage of customers who are promoters of the experience, minus the percentage who are detractors. These numbers can be calculated from the rating of "How likely are you to recommend this resort to a friend or colleague?". On a scale of 0-10, 70% were "extremely likely" (rating of 10) compared to 60% in 2006/07, with 98% overall being satisfied and willing to recommend skiing and snowboarding, compared to 96% the previous year.

BC resorts have the highest NPS of the regions at 66%, followed by Quebec at 53%. The other regions are at 50% or lower. The overall NPS for Canada is 54%, which was a decline from the 2006/07 NPS of 57%. By way of comparison, the NPS for US resorts is 62%, indicating that the level of satisfaction of customers at Canadian resorts lags that of customers at US resorts.

8. Learning to Ski or Snowboard

Skiers and boarders in Alberta/Prairies and Atlantic Canada have lower levels of ability than those in other regions, with 22% respectively saying they are there for the first time or are beginners. Quebec and Western Canada have the highest percentage of advanced or expert skiers. Ontario and Atlantic Canada may be in a better position in some respects as the lower ability levels indicate more people learning to ski and board. In addition, Ontario and Atlantic Canada have the highest percentage of young participants, with 7% under the age of 14 respectively.

Most of Canada's alpine ski areas have ski schools. In addition, there are many ski schools not affiliated directly with an area. The estimated total number of ski schools in Canada is 300.

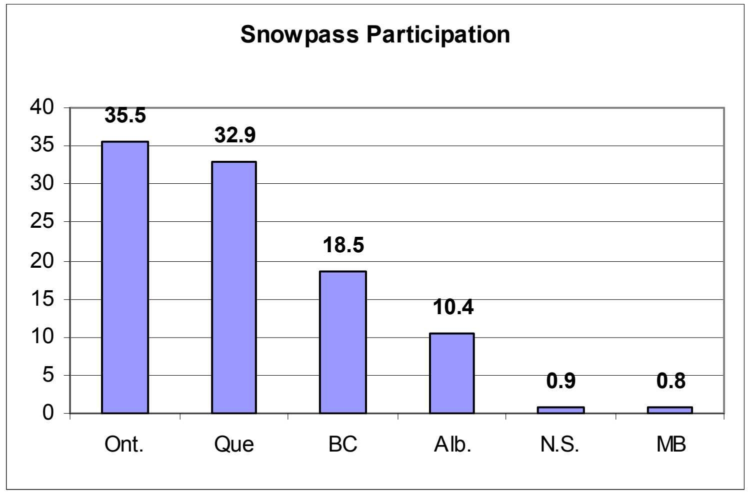
With 23,000 members and almost 70 years of experience, the Canadian Ski Instructors' Alliance (CSIA) is one of the largest and oldest Ski Instructor Associations in the world. As a result, the CSIA is a leading member of the International Ski Instructors' Association (ISIA) and of Interski. The CSIA's mission—to provide education and leadership that contribute to a vibrant mountain experience for the skiing public—is promoted through its recognition by federal and provincial governments as an educational institution and through the more than 300 Ski Schools across Canada that offer an average of 6.8 million lessons per year. The CSIA also offers ski instructor certification programs in Andorra, Argentina, Australia, USA and New Zealand.

There are over 10,000 active Snowboard Instructors certified by the Canadian Association of Snowboard Instructors (CASI).

There are approximately 550 active Cross-Country Ski Instructors in Canada certified by the Canadian Association of Nordic Ski Instructors (CANSI).

For all racers and competitors, 8,000 coaches are trained and certified by the Canadian Ski Coaches Federation.

The Canadian Ski Council Grade 5 Snowpass program provides an opportunity for 31,802 Grade 5 youths to learn to participate in the sport using a discount coupon book. Nearly 90% of applicants redeemed coupons for lift passes at participating resorts. On average, 4.8 passes were used for skiing in the year and 2.2 passes for snowboarding.



