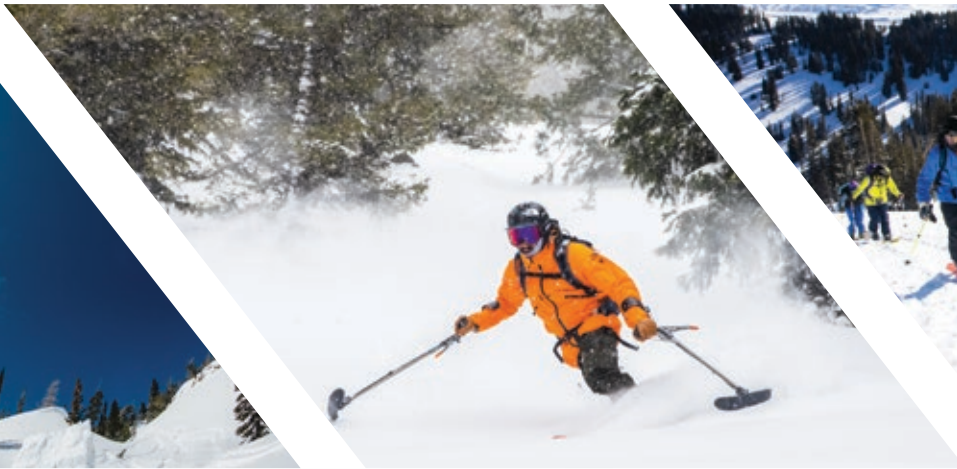


# SIA

Snowsports  
Industries  
America



PARTICIPATION STUDY 2020-2021

The SIA Participation Study 2020-2021 is a comprehensive look at participants in winter sports across the 2020-2021 season including: skiing, snowboarding, cross-country skiing, snowshoeing, sledding, and touring. This study highlights a general cumulative view of winter sport participation and demographics on an annual basis, in addition to further in-depth analyses of each winter sport activity. It covers participant demographics, frequency, regional representation, crossover activities, and more.

## KEY USES FOR THIS REPORT:

- Total number of participants in each winter sport/recreation category
- Demographics of winter sport and recreation participants
- Gaining better understanding of the difference between number of participants vs. resort visitation (NSAA)
- Opportunities for growth in each winter sport/recreation category
- Year over year trends

**This report is now more important than ever. It helps show the impact that COVID has had on participation, growth opportunities and the business imperative behind the greater diversification of winter sports.**

The SIA Participation Study 2020-2021 is produced in collaboration with the Physical Activity Council (PAC), a partnership of eight major trade associations in US sports, fitness, and leisure activities. Surveys were carried out with a nationwide sample of individuals and households during late 2020 and the beginning of 2021. The total panel is representative of the US population for people ages six and older. A full description of the research methodology is found at the end of this report.

For further information on winter sport participation or to request access to additional data, please contact [research@snowsports.org](mailto:research@snowsports.org).

The information contained in this study is the property of Snowsports Industries America (SIA). It cannot be reproduced or extracted in whole or part in any way without prior written permission of Snowsports Industries America.

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## THE TAKEAWAYS

2020-2021 was an interesting season for participation. Despite the uncertainty and hurdles created by COVID-19 heading into this past season, there were a number of signs coming out of the 2020-21 season that pointed to the potential for strong participation numbers including: the 5th busiest season on record for resort visitation and strong end of season equipment sales.

However, our study shows that one of the key driving forces in this ramp up of winter sports activity was primarily due to an increase in frequency (number of times a person participates each season), rather than a sharp increase in actual participants.

**In this report we saw that the core participant was more active than normal and that more people participated more frequently across all sports in 2020-2021 than in recent years. This is despite the fact that the total number of people, age 6 and older, participating in winter sports as a whole, declined in the 2020-21 season (24.6m) compared to the prior 2019-20 season (25.1m). The only exception to this was snowboarding, which saw modest gains in overall participation.**

### So, how do we explain the fewer number of participants but greater frequency?

- First and foremost, while there were fewer participants (i.e., number of unique people participating in any winter sport), those who did, did so at a higher frequency than in the past. In other words, the number of people decreased, but the number of days participated by those individuals increased. This is perhaps due in part to more flexible and remote work and school settings which could provide greater flexibility and opportunity to recreate outside.
- Second, consumers overestimated their future participation ahead of this past season resulting in, perhaps, some aspirational purchasing. Indeed, SIA's consumer surveys post season told this story.

### What other differences do we see between the previous two seasons?

Those who were younger, more educated, and had higher incomes made up a greater proportion of participants in 2020-21 compared to 2019-20.

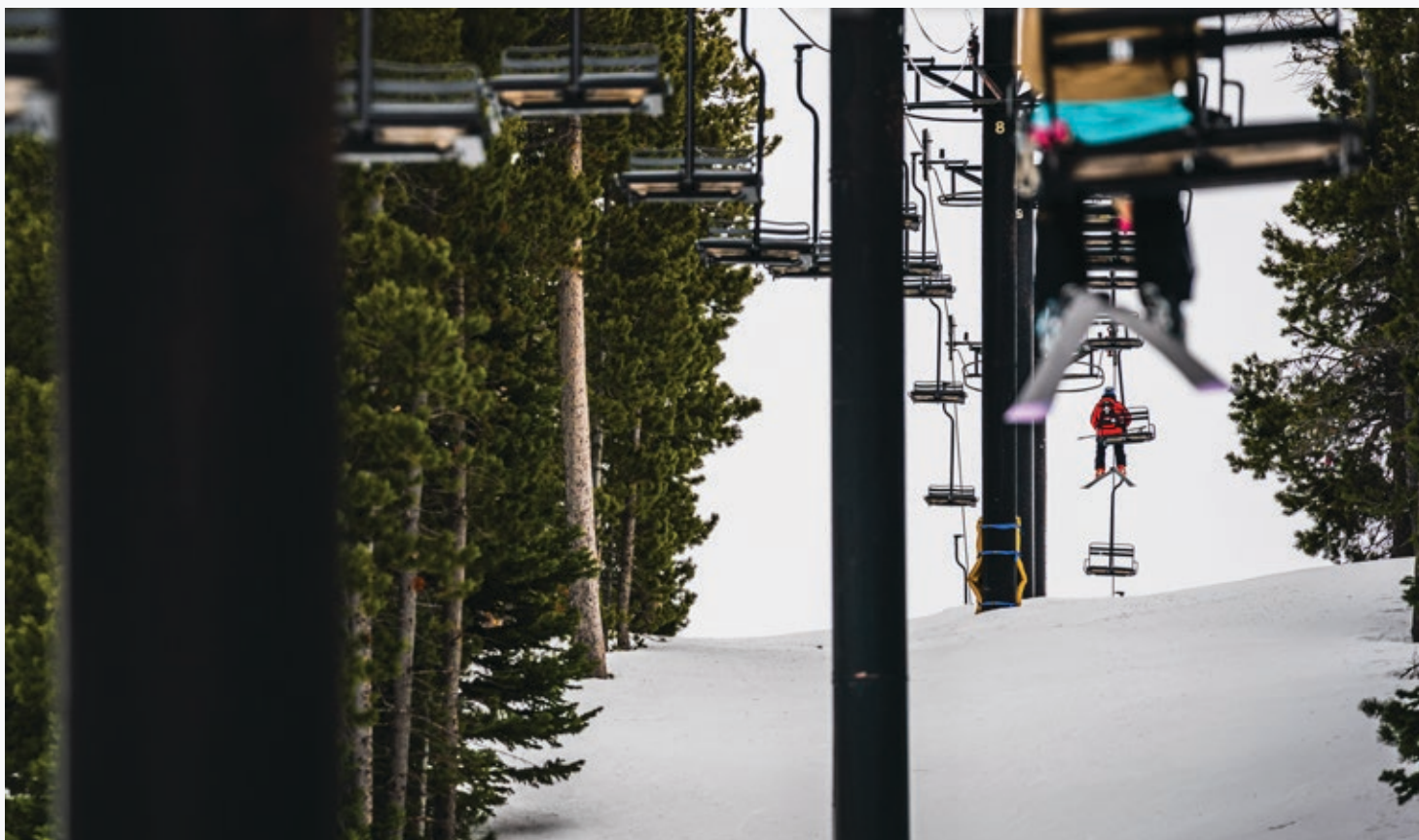
- The proportion of participants who were age 35 to 54 remained largely the same between 2019-20 and 2020-21. Participants under 35, and especially those under 18, were more likely to participate in 2020-21, perhaps due to more remote schooling. Participants over 55, and especially those over 65, made up a smaller proportion of overall participants in 2020-21. In the coming season it will be interesting to see whether these participants return to their winter sports or if this will mark a permanent exodus.
- Those with a college degree or more made up a greater share of participants in 2020-21 than they did in 2019-20. Those with only a high school degree or 1-2 years of college made up a smaller proportion of participants than they did in 2019-20.
- Relatedly, the proportion of participants who made at least \$100,000 was significantly higher in 2020-21.
- Male participants have historically made up the majority of participants and that was even more true in 2020-21.
- White, non-Hispanic participants made up 69% of participants, up slightly from 2019-20. Snowboard participants were the most diverse among winter sport participants with nearly 40% of participants indicating a race/ethnicity other than white.
- Twelve percent of those that identify as LGBTQ+ participated in winter sports. This was the first year these data were collected.



## PARTICIPATION OVER TIME

	Cross Country		Alpine Ski		Snowboarding		Snowshoe		Sledding/ Snow Tubing		Alpine Touring		Snowboard Touring		Winter Fat Biking	
	*	Growth %	*	Growth %	*	Growth %	*	Growth %	*	Growth %	*	Growth %	*	Growth %	*	Growth %
SIA 2017/2018	5,104	0.9%	14,726	-3.6%	7,126	-5.7%	3,530	-4.9%	9,484	-0.6%	998		1,357		1,440	
SIA 2018/2019	4,877	-4.4%	14,884	1.1%	7,798	9.4%	3,421	-3.1%	9,849	3.9%	1,122	12.5%	1,487	9.6%	1,567	8.8%
SIA 2019/2020	4,768	-2.2%	14,347	-3.6%	7,885	1.1%	3,385	-1.0%	9,382	-4.7%	1,126	0.4%	1,498	0.7%	1,580	0.8%
SIA 2020/2021	4,470	-6.2%	13,636	-5.0%	7,961	1.0%	3,178	-6.1%	8,887	-5.3%	1,100	-2.3%	1,425	-4.9%	1,454	-7.9%

\*All figures are in the thousands (000s)



# WINTER SPORTS PARTICIPATION AND DEMOGRAPHICS

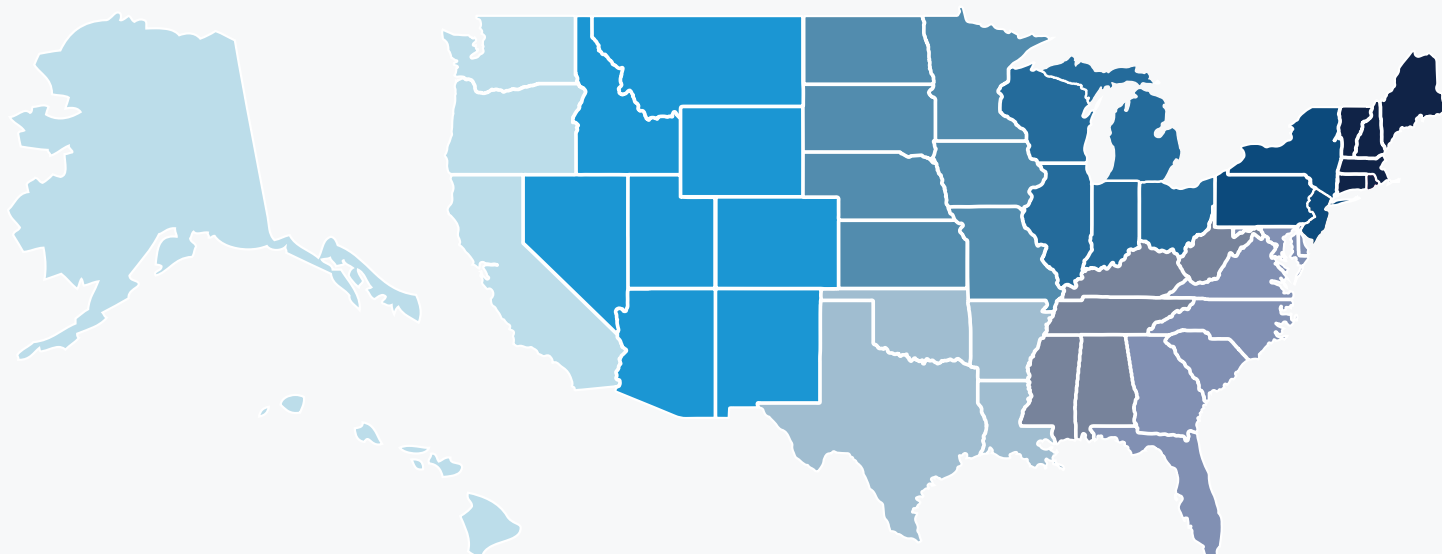


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# TOTAL PARTICIPANTS: 24.6M

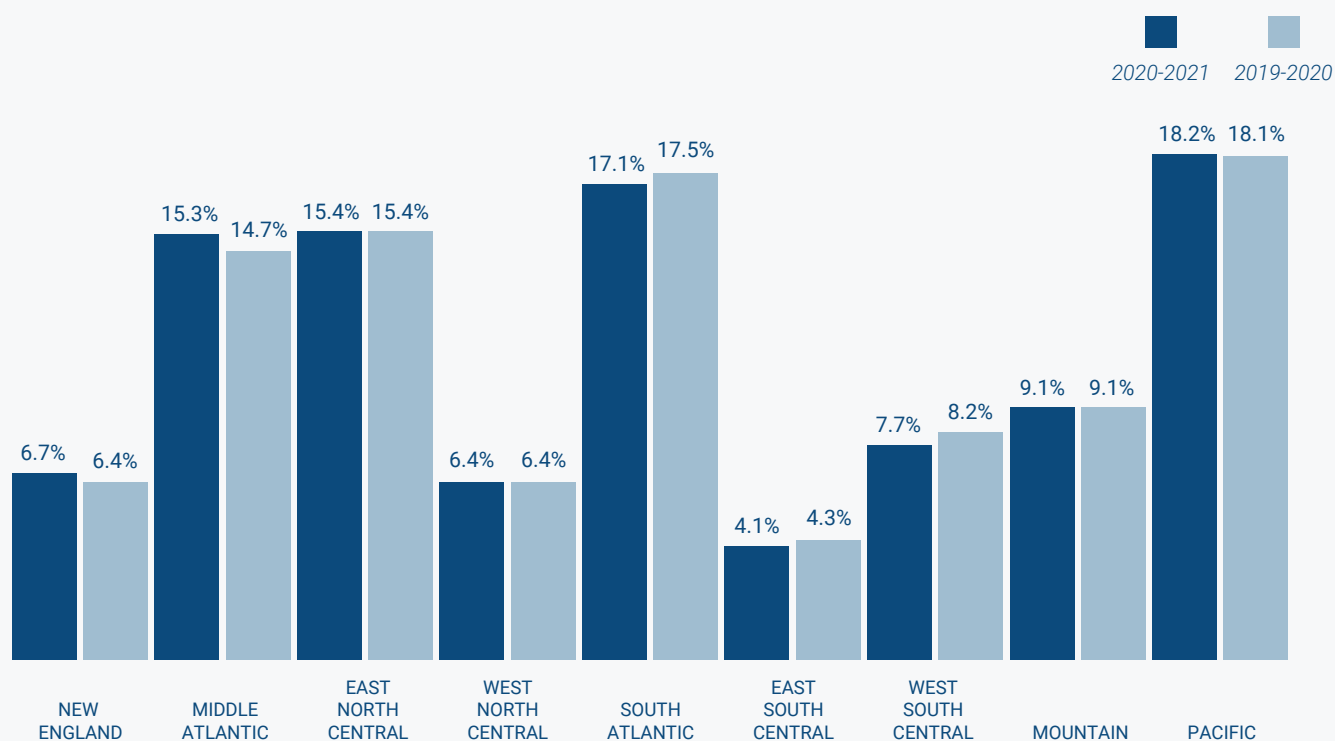
## PARTICIPANTS BY REGION OF RESIDENCE



PACIFIC 4.5M  
MOUNTAIN 2.2M  
WEST SOUTH CENTRAL 1.9M

WEST NORTH CENTRAL 1.6M  
EAST NORTH CENTRAL 3.8M  
EAST SOUTH CENTRAL 1.0M

NEW ENGLAND 1.7M  
MIDDLE ATLANTIC 3.8M  
SOUTH ATLANTIC 4.2M



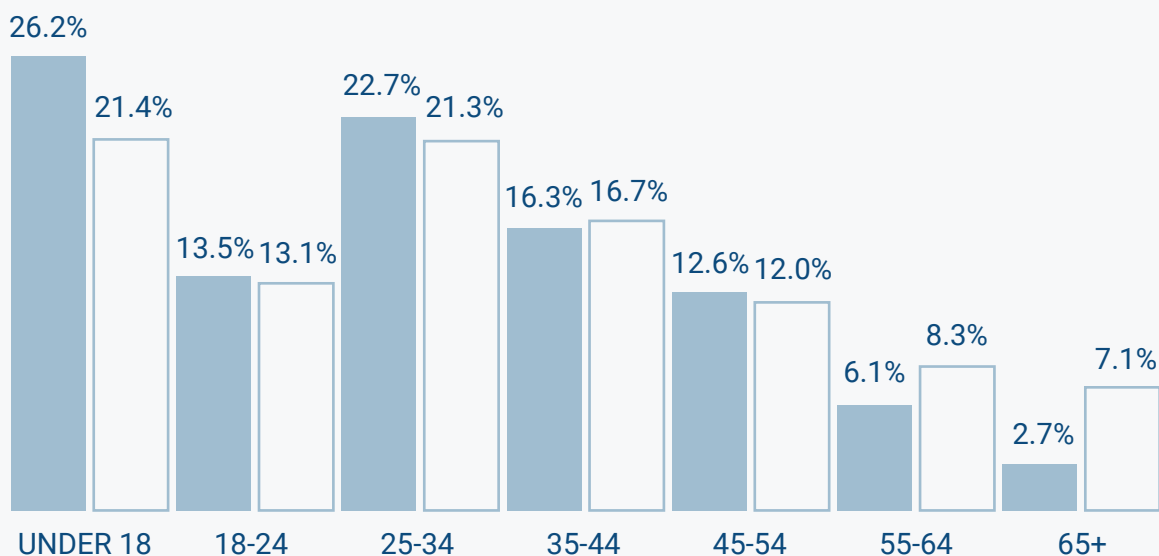
SIA Participation Study 2020-2021

These numbers and percentages are based on 24.6M total winter sport participants

For additional participation data and insights contact [research@snowsports.org](mailto:research@snowsports.org)

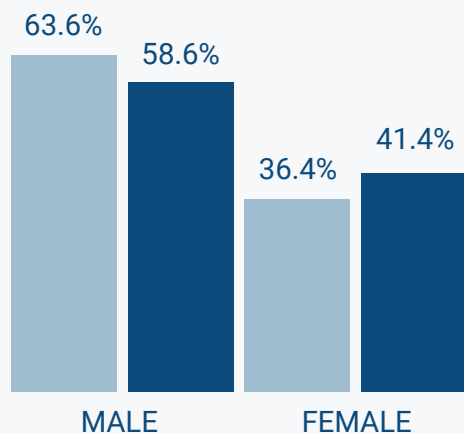
2020-2021 2019-2020

## AGE OVERALL



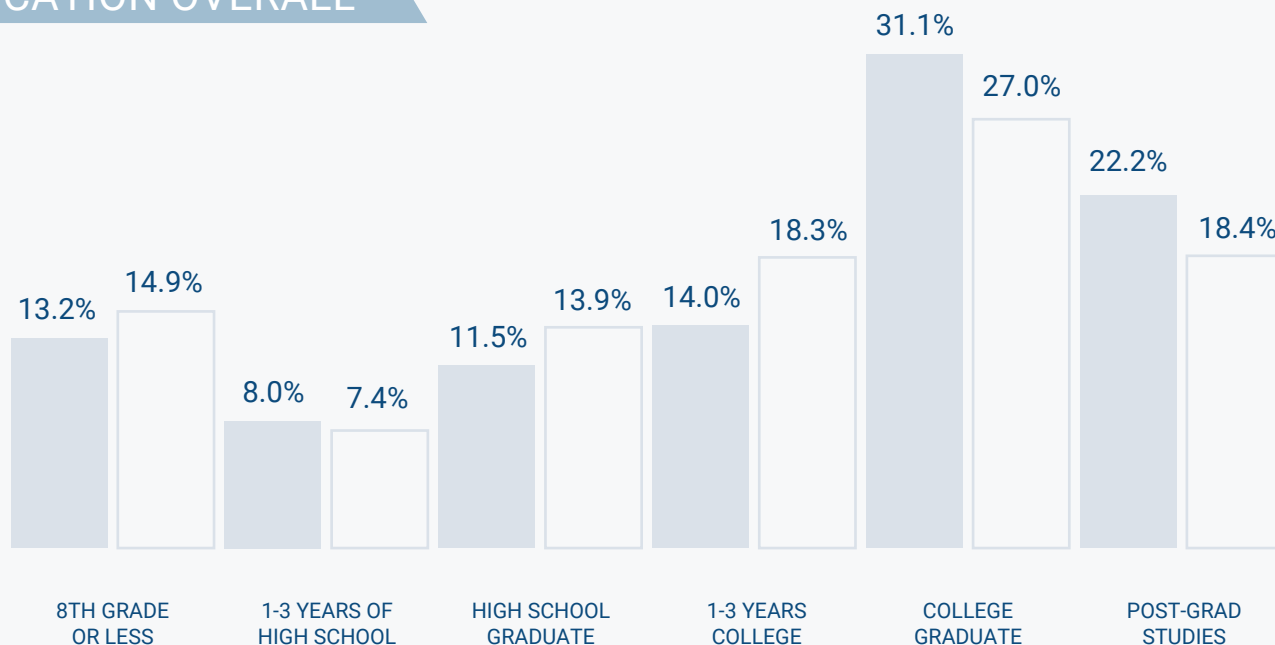
## GENDER OVERALL

2020-2021 2019-2020

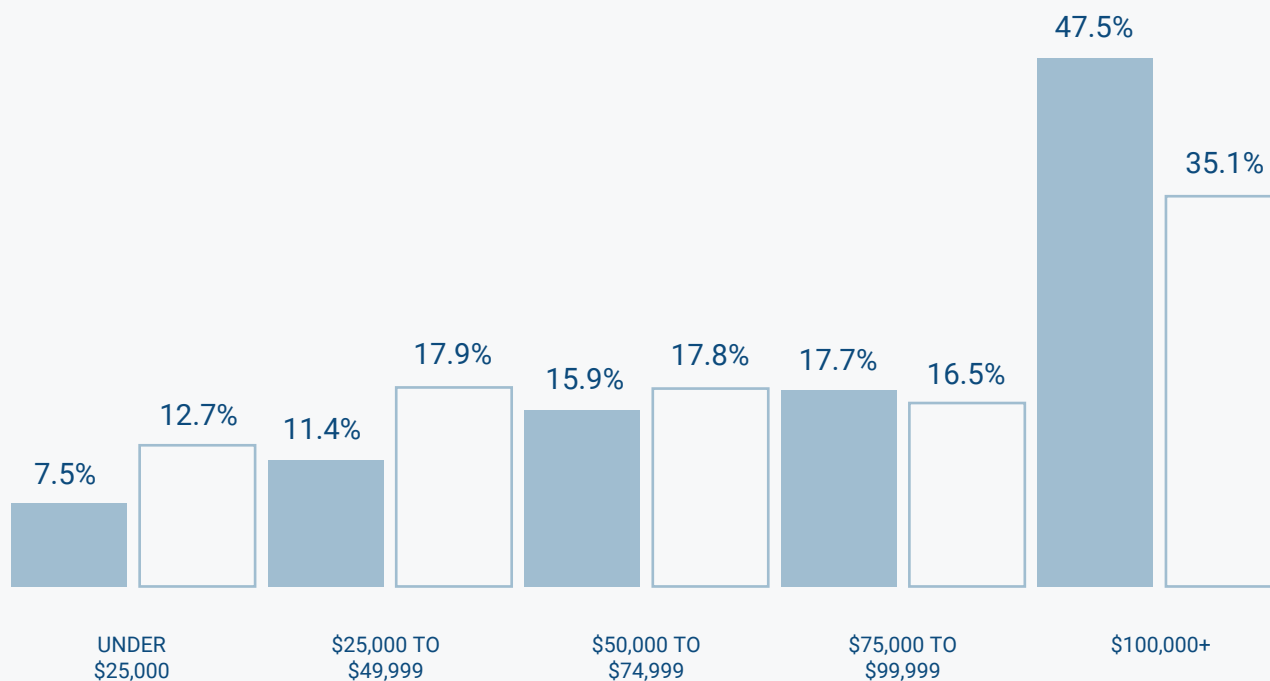


■ 2020-2021  
□ 2019-2020

## EDUCATION OVERALL



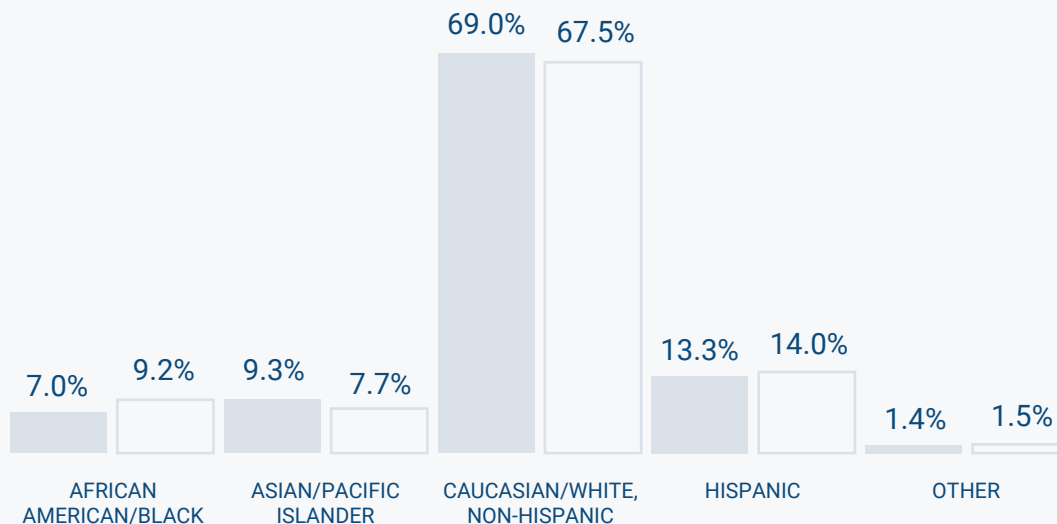
## INCOME OVERALL





  
2020-2021 2019-2020

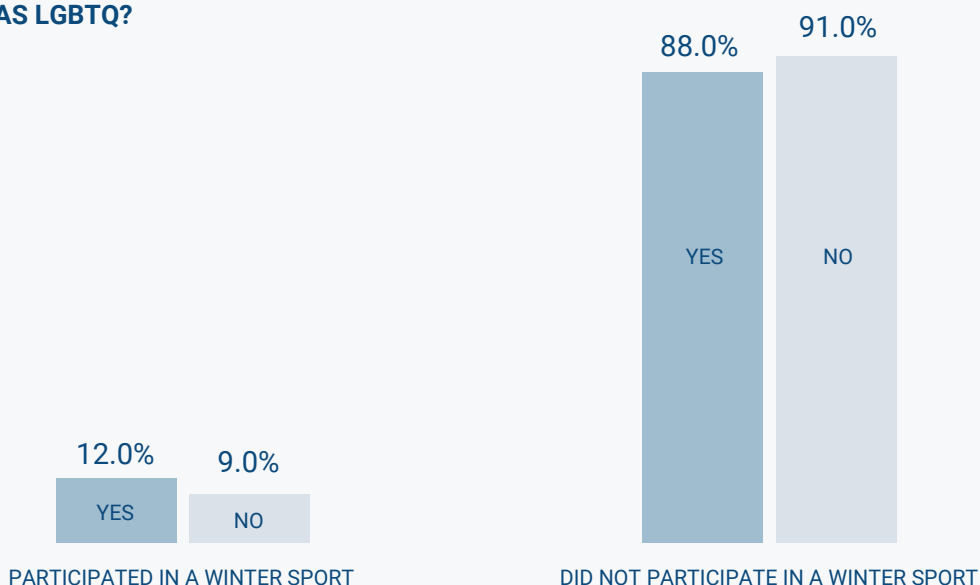
## RACE/ETHNICITY OVERALL



## LGBTQ PARTICIPATION OVERALL

This is the first year data was collected on the LGTBQ market. More work needs to be done and stable baselines achieved. However, early data shows the self-identified LGBTQ population is generally more active in winter sports than those who do not identify as LGBTQ. In future years we will provide analysis by individual sport.

