Snowsports Industries America

PARTICIPATION STUDY 2023 2024

P: HEAD

The SIA Participation Study 2023-2024 is a comprehensive look at participants in winter sports across the 2023-2024 season, including: skiing, snowboarding, cross-country skiing, snowshoeing, sledding, fat tire biking 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
›› An 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

The 2023-2024 report shows how snowsports continue to grow overall, including how participation—and the opportunities it presents—continue to evolve.

The SIA Participation Study 2023-2024 is produced in collaboration with the Physical Activity Council (PAC), a partnership of nine major trade associations in US sports, fitness, and leisure activities. Surveys were carried out with a nationwide sample of individuals and households during late 2023 and the beginning of 2024. The total panel is representative of the US population for people aged 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.

In 2023-2024, a total of 18,000 online interviews were carried out with a nationwide sample of individuals, representative of the U.S. population for people aged six and older, from U.S. proprietary online panels. Strict quotas associated with gender, age, income, region, and ethnicity were followed to ensure a balanced sample.

The 2023-2024 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 aged six and older. The following variables were used: gender, age, income, ethnicity, household size, region, and population density. The total population figure used was 306,931,382 people aged 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. The SIA Participation Study 2023-2024 is derived from data produced by the PAC. 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: Snowsports Industries of America (SIA); Outdoor Foundation (OF); People for Bikes, 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.

Snowsports Industries America

2023-2024 TAKEAWAYS AND INSIGHTS

P: ELEVATE OUTDOOR COLLECTIVE

Snowsport participation topped 30M in 2023-24

For the first time, snowsports participation in the United States topped 30M for a winter season. Snowsport participation is defined as having participated at least once during the season in one of our tracked sports: skiing (alpine, freeski, telemark), snowboarding, cross-country/Nordic skiing, touring (including alpine touring and snowboard touring), snowshoeing, winter fat tire biking, sledding/tubing, and snowmobiling. Growth was driven by snowboard and sledding, while other sports saw small growth or even declines.

What's new in this year's report?

Every year SIA works to track snowsport participation while also including new information that helps our members better understand the snowsport market. This year we have added:

- **National population context.** Where possible, we have included the demographic breakdown of the overall US population (age 6 and older) to create additional context.
- **Level of experience for most sports.** Participants were allowed to self-define whether they were beginner, novice, intermediate, advanced, or expert for the sports they participated.
- **Passes and tickets.** What type of pass(es) participants are using, from one-day lift tickets to multi-mountain season passes.
- **Additional refinements around race/ethnicity.** We continue to evolve these questions taking care to allow historical tracking while asking these questions in a way that best allows respondents to express their identities.

GROWTH SLOWED IN 2023-2024

Over the past several years we have seen a significant increase in participation from around 25M pre-COVID to 30M today. In 2022-23 we saw a significant increase. A question heading into 2023-24 was whether we would maintain that level of participation or if it was an outlier, driven still by post-COVID travel, a strong economy, and a good snow year in areas of the country. As we see, that growth has been maintained, even when accounting for overall population growth.

Most, but not all, individual sports saw growth, too. **Snowboarding had the largest growth rate at approximately 9 percent growth. Skiing (alpine, freeski, telemark combined), cross country skiing, and snowshoeing all saw more modest growth of 1 to 3 percent. Sledding had the second highest growth at nearly 7 percent.**

Other sports that saw significant growth during COVID receded slightly. Alpine touring decreased by about 2 percent, while snowboard touring and fat biking decreased by less than 1 percent.

GROWTH WAS LARGELY CONCENTRATED AMONG THE YOUNG AND MALES

Most growth came among the under 18 and 18 to 24 age groups. Participation among 25 to 54 year olds was largely unchanged. Participation among those 55 and older was down slightly.

Relatedly, we saw a continued shift to participants having lower educational attainment and lower household incomes, likely due to the increase in younger participants as they will have had less time to achieve higher levels of education and are earlier in their careers.