Ontario has the largest percentage of participants, followed closely by Quebec.

The Snowpass program provides additional benefits to participating ski areas. Over 70% of Snowpass users had an adult paying for a lift ticket accompanying the Grade 5 student on every visit, and 12% of Snowpass holders had paying adults accompany them on most of their trips. The average number of people accompanying the Snowpass holder was 2.9. Snowpass holders also skied at more than one resort, visiting an average of 2.9 resorts over the season. Over 30% of Snowpass holders took a lesson

9. Canadian Snowsports Association

The Canadian Snowsports Association (CSA) represents its 9 member snowsport disciplines of:

1. Alpine Canada Alpin (including Para-Alpine Team)
2. Canadian Association for Disabled Skiing
3. Canadian Freestyle Ski Association (including Ski Cross Team)
4. Canadian Speed Skiing Association
5. Cross Country Canada (including Para-Cross Country Team)
6. Nordic Combined Canada
7. Ski Jumping Canada
8. Telemark Ski Canada
9. Canadian Snowboard Federation

These 9 disciplines are the National Sport Governing Bodies for each of their sports in Canada. Their mandate is the development of competition programs and events, the development of athletes up to and including National Team Level and the pursuit of excellence at all competition levels. The 9 snowsport members of the CSA are all National Sport Governing bodies responsible for all aspects of the sport within each of the provinces and territories.

Alpine, Freestyle, Cross Country, Snowboard, Ski Jumping and Nordic Combined compete in the Olympic Winter Games with Alpine and Cross Country also fielding national teams in Paralympic events as well.

In addition, effective 2007, the CSA fields a national Ski Cross team as part of its preparation for the 2010 OWG as this is a new Olympic event.

The CSA represents its 9 member disciplines within the Federation International de Ski (FIS), Canadian Olympic Association (COA), VANOC, Calgary Olympic Development Association (CODA), Canadian Ski Foundation and the Canadian Ski Council (CSC) and other agencies involved in the Canadian snow sport system as well as with respect to the National Ski Federations in over 105 countries.

There are currently 756 ski clubs within the CSA membership and over 81,000 participating and active members plus over 230,000 supporting members, including over 200,000 in Alpine Canada.

	Clubs	**Members**
Alpine	214	24,800
Cross Country	375	45,000
Freestyle	66	2,800
Ski Jumping/Nordic Combined	2	371
Disabled	53	3,500
Telemark	12	2,000
Snowboard	33	2,600
Speed Skiing	1	75
Total	**756**	**81,146**

CSA members are involved in over 2,300 competitions per year in Canada at over 230 Canadian ski areas.

It is estimated that the 81,000 active and participating members contribute over $230,000,000 into the Canadian economy.

	2007
Competitors	51,000
Certified Officials	9,000
Certified Coaches	4,000
General Active Members	17,000
Total	**80,000**

10. Ski Safety

Statistically, skiing is no more dangerous than riding a bicycle. In fact, the most common ski injury is a sprained thumb. With common sense and personal awareness, skiing is a safe sport.

In Canada there are more than 5,000 ski patrollers certified by the Canadian Ski Patrol System.

The number of accidents per capita has steadily decreased over the past 10 years.

The Canadian Ski Patrol has entered into a partnership with the Canadian Avalanche Association, Smartrisk Foundation, and Parks Canada in order to promote ski and snowboard safety to the youth segment. The SNOWSMART program supported by Search and Rescue Canada educates young people about the safe use of Canada's outdoor facilities.

Ensuring an enjoyable, safe skiing or boarding experience is a focus of each ski area across Canada. Following the well-publicized ***Skier Responsibility Code*** has become a common practice for skiers and boarders wishing to enjoy our slopes and trails. With this knowledge, and personal awareness, skiing and boarding is a safe sport to participate in.