## DO YOU IDENTIFY AS LGBTQ?



# SKI PARTICIPATION AND DEMOGRAPHICS



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America



# TOTAL PARTICIPANTS: 13.6M

## THREE KEY TAKEAWAYS IN 2020-21

1

**The total number of skiers participating in 2020-21 (13.6M) was down from 2019-20 (14.3M).**

This was despite a small increase in new participants: 4.1M were new to the sport in 2020-21 and 3.8M were new in 2019-20. However, fewer past participants returned to the sport this season (3.5M 2020-21 compared to 4.3M in 2019-20). The proportion reporting participating two or more times increased, while those reporting only participating once decreased in 2020-21.

2

**Ski participants also participated in other outdoor activities providing opportunity for retailers to cross sell their customers.**

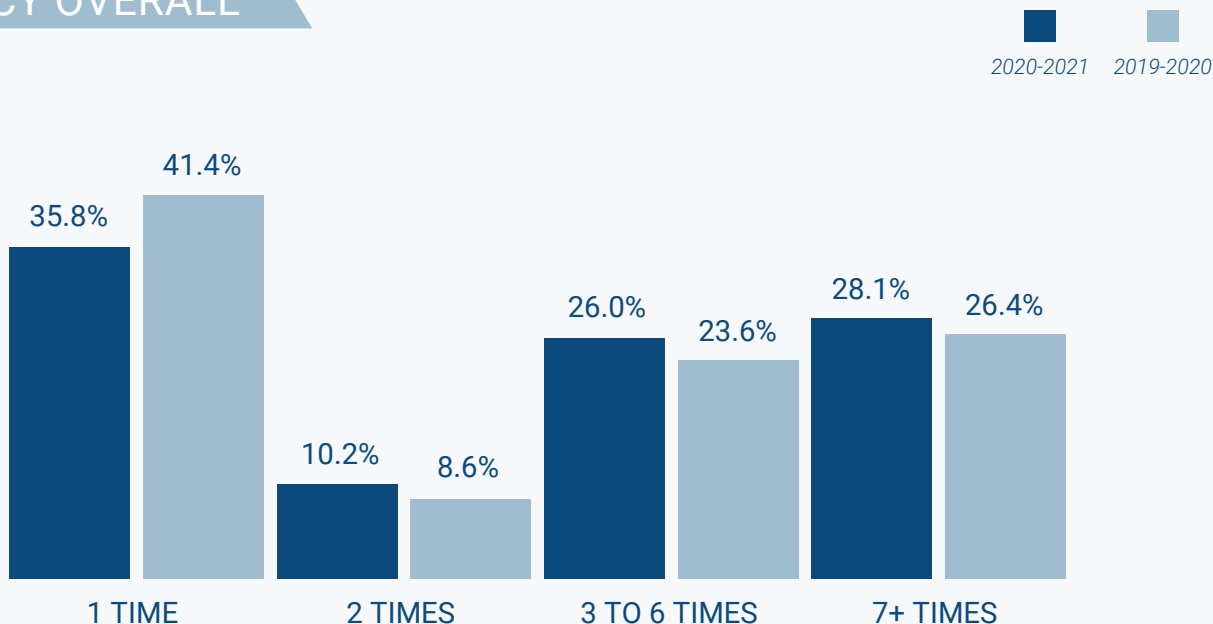
For example, 35% of ski participants last year also day hike; 27% run or jog; 27% camp; 26% road bike; 16% mountain bike; and 23% fish.

3

**The demographic composition of those skiers in 2020-21 was similar to 2019-20.**

Male skiers outnumber female skiers nearly two-to-one, more than two-thirds of participants were white, 25 to 34 year olds made up the largest segment by age (23%), and nearly two-thirds of participants had a household income over \$75,000. Colorado had the largest share of its state population who participated in skiing, 13%.

## FREQUENCY OVERALL



## GAIN/LOSS



In 2019-20, there were 14.3M participants.  
In 2020-21, 4.1M participants were new,  
3.5M returned and 8.3M participants  
took the season off.

**The total for 2020-21 was 13.6M.**  
**(14.3 + 4.1 + 3.5 - 8.3 = 13.6)**

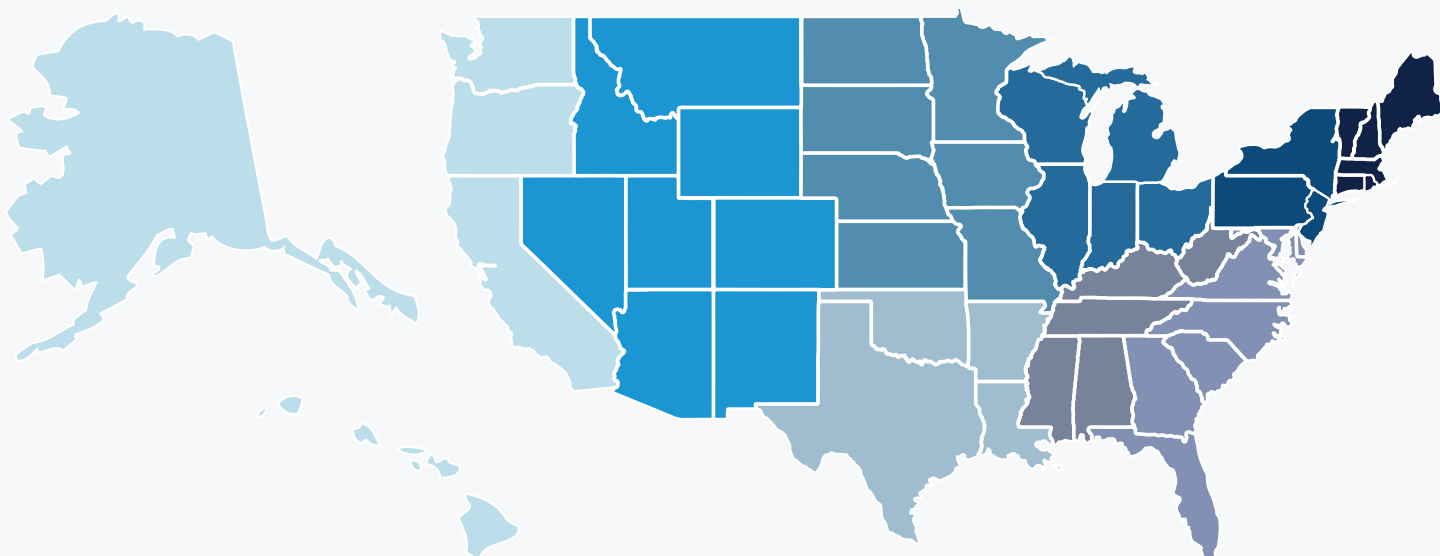
## SKI GAIN/LOSS

	NEW*	RETURN*	LOST*
TOTAL 2020-21	4,063	3,529	8,303
TOTAL 2019-20	3,845	4,301	8,683
FOR 2020-21...			
MALE	2,748	2,087	5,348
FEMALE	1,315	1,442	2,955
6 TO 12	601	482	1,086
13 TO 17	494	375	908
18 TO 24	666	557	1,330
25 TO 34	908	1,133	2,275
35 TO 44	660	484	1,306
45 TO 54	638	212	979
55 TO 64	48	219	276
65+	47	68	143
UNDER \$25,000	378	466	863
\$25,000 TO \$49,999	565	345	1,005
\$50,000 TO \$74,999	437	928	1,496
\$75,000 TO \$99,999	790	364	1,368
\$100,000+	1,892	1,426	3,572
NEW ENGLAND	183	290	506
MIDDLE ATLANTIC	681	576	1,325
EAST NORTH CENTRAL	435	392	975
WEST NORTH CENTRAL	376	164	591
SOUTH ATLANTIC	743	775	1,562
EAST SOUTH CENTRAL	125	113	268
WEST SOUTH CENTRAL	407	203	703
MOUNTAIN	265	308	652
PACIFIC	847	708	1,722

\*All figures are in the thousands (000s)