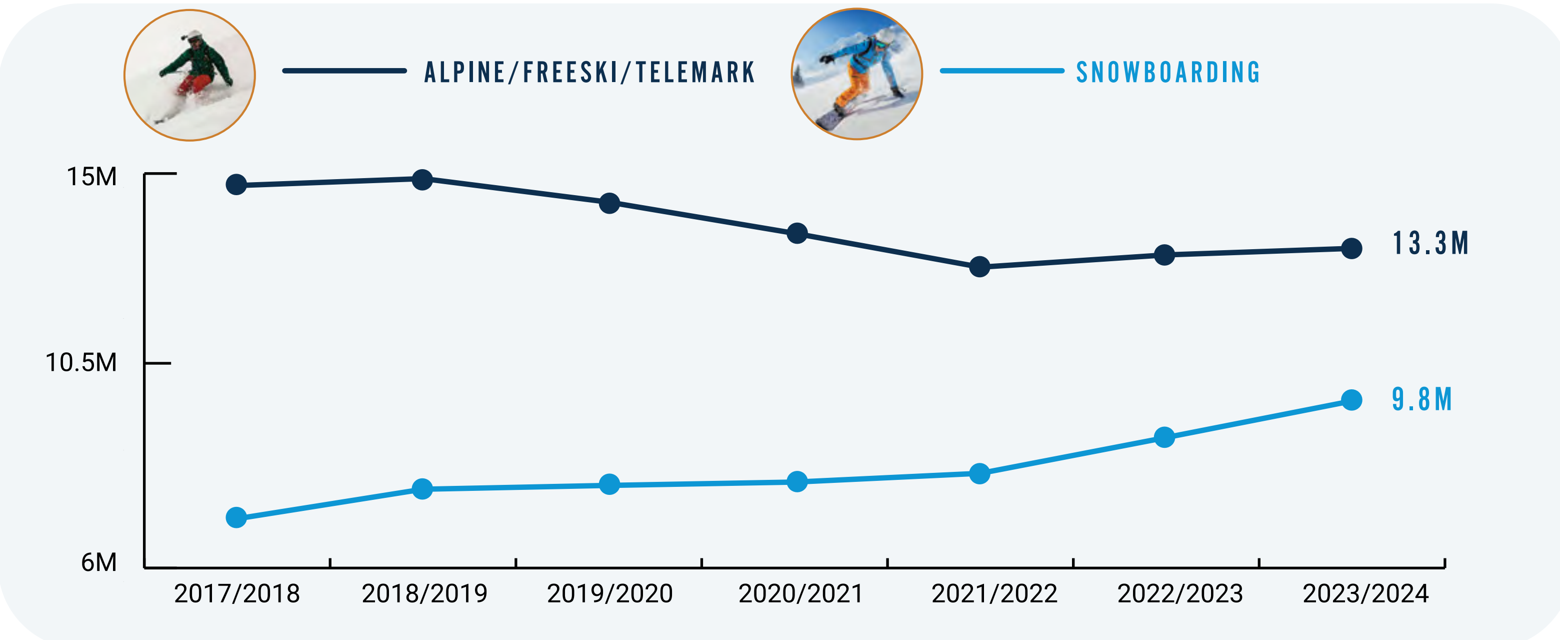
Among males and females, the total number of female participants was largely unchanged this year while male participation grew slightly. (Note: We do collect other gender identities, however, the sample sizes are too small to assess changes over time.)