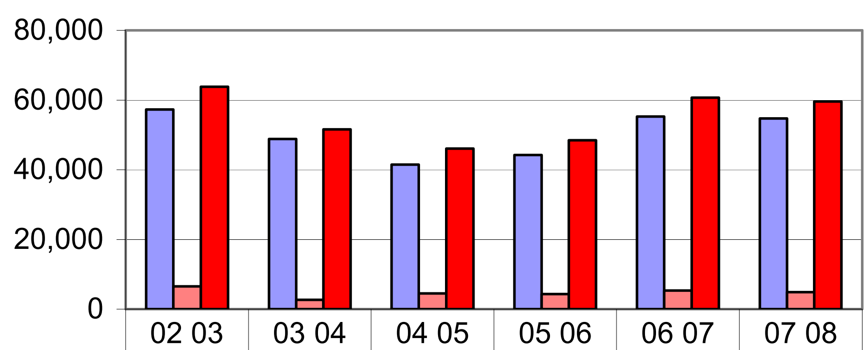
The Canadian Ski Patrol System (CSPS), formed in 1941, and currently with approximately 5,000 members from coast to coast in Canada is a founding member of F.I.P.S. (Federation Internationale des Patrouilles de Ski). The CSPS' mission is to promote safety and injury prevention, and along with a number of organizations throughout Canada sharing similar objectives, the CSPS has observed a steady decrease in the number of accidents in recent years.

With expert instruction available and leading edge equipment to rent or purchase, Canadian ski areas offer an environment for anyone from beginner to expert to enjoy a great time on the slopes and trails all winter long.

11. Equipment Sales[11]

Based on the industry-wide data for alpine ski sales and cross-country ski sales, the following charts identify the variations in sales by region and by year. Over the past year, there has been an increase in the sales of both alpine and cross country skis in Canada. The most significant increase has been in Alpine sales, with an increase of nearly $10 million in sales.

Combined, there was nearly $60 million in alpine and cross country ski sales in 2007/08.



	02 03	03 04	04 05	05 06	06 07	07 08
Alpine Equipment Sales	57,291	48,855	41,501	44,190	55,304	54,709
Cross Country Equipment Sales	6,518	2,706	4,529	4,276	5,372	4,901
Total Sales	63,809	51,561	46,030	48,466	60,676	59,610

There has been an increase in alpine sales in British Columbia, Saskatchewan/Manitoa/Lakehead and Quebec over the past year. There has been a slight decrease in sales in Alberta, Ontario and Atlantic Canada. In absolute terms, Quebec has the highest level of sales, followed by Ontario and then British Columbia.

[11] Source: NSIA

Alpine Equipment Sales by Region						
(in $000)	02/03	03/04	04/05	05/06	06/07	**07/08**
B.C.	10,124	8,471	8,503	7,733	11,531	$12,351
Alberta	8,120	8,079	5,374	6,224	9,872	$9,416
Sask/Man /Lakehead	771	649	484	496	742	$1,085
Ontario (excl. Lakehead)	16,470	13,073	11,668	12,179	15,209	$13,413
Quebec	19,289	17,300	14,628	16,606	16,667	$17,293
Atlantic	2,517	1,283	845	953	1,283	$1,149
Total	57,291	48,855	41,501	44,190	55,304	**$54,709**

Cross Country ski sales are also highest in Quebec, with next largest region, British Columbia and then Ontario. In this case though, there are over four times the number of cross country skiers in Quebec as in British Columbia.

Cross Country Equipment Sales by Region						
(in $000)	02/03	03/04	04/05	05/06	06/07	**07/08**
B.C.	1,139	373	767	511	826	1,005
Alberta	445	214	361	433	648	626
Sask/Man /Lakehead	237	80	173	222	306	442
Ontario (excl. Lakehead)	1,726	724	1,041	997	1,231	952
Quebec	2,654	1,194	2,054	2,001	2,225	1,706
Atlantic	317	121	133	112	136	170
Total	6,518	2,706	4,529	4,276	5,372	**4,901**

The Canadian Ski Council is the not-for-profit organization representing 13 member organizations. Information about the CSC and its members can be found at **www.skicanada.org**

NSIA

Canadian Ski Instructors' Alliance
Alliance des moniteurs de ski du Canada

C.A.S.I. A.C.M.S.