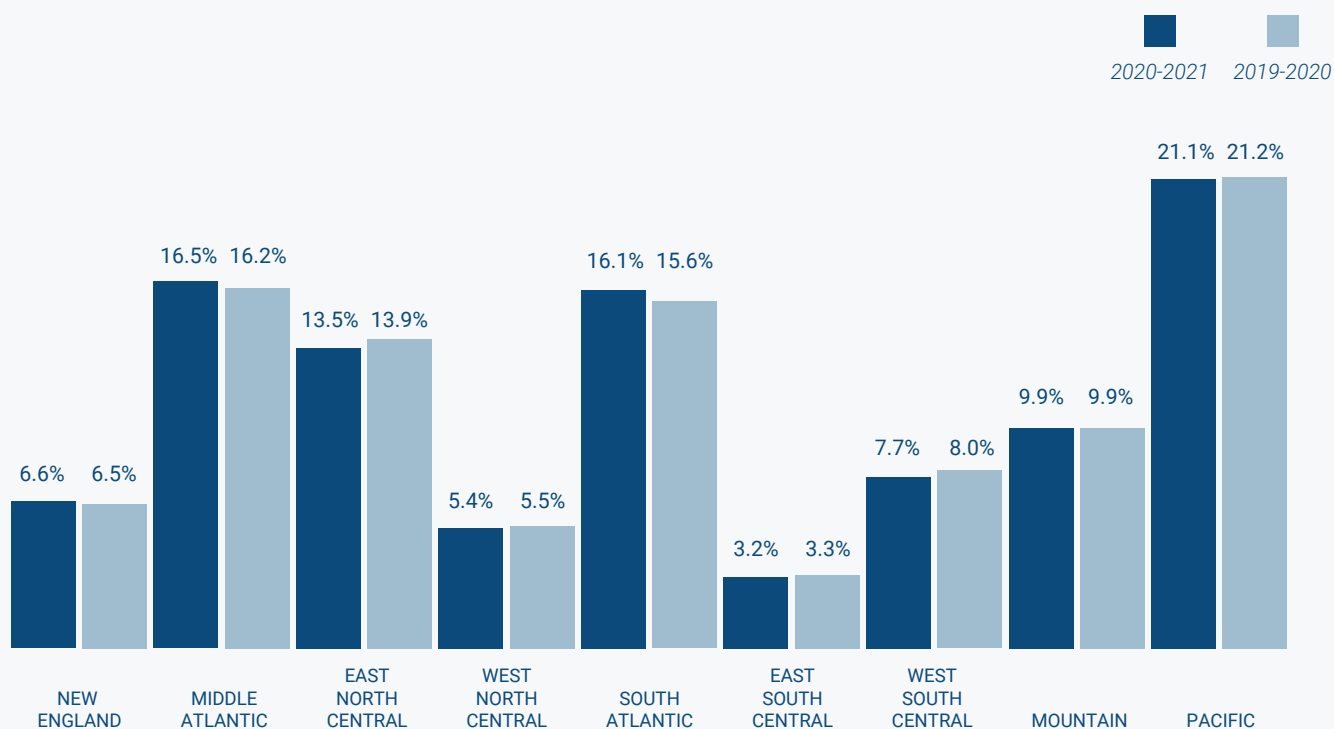
## SKIING BY REGION OF RESIDENCE



PACIFIC 2.9M  
MOUNTAIN 1.3M  
WEST SOUTH CENTRAL 1.1M

WEST NORTH CENTRAL 0.7M  
EAST NORTH CENTRAL 1.8M  
EAST SOUTH CENTRAL 0.4M

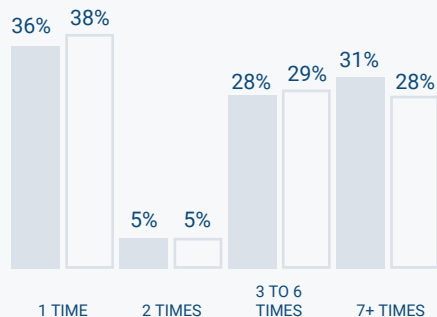
NEW ENGLAND 0.9M  
MIDDLE ATLANTIC 2.3M  
SOUTH ATLANTIC 2.2M



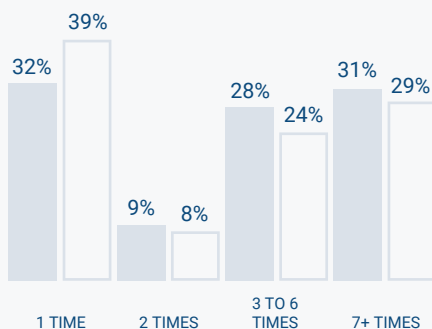
2020-2021 2019-2020

## REGION BY FREQUENCY

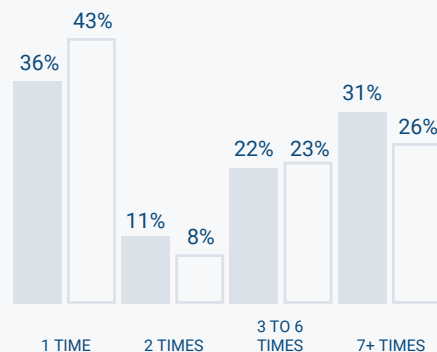
### NEW ENGLAND



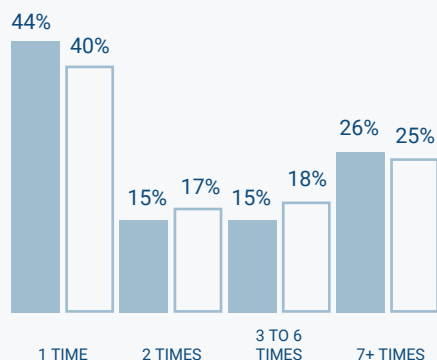
### MIDDLE ATLANTIC



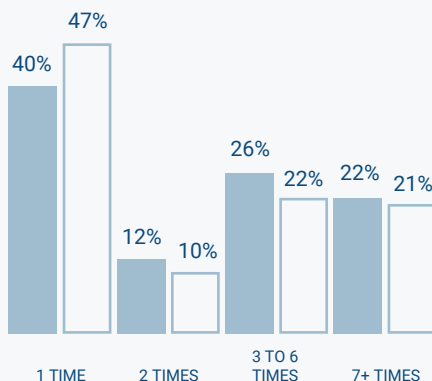
### EAST NORTH CENTRAL



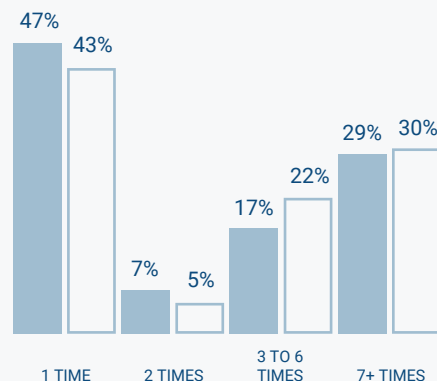
### WEST NORTH CENTRAL



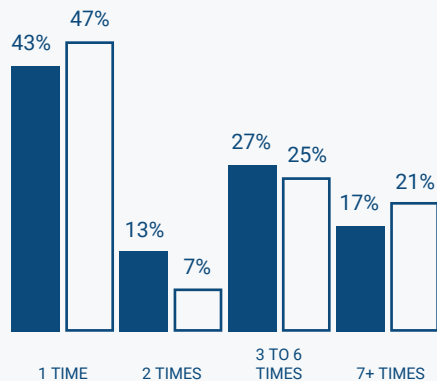
### SOUTH ATLANTIC



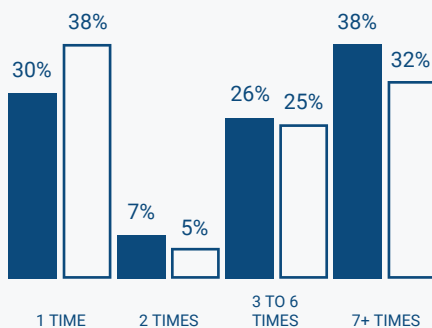
### EAST SOUTH CENTRAL



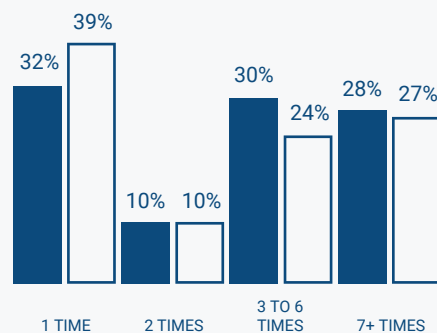
### WEST SOUTH CENTRAL



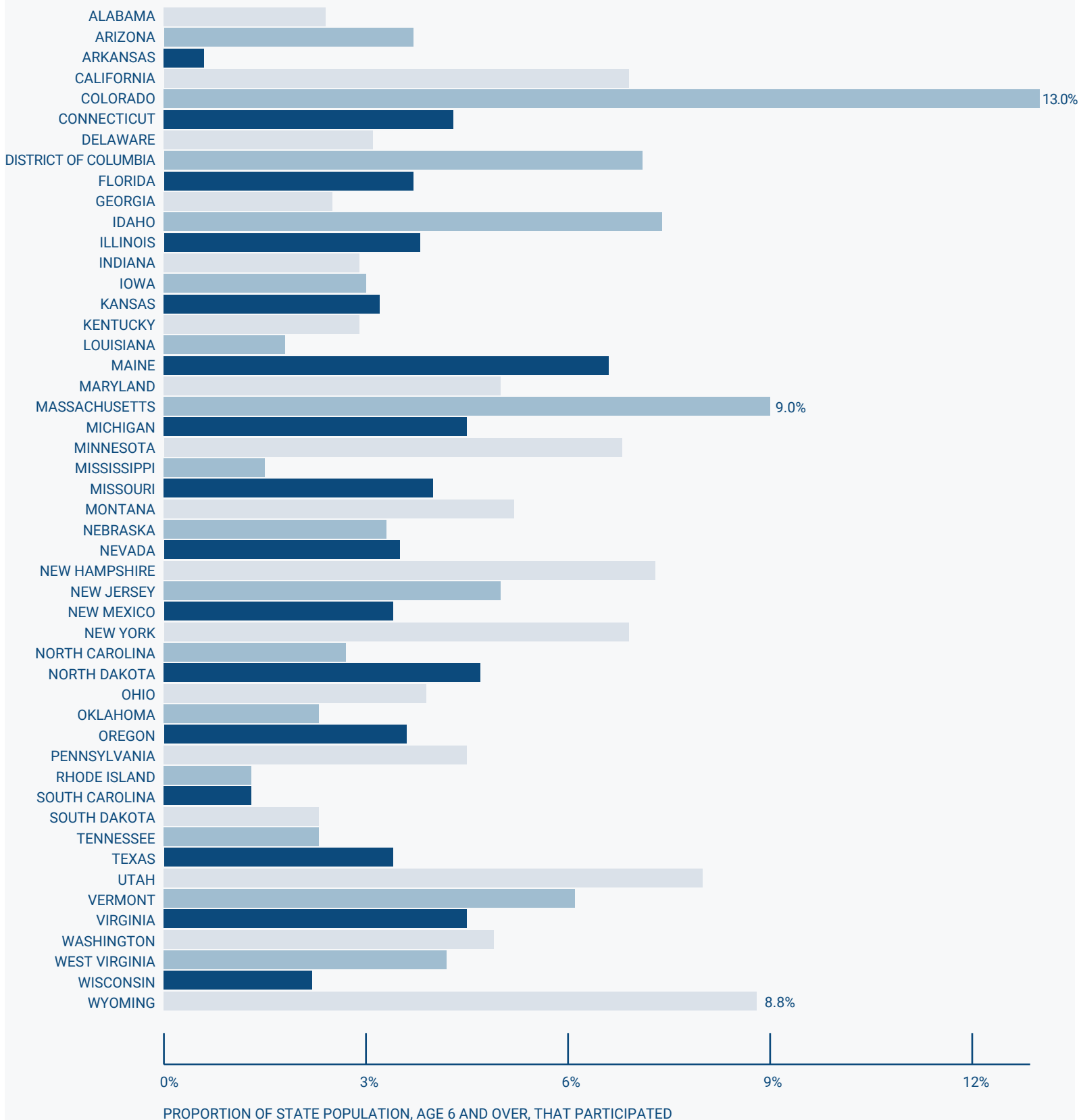
### MOUNTAIN



### PACIFIC

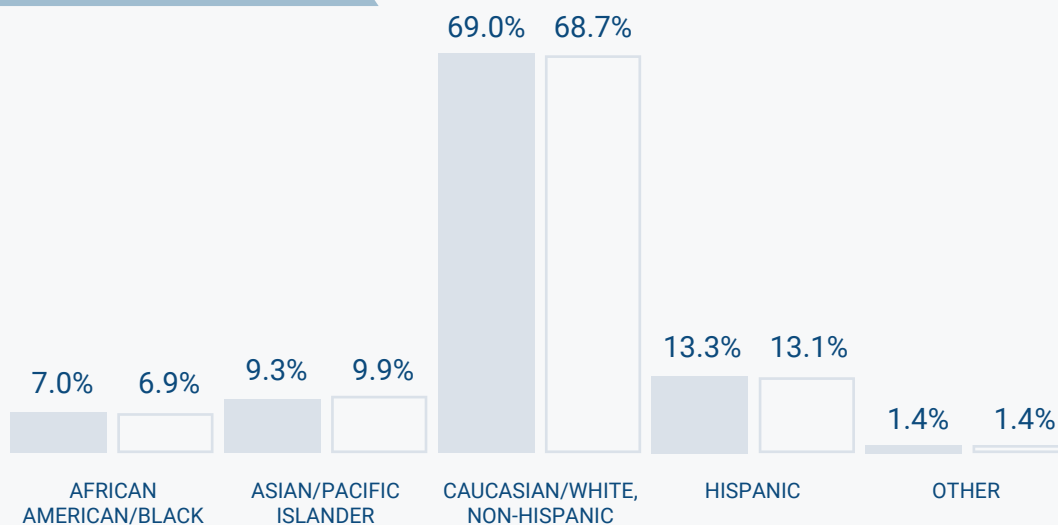


## PARTICIPATION BY STATE



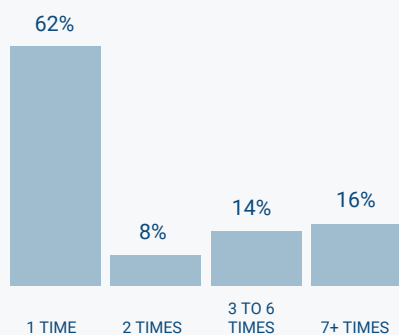
■ 2020-2021  
□ 2019-2020

## RACE/ETHNICITY OVERALL

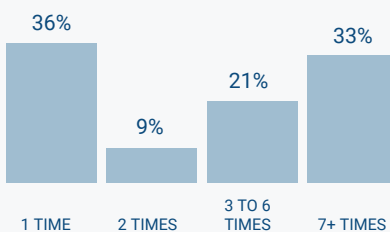


## RACE/ETHNICITY BY FREQUENCY

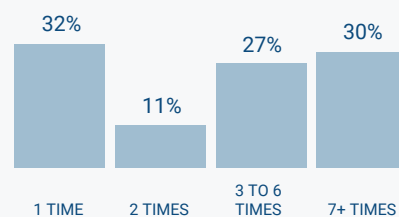
## AFRICAN AMERICAN/BLACK



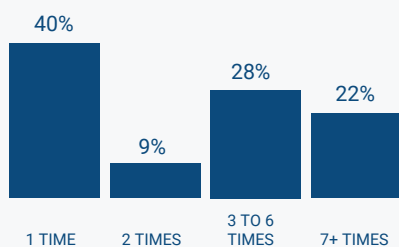
## ASIAN/PACIFIC ISLANDER



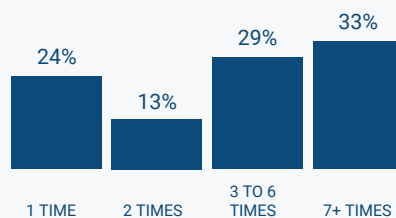
## CAUCASIAN/WHITE, NON-HISPANIC



## HISPANIC

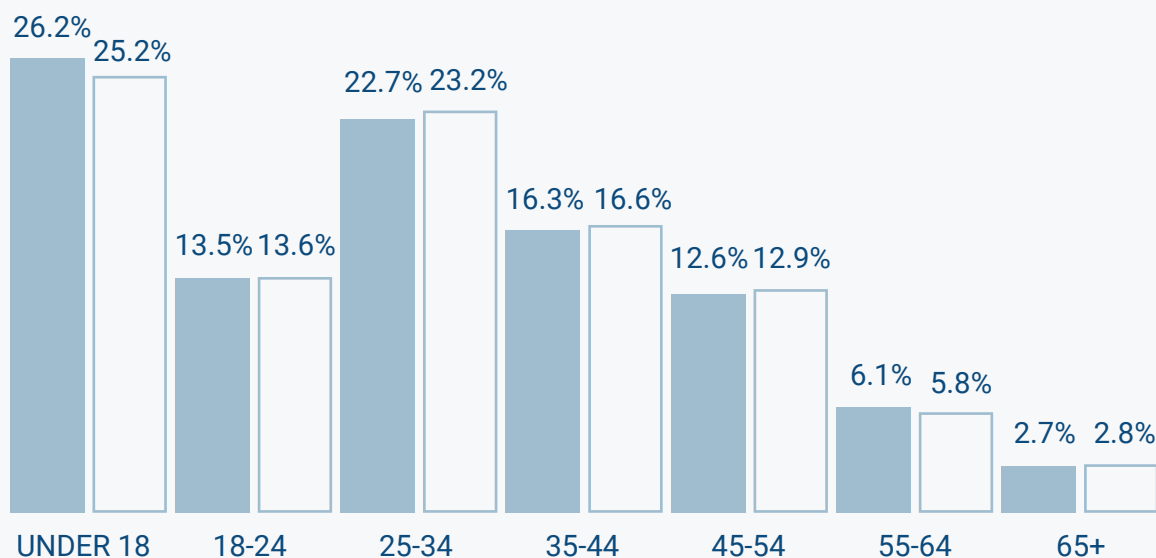


## OTHER



2020-2021 2019-2020

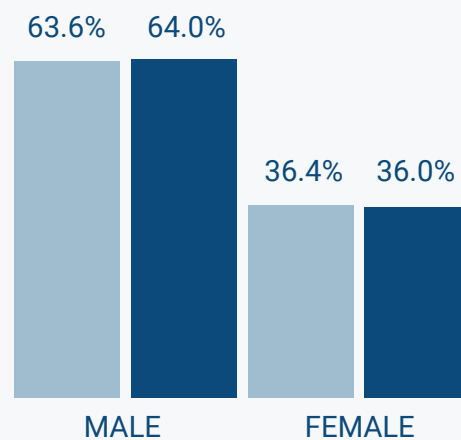
## AGE OVERALL



## GENDER OVERALL



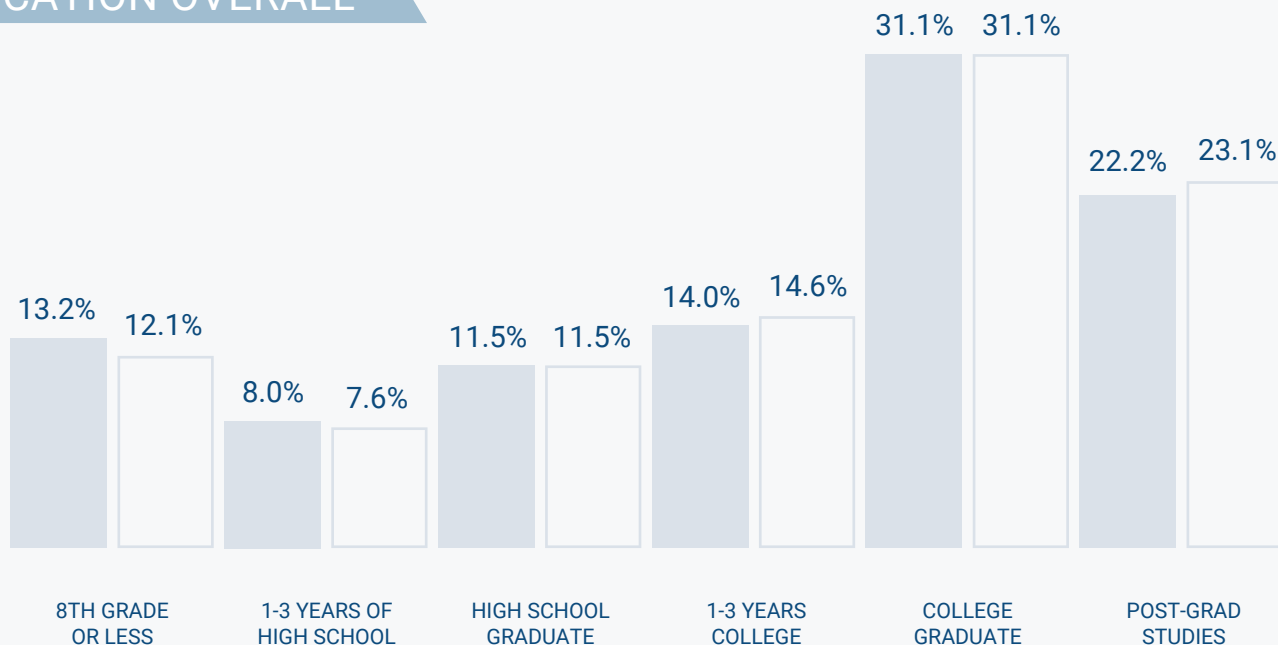
2020-2021 2019-2020



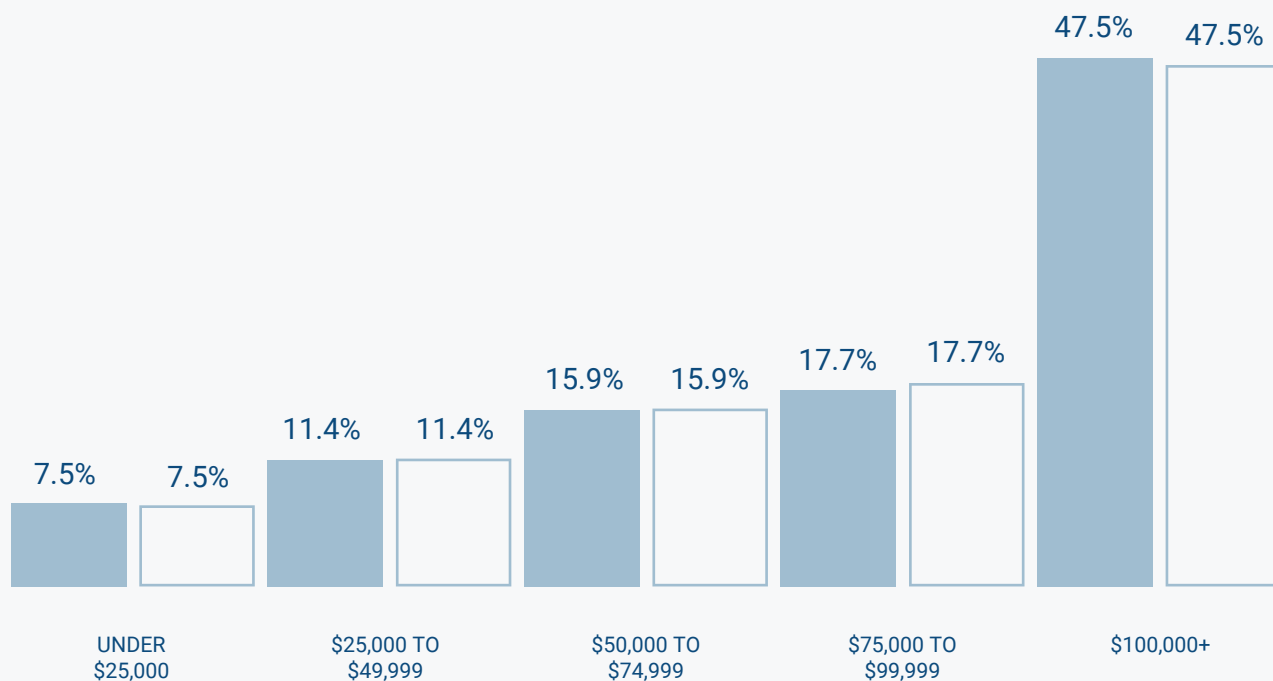


■ 2020-2021  
□ 2019-2020

## EDUCATION OVERALL



## INCOME OVERALL



## CROSSOVER ACTIVITIES -ACTIVITIES SKIERS ALSO PARTICIPATE IN BY PERCENTAGE

**35 %**



**HIKING**  
(DAY)

**27 %**



**RUNNING/JOGGING**

**27 %**



**CAMPING**  
(WITHIN 1/4 MILE OF VEHICLE/HOME)

**26 %**



**BICYCLING**  
(ROAD/PAVED SURFACE)

**23 %**



**FISHING**  
(FRESHWATER/OTHER)

**BACKPACKING OVERNIGHT: 16%**

(MORE THAN 1/4 MILE FROM VEHICLE/HOME)

**BICYCLING: 16%**

(MOUNTAIN/NON-PAVED SURFACE)

**BOARDSAILING/WINDSURFING: 9%**

**CANOEING: 13%**

**CLIMBING: 6%**

(INDOOR)

**CLIMBING: 5%**

(SPORT/BOULDER)

**CLIMBING: 9%**

(TRADITIONAL/ICE/MOUNTAINEERING)

**FISHING: 14%**

(FLY)

**FISHING: 14%**

(SALTWATER)

**GOLF: 22%**

(ON A 9 OR 18-HOLE GOLF COURSE)

**KAYAKING: 15%**

(RECREATIONAL)

**KAYAKING: 9%**

(SEA/TOURING)

**KAYAKING: 9%**

(WHITE WATER)

**ROLLER SKATING: 9%**

(INLINE WHEELS)

**SAILING: 11%**

**SKATEBOARDING: 11%**

**STAND UP PADDLING: 10%**

**SURFING: 9%**

**TRAIL RUNNING: 19%**

**WAKEBOARDING: 6%**

**WATER SKIING: 10%**

# SNOWBOARD PARTICIPATION AND DEMOGRAPHICS



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# TOTAL PARTICIPANTS: 8.0M

## THREE KEY TAKEAWAYS IN 2020-21

1

**The total number of snowboarders participating in 2020-21 (8.0M) was up slightly from 2019-20 (7.9M).**

This was the one winter sport where participation increased in 2020-21 over the previous year.

2

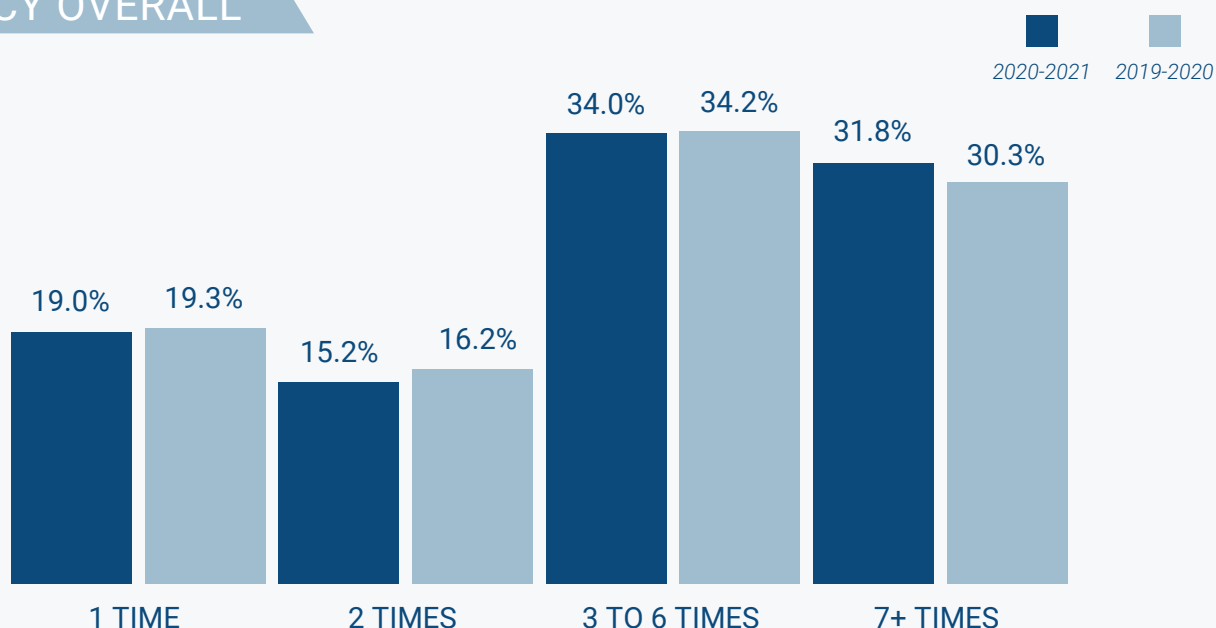
**Similar to ski participants, snowboarders also participated in other outdoor activities providing opportunity for retailers to cross-sell their customers.**

In fact, the top five activities were the same for both skiers and snowboarders: 31% camp; 29% run or jog; 29% day hike; 25% road bike; and 25% fish.

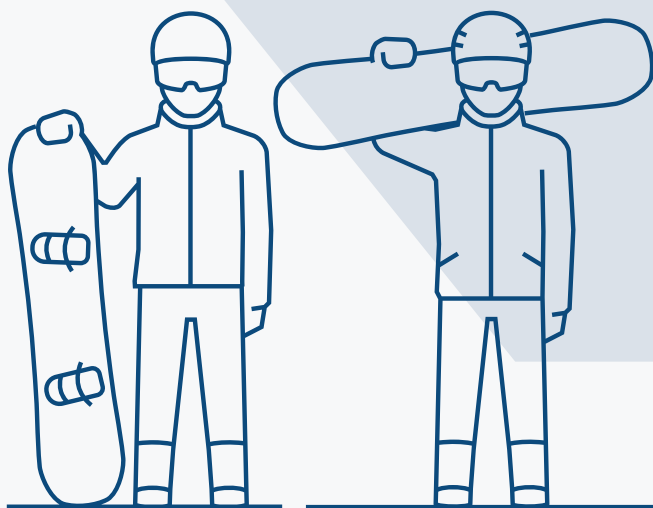
3

**The demographic composition of those snowboarders in 2020-21 was similar to 2019-20.** Males outnumber females two-to-one, more than three-in-five participants are white, 25 to 34 year olds make up the largest segment by age (28%), and more than 60% of participants have a household income over \$75,000. Compared to skiers, snowboarders on average are younger, more diverse, and report a slightly lower household income.

## FREQUENCY OVERALL



## GAIN/LOSS



In 2019-20, there were 7.9M participants.  
In 2020-21, 3.1M participants were new,  
2.0M returned and 5.0M participants  
took the season off.

**The total for 2020-21 was 8.0M.**  
**(7.9 + 3.1 + 2.0 - 5.0 = 8.0)**

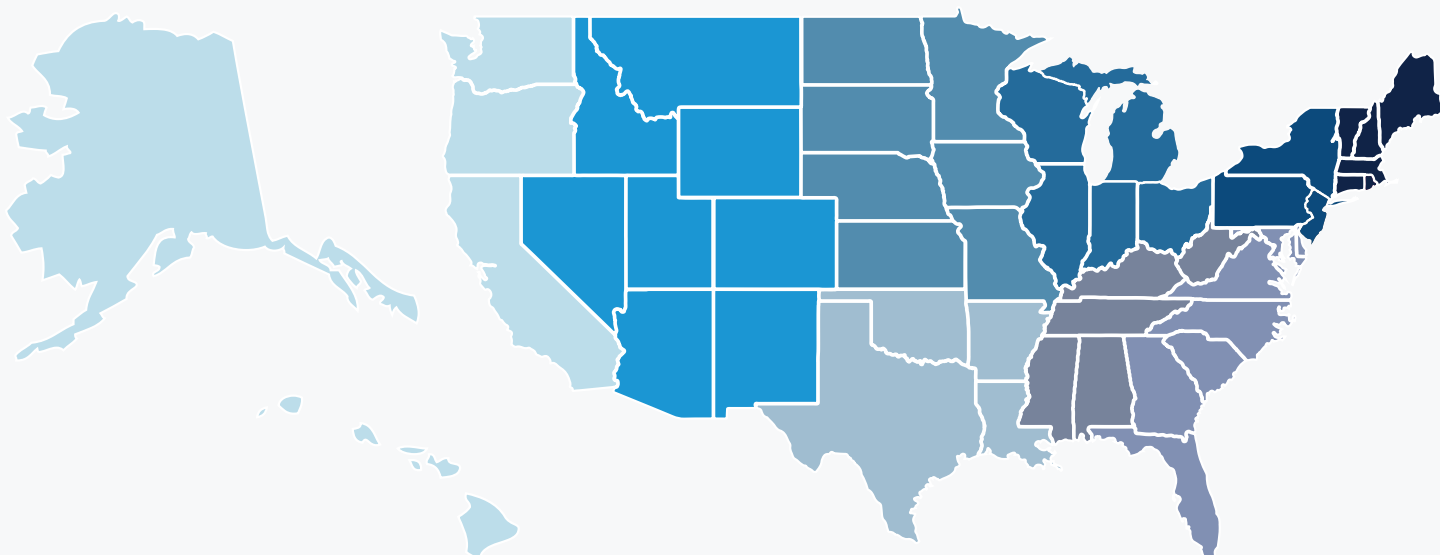


## SNOWBOARD GAIN/LOSS

	NEW*	RETURN*	LOST*
TOTAL 2020-21	3,097	2,028	5,049
TOTAL 2019-20	2,456	2,062	4,431
FOR 2020-21...			
MALE	2,110	1,368	3,463
FEMALE	987	660	1,586
6 TO 12	742	246	923
13 TO 17	499	320	780
18 TO 24	533	419	944
25 TO 34	769	655	1,458
35 TO 44	373	267	647
45 TO 54	137	100	235
55 TO 64	39	21	55
65+	5	<1	7
UNDER \$25,000	416	265	671
\$25,000 TO \$49,999	399	287	702
\$50,000 TO \$74,999	418	323	730
\$75,000 TO \$99,999	562	324	907
\$100,000+	1,302	829	2,039
NEW ENGLAND	150	122	275
MIDDLE ATLANTIC	561	257	787
EAST NORTH CENTRAL	334	270	576
WEST NORTH CENTRAL	209	114	324
SOUTH ATLANTIC	505	347	827
EAST SOUTH CENTRAL	142	66	208
WEST SOUTH CENTRAL	283	159	428
MOUNTAIN	248	241	487
PACIFIC	665	452	1,139

\*All figures are in the thousands (000s)

