

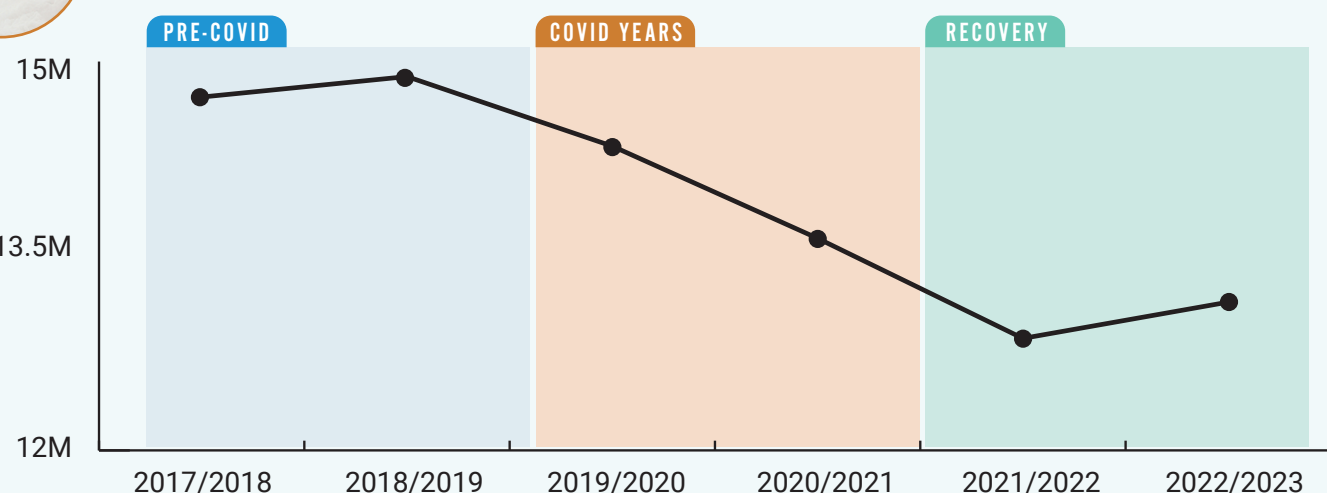
## 2022/23 SNOWSPORT PARTICIPATION

## TOP-LINE PARTICIPATION BY SPORT

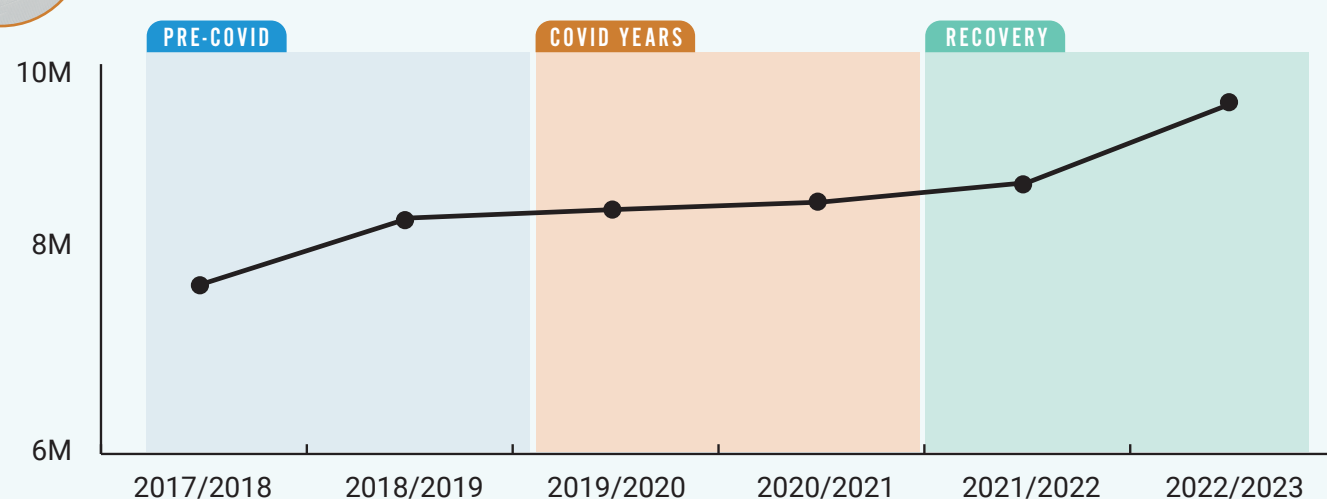
M=Millions of Participants



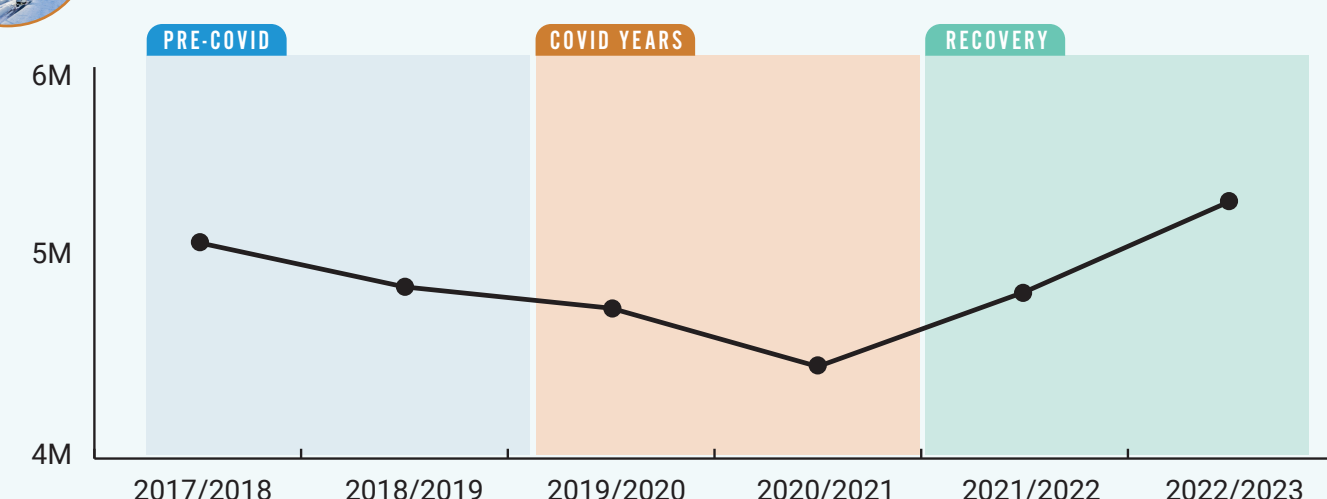
## ALPINE/FREESKI/TELEMARK



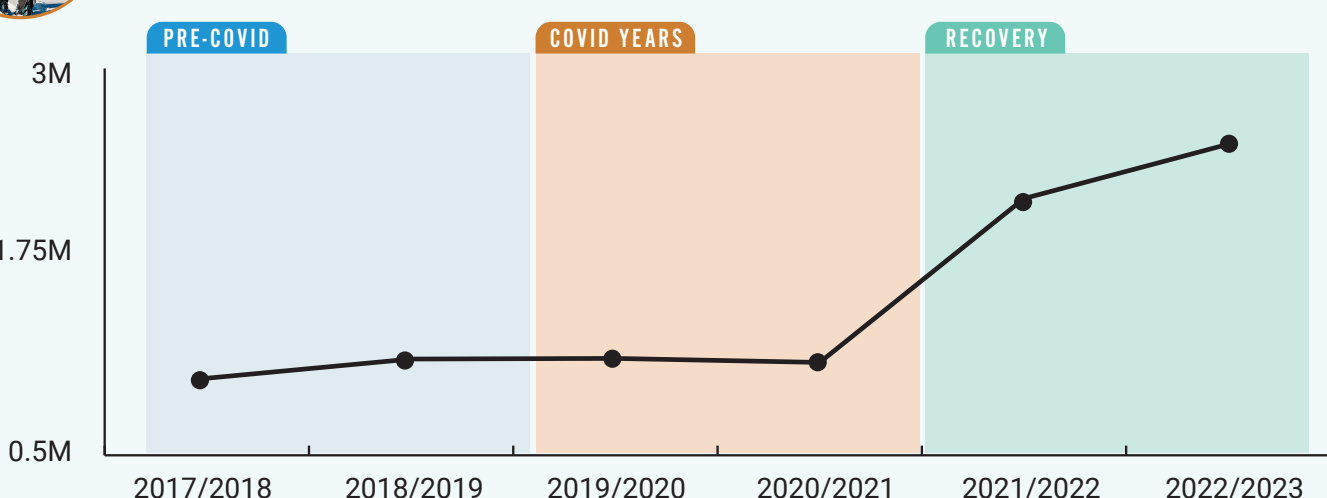
## SNOWBOARDING



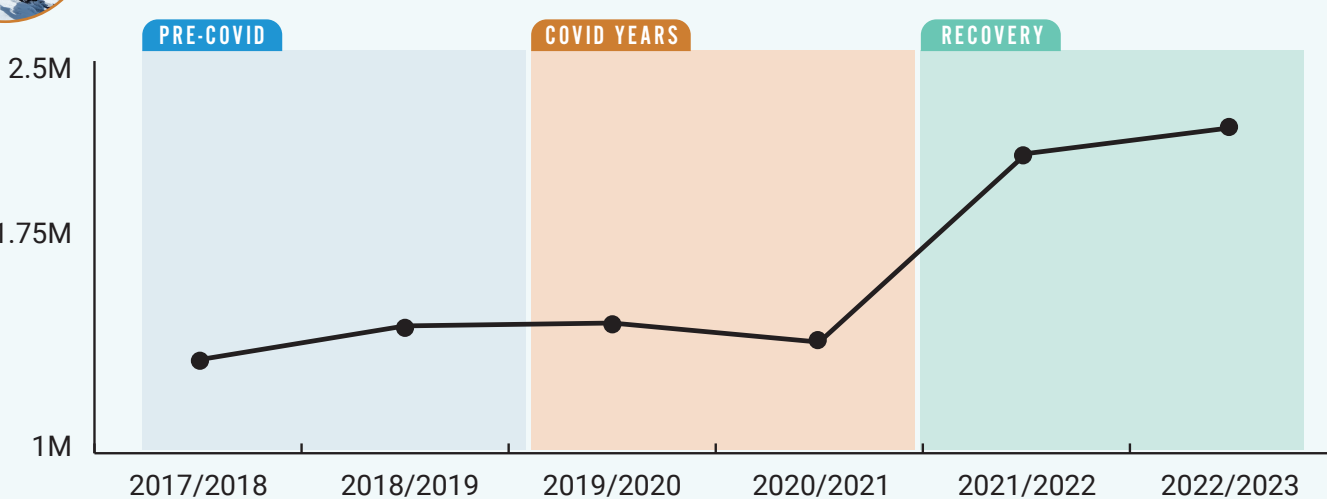
## CROSS COUNTRY SKI



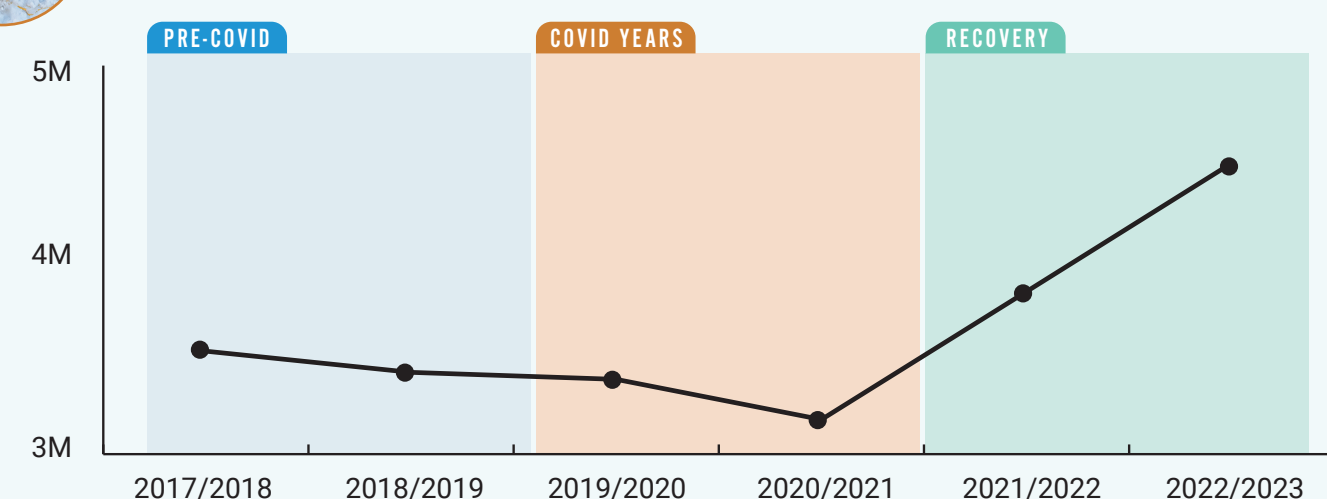
## ALPINE TOURING



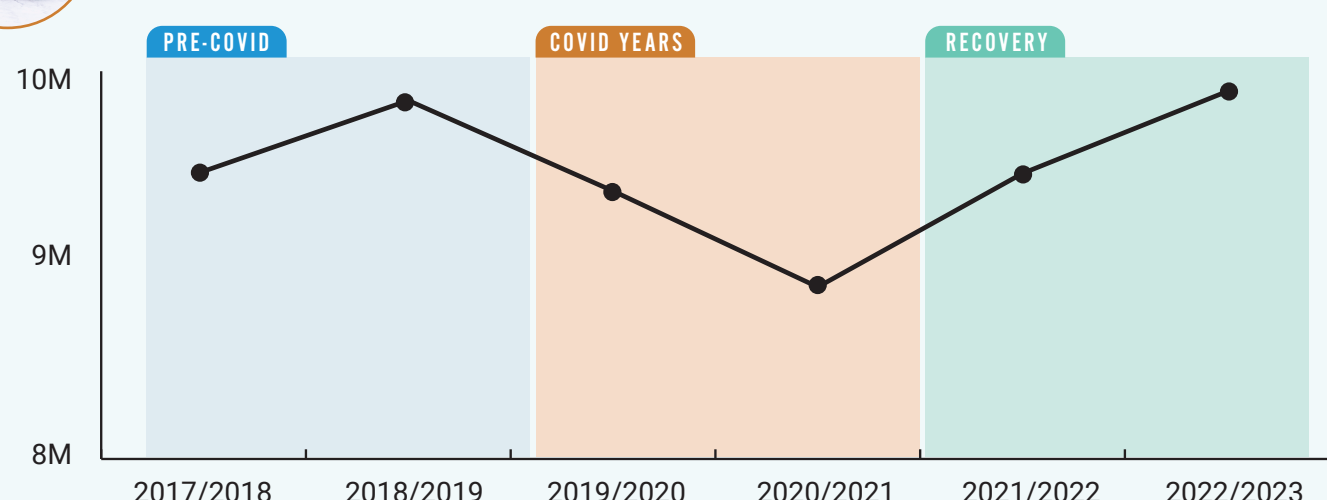
## SNOWBOARD TOURING



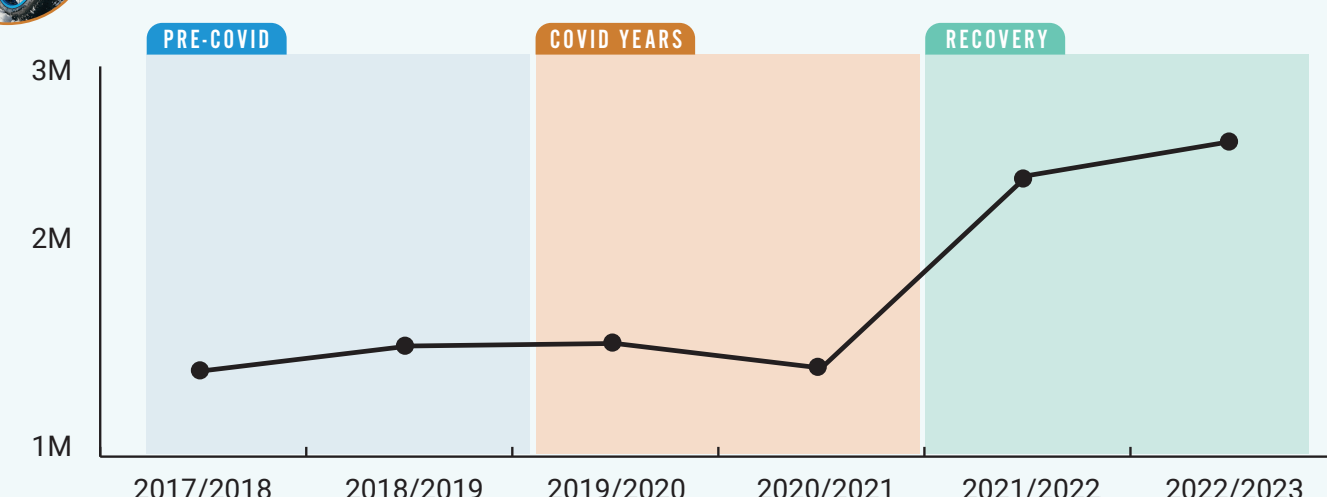
## SNOWSHOEING



## SLEDDING/SAUCER RIDING/SNOW TUBING



## WINTER FAT BIKING





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Industries  