CANADIAN SKI COACHES FEDERATION
FÉDÉRATION DES ENTRAÎNEURS DE SKI DU CANADA

ALPINE CANADA ALPIN

ASSOCIATION CANADIENNE DES MONITEURS DE SKI NORDIQUE
CANADIAN ASSOCIATION OF NORDIC SKI INSTRUCTORS

CANADA WEST SKI AREAS ASSOCIATION

ONTARIO SNOW RESORTS ASSOCIATION

maneige
ASSOCIATION DES STATIONS DE SKI DU QUÉBEC

Atlantic SKI AREA ASSOCIATION

Appendix A
Alpine Skier Data Tables

Age Segments

		2003	2004	2005	2006	2007
12 – 17 years old	000	176	192	218	208	212
	%	11	14	15	13	13
18 – 24 years old	000	313	185	173	165	164
	%	20	13	12	10	10
25 – 34 years old	000	319	288	199	360	331
	%	20	21	14	22	20
35 – 49 years old	000	545	536	561	632	670
	%	35	39	38	39	40
50 – 64 years old	000	190	151	250	217	247
	%	12	11	17	13	40
65+ years old	000	30	26	61	62	60
	%	2	2	4	4	4
	000	1,574	1,377	1,461	1,643	1,684

Ethnicity

		2003	2004	2005	2006	2007
Black	000	40	17	10	24	22
	%	3	1	1	1	1
White	000	1,366	1,233	1,325	1,419	1,479
	%	87	89	91	87	88
South Asian	000	51	30	26	19	31
	%	3	2	2	1	2
Chinese	000	38	44	73	63	68
	%	2	3	5	4	4
Japanese	000	2	8	4	7	2
	%	0	1	0	0	0

Gender

		2003	2004	2005	2006	2007
Male	000	826	740	819	919	955
	%	52	54	56	56	57
Female	000	748	636	641	724	729
	%	48	46	44	44	43

Provincial Market Size

		2003	2004	2005	2006	2007
Atlantic	000	51	23	89	57	57
	%	3	2	6	3	3
Quebec	000	374	463	362	528	550
	%	24	34	25	32	33
Ontario	000	600	455	502	582	569
	%	38	33	34	35	34
Manitoba/Saskatchewan	000	71	34	67	70	71
	%	5	2	5	4	4
Alberta	000	200	106	165	183	200
	%	13	8	11	11	12
B.C.	000	277	295	276	223	236
	%	18	21	19	14	14

Household Income

		2003	2004	2005	2006	2007
$75,000 +	000	898	687	922	982	1,086
	%	57	50	63	60	65
$50,000 – $74,999	000	334	346	267	308	276
	%	21	25	18	19	16
$35,000 – $49,999	000	170	143	130	185	163
	%	11	10	9	11	10
$25,000 – $34,999	000	88	103	52	76	67
	%	6	7	4	5	4
$20,000 – $24,999	000	8	14	19	42	49
	%	1	1	1	3	3
Under $20,000	000	75	83	70	50	42
	%	5	6	5	3	3

Size of Area of Residence

		2003	2004	2005	2006	2007
Under 100,000	000	415	323	423	496	495
	%	26	26	29	0	29
100,000 to 1 million	000	545	297	469	476	490
	%	35	29	32	29	29
1 million +	000	613	657	568	671	699
	%	39	50	39	41	42