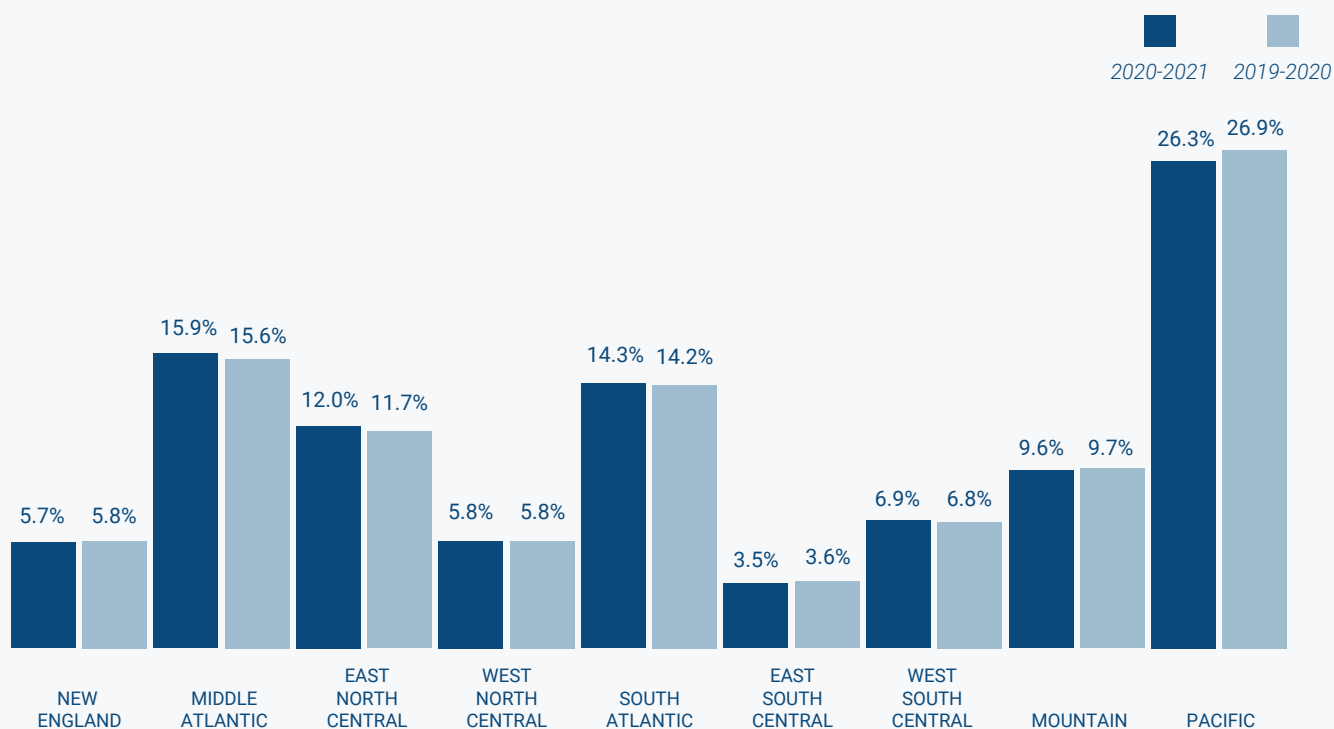
## SNOWBOARDING BY REGION OF RESIDENCE



PACIFIC 2.1M  
MOUNTAIN 0.8M  
WEST SOUTH CENTRAL 0.5M

WEST NORTH CENTRAL 0.5M  
EAST NORTH CENTRAL 1.0M  
EAST SOUTH CENTRAL 0.3M

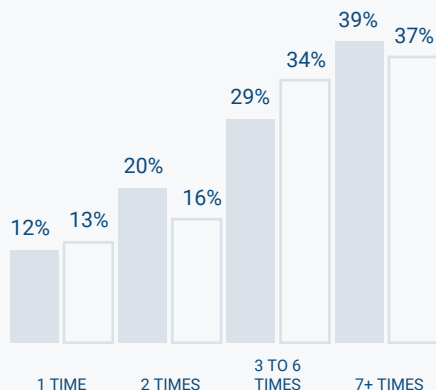
NEW ENGLAND 0.5M  
MIDDLE ATLANTIC 1.3M  
SOUTH ATLANTIC 1.1M



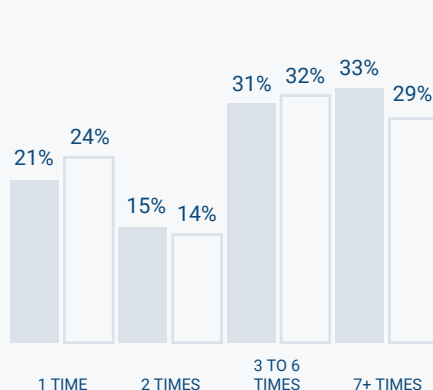
■ 2020-2021  
□ 2019-2020

## REGION BY FREQUENCY

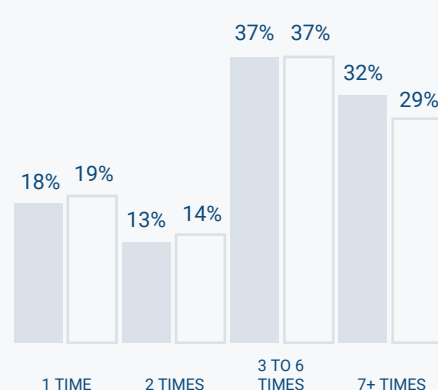
## NEW ENGLAND



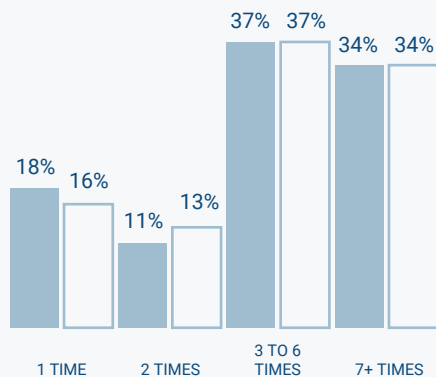
## MIDDLE ATLANTIC



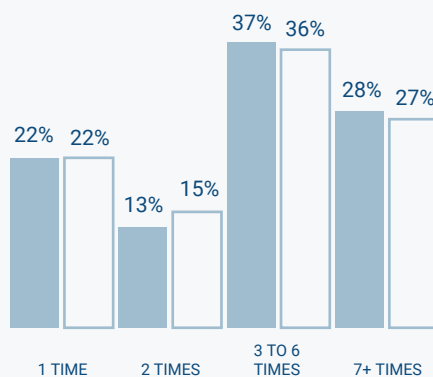
## EAST NORTH CENTRAL



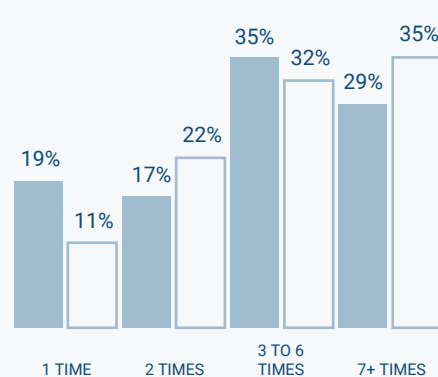
## WEST NORTH CENTRAL



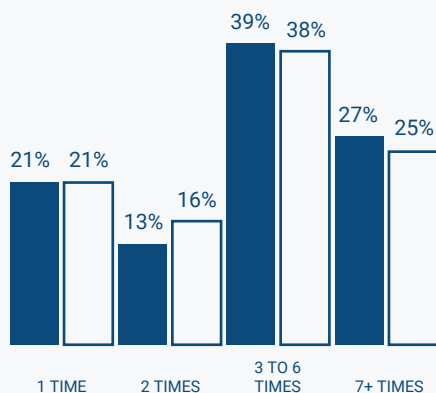
## SOUTH ATLANTIC



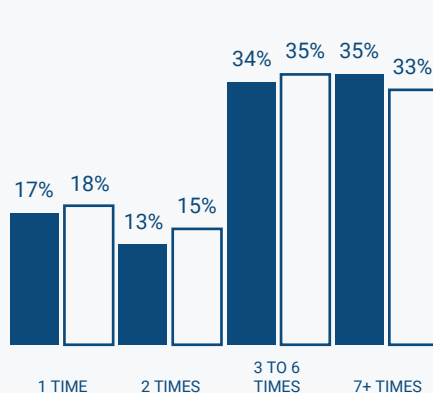
## EAST SOUTH CENTRAL



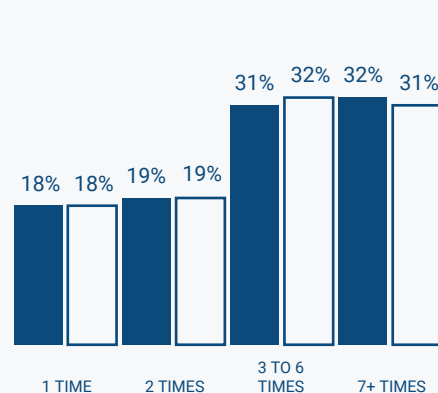
## WEST SOUTH CENTRAL



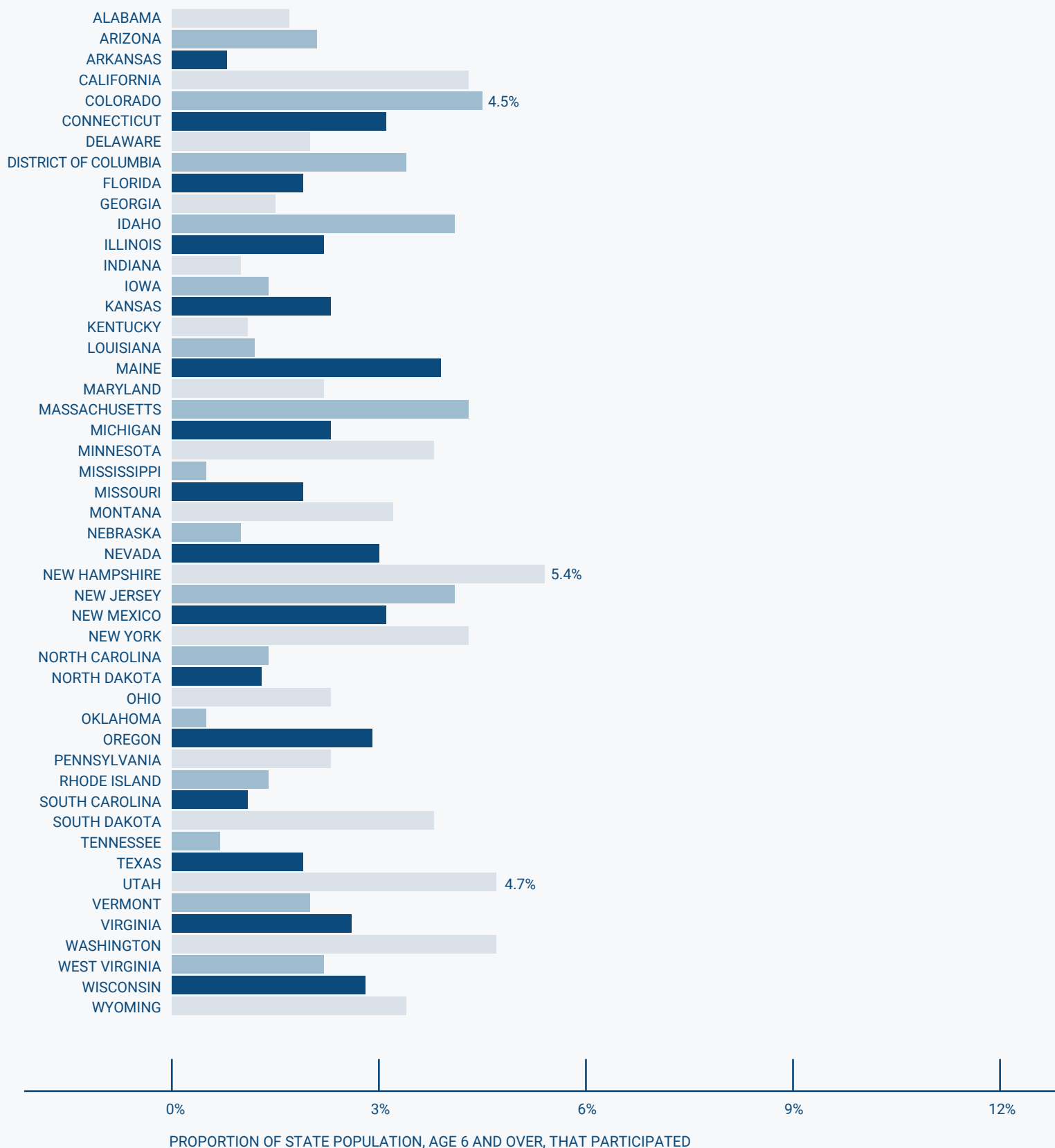
## MOUNTAIN



## PACIFIC

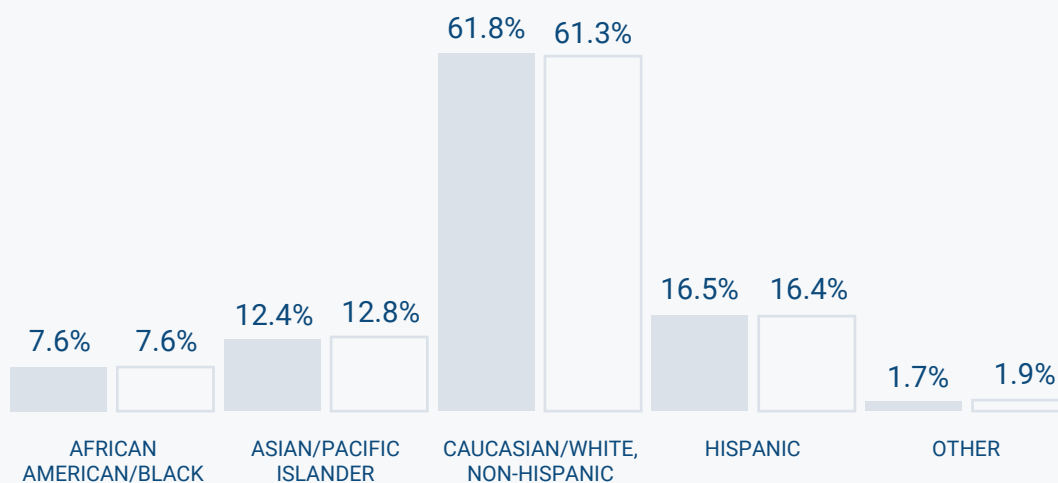


## PARTICIPATION BY STATE



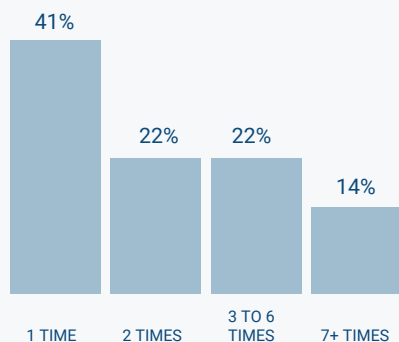
■ 2020-2021  
□ 2019-2020

## RACE/ETHNICITY OVERALL

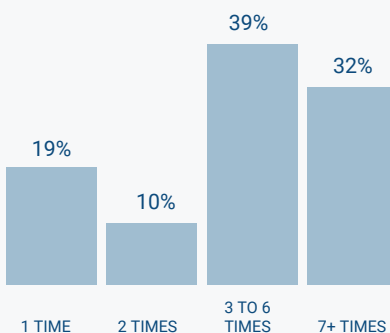


## RACE/ETHNICITY BY FREQUENCY

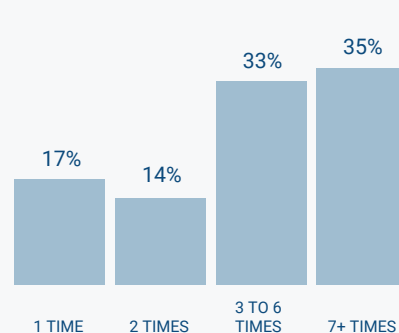
## AFRICAN AMERICAN/BLACK



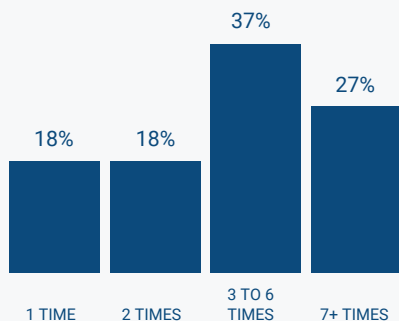
## ASIAN/PACIFIC ISLANDER



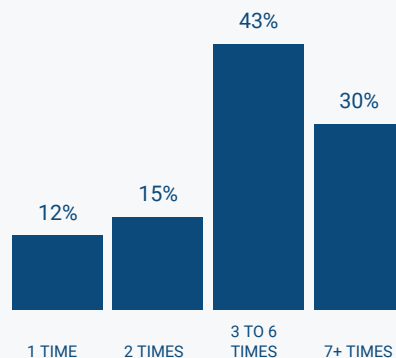
## CAUCASIAN/WHITE, NON-HISPANIC



## HISPANIC

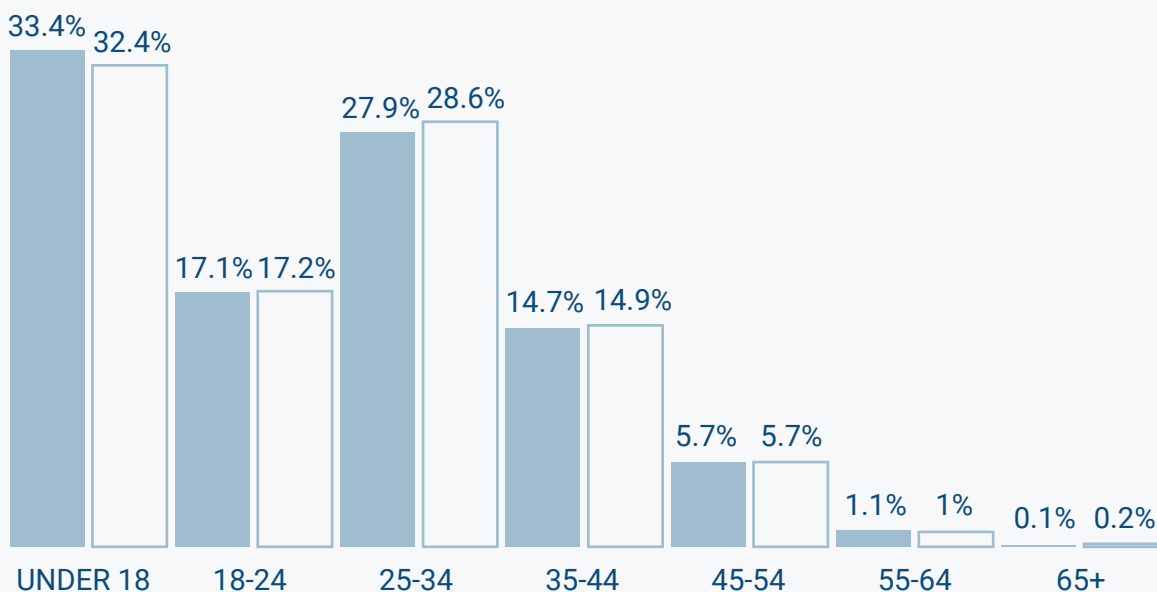


## OTHER

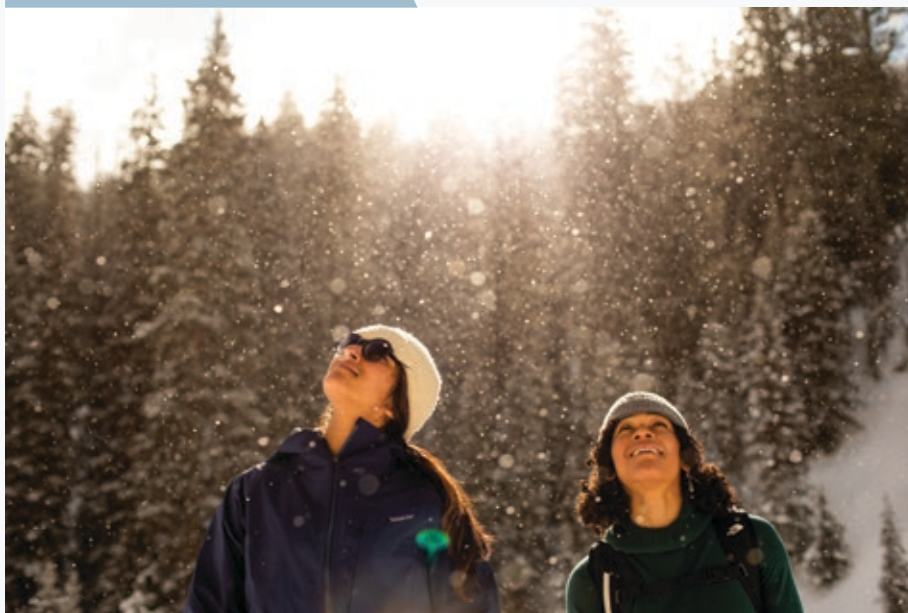


2020-2021 2019-2020

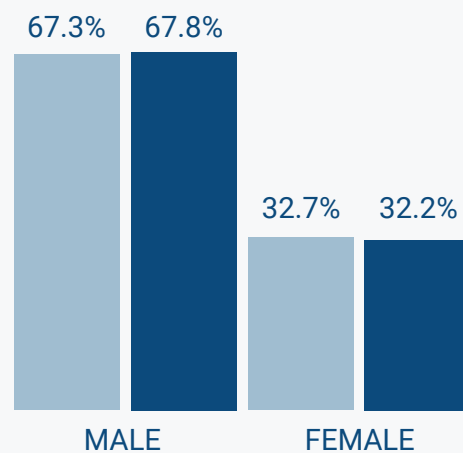
## AGE OVERALL



## GENDER OVERALL

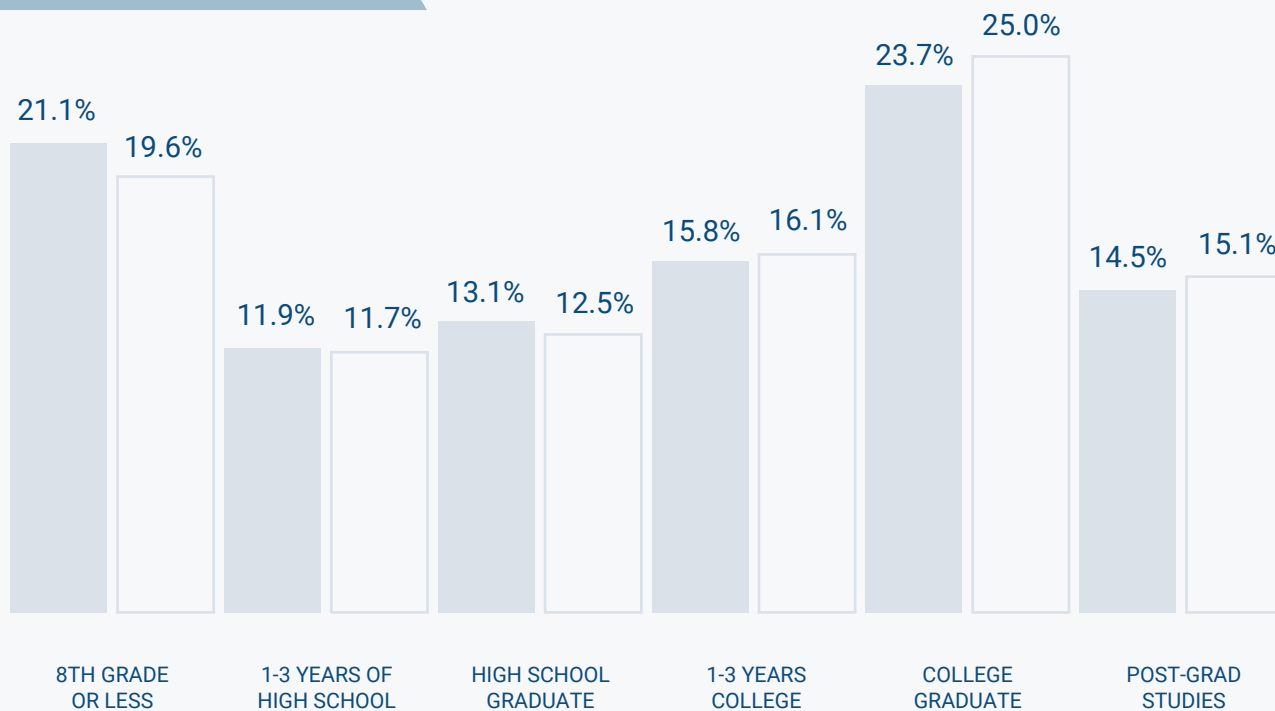


2020-2021 2019-2020

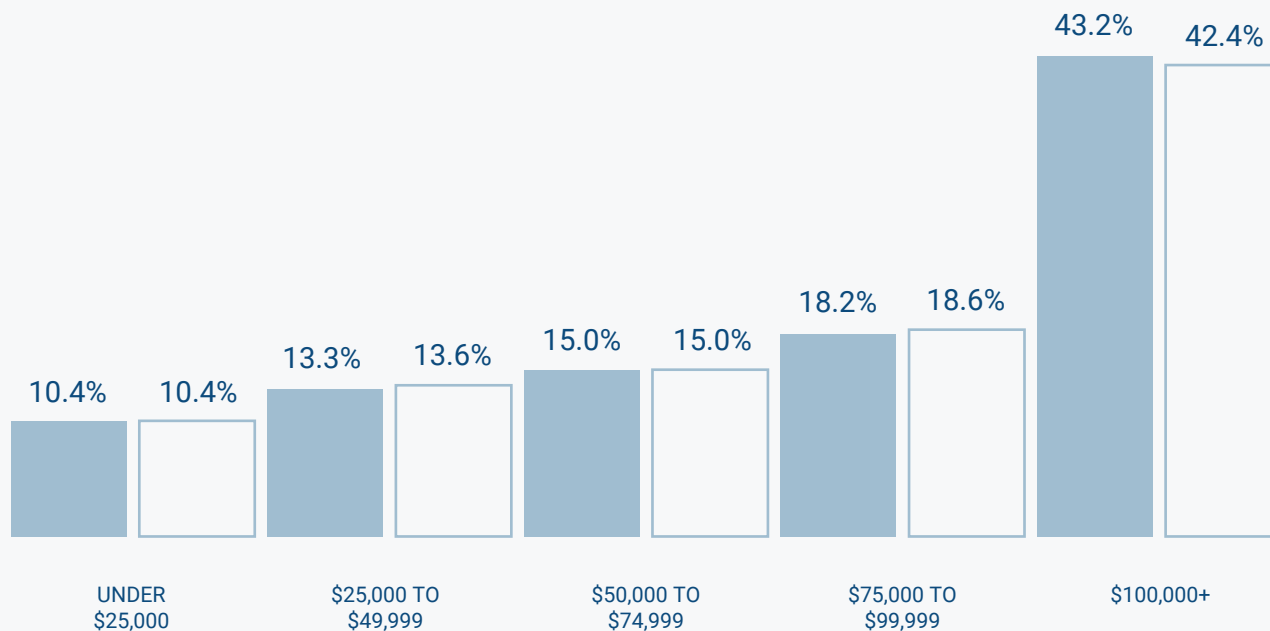


■ 2020-2021  
□ 2019-2020

## EDUCATION OVERALL



## INCOME OVERALL



## CROSSOVER ACTIVITIES - ACTIVITIES SNOWBOARDERS ALSO PARTICIPATE IN BY PERCENTAGE

31 %



**CAMPING**  
(WITHIN 1/4 MILE OF VEHICLE/HOME)

29 %



**RUNNING/JOGGING**

29 %



**HIKING**  
(DAY)

25 %



**BICYCLING**  
(ROAD/PAVED SURFACE)

25 %



**FISHING**  
(FRESHWATER/OTHER)

**BACKPACKING OVERNIGHT: 14%**

(MORE THAN 1/4 MILE FROM VEHICLE/HOME)

**BICYCLING: 15%**

(MOUNTAIN/NON-PAVED SURFACE)

**BOARDSAILING/WINDSURFING: 7%**

**CANOEING: 13%**

**CLIMBING: 9%**

(INDOOR)

**CLIMBING: 5%**

(SPORT/BOULDER)

**CLIMBING: 9%**

(TRADITIONAL/ICE/MOUNTAINEERING)

**FISHING: 12%**

(FLY)

**FISHING: 14%**

(SALTWATER)

**GOLF: 19%**

(ON A 9 OR 18 HOLE GOLF COURSE)

**KAYAKING: 12%**

(RECREATIONAL)

**KAYAKING: 7%**

(SEA/TOURING)

**KAYAKING: 9%**

(WHITE WATER)

**ROLLER SKATING: 9%**

(INLINE WHEELS)

**SAILING: 8%**

**SKATEBOARDING: 18%**

**STAND UP PADDLING: 6%**

**SURFING: 11%**

**TRAIL RUNNING: 19%**

**WAKEBOARDING: 8%**

**WATER SKIING: 8%**



# CROSS-COUNTRY SKIING PARTICIPATION AND DEMOGRAPHICS



Snowsports  
Industries  
America



# TOTAL PARTICIPANTS: 4.5M

## THREE KEY TAKEAWAYS IN 2020-21

1

**The total number of cross-country skiing participants in 2020-21 (4.5M) was down from 2019-20 (4.8M).** There were both fewer new participants this year (1.4M in 2020-21 compared to 1.8M in 2019-20), as well as, fewer returning (0.9M in 2020-21 compared to 1.3M in 2019-20). Those who did participate were more likely to participate frequently (7+ times).

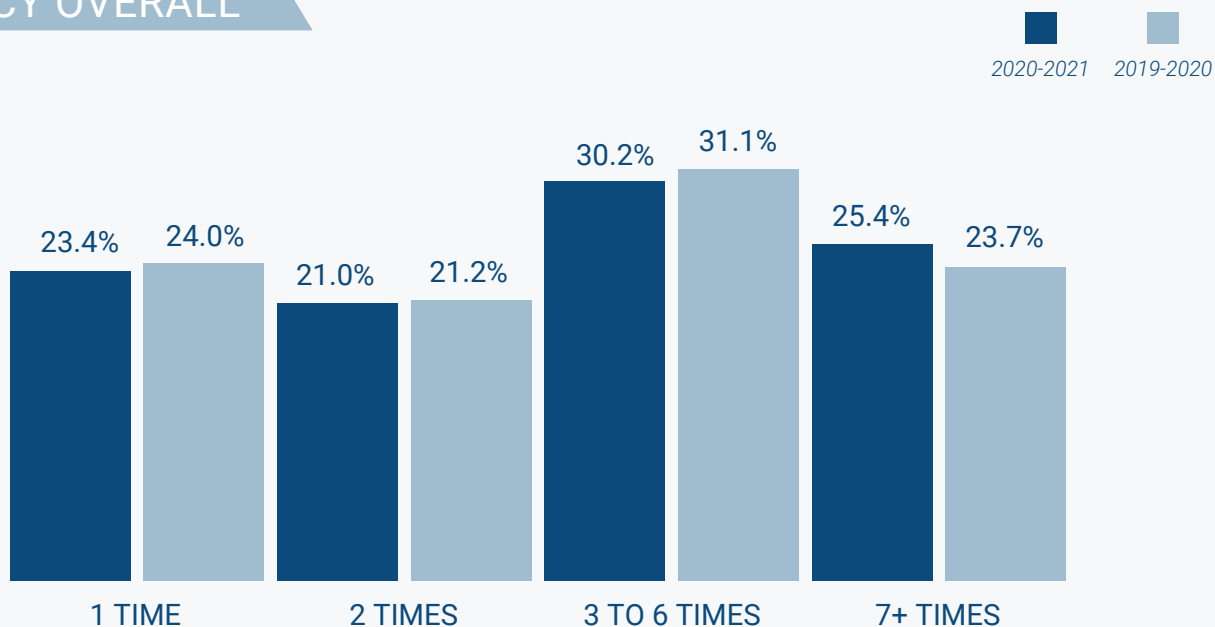
2

**More than a quarter of cross-country participants also ski (alpine/downhill/freeski/telemark).** Golf was also a popular activity among cross-country participants, with 31% participating. Similar to snowboarders and skiers, hiking (37%), road cycling (34%), and camping (32%), were also common outdoor activities for cross-country participants.

3

**A greater proportion of cross-country participants were Hispanic (17.8%), more than in any other winter sport covered in this report.** Cross-country ski participants, compared to ski or snowboard participants, also tended to be older: 11.6 percent of cross-country participants were aged 55 and older, compared to 8.8% of ski participants and 1.2% of snowboard participants. In terms of other demographics, cross-country participants looked similar to ski and snowboard participants.

## FREQUENCY OVERALL



## GAIN/LOSS



In 2019-20, there were 4.8M participants.  
In 2020-21, 1.4M participants were new,  
0.9M returned and 2.6M participants  
took the season off.

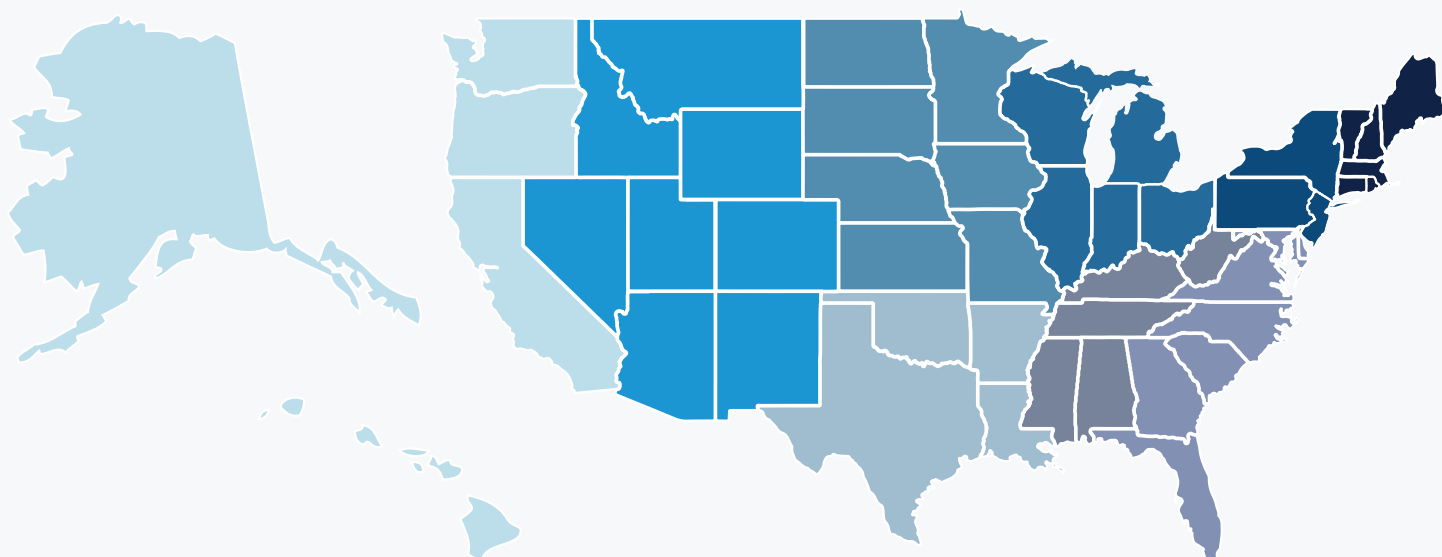
**The total for 2020-21 was 4.5M.**  
**(4.8 + 1.4 + 0.9 - 2.6 = 4.5)**

## CROSS-COUNTRY GAIN/LOSS

	NEW*	RETURN*	LOST*
TOTAL 2020-21	1,371	935	2,604
TOTAL 2019-20	1,827	1,328	3,362
FOR 2020-21...			
MALE	934	561	1,726
FEMALE	437	374	878
6 TO 12	241	110	340
13 TO 17	123	82	206
18 TO 24	203	106	337
25 TO 34	488	271	896
35 TO 44	215	182	475
45 TO 54	81	82	215
55 TO 64	10	61	94
65+	12	42	39
UNDER \$25,000	66	117	197
\$25,000 TO \$49,999	210	120	358
\$50,000 TO \$74,999	224	117	375
\$75,000 TO \$99,999	229	229	534
\$100,000+	643	353	1,140
NEW ENGLAND	28	98	154
MIDDLE ATLANTIC	337	193	578
EAST NORTH CENTRAL	129	81	235
WEST NORTH CENTRAL	48	43	116
SOUTH ATLANTIC	308	193	576
EAST SOUTH CENTRAL	121	17	151
WEST SOUTH CENTRAL	156	94	289
MOUNTAIN	57	84	136
PACIFIC	187	132	369

\*All figures are in the thousands (000s)