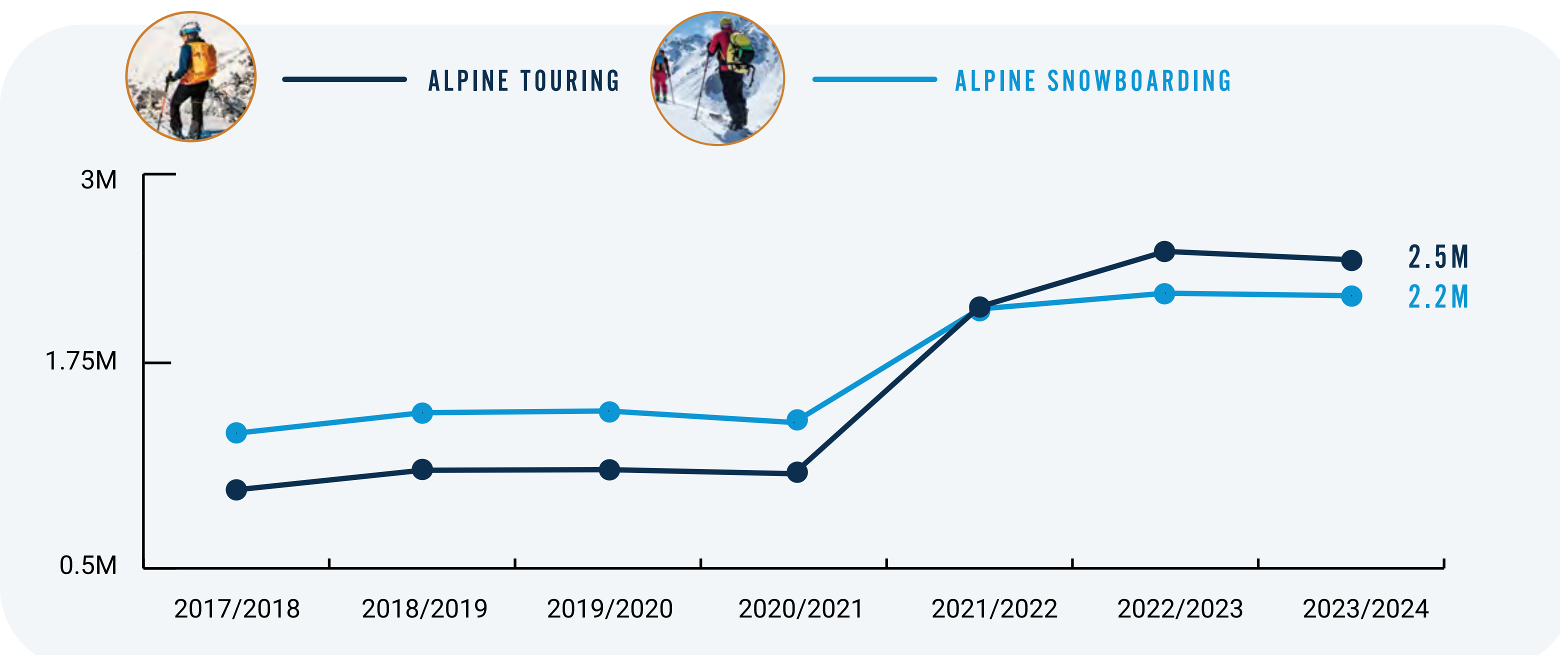
PARTICIPATION HAS CONTINUED TO DIVERSIFY

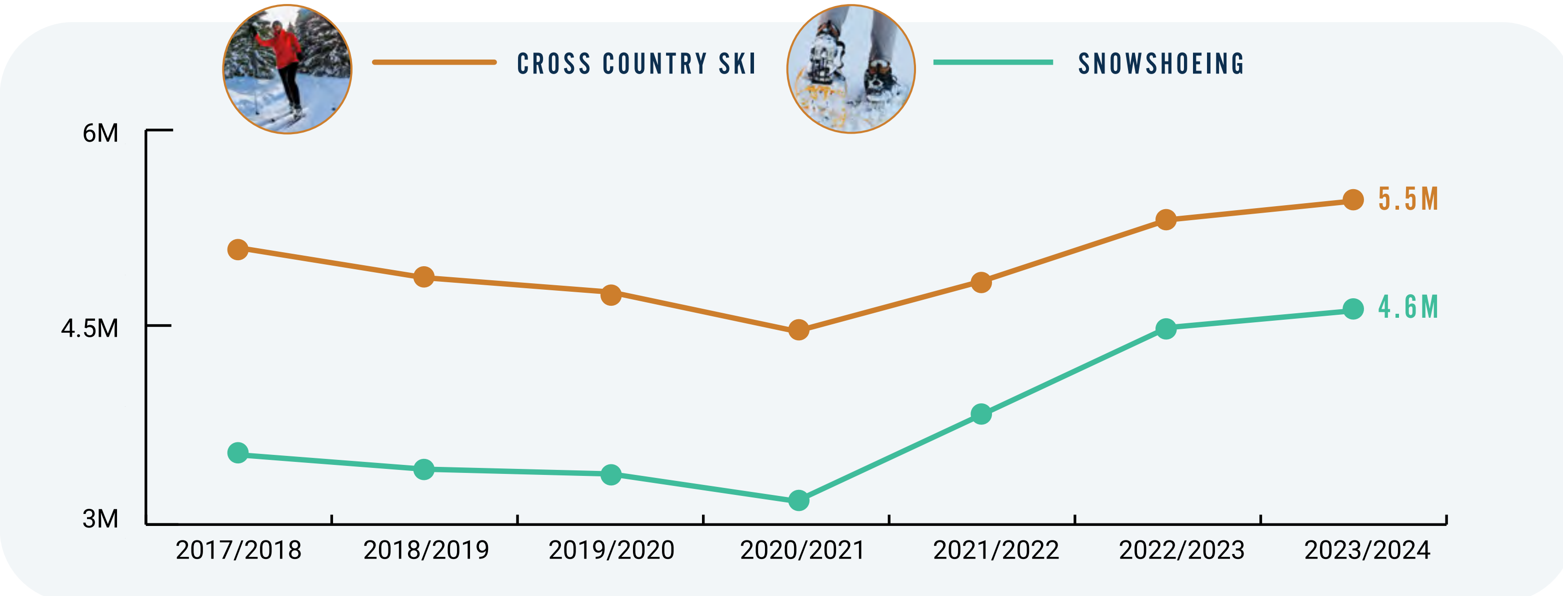
The share of participants who are Hispanic and/or Black has continued to increase. Approximately 13 percent of participants identified as Black and 17% identified as Hispanic. These are new highs for both groups. Asian/Pacific Islander participation was relatively unchanged while participation among White/Caucasian decreased slightly.