Urban Markets

		2003	2004	2005	2006	2007
Montreal	000	216	278	187	257	267
	%	14	20	13	16	16
Toronto	000	286	227	232	281	295
	%	18	16	16	17	18
Calgary	000	79	40	40	61	66
	%	5	3	3	4	4
Edmonton	000	67	26	48	52	72
	%	4	2	3	3	4
Vancouver	000	111	153	149	132	137
	%	7	11	10	8	8
Ottawa/Gatineau	000	n/a	n/a	61	66	75
	%			4	4	4

Households with Children

		2003	2004	2005	2006	2007
Children < 3 years	000	103	121	86	168	116
	%	7	9	6	10	7
Children 3 – 5 years	000	124	119	100	154	141
	%	8	9	7	9	8
Children 6 – 11 years	000	333	356	350	355	382
	%	21	26	24	22	23
Children 12 – 17	000	511	553	517	596	639
	%	32	40	36	36	38

Language Spoken at Home

		2003	2004	2005	2006	2007
English	000	1,107	995	976	1,013	1,024
	%	70	72	67	62	61
French	000	331	382	347	480	490
	%	21	27	24	29	29
Other	000	136	111	138	149	170
	%	9	8	9	9	10

Occupation

		2003	2004	2005	2006	2007
Professionals	000	113	138	130	132	123
	%	7	10	9	8	7
Senior mgrs/owners	000	114	73	60	99	88
	%	8	5	4	6	5
Other managers	000	207	260	225	297	290
	%	13	19	15	18	17
Technicians/sales	000	243	183	188	271	319
	%	15	13	13	16	19
Clerical/secretarial	000	202	101	156	146	156
	%	12	7	11	9	9
Skilled/unskilled	000	360	320	277	299	343
	%	23	23	19	18	20
All other	000	335	302	425	397	364
	%	21	22	29	24	22

Employment

		2003	2004	2005	2006	2007
Employed full-time	000	932	869	839	1,045	1,142
	%	59	63	57	64	68
Employed part-time	000	325	189	187	183	165
	%	21	14	13	11	10
Not employed	000	317	319	435	414	376
	%	20	24	30	25	22

Education

		2003	2004	2005	2006	2007
No diploma	000	244	235	292	316	296
	%	16	17	20	19	18
Secondary/HS grad	000	355	291	265	324	307
	%	22	21	18	20	18
Trade diploma	000	130	136	156	148	157
	%	8	10	11	9	9
University certificate	000	392	310	294	399	395
	%	25	23	20	24	23
Undergrad. degree	000	256	255	307	279	314
	%	16	19	21	17	19
Post-grad. degree	000	197	149	146	177	215
	%	13	11	10	11	13

Appendix 2
Snowboarder Market Data Tables

Age Segments

		2003	2004	2005	2006	2007
12 – 17 years old	000	362	309	307	357	321
	%	42	38	34	36	33
18 – 24 years old	000	301	312	304	287	307
	%	35	39	33	29	32
25 – 34 years old	000	128	107	153	173	192
	%	15	13	17	18	20
35 – 49 years old	000	61	68	111	134	121
	%	7	8	12	14	12
50 – 64 years old	000	9	8	37	25	28
	%	1	1	4	3	3
65+ years old	000	0	0	1	3	5
	%	0	0	0	0	0
		861	804	912	979	974

Gender

		2003	2004	2005	2006	2007
Male	000	556	483	549	679	659
	%	65	60	60	70	68
Female	000	306	321	363	300	315
	%	36	40	40	30	12

Ethnicity

		2003	2004	2005	2006	2007
Black	000	22	12	5	3	22
	%	3	1	1	0	2
White	000	748	724	765	797	831
	%	87	90	84	81	85
Filipino	000	14	6	11	17	10
	%	2	1	1	2	1
South Asian	000	23	15	33	36	35
	%	3	2	4	4	4
Latin	000	9	11	23	20	17
	%	1	1	3	2	2
Chinese	000	17	22	43	44	19
	%	2	3	5	4	1