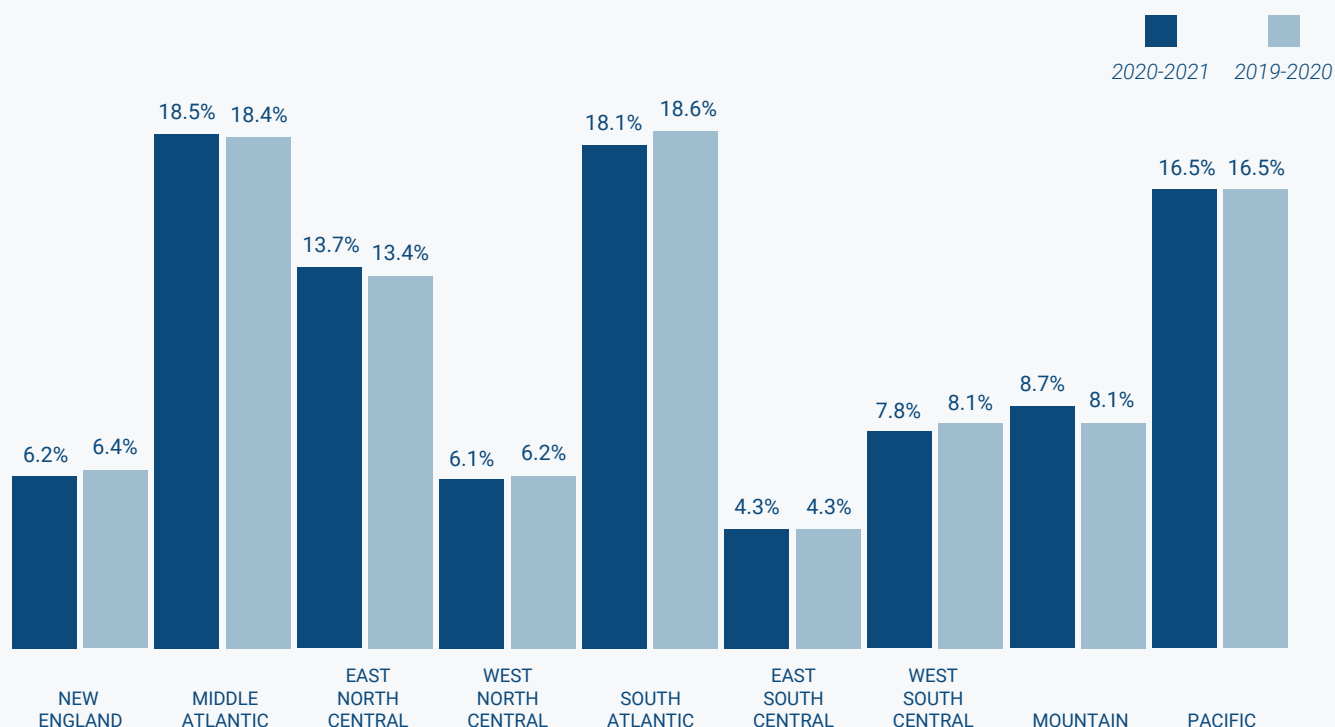
## CROSS-COUNTRY BY REGION OF RESIDENCE



PACIFIC 0.7M  
MOUNTAIN 0.4M  
WEST SOUTH CENTRAL 0.3M

WEST NORTH CENTRAL 0.3M  
EAST NORTH CENTRAL 0.6M  
EAST SOUTH CENTRAL 0.2M

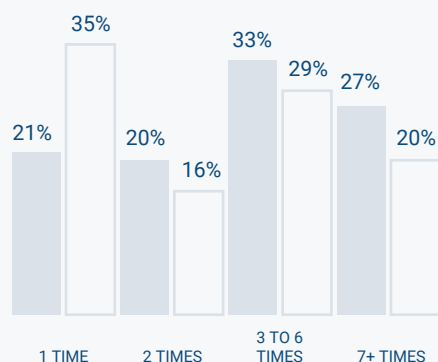
NEW ENGLAND 0.3M  
MIDDLE ATLANTIC 0.8M  
SOUTH ATLANTIC 0.8M



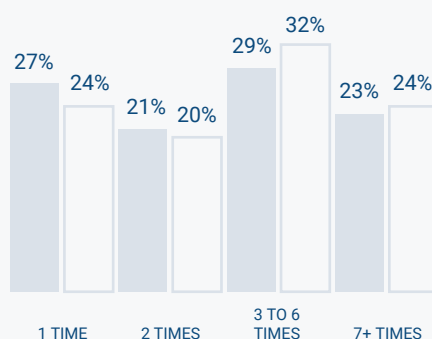
■ 2020-2021  
□ 2019-2020

## REGION BY FREQUENCY

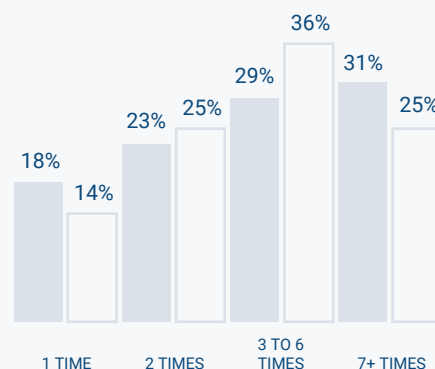
## NEW ENGLAND



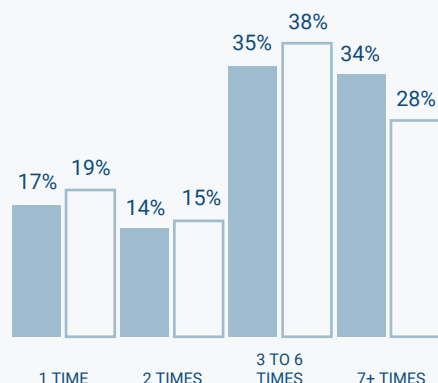
## MIDDLE ATLANTIC



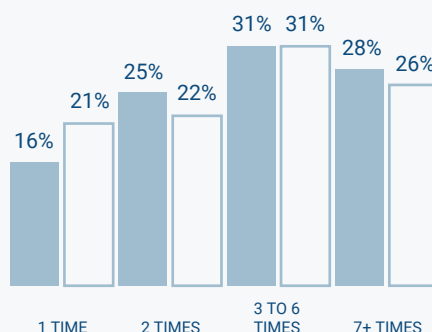
## EAST NORTH CENTRAL



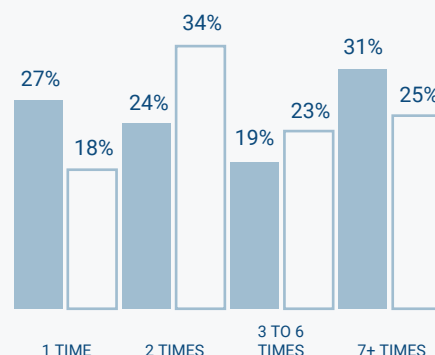
## WEST NORTH CENTRAL



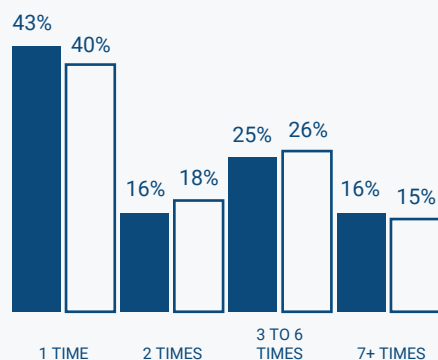
## SOUTH ATLANTIC



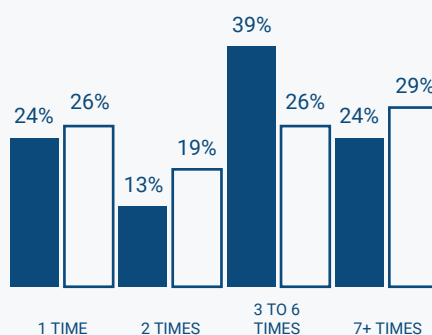
## EAST SOUTH CENTRAL



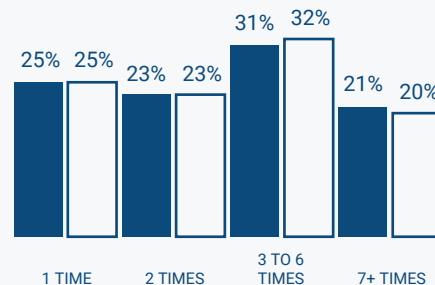
## WEST SOUTH CENTRAL



## MOUNTAIN

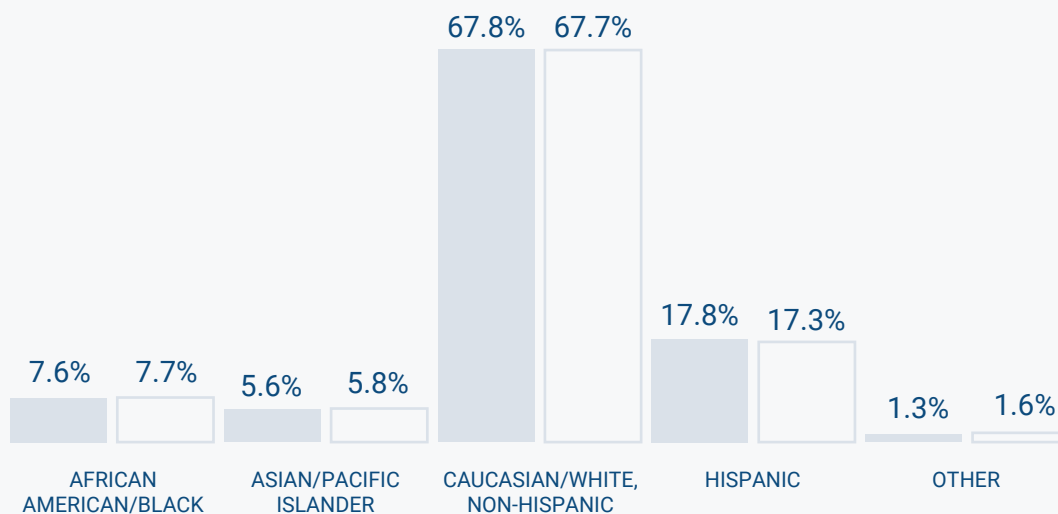


## PACIFIC



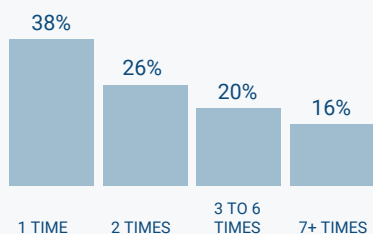
■ 2020-2021  
□ 2019-2020

## RACE/ETHNICITY OVERALL

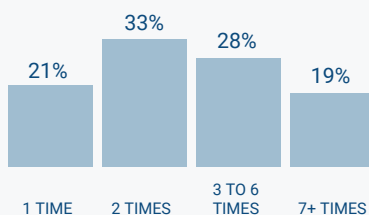


## RACE/ETHNICITY BY FREQUENCY

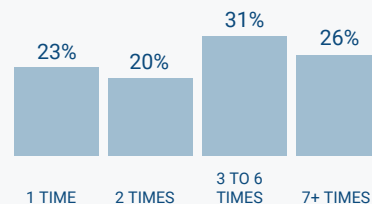
## AFRICAN AMERICAN/BLACK



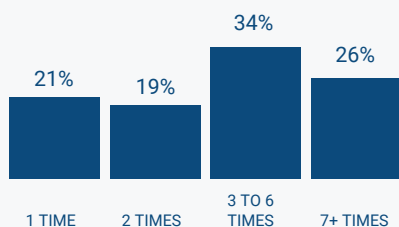
## ASIAN/PACIFIC ISLANDER



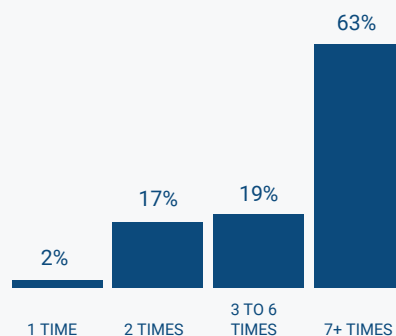
## CAUCASIAN/WHITE, NON-HISPANIC



## HISPANIC



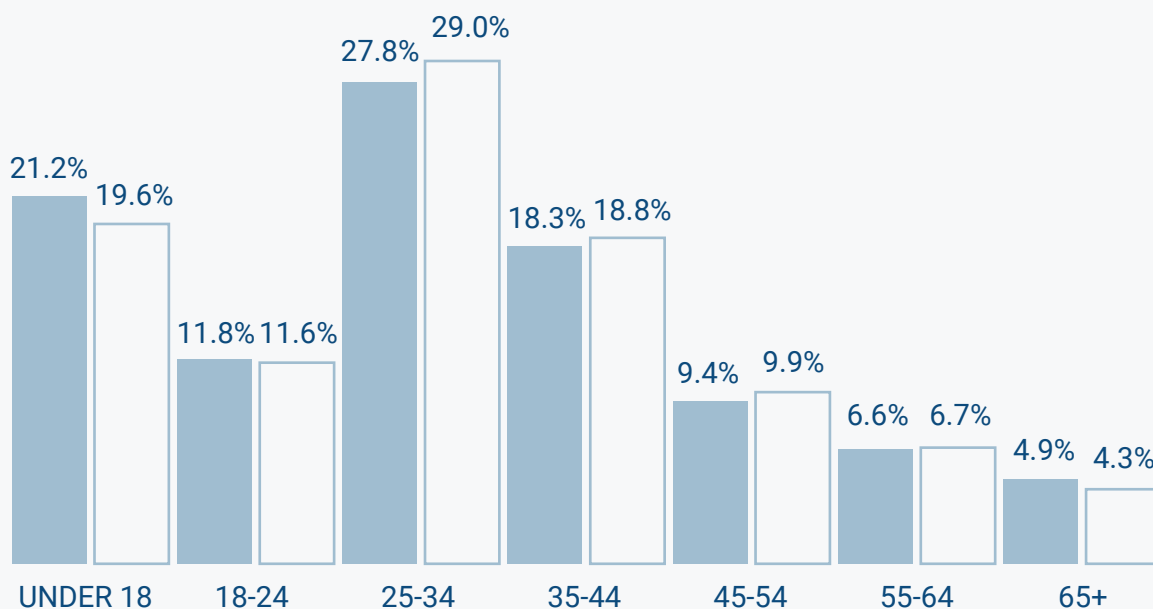
## OTHER





2020-2021 2019-2020

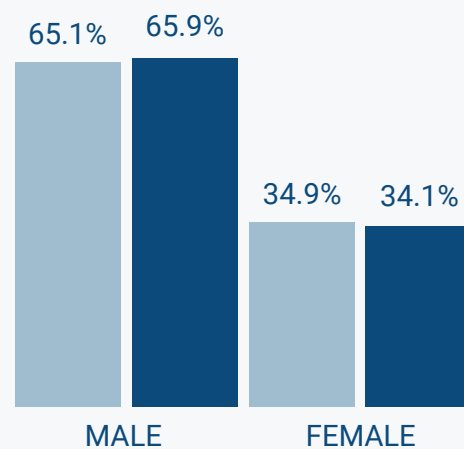
## AGE OVERALL



## GENDER OVERALL

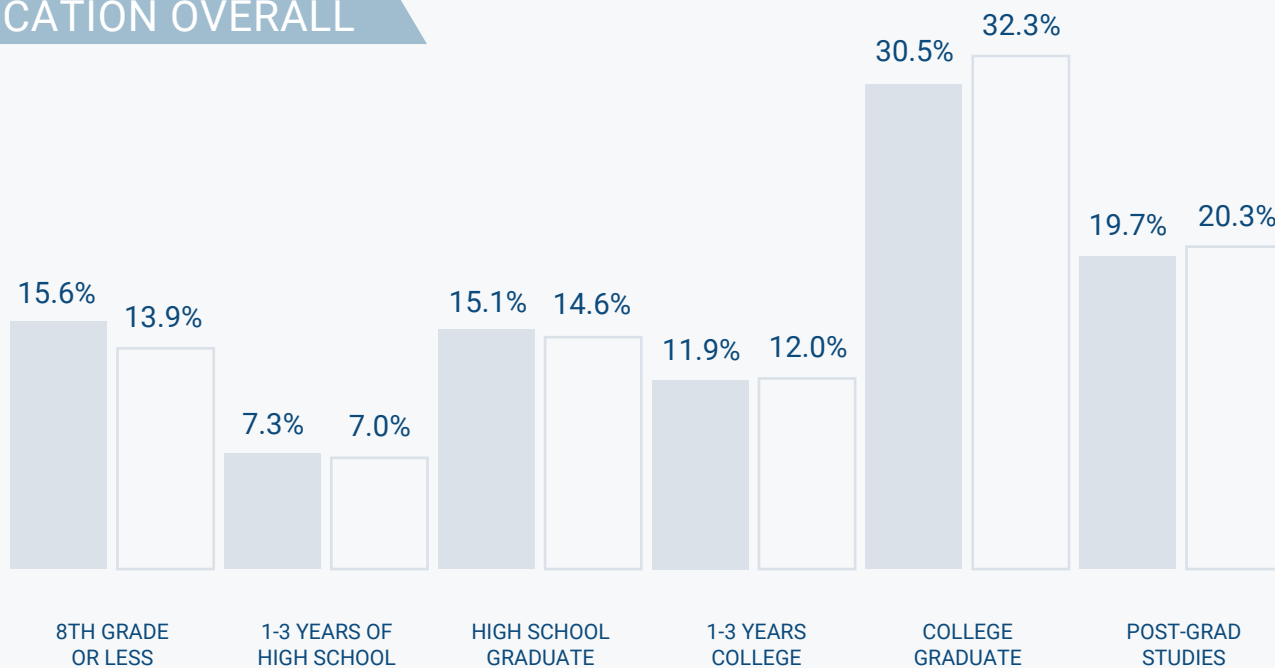


2020-2021 2019-2020

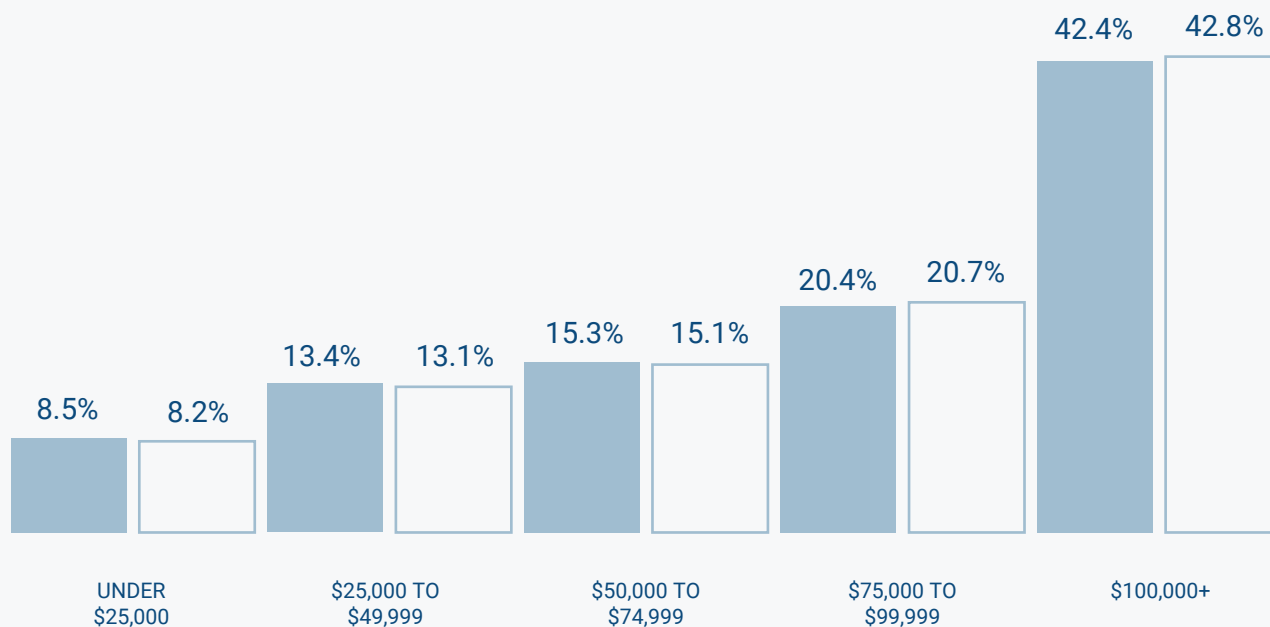


■ 2020-2021  
□ 2019-2020

## EDUCATION OVERALL



## INCOME OVERALL



## CROSSOVER ACTIVITIES - ACTIVITIES SKIERS ALSO PARTICIPATE IN BY PERCENTAGE

37%

HIKING  
(DAY)

34%

BICYCLING  
(ROAD/PAVED SURFACE)

32%

CAMPING  
(WITHIN 1/4 MILE OF VEHICLE/HOME)

31%

GOLF  
(9 OR 18-HOLE GOLF COURSE)

29%

SKIING  
(ALPINE/DOWNHILL/FREESKI/TELEMARK)

BACKPACKING OVERNIGHT: 23%

MORE THAN 1/4 MILE FROM VEHICLE/HOME

BICYCLING: 18%

(MOUNTAIN/NON-PAVED SURFACE)

BOARDSAILING/WINDSURFING: 15%

CANOEING: 18%

CLIMBING: 10%

(INDOOR)

CLIMBING: 5%

(SPORT/BOULDER)

CLIMBING: 11%

(TRADITIONAL/ICE/MOUNTAINEERING)

FISHING: 22%

(FLY)

FISHING: 25%

(SALTWATER)

KAYAKING: 18%

(RECREATIONAL)

KAYAKING: 11%

(SEA/TOURING)

KAYAKING: 14%

(WHITE WATER)

ROLLER SKATING: 11%

(INLINE WHEELS)

RUNNING/JOGGING: 27%

SAILING: 15%

SKATEBOARDING: 12%

STAND UP PADDLING: 9%

SURFING: 11%

TRAIL RUNNING: 27%

WAKEBOARDING: 7%

WATER SKIING: 11%

# SNOWSHOE PARTICIPATION AND DEMOGRAPHICS



Snowsports  
Industries  
America



# TOTAL PARTICIPANTS: 3.2M

## THREE KEY TAKEAWAYS IN 2020-21

1

**The total number of snowshoeing participating in 2020-21 (3.2M) were down from 2019-20 (3.4M).** The number of new participants each year was similar. The biggest difference was the number of returning participants. This season there were 100,000 fewer participants returning than had returned in the previous season. Those who did participate, did so more frequently, the proportion of 3+ times increasing in 2020-21.

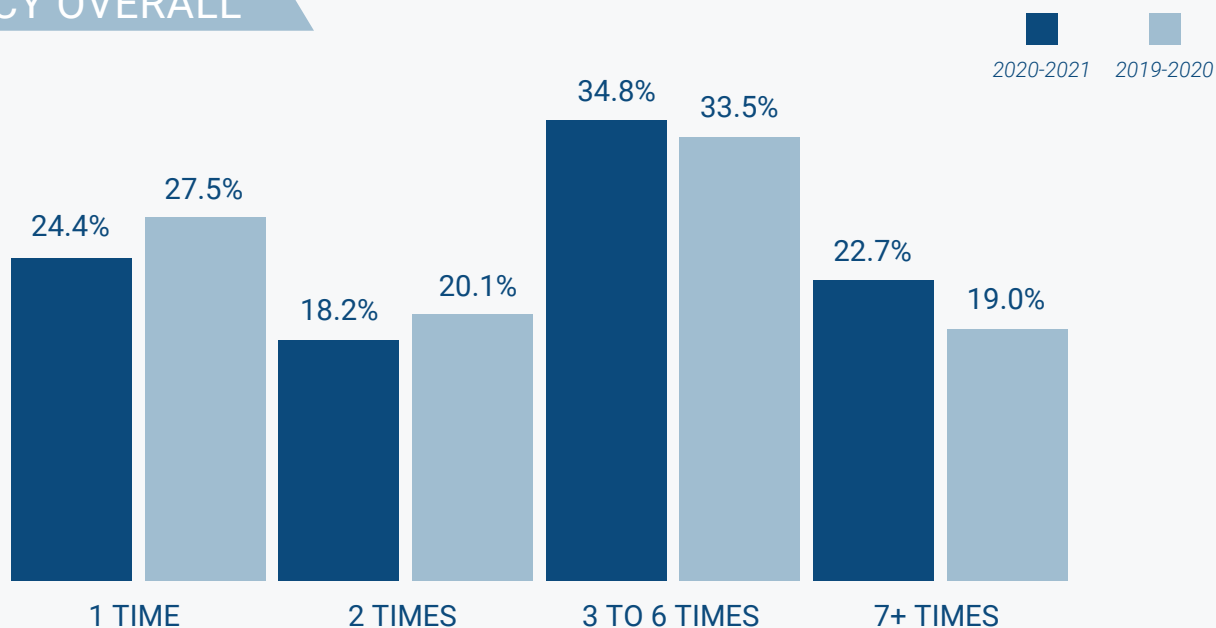
2

**Snowshoe participants were also commonly participants in other winter sports.** Of these participants, nearly half (49%) also snowboard, 32% ski, and 33% cross-country ski.

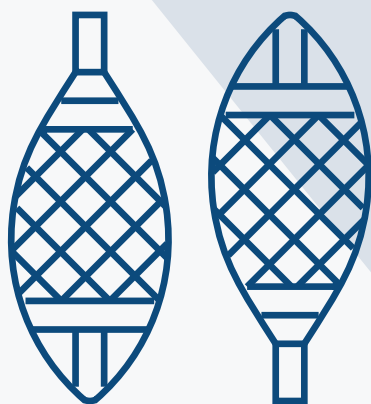
3

**Snowshoe participants were the oldest among the winter sports covered in this report.** Those 55 or older made up 15.1% of participants. Hispanic participants also made up a large share of participants with 16.2% identifying as Hispanic.

## FREQUENCY OVERALL



## GAIN/LOSS



In 2019-20, there were 3.4M participants.  
In 2020-21, 1.0M participants were new,  
0.9M returned and 2.2M participants  
took the season off.

