



Consumer  
Insights

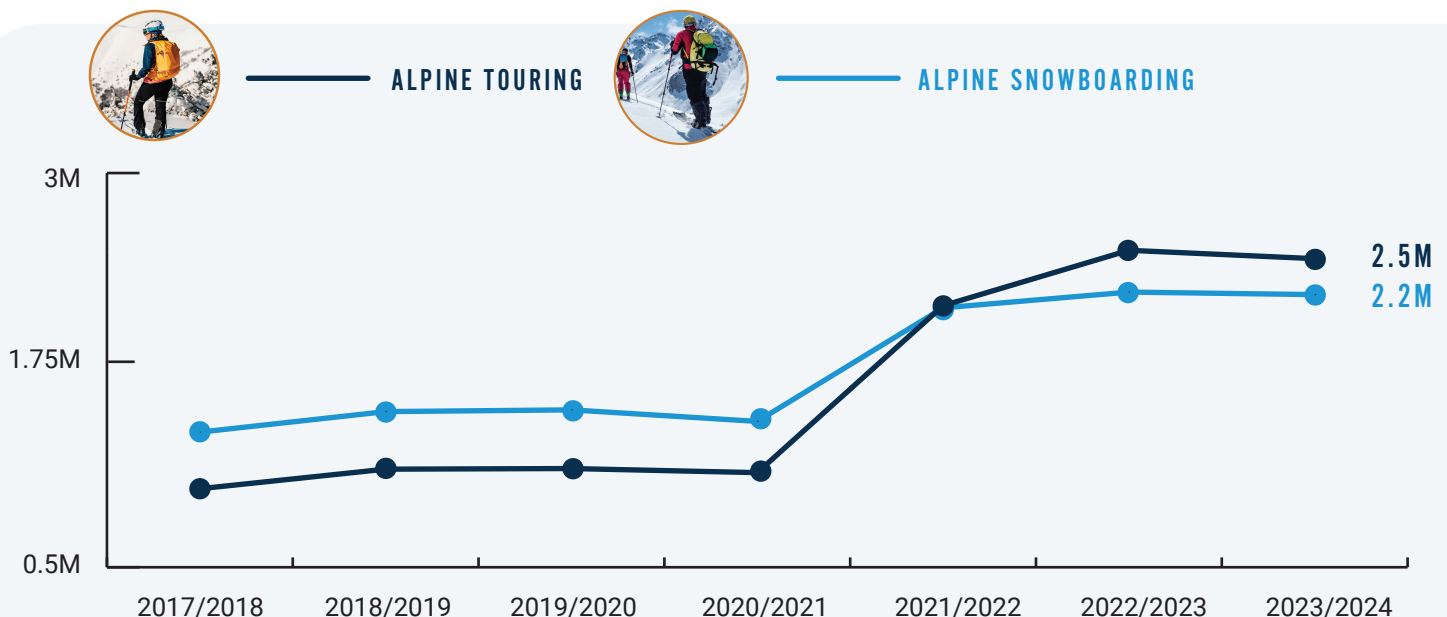
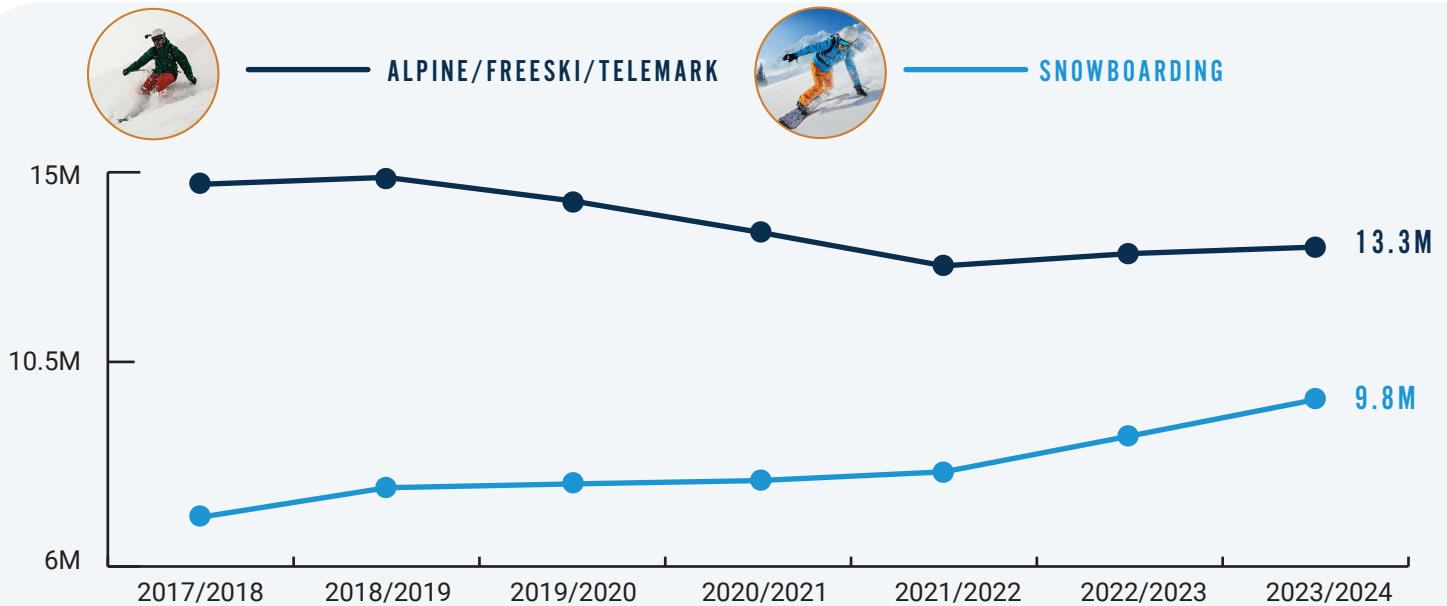
BASED ON A SAMPLE OF 18,000 US RESIDENTS