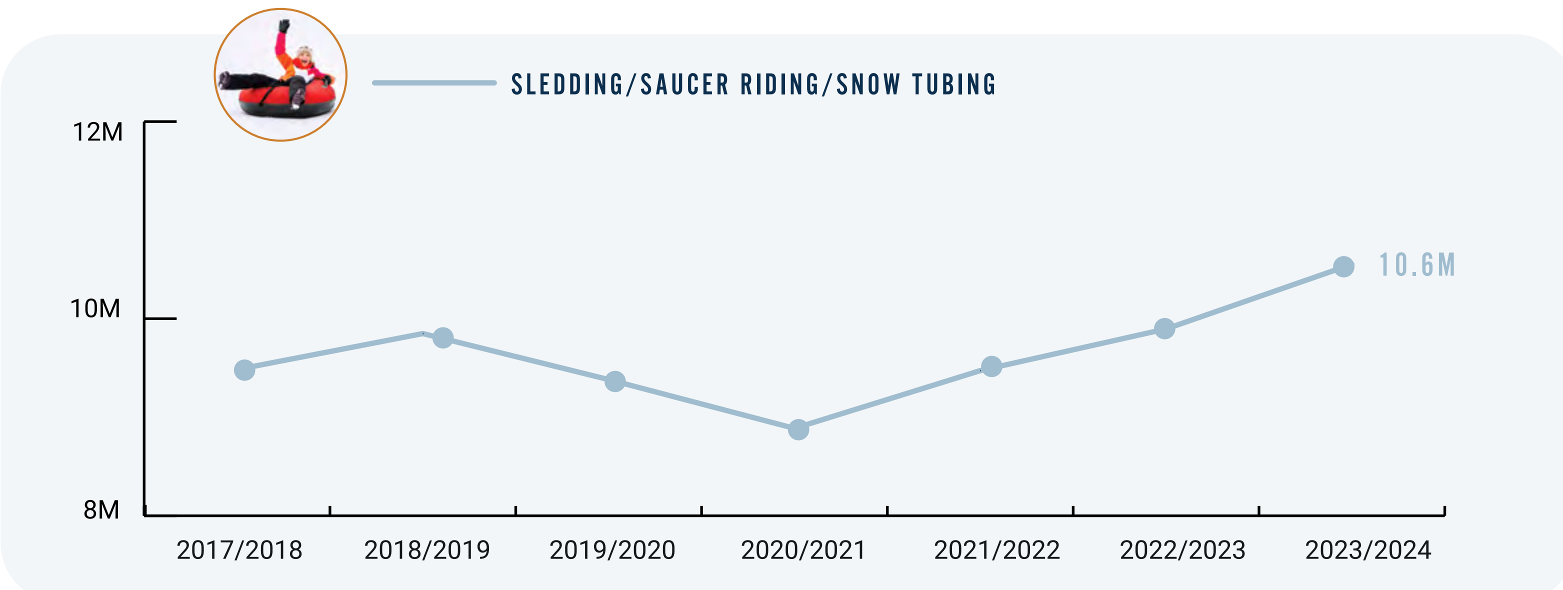
YEAR-OVER-YEAR PARTICIPATION BY SPORT

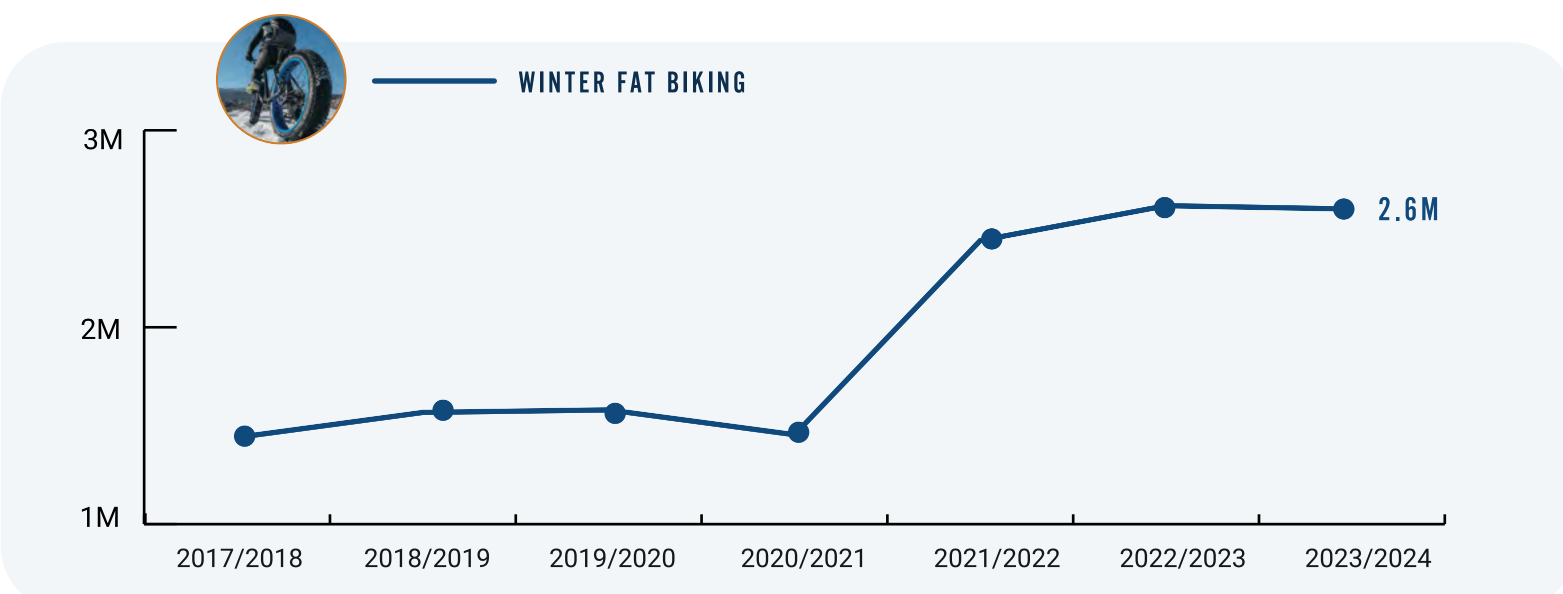
M=Millions of Participants






CROSS COUNTRY SKI
SNOWSHOEING
6M
4.5M
3M
5.5M
4.6M
2017/2018
2018/2019
2019/2020
2020/2021
2021/2022
2022/2023
2023/2024


SLEDDING/SAUCER RIDING/SNOW TUBING
12M
10M
8M
10.6M
2017/2018
2018/2019
2019/2020
2020/2021
2021/2022
2022/2023
2023/2024