**The total for 2020-21 was 3.2M.**  
**(3.4 + 1.0 + 0.9 - 2.2 = 3.2)**

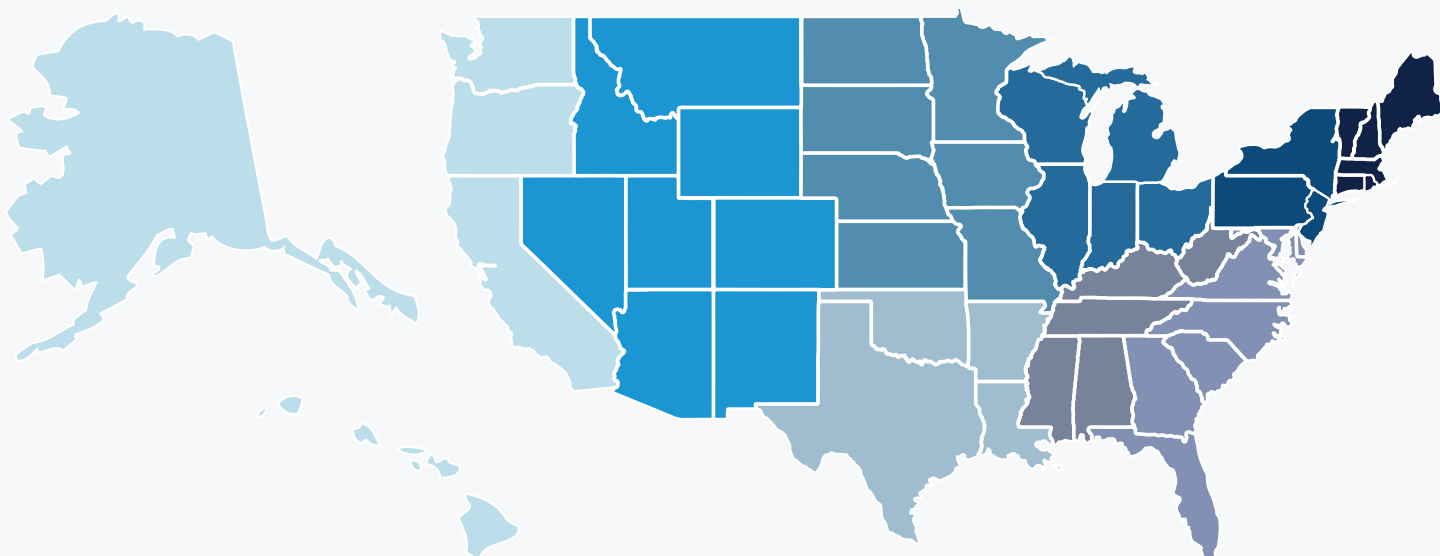
## SNOWSHOE GAIN/LOSS

	NEW*	RETURN*	LOST*
TOTAL 2020-21	1,025	928	2,161
TOTAL 2019-20	1,038	1,043	2,116
FOR 2020-21...			
MALE	675	613	1,447
FEMALE	350	315	713
6 TO 12	122	113	265
13 TO 17	95	83	178
18 TO 24	130	122	274
25 TO 34	287	271	668
35 TO 44	133	121	264
45 TO 54	104	81	200
55 TO 64	93	82	188
65+	62	55	123
UNDER \$25,000	105	97	231
\$25,000 TO \$49,999	134	124	285
\$50,000 TO \$74,999	139	124	274
\$75,000 TO \$99,999	226	214	521
\$100,000+	422	370	849
NEW ENGLAND	98	83	206
MIDDLE ATLANTIC	172	147	359
EAST NORTH CENTRAL	114	127	256
WEST NORTH CENTRAL	67	47	123
SOUTH ATLANTIC	150	148	328
EAST SOUTH CENTRAL	31	27	64
WEST SOUTH CENTRAL	75	66	169
MOUNTAIN	129	116	236
PACIFIC	189	167	420

\*All figures are in the thousands (000s)



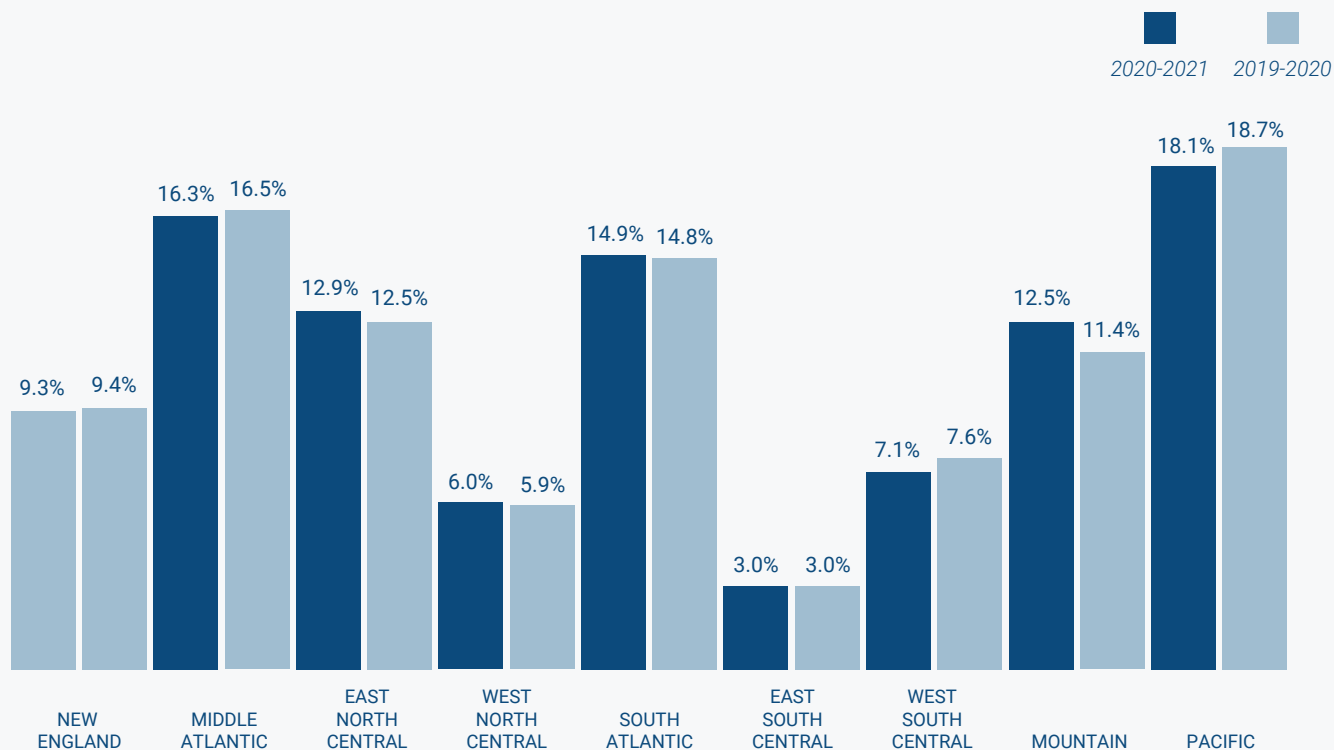
## SNOWSHOE BY REGION OF RESIDENCE



PACIFIC 0.6M  
MOUNTAIN 0.4M  
WEST SOUTH CENTRAL 0.2M

WEST NORTH CENTRAL 0.2M  
EAST NORTH CENTRAL 0.4M  
EAST SOUTH CENTRAL 0.1M

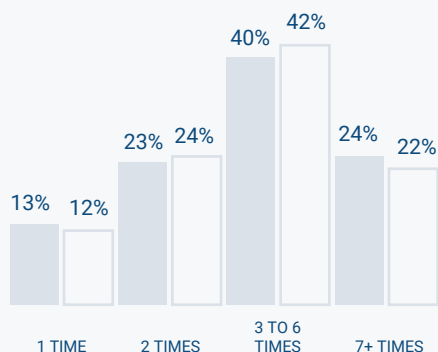
NEW ENGLAND 0.3M  
MIDDLE ATLANTIC 0.5M  
SOUTH ATLANTIC 0.5M



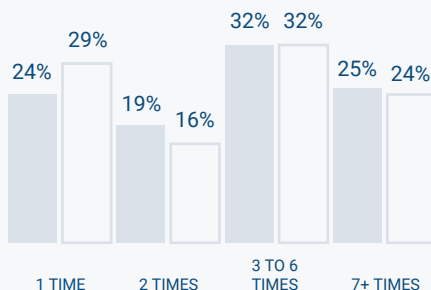
2020-2021 2019-2020

## REGION BY FREQUENCY

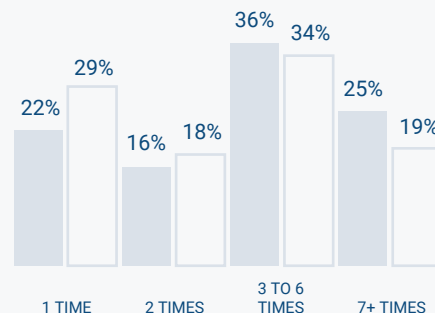
### NEW ENGLAND



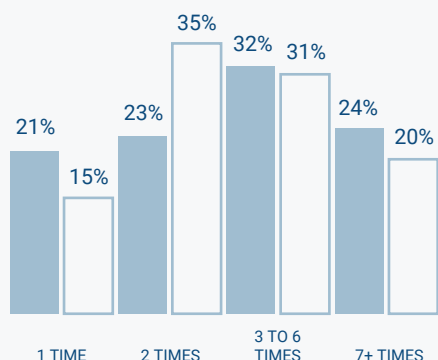
### MIDDLE ATLANTIC



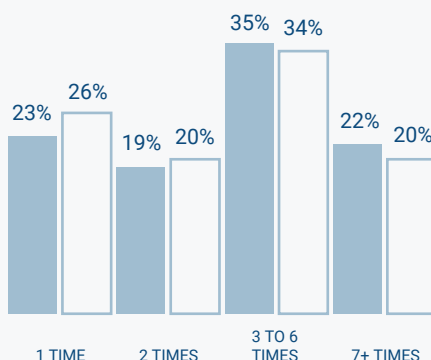
### EAST NORTH CENTRAL



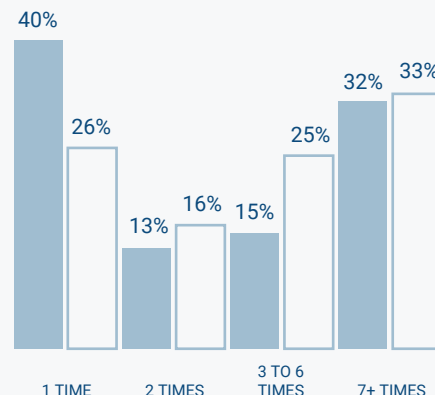
### WEST NORTH CENTRAL



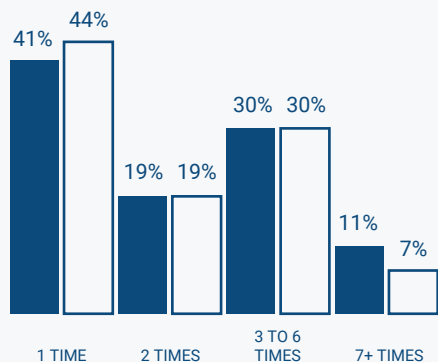
### SOUTH ATLANTIC



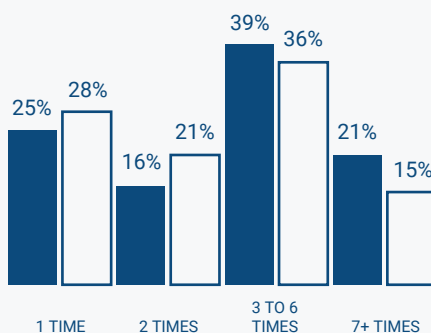
### EAST SOUTH CENTRAL



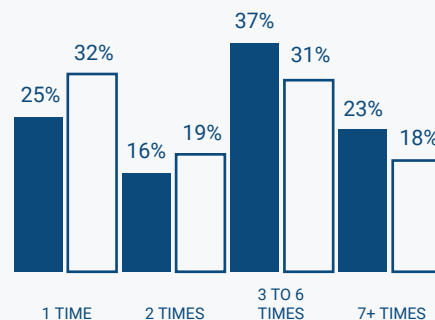
### WEST SOUTH CENTRAL



### MOUNTAIN

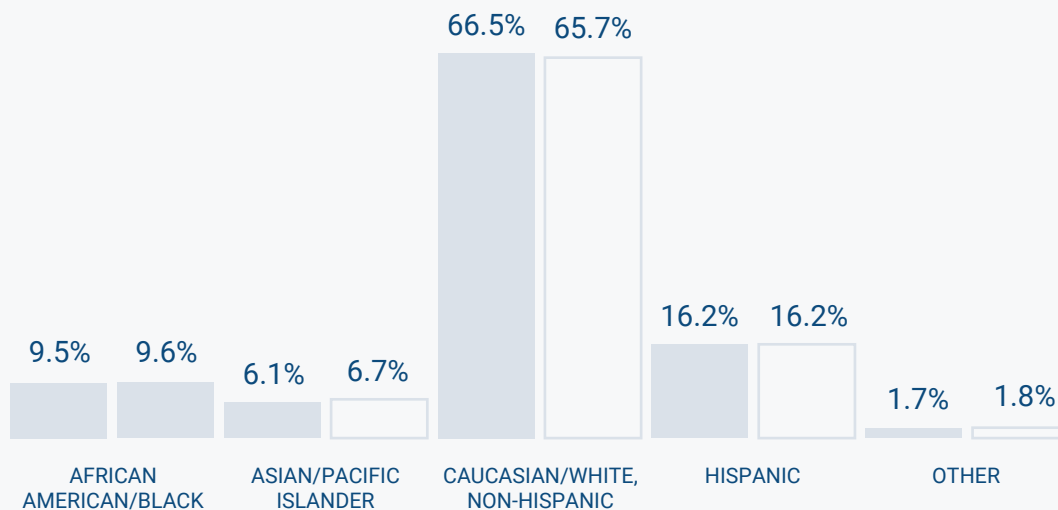


### PACIFIC



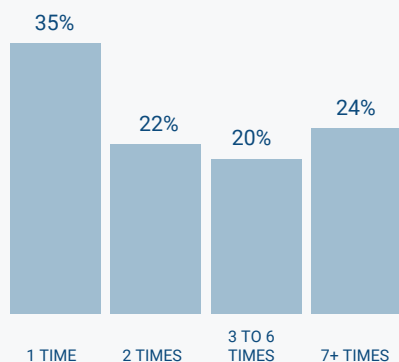
2020-2021 2019-2020

## RACE/ETHNICITY OVERALL

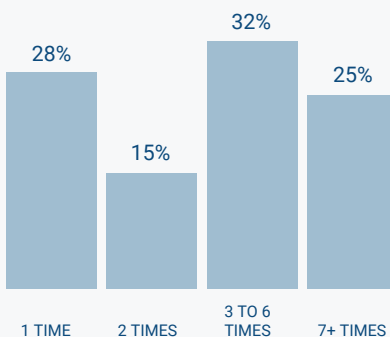


## RACE/ETHNICITY BY FREQUENCY

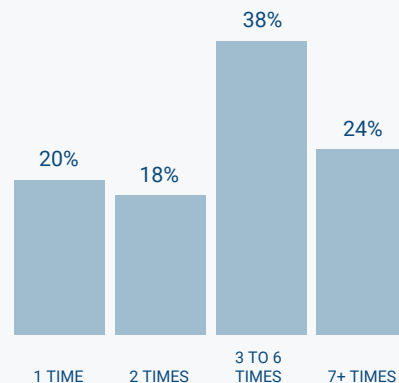
## AFRICAN AMERICAN/BLACK



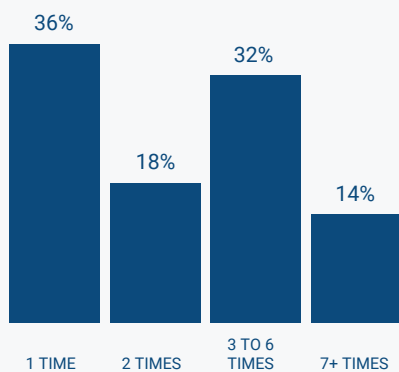
## ASIAN/PACIFIC ISLANDER



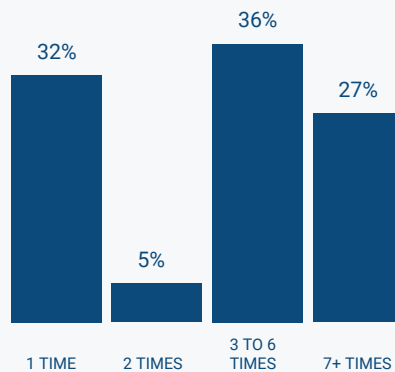
## CAUCASIAN/WHITE, NON-HISPANIC



## HISPANIC

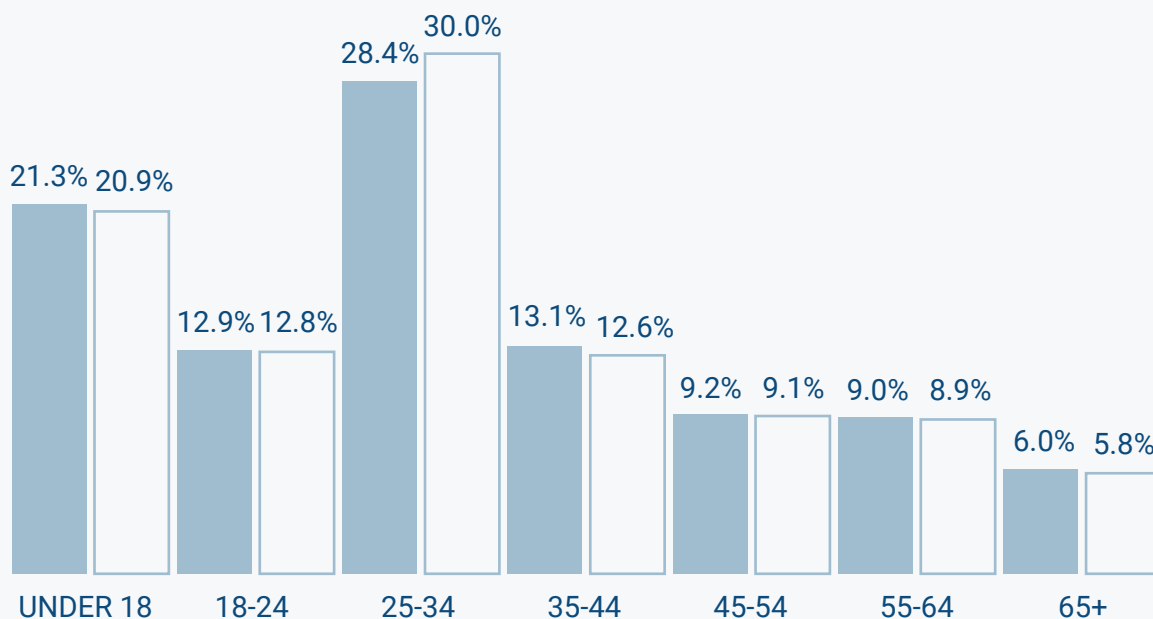


## OTHER



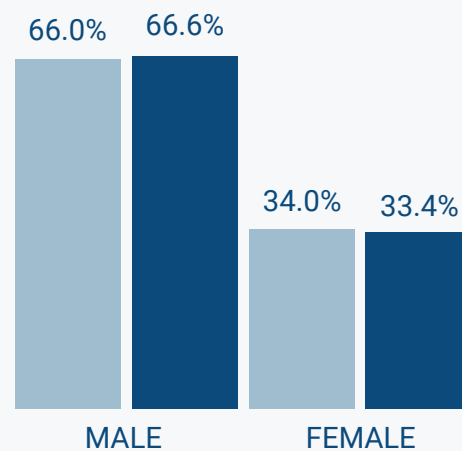
2020-2021 2019-2020

## AGE OVERALL



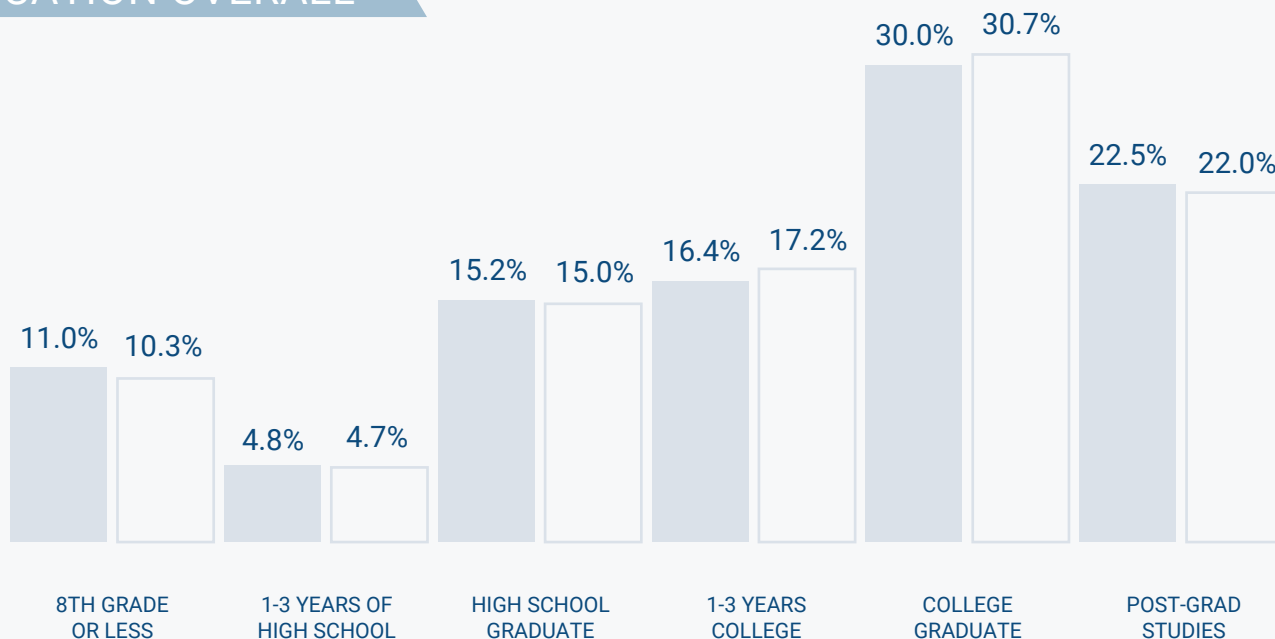
## GENDER OVERALL

2020-2021 2019-2020

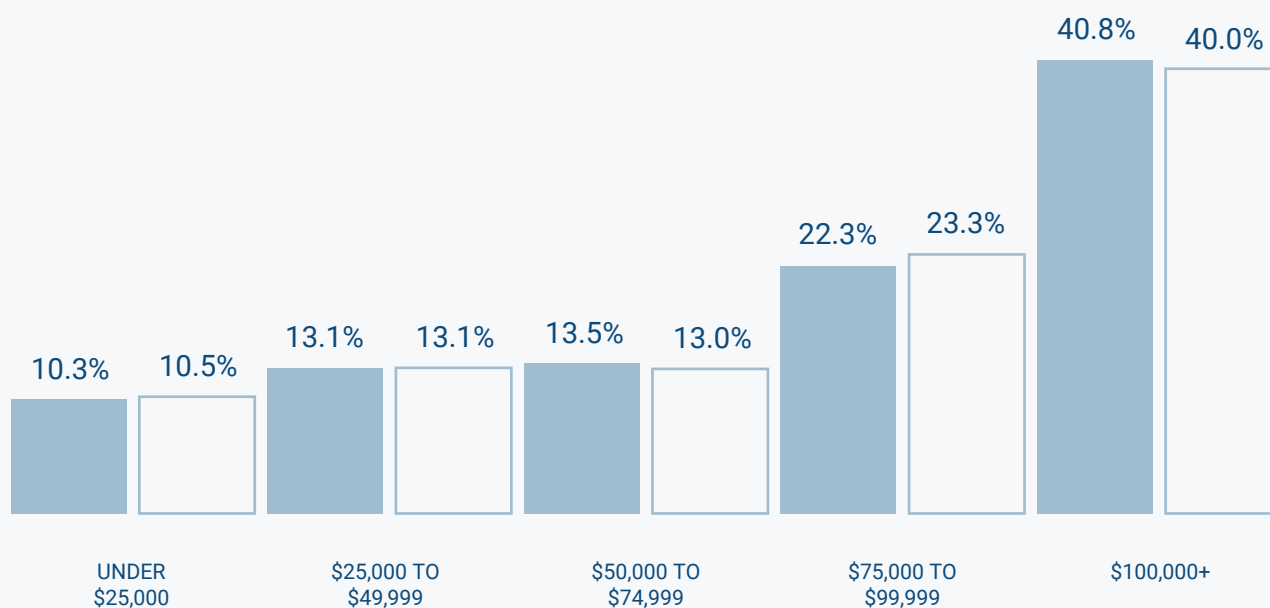


■ 2020-2021  
□ 2019-2020

## EDUCATION OVERALL



## INCOME OVERALL



## CROSSOVER ACTIVITIES - ACTIVITIES SKIERS ALSO PARTICIPATE IN BY PERCENTAGE

49%



SNOWBOARDING

34%

HIKING  
(DAY)

33%

CAMPING  
(WITHIN 1/4 MILE OF VEHICLE/HOME)

33%



XC SKIING

32%

SKIING  
(ALPINE/DOWNHILL/FREESKI/TELEMARK)

BACKPACKING OVERNIGHT: 21%

MORE THAN 1/4 MILE FROM VEHICLE/HOME

BICYCLING: 20%

(MOUNTAIN/NON-PAVED SURFACE)

BICYCLING: 27%

(ROAD/PAVED SURFACE)

BOARDSAILING/WINDSURFING: 16%

CANOEING: 20%

CLIMBING: 11%

(INDOOR)

CLIMBING: 6%

(SPORT/BOULDER)

CLIMBING: 14%

(TRADITIONAL/ICE/MOUNTAINEERING)

FISHING: 22%

(FLY)

FISHING: 29%

(FRESHWATER/OTHER)

FISHING: 18%

(SALTWATER)

GOLF: 23%

ON A 9 OR 18-HOLE GOLF COURSE

KAYAKING: 21%

(RECREATIONAL)

KAYAKING: 13%

(SEA/TOURING)

KAYAKING: 14%

(WHITE WATER)

ROLLER SKATING: 13%

(INLINE WHEELS)

RUNNING/JOGGING: 26%

SAILING: 17%

SKATEBOARDING: 16%

STAND UP PADDLING: 12%

SURFING: 12%

TRAIL RUNNING: 24%

WAKEBOARDING: 10%

WATER SKIING: 14%

# ALPINE TOURING PARTICIPATION AND DEMOGRAPHICS



Snowsports  
Industries  
America





# TOTAL PARTICIPANTS: 0.9M

## THREE KEY TAKEAWAYS IN 2020-21 - ALPINE & SNOWBOARD TOURING\*

\*Alpine and snowboard touring are combined here due to similar takeaways for each sport. Snowboard touring figures are shown in the next section.

### 1

**The number of people participating in alpine or snowboard touring was largely unchanged between seasons.** With Alpine Touring (AT), 0.9M individuals participated in 2020-21 as well as 2019-20. For snowboard touring, both seasons had 1.0M participants. Those who did participate, did so more frequently.

### 2

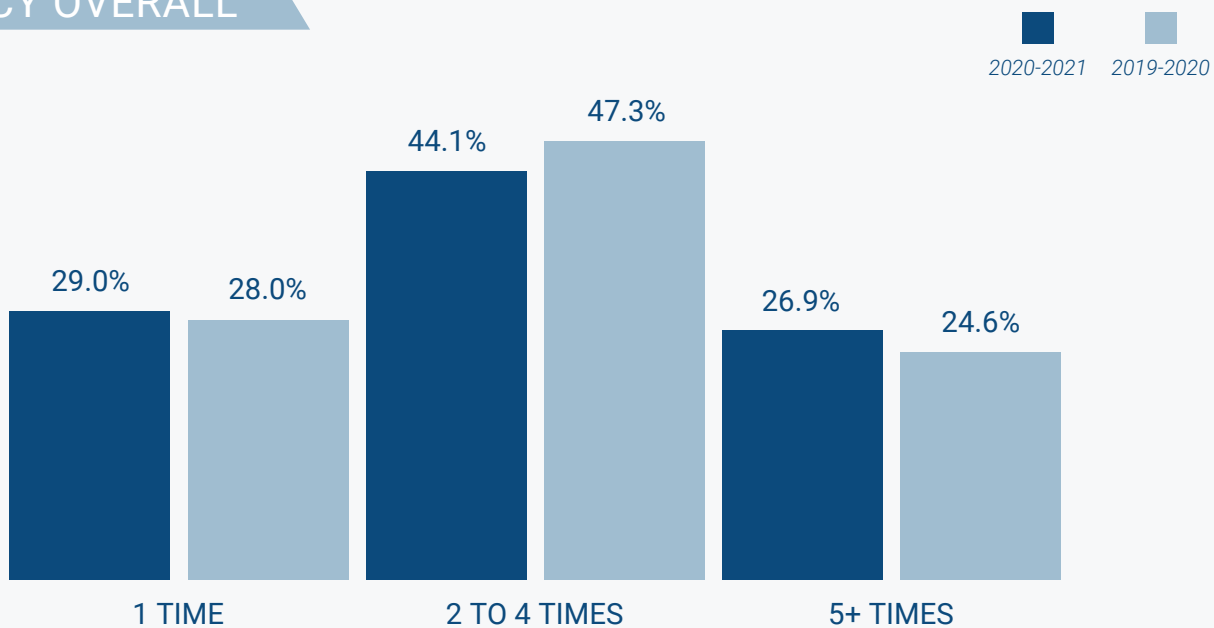
**Both alpine and snowboard touring participants tended to be younger when compared to other winter sports.** For alpine touring participants age 18 and over, 50.6% were 25-34 years old and for snowboard touring participants, 25-34 years old, the proportion was 42.0%. The gender split for alpine touring was similar to that of other snowsports with males outnumbering females 2-to-1. For snowboard touring; however, that increased to a 3-to-1, male to female ratio.