Provincial Markets

		2003	2004	2005	2006	2007
Atlantic	000	56	47	23	57	50
	%	7	6	3	6	5
Quebec	000	191	166	229	288	244
	%	22	21	25	30	25
Ontario	000	237	251	378	292	307
	%	28	31	41	30	32
Manitoba/Saskatchewan	000	53	66	53	31	50
	%	6	8	6	3	5
Alberta	000	101	104	88	72	131
	%	12	13	10	7	13
B.C.	000	224	169	142	239	194
	%	26	21	16	24	20

Urban Markets

		2003	2004	2005	2006	2007
Montreal	000	75	100	110	102	95
	%	8	12	12	10	10
Toronto	000	128	80	147	116	126
	%	15	10	16	12	13
Calgary	000	43	58	34	25	29
	%	5	7	4	3	3
Edmonton	000	46	18	29	34	62
	%	5	2	3	3	6
Vancouver	000	102	90	79	115	79
	%	12	11	9	12	8
Ottawa/Gatineau	000	n/a	n/a	55	31	24
	%			6	3	2

Size of Area of Residence

		2003	2004	2005	2006	2007
Under 100,000	000	267	271	274	288	331
	%	31	34	30	29	34
100,000 to 1 million	000	289	263	301	358	343
	%	34	33	33	37	35
1 million +	000	306	270	336	333	300
	%	36	34	37	34	31

Household Income

		2003	2004	2005	2006	2007
$75,000 +	000	329	352	443	431	469
	%	38	44	49	44	48
$50,000 – $74,999	000	22	190	210	278	208
	%	26	24	23	28	21
$35,000 – $49,999	000	155	104	144	150	150
	%	18	13	16	15	15
$25,000 – $34,999	000	66	77	49	66	50
	%	8	10	5	7	5
$20,000 – $24,999	000	13	15	15	14	23
	%	2	2	2	1	2
Under $20,000	000	75	66	52	40	76
	%	9	8	6	4	8

Children in Household

		2003	2004	2005	2006	2007
Children < 3 years	000	58	59	50	72	
	%	7	7	5	7	
Children 3 – 5 years	000	33	56	48	55	
	%	4	7	5	6	
Children 6 – 11 years	000	166	149	173	191	
	%	20	19	19	20	
Children 12 – 17	000	499	407	444	497	
	%	58	51	49	51	

Language Spoken at Home

		2003	2004	2005	2006	2007
English	000	617	627	602	650	693
	%	72	78	66	66	71
French	000	205	145	212	253	224
	%	24	18	23	26	23
Other	000	40	33	97	76	58
	%	5	4	11	8	6

Occupation

		2003	2004	2005	2006	2007
Professionals	000	21	8	42	27	34
	%	2	1	5	3	3
Senior mgrs/owners	000	5	21	22	16	16
	%	1	3	2	2	2
Other managers	000	46	53	74	89	74
	%	5	7	8	9	8
Technicians/sales	000	63	42	62	56	86
	%	7	5	7	6	9
Clerical/secretarial	000	92	19	44	83	97
	%	11	2	5	8	10
Skilled/unskilled	000	322	360	274	333	327
	%	37	45	30	34	34
All other	000	312	301	393	374	341
	%	36	37	43	38	35

Employment

		2003	2004	2005	2006	2007
Employed full-time	000	311	273	319	391	401
	%	36	34	35	40	41
Employed part-time	000	238	231	198	213	232
	%	28	29	22	22	24
Not employed	000	312	300	395	375	341
	%	36	37	43	38	35

Education

		2003	2004	2005	2006	2007
No diploma	000	326	338	340	394	357
	%	38	42	37	40	36
Secondary/HS grad	000	353	264	251	296	319
	%	41	33	28	30	33
Trade diploma	000	20	59	121	78	70
	%	2	7	13	8	7
University certificate	000	82	79	103	103	97
	%	10	10	11	11	10
Undergrad. degree	000	62	37	69	79	99
	%	7	5	8	8	10
Post–grad. degree	000	19	25	28	29	38
	%	2	3	3	3	4