FULL REPORT TO  
COME FALL 2024,  
INCLUDING BREAKOUTS  
BY DEMOGRAPHIC  
SEGMENTS

# 2023/24 SNOWSPORT PARTICIPATION PREVIEW

## TOP-LINE PARTICIPATION BY SPORT

M=Millions of Participants



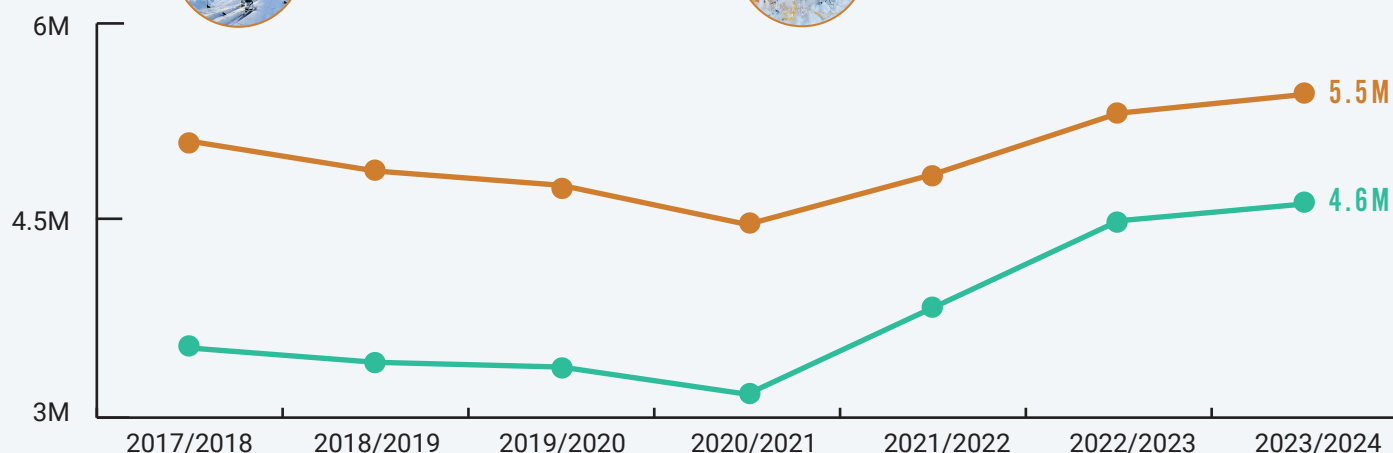
## 2023/24 SNOWSPORT PARTICIPATION



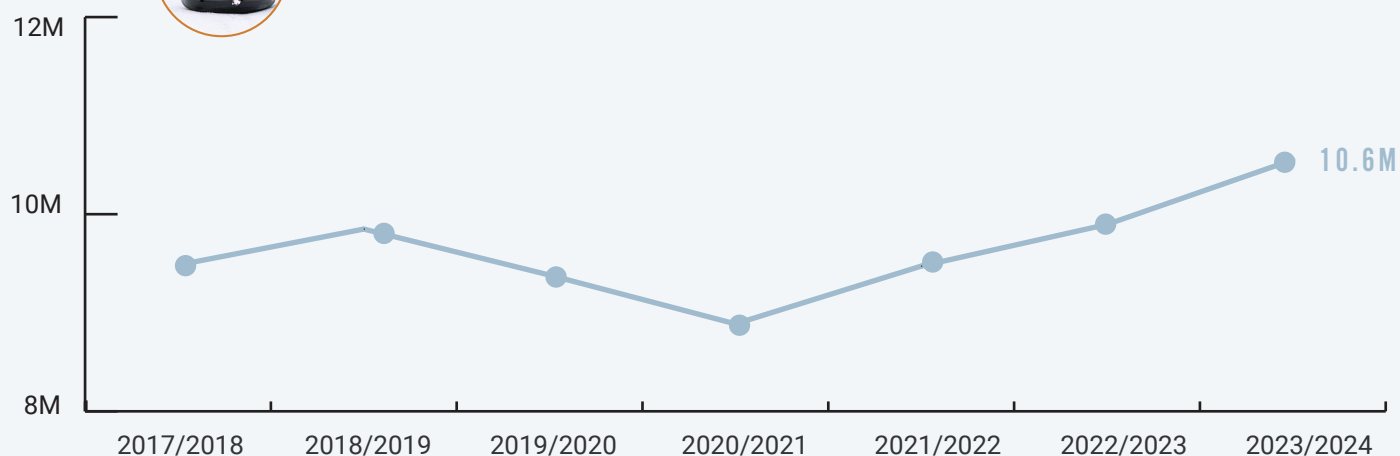
CROSS COUNTRY SKI



SNOWSHOEING



SLEDDING/SAUCER RIDING/SNOW TUBING



WINTER FAT BIKING