### 3

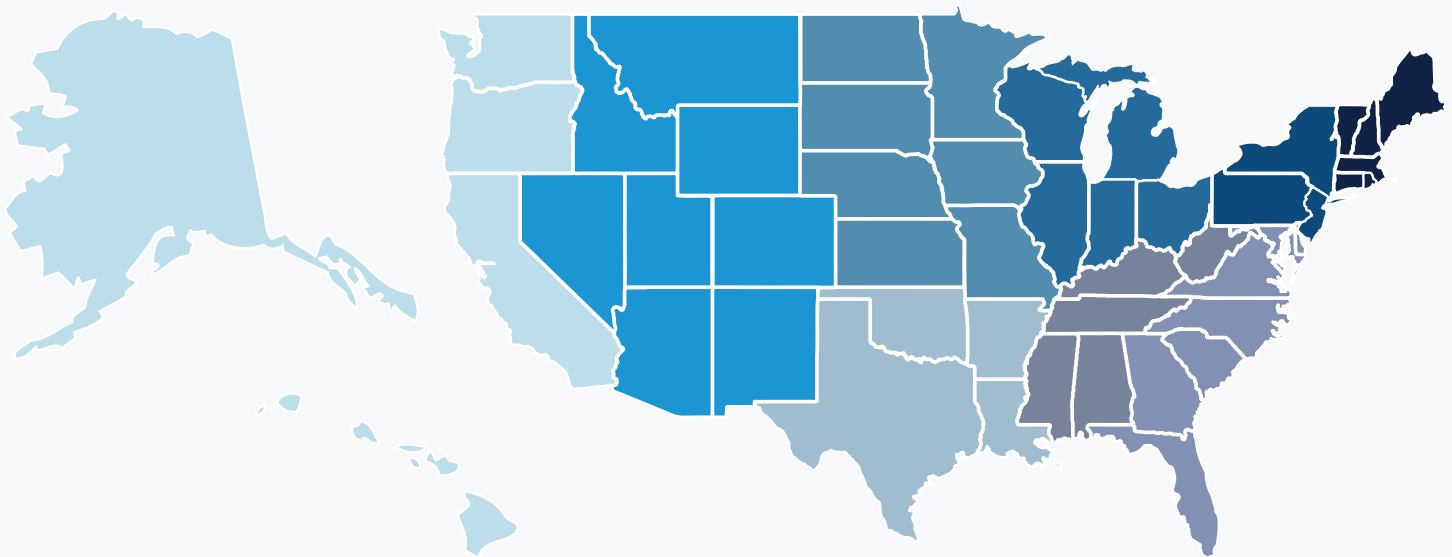
**Both alpine and snowboard touring participants tended to have higher household incomes.** Winter sport participants overall tend to have higher household incomes and that is even more so among alpine and snowboard tourers: 70.8% of alpine tourers, and 69.1% of snowboard tourers, had incomes of \$75,000 or higher.