Appendix C
Cross Country Skier Data Tables

Age Segments

		2003	2004	2005	2006	2007
12 – 17 years old	000	77	62	46	30	38
	%	9	7	6	3	5
18 – 24 years old	000	54	58	31	40	28
	%	6	7	4	5	3.4
25 – 34 years old	000	105	85	131	131	113
	%	12	10	16	15	14
35 – 49 years old	000	271	275	251	279	247
	%	32	33	31	32	30
50 – 64 years old	000	220	270	208	268	282
	%	26	32	26	31	34
65+ years old	000	118	94	146	125	117
	%	13	11	18	14	14
		844	843	813	873	825

Ethnicity

		2003	2004	2005	2006	2007
White	000	807	785	740	794	750
	%	96	93	91	91	91
Chinese	000	0	20	7	8	12
	%	0	2	1	1	1

Gender

		2003	2004	2005	2006	2007
Male	000	388	382	382	393	391
	%	46	45	47	45	47
Female	000	456	461	431	480	433
	%	54	55	53	55	53

Province of Residence

		2003	2004	2005	2006	2007
Atlantic	000	59	66	64	67	57
	%	7	8	8	8	7
Quebec	000	309	309	363	388	316
	%	37	37	45	44	38
Ontario	000	277	253	183	223	242
	%	33	30	23	26	30
Manitoba/Saskatchewan	000	71	59	52	62	63
	%	8	7	6	7	8
Alberta	000	75	70	95	62	75
	%	9	8	12	7	9
B.C.	000	54	87	56	70	71
	%	6	10	7	8	9

Urban Markets

		2003	2004	2005	2006	2007
Montreal	000	129	127	118	160	139
	%	15	15	15	18	17
Toronto	000	58	54	46	71	76
	%	7	6	6	8	9
Calgary	000	21	32	12	31	38
	%	2	4	2	4	5
Edmonton	000	19	20	56	14	23
	%	2	2	7	2	3
Vancouver	000	24	38	22	22	21
	%	3	5	3	3	3
Ottawa/Gatineau	000	n/a	n/a	38	55	44
	%			5	6	5

Size of Area of Residence

		2003	2004	2005	2006	2007
Under 100,000	000	297	286	303	327	300
	%	35	40	37	38	36
100,000 to 1 million	000	337	338	324	292	288
	%	40	40	40	33	35
1 million +	000	211	218	187	254	236
	%	25	26	23	29	29

Language Spoken at Home

		2003	2004	2005	2006	2007
English	000	522	497	419	473	485
	%	62	59	52	54	59
French	000	290	293	335	365	289
	%	34	35	41	42	35
Other	000	32	53	60	35	50
	%	4	6	7	4	6

Household Income

		2003	2004	2005	2006	2007
$75,000 +	000	256	341	307	361	377
	%	30	40	38	41	46
$50,000 – $74,999	000	239	174	211	234	189
	%	28	21	26	27	23
$35,000 – $49,999	000	139	167	153	147	130
	%	16	20	19	17	16
$25,000 – $34,999	000	99	38	78	50	48
	%	12	5	10	6	6
$20,000 – $24,999	000	41	37	17	25	25
	%	5	4	2	3	3
Under $20,000	000	70	85	48	55	55
	%	8	10	6	6	7

Children in Household

		2003	2004	2005	2006	2007
Children < 3 years	000	25	46	32	54	53
	%	3	5	4	6	6
Children 3 – 5 years	000	34	80	56	48	49
	%	6	9	7	6	6
Children 6 – 11 years	000	127	147	86	139	126
	%	15	17	11	16	15
Children 12 – 17	000	163	190	138	190	190
	%	19	23	17	22	23