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# **2022-2023 SIA PRELIMINARY PARTICIPATION DATA INSIGHTS**

**(FULL PARTICIPATION REPORT COMING IN SEPTEMBER)**





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## 2022-2023 PRELIMINARY PARTICIPATION DATA INSIGHTS

- > Snowsport participation overall jumped significantly,
  - Total participation, across any sport, rose to nearly 30 million participants this season.
  - Numbers of participants increased across:
    - Regions – all regions saw growth
    - Ages – all age groups saw growth, particularly among the younger age groups (age groups under 45 compared to over 45)
    - Race/ethnicity – all tracked groups saw growth
    - Gender (male & female)
    - Household incomes
- > All winter sports tracked continued their recovery this season.
- > All sports except downhill skiing (Alpine/Freeski/Telemark) also increased the previous season (2021/22) while most had declined in the main COVID season of 2020/2021.
- > 2022/2023 continued to see impressive gains in participant retention from the prior year.



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## 2022-2023 PRELIMINARY PARTICIPATION DATA INSIGHTS (CONT.)

- *Select notes from individual sports:*

- > Skiing:

- While skiing participation increased overall, it was at either end of the age spectrum. We saw an increase in participation with those under 18 and 55 and over. The middle age ranges saw moderate decreases.
- Hispanic participation was essentially flat while Black participants increased 20%.

- > Snowboarding:

- Snowboarding saw increases across all age ranges
- Snowboarding saw increases across tracked race/ethnicities, EXCEPT with Asian/Pacific Islander, which has been on a slow decline over the past several years.
- All regions saw growth, except West North Central and the Pacific region which had slight declines.

- > Nordic:

- Participation increased for the young (under 25) and old (65+). It was essentially flat, or slightly lower, for the other in-between ages.



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## 2022-2023 PRELIMINARY PARTICIPATION DATA INSIGHTS (CONT.)

- *Select notes from individual sports:*
  - > Snowshoeing:
    - Participation increased across all age groups and race/ethnicities.
  - > Touring:
    - After huge growth in 2021/22 (near doubling) for AT, we saw more moderate, but still strong growth in 2022/23 (16%). Snowboard touring saw a near 5% increase.
    - Touring is still predominantly male by a 2:1 ration. (AT: 63% male, 37% female) (Snowboard touring: 71% male, 29% female).