## FREQUENCY OVERALL



## ALPINE TOURING BY REGION OF RESIDENCE

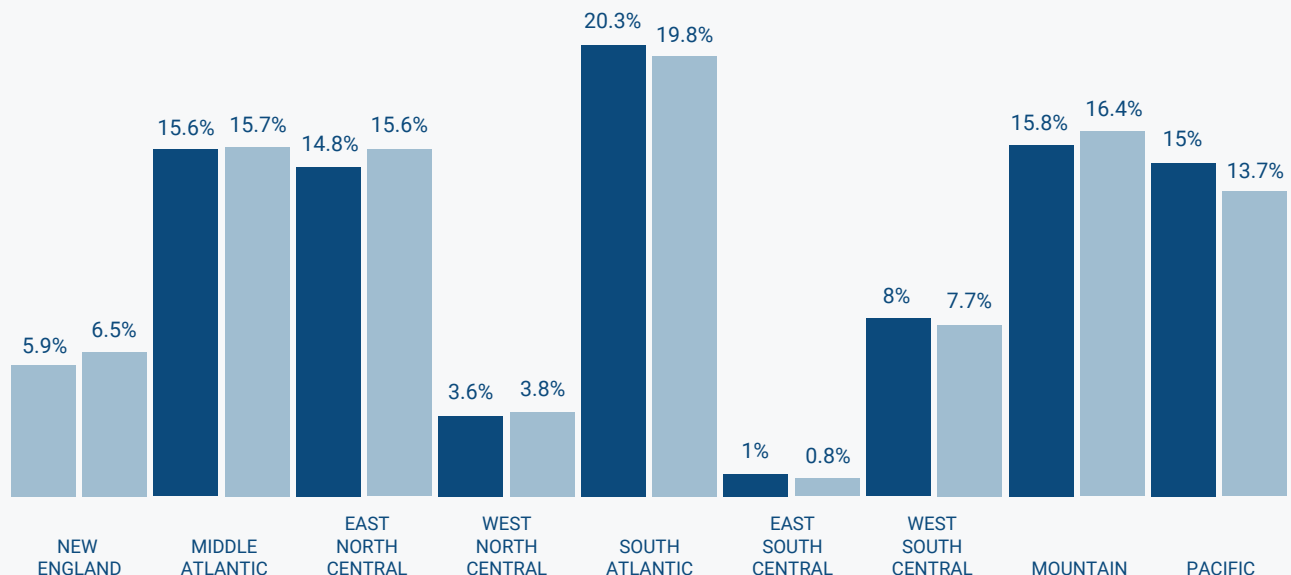


PACIFIC 0.2M  
MOUNTAIN 0.2M  
WEST SOUTH CENTRAL 0.1M

WEST NORTH CENTRAL 0.04M  
EAST NORTH CENTRAL 0.2M  
EAST SOUTH CENTRAL 0.01M

NEW ENGLAND 0.1M  
MIDDLE ATLANTIC 0.2M  
SOUTH ATLANTIC 0.2M

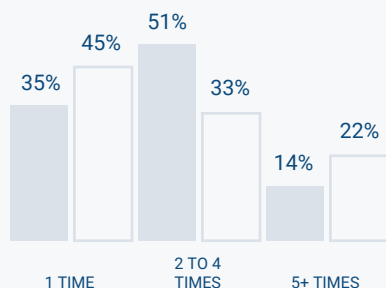
2020-2021 2019-2020



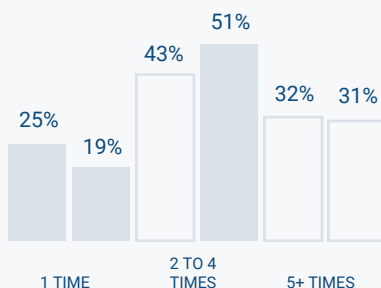
■ 2020-2021  
□ 2019-2020

## REGION BY FREQUENCY

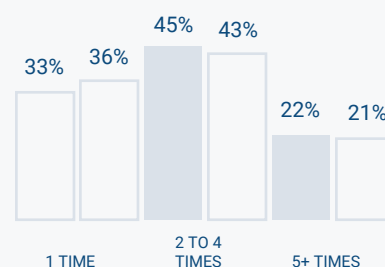
## NEW ENGLAND



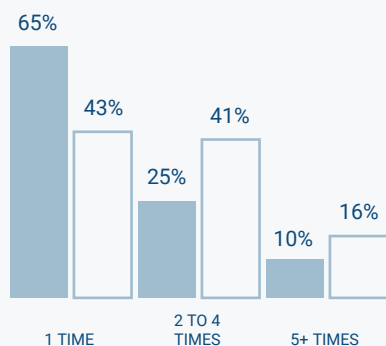
## MIDDLE ATLANTIC



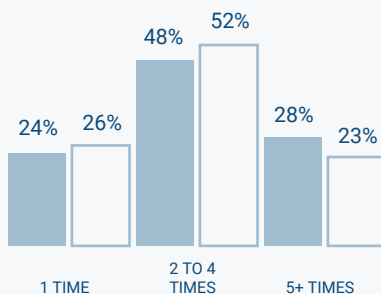
## EAST NORTH CENTRAL



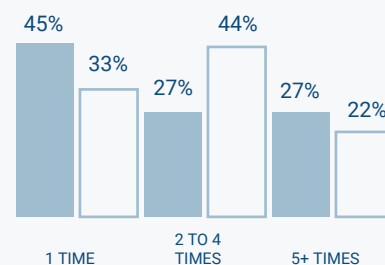
## WEST NORTH CENTRAL



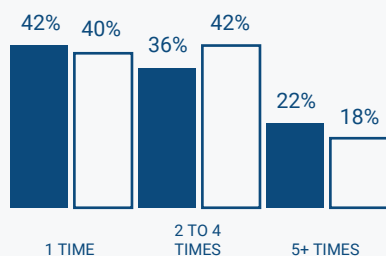
## SOUTH ATLANTIC



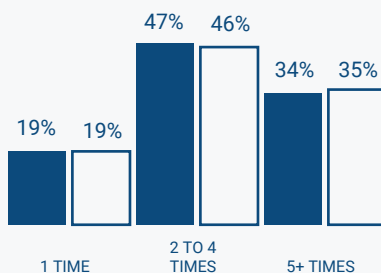
## EAST SOUTH CENTRAL



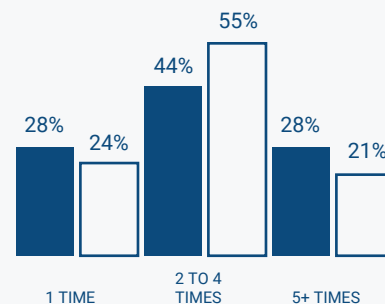
## WEST SOUTH CENTRAL



## MOUNTAIN

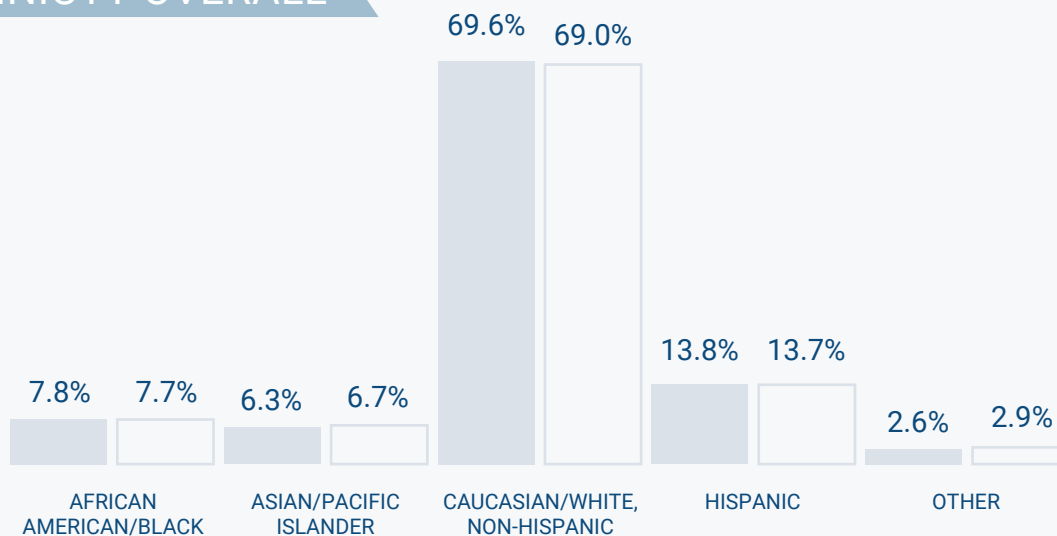


## PACIFIC



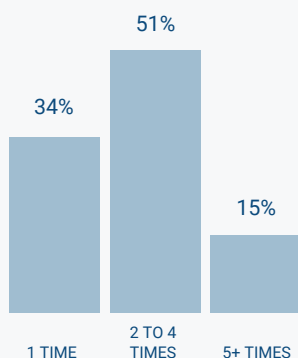
2020-2021 2019-2020

## RACE/ETHNICITY OVERALL

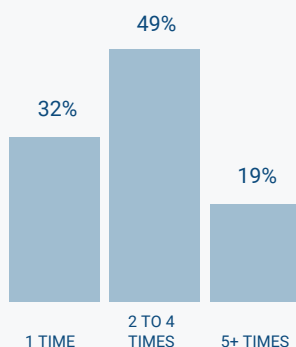


## RACE/ETHNICITY BY FREQUENCY

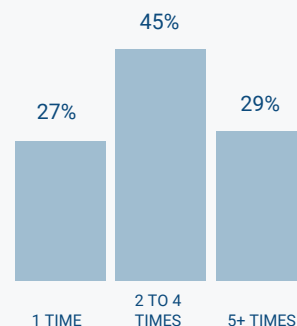
## AFRICAN AMERICAN/BLACK



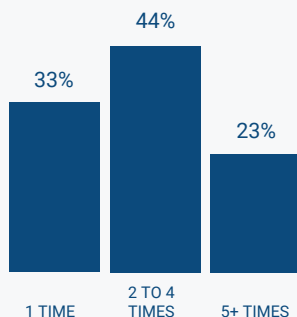
## ASIAN/PACIFIC ISLANDER



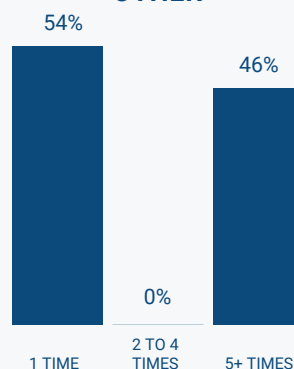
## CAUCASIAN/WHITE, NON-HISPANIC



## HISPANIC

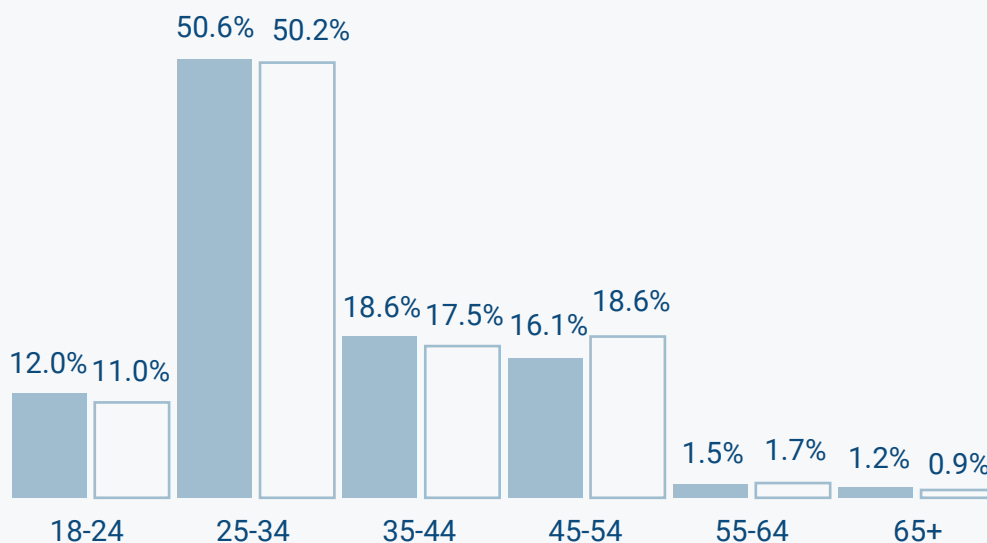


## OTHER



2020-2021 2019-2020

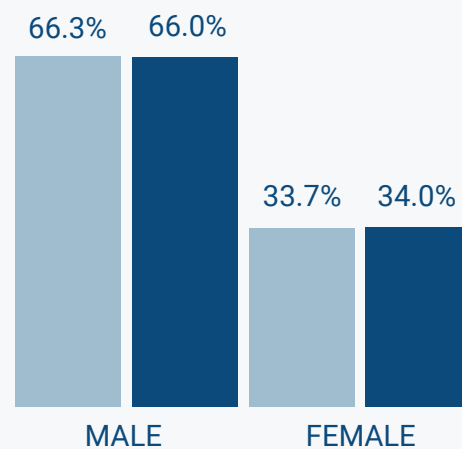
## AGE OVERALL



## GENDER OVERALL

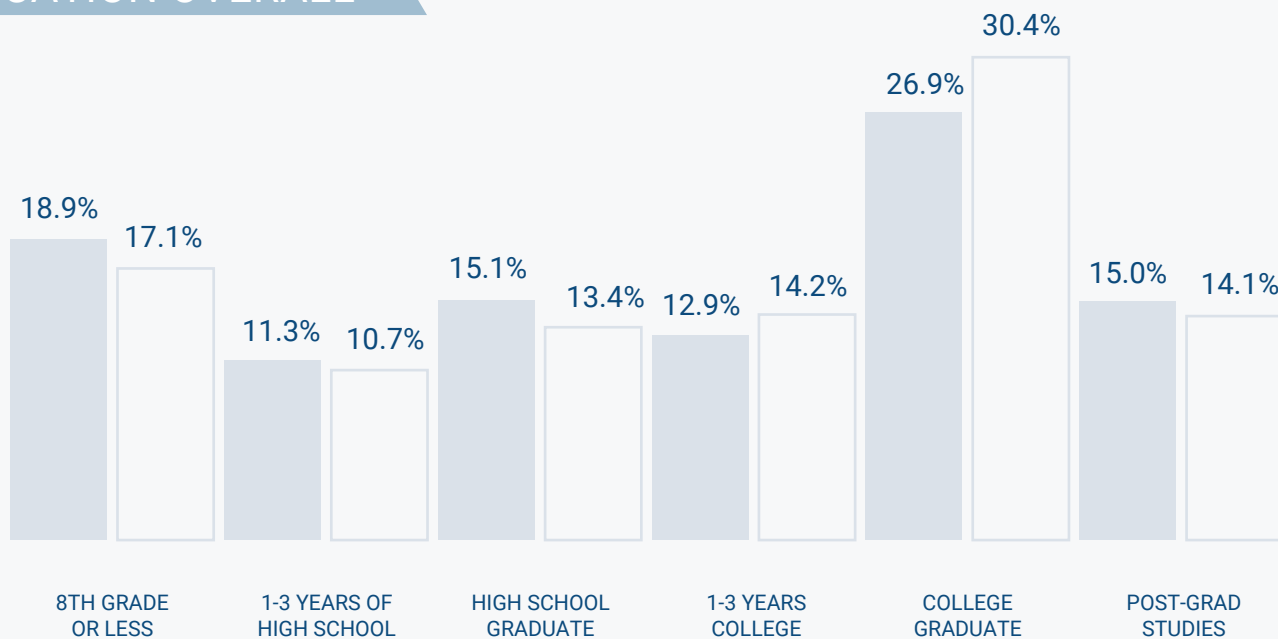


2020-2021 2019-2020

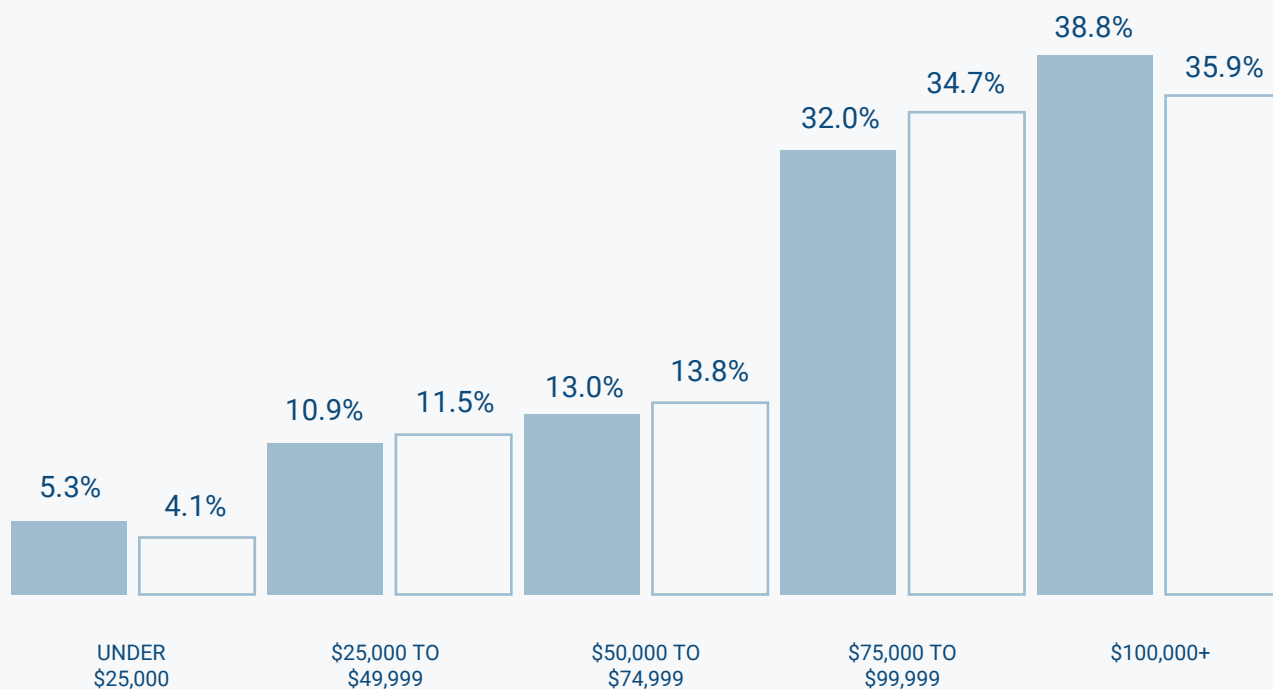


2020-2021 2019-2020

## EDUCATION OVERALL



## INCOME OVERALL



# SNOWBOARD TOURING PARTICIPATION AND DEMOGRAPHICS



Snowsports  
Industries  
America

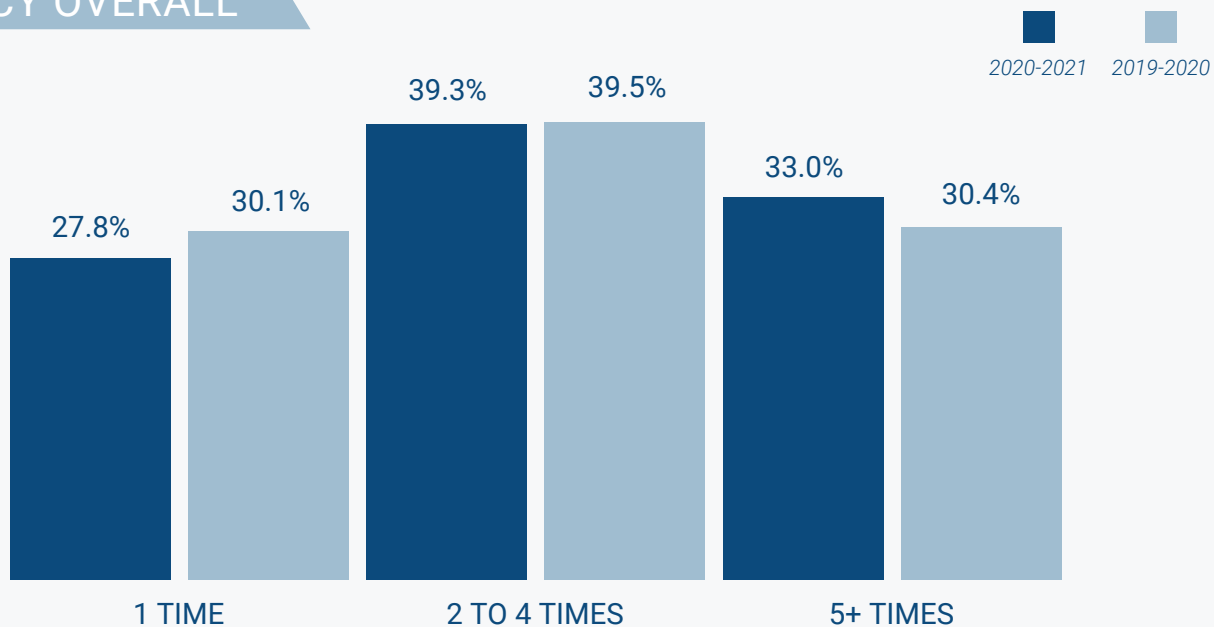




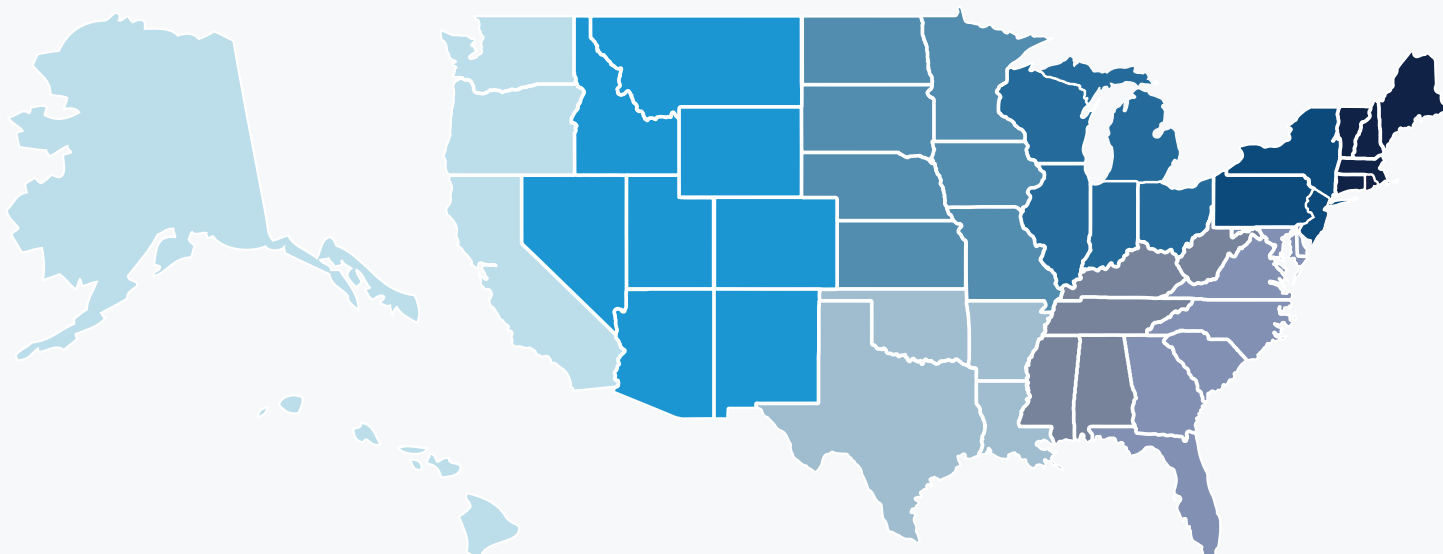
# TOTAL PARTICIPANTS: 1.0M



## FREQUENCY OVERALL



## SNOWBOARD TOURING BY REGION OF RESIDENCE

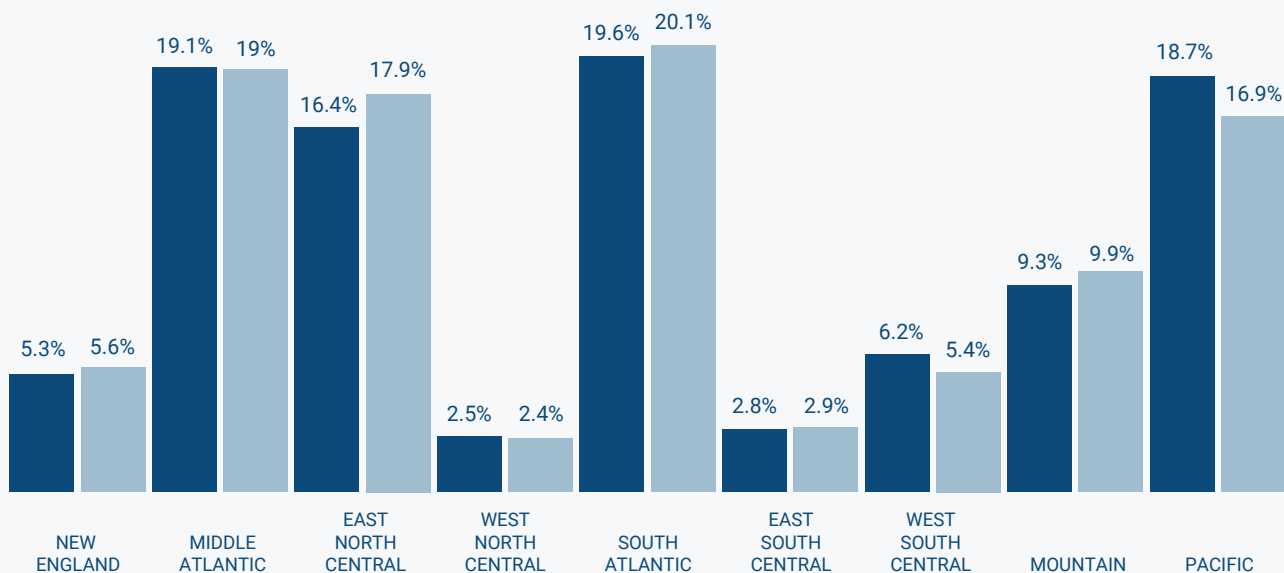


PACIFIC 0.3M  
MOUNTAIN 0.1M  
WEST SOUTH CENTRAL 0.1M

WEST NORTH CENTRAL 0.04M  
EAST NORTH CENTRAL 0.2M  
EAST SOUTH CENTRAL 0.04M

NEW ENGLAND 0.08M  
MIDDLE ATLANTIC 0.3M  
SOUTH ATLANTIC 0.3M

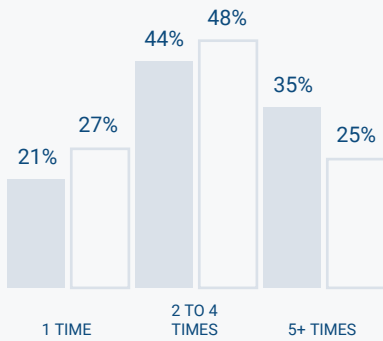
2020-2021 2019-2020



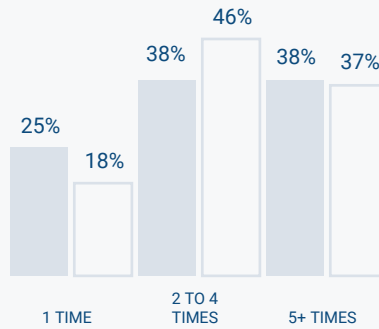
2020-2021 2019-2020

## REGION BY FREQUENCY

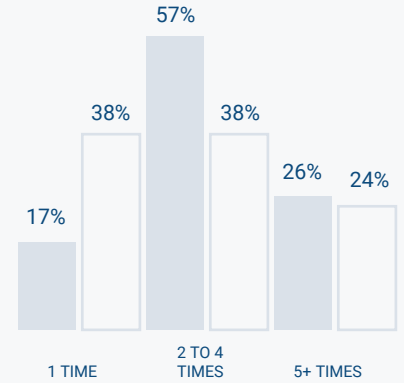
### NEW ENGLAND



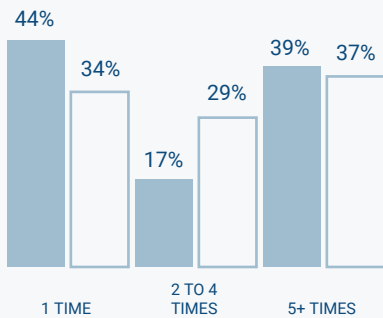
### MIDDLE ATLANTIC



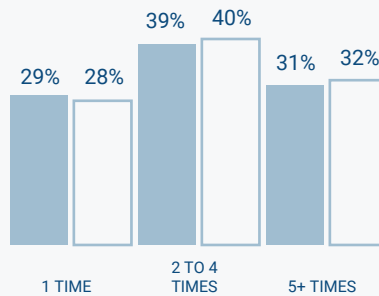
### EAST NORTH CENTRAL



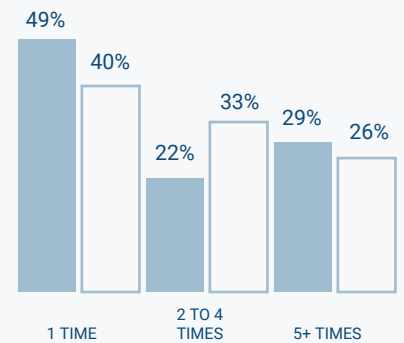
### WEST NORTH CENTRAL



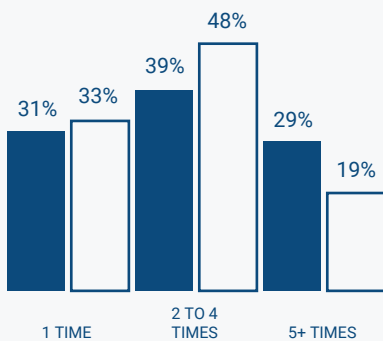
### SOUTH ATLANTIC



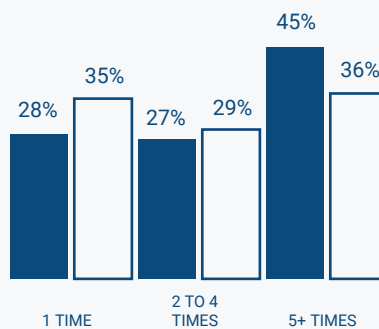
### EAST SOUTH CENTRAL



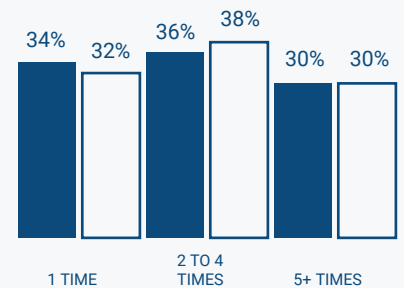
### WEST SOUTH CENTRAL



### MOUNTAIN

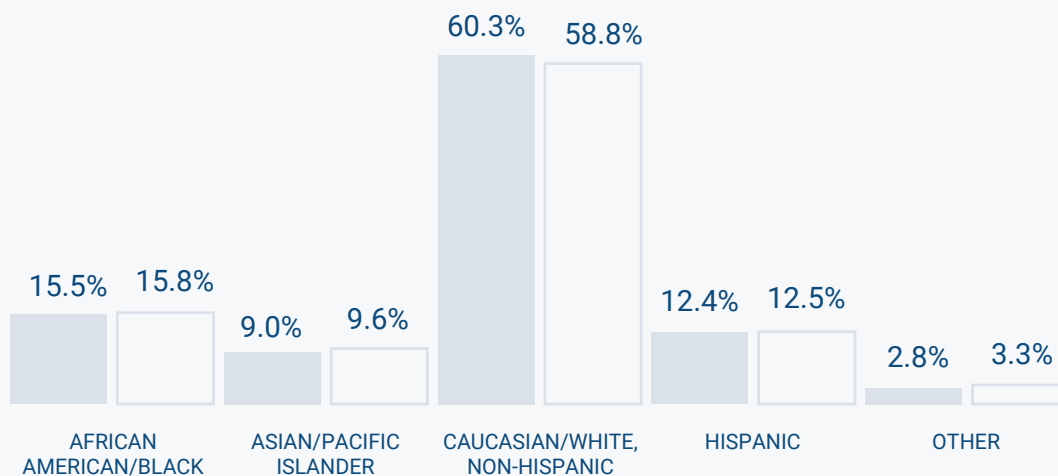


### PACIFIC



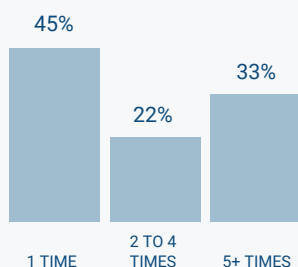
2020-2021 2019-2020

## RACE/ETHNICITY OVERALL

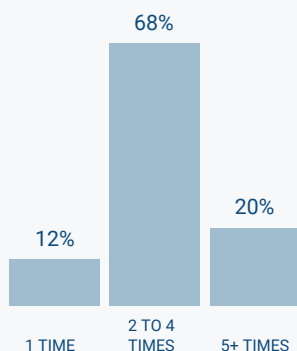


## RACE/ETHNICITY BY FREQUENCY

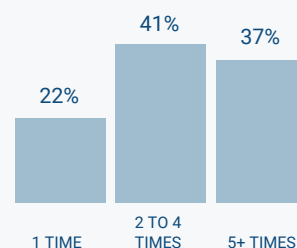
## AFRICAN AMERICAN/BLACK



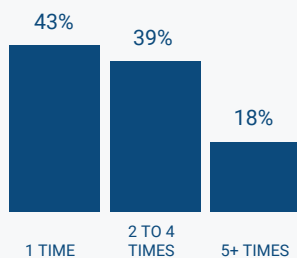
## ASIAN/PACIFIC ISLANDER



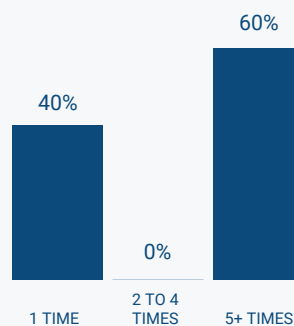
## CAUCASIAN/WHITE, NON-HISPANIC



## HISPANIC

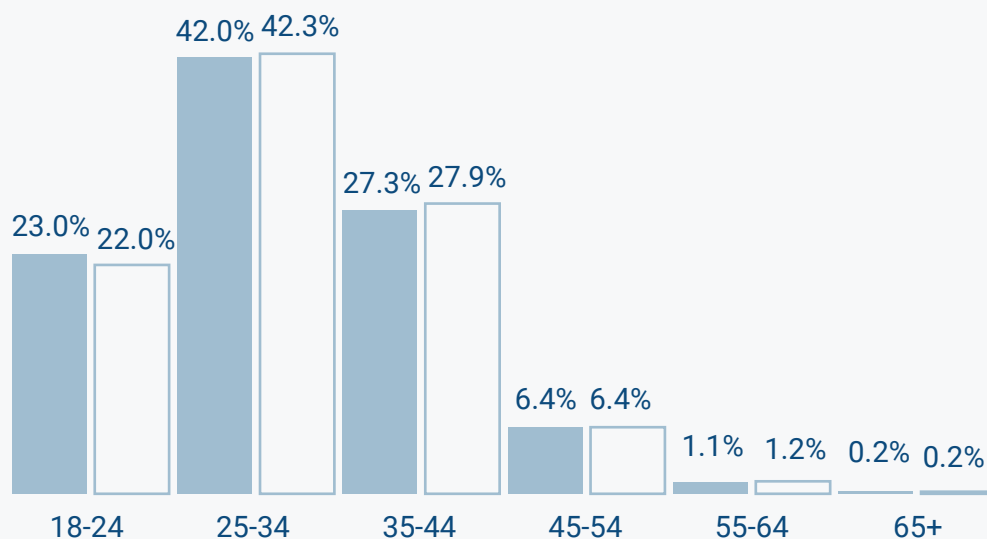


## OTHER



2020-2021 2019-2020

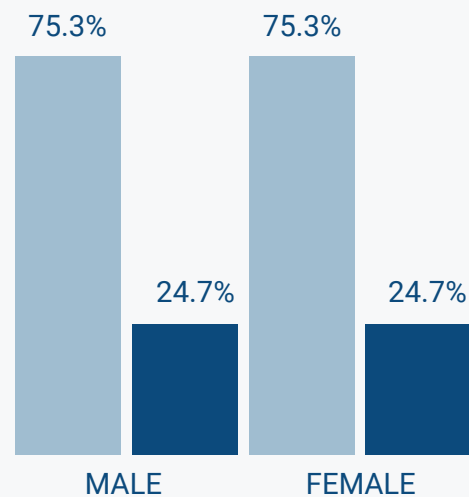
## AGE OVERALL



## GENDER OVERALL

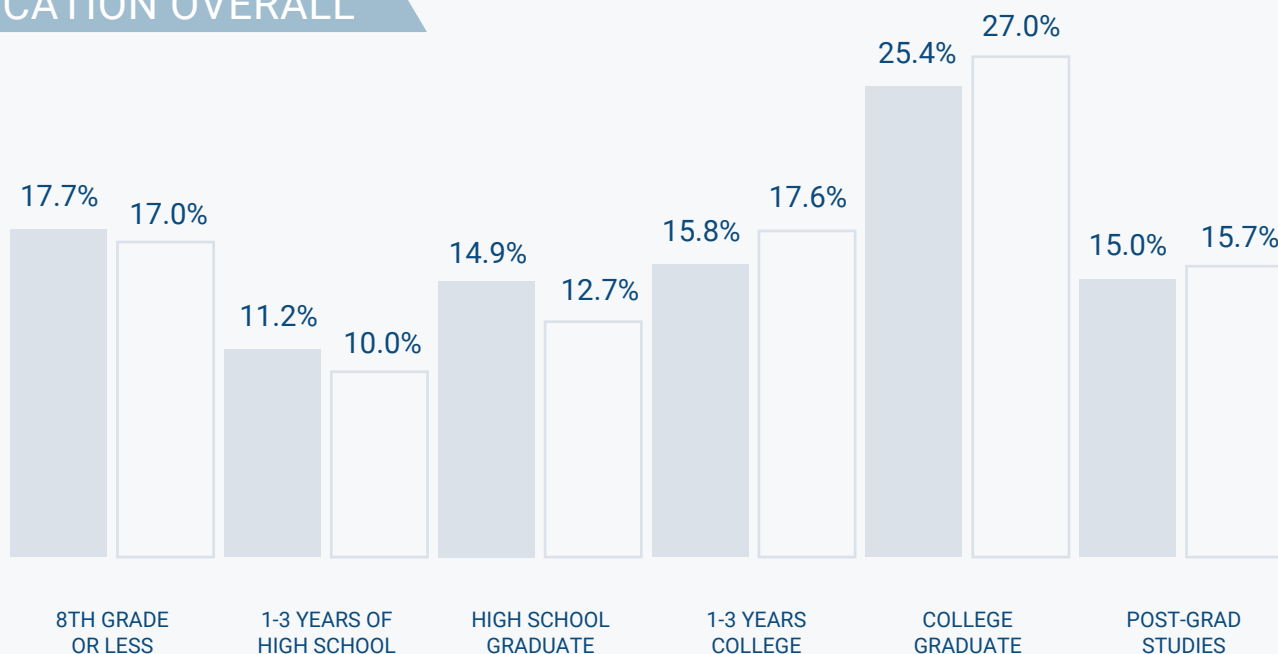


2020-2021 2019-2020

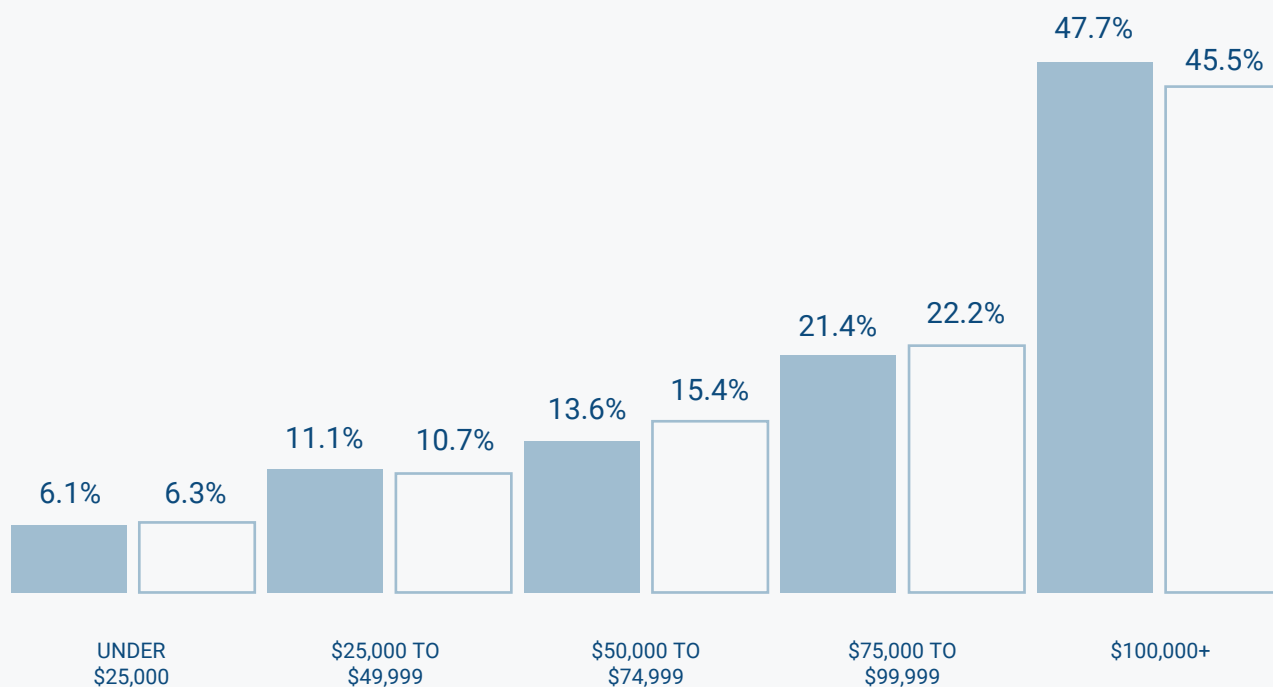


2020-2021 2019-2020

## EDUCATION OVERALL



## INCOME OVERALL



		SKI		SNOWBOARD		CROSS-COUNTRY		SNOWSHOE	
		*		*		*		*	
FREQUENCY OVERALL	TOTAL PARTICIPANTS	13,636		7,961		4,470		3,178	
	NEW	4,063		3,097		1,371		1,025	
	RETURNED	3,529		2,028		935		928	
	LOST	8,303		5,049		2,604		2,161	
BY REGION	NEW ENGLAND	896	6.6%	453	5.7%	279	6.2%	294	9.3%
	MIDDLE ATLANTIC	2,251	16.5%	1,264	15.9%	829	18.5%	519	16.3%
	EAST NORTH CENTRAL	1,840	13.5%	954	12.0%	613	13.7%	410	12.9%
	WEST NORTH CENTRAL	740	5.4%	459	5.8%	272	6.1%	192	6.0%
	SOUTH ATLANTIC	2,192	16.1%	1,141	14.3%	809	18.1%	472	14.9%
	EAST SOUTH CENTRAL	441	3.2%	280	3.5%	194	4.3%	94	3.0%
	WEST SOUTH CENTRAL	1,051	7.7%	547	6.9%	347	7.8%	227	7.1%
	MOUNTAIN	1,345	9.9%	766	9.6%	390	8.7%	397	12.5%
	PACIFIC	2,881	21.1%	2,096	26.3%	738	16.5%	574	18.1%
REGION BY FREQUENCY	1 TIME	4,880	35.8%	1,514	19.0%	1,047	23.4%	774	24.4%
	2 TIMES	1,384	10.2%	1,209	15.2%	938	21.0%	577	18.2%
	3 TO 6 TIMES	3,543	26.0%	2,707	34.0%	1,351	30.2%	1,105	34.8%
	7+ TIMES	3,828	28.1%	2,531	31.8%	1,135	25.4%	721	22.7%
	NEW ENGLAND								
	1 TIME	324	36%	52	12%	58	21%	40	13%
	2 TIMES	44	5%	90	20%	56	20%	69	23%
	3 TO 6 TIMES	253	28%	132	29%	91	33%	118	40%
	7+ TIMES	275	31%	178	39%	74	27%	71	24%
	MIDDLE ATLANTIC								
	1 TIME	733	32%	266	21%	223	27%	123	24%
	2 TIMES	196	9%	185	15%	178	21%	101	19%
	3 TO 6 TIMES	642	28%	397	31%	240	29%	167	32%
	7+ TIMES	710	31%	414	33%	189	23%	131	25%
	EAST NORTH CENTRAL								
	1 TIME	657	36%	175	18%	107	18%	93	22%
	2 TIMES	208	11%	123	13%	142	23%	68	16%
	3 TO 6 TIMES	393	22%	349	37%	175	29%	151	36%
	7+ TIMES	553	31%	307	32%	187	31%	104	25%
	WEST NORTH CENTRAL								
	1 TIME	320	44%	84	18%	47	17%	41	21%
	2 TIMES	108	15%	50	11%	39	14%	45	23%
	3 TO 6 TIMES	112	15%	169	37%	95	35%	61	32%
	7+ TIMES	190	26%	157	34%	93	34%	46	24%
	SOUTH ATLANTIC								
	1 TIME	879	40%	254	22%	133	16%	110	23%
	2 TIMES	265	12%	148	13%	202	25%	91	19%
	3 TO 6 TIMES	571	26%	427	37%	249	31%	166	35%
	7+ TIMES	478	22%	315	28%	225	28%	104	22%
	EAST SOUTH CENTRAL								
	1 TIME	202	47%	52	19%	52	27%	38	40%
	2 TIMES	30	7%	48	17%	46	24%	12	13%
	3 TO 6 TIMES	72	17%	98	35%	36	19%	14	15%
	7+ TIMES	122	29%	81	29%	59	31%	30	32%
	WEST SOUTH CENTRAL								
	1 TIME	447	43%	116	21%	148	43%	90	41%
	2 TIMES	135	13%	69	13%	56	16%	41	19%
	3 TO 6 TIMES	280	27%	216	39%	85	25%	65	30%
	7+ TIMES	182	17%	148	27%	56	16%	24	11%
	MOUNTAIN								
	1 TIME	402	30%	134	17%	95	24%	98	25%
	2 TIMES	95	7%	102	13%	50	13%	62	16%
	3 TO 6 TIMES	348	26%	262	34%	154	39%	152	39%
	7+ TIMES	509	38%	270	35%	94	24%	82	21%
	PACIFIC								
	1 TIME	916	32%	380	18%	185	25%	142	25%
	2 TIMES	304	10%	393	19%	168	23%	89	16%
	3 TO 6 TIMES	874	30%	658	31%	226	31%	212	37%
	7+ TIMES	807	28%	660	32%	158	21%	130	23%
AGE OVERALL	UNDER 18	3,576	26.2%	2,656	33.4%	946	21.2%	676	21.3%
	18~24	1,839	13.5%	1,365	17.1%	526	11.8%	411	12.9%
	25~34	3,090	22.7%	2,222	27.9%	1,243	27.8%	904	28.4%
	35~44	2,222	16.3%	1,170	14.7%	818	18.3%	416	13.1%
	45~54	1,714	12.6%	451	5.7%	421	9.4%	293	9.2%
	55~64	826	6.1%	86	1.1%	296	6.6%	288	9.0%
	65+	368	2.7%	11	0.1%	221	4.9%	192	6.0%
	MALE	8,673	63.6%	5,359	67.3%	2,911	65.1%	2,097	66.0%
	FEMALE	4,963	36.4%	2,602	32.7%	1,560	34.9%	1,082	34.0%
RACE/ ETHNICITY OVERALL	AFRICAN AMERICAN/BLACK	950	7.0%	605	7.6%	339	7.6%	300	9.5%
	ASIAN/PACIFIC ISLANDER	1,274	9.3%	984	12.4%	249	5.6%	193	6.1%
	CAUCASIAN/WHITE, NON-HISPANIC	9,407	69.0%	4,919	61.8%	3,029	67.8%	2,115	66.5%
	HISPANIC	1,819	13.3%	1,314	16.5%	795	17.8%	516	16.2%
	OTHER	187	1.4%	139	1.7%	58	1.3%	54	1.7%
EDUCATION OVERALL	8TH GRADE OR LESS	1,796	13.2%	1,682	21.1%	695	15.6%	350	11.0%
	1-3 YEARS OF HIGH SCHOOL	1,085	8.0%	947	11.9%	324	7.3%	154	4.8%
	HIGH SCHOOL GRADUATE	1,574	11.5%	1,040	13.1%	674	15.1%	483	15.2%
	1-3 YEARS COLLEGE	1,908	14.0%	1,256	15.8%	531	11.9%	522	16.4%
	COLLEGE GRADUATE	4,243	31.1%	1,884	23.7%	1,363	30.5%	955	30.0%
	POST-GRAD STUDIES	3,029	22.2%	1,152	14.5%	883	19.7%	715	22.5%
INCOME OVERALL	UNDER \$25,000	1,024	7.5%	829	10.4%	378	8.5%	327	10.3%
	\$25,000 TO \$49,999	1,559	11.4%	1,056	13.3%	598	13.4%	418	13.1%
	\$50,000 TO \$74,999	2,168	15.9%	1,193	15.0%	684	15.3%	428	13.5%
	\$75,000 TO \$99,999	2,414	17.7%	1,447	18.2%	913	20.4%	707	22.3%
	\$100,000+	6,471	47.5%	3,436	43.2%	1,898	42.4%	1,298	40.8%

\*All figures are in the thousands (000s)

In 2020-2021, a total of 18,000 online interviews were carried out with a nationwide sample of individuals from U.S. proprietary online panels representative of the U.S. population for people ages six and older. Strict quotas associated with gender, age, income, region, and ethnicity were followed to ensure a balanced sample.

The 2020-2021 participation survey sample size of 18,000 completed interviews provides a high degree of statistical accuracy. All surveys are subject to some level of standard error - that is, the degree to which the results might differ from those obtained by a complete census of every person in the U.S. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.32 percentage points at the 95 percent confidence level.

A weighting technique was used to balance the data to reflect the total U.S. population ages six and above. The following variables were used: gender, age, income, ethnicity, household size, region, and population density. The total population figure used was 302,756,603 people age six and older.

The study looks at 122 different sports and activities in a variety of sub-categories including, but not limited to: team and individual sports, outdoor sports and activities like camping, hunting, and fishing; fitness and exercise, action sports, golf, tennis, and much more.

“Inactivity” was defined to include those participants who reported no to limited physical activity during the reporting year.

Data reported for “winter sports” are based on seasons: 2014 year is 2013-2014 season, 2015 year is 2014-2015 season, 2016 year is 2015-2016 season, 2017 year is 2016-2017 season, 2018 year is 2017-2018 season, 2019 year is 2018-2019 season, and 2020 year is 2019-2020.

The SIA Participation Study 2020-2021 is derived from data produced by the Physical Activity Council (PAC), a partnership of eight of the major trade associations in US sports, fitness, and leisure industries. The overall aim of the data produced is to establish levels of activity and identify key trends in sports, fitness and recreation participation in the US. Partners include: Snow Sports Industries of America (SIA); Outdoor Foundation (OF); National Golf Foundation (NGF); Tennis Industry Association (TIA); United States Tennis Association (USTA); International Health, Racquet and Sportsclub Association (IHRSA); Sporting Goods Manufacturers Association (SGMA); and USA Football.



In addition to this annual report, SIA publishes a wide variety of research products across consumer, retail and winter participation.

- **CONSUMER INSIGHTS**
- **INSIGHTS INTO DIVERSITY IN SNOWSPORTS**
- **NPD END OF SEASON RETAIL SALES REPORT**
- **WHOLESALE SALES AND ORDERS**
- **PARTICIPATION INSIGHTS REPORT**
- **CONSUMER PANEL**
  - Year Over Year (YOY) surveys conducted across a nationwide group of consumers:
    - Consumer Anticipation (early season)
    - Snowsports Retail Consumer Behavior
    - Retail and Direct-to-Consumer for Snowsports
    - Holiday Purchases
    - Snowsports Used Marketplace
    - Snowsports Consumer Rental and Service
    - Snowsports Technology and Participation
    - Diversity in the Snowsports Industry
- **CUSTOM RESEARCH**

For more information, please reach out to [research@snowsports.org](mailto:research@snowsports.org)