Occupation

		2003	2004	2005	2006	2007
Professionals	000	88	56	80	77	77
	%	10	7	10	9	9
Senior mgrs/owners	000	18	18	27	24	23
	%	2	2	3	3	3
Other managers	000	78	104	111	107	104
	%	9	12	14	12	13
Technicians/sales	000	103	98	93	173	130
	%	12	12	11	20	16
Clerical/secretarial	000	106	56	57	66	61
	%	13	7	7	8	7
Skilled/unskilled	000	133	194	143	150	172
	%	16	23	18	17	21
All other	000	318	318	303	276	257
	%	38	38	37	32	31

Employment

		2003	2004	2005	2006	2007
Employed full- time	000	407	431	444	518	490
	%	48	51	55	60	60
Employed part-time	000	115	81	62	68	59
	%	14	10	8	8	7
Not employed	000	322	330	307	287	276
	%	38	39	38	33	34

Education

		2003	2004	2005	2006	2007
No diploma	000	154	161	126	105	131
	%	18	19	16	12	16
Secondary/HS grad	000	188	157	176	155	152
	%	22	18	22	18	18
Trade diploma	000	89	94	118	90	73
	%	11	11	15	10	9
University certificate	000	164	213	169	222	192
	%	19	25	21	25	23
Undergrad. degree	000	160	140	139	156	151
	%	19	17	17	18	18
Post-grad. degree	000	92	77	86	145	126
	%	11	9	11	17	15

Appendix 4
Demographics of Ethnic Skiers and Boarders

	Total Cdn. Pop.	White Skiers	So. Asian Skiers	Black Skiers	Chinese Skiers
Male	49.25	54.87	47.15	53.13	40.94
Female	50.75	45.11	52.03	45.31	*59.06*
Language most often spoken at home - English	66.05	64.38	**37.4**	*81.25*	**34.9**
Language most often spoken at home - French	21.97	*32.84*	10.57	12.5	0
Household Makeup					
Own dwelling	75.2	79.39	82.11	70.31	77.85
Rent dwelling	24.58	20.58	17.89	*29.69*	16.78
Married/Living together	56.9	51.16	54.47	**18.75**	48.99
Single widowed divorced separated	42.88	*48.84*	44.72	*79.69*	51.01
Household Size 2	29.38	24.66	15.45	**9.38**	**10.07**
Household Size 3+	57.41	*67.08*	*83.74*	*78.13*	*89.93*
Education					
No certificate or diploma	24.46	25.86	26.83	26.56	12.75
High school graduate	26.82	21.35	21.14	17.19	*42.28*
Trade cert. diploma	10.24	8.56	0	18.75	0
University/other non-university Certificate	20.07	*21.41*	**13.01**	17.19	**11.41**
Bachelor's degree	11.47	*13.54*	13.01	12.5	*28.19*
Post graduate+ degree	6.95	*9.25*	*26.02*	6.25	5.37
Employment					
Employed full time	48.82	*53.8*	*52.85*	*51.56*	**36.24**
Employed part time	10.56	12.98	14.63	*25*	*30.2*
Not employed	40.62	33.19	32.52	**21.88**	33.56
Professionals	4.58	6.8	*12.2*	1.56	13.42
Senior managers / owners	2.98	4.27	2.44	1.56	0
Other managers	10.37	13.97	5.69	17.19	10.07
Technical/sales / teaching/OWC	10.33	13.86	*19.51*	9.38	4.7
Clerical/secretarial	9.24	6.58	*16.26*	14.06	*12.75*
Skilled/unskilled/ primary	23	22.15	10.57	*31.25*	26.17
All other	39.49	32.36	32.52	26.56	33.56
Income					
HHI $75000+	38.14	*52.76*	*60.98*	**32.81**	**36.24**
HHI $50000-74999	21.97	22.26	**9.76**	*40.63*	*40.27*
HHI $35000-49999	15.06	13.52	16.26	15.63	2.68
HHI $25000-34999	9.06	5.25	13.01	4.69	2.68
HHI < $25000	15.7	6.11	0	4.7	18.1