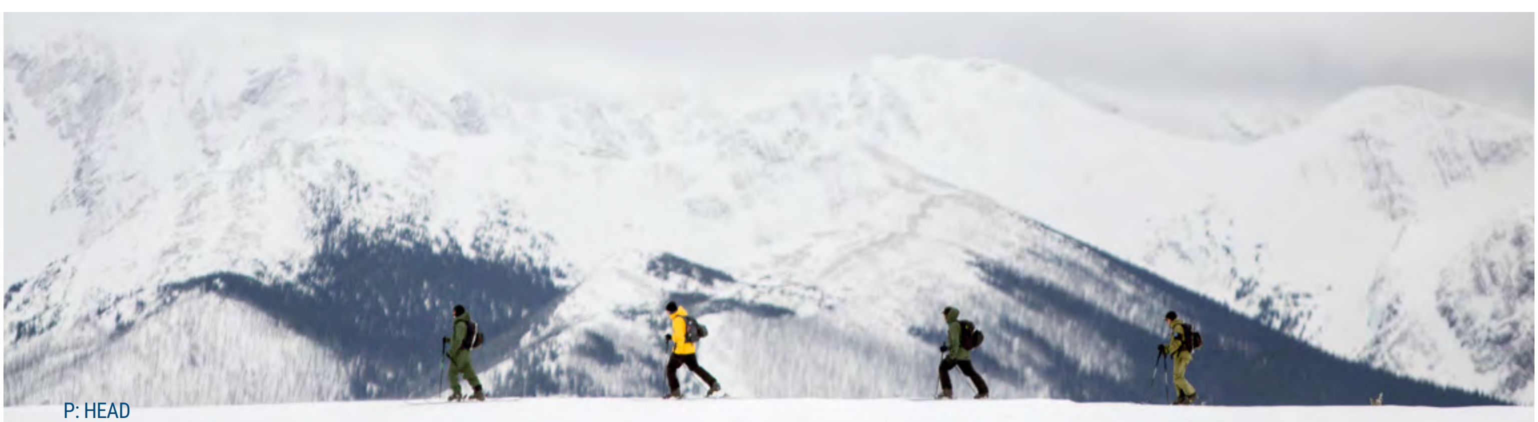

WINTER FAT BIKING
3M
2M
1M
2.6M
2017/2018
2018/2019
2019/2020
2020/2021
2021/2022
2022/2023
2023/2024

PARTICIPATION OVER TIME

*All figures are in the thousands (000s)	Cross Country		Alpine Ski		Snowboarding		Snowshoe		Sledding/ Snow Tubing		Alpine Touring		Snowboard Touring		Winter Fat Biking	
	*	Growth %	*	Growth %	*	Growth %	*	Growth %	*	Growth %	*	Growth %	*	Growth %	*	Growth %
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%
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%
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%
2021/2022	4,851	8.5%	12,864	-5.7%	8,161	2.5%	3,837	20.7%	9,473	6.6%	2,159	96.3%	2,146	50.7%	2,440	67.8%
2022/2023	5,317	9.6%	13,144	2.2%	8,978	10.0%	4,498	17.2%	9,896	4.5%	2,510	16.3%	2,246	4.6%	2,617	7.2%
2023/2024	5,460	2.7%	13,292	1.1%	9,811	9.3%	4,626	2.8%	10,552	6.6%	2,457	-2.1%	2,229	-0.8%	2,600	-0.6%

AVERAGE DAYS

	2017/2018	2018/2019	2019/2020	2020/2021	2021/2022	2022/2023	2023/2024
Cross Country Ski	7.7	7.7	7.5	8.6	8.9	8.7	8.1
Alpine/Freeski/ Telemark	7.4	7.4	7.4	8.0	6.7	7.0	6.9
Sledding/Saucer Riding/Snow Tubing				6.5	7.0	6.7	6.6
Snowboarding	7.7	7.8	7.8	8.7	8.4	8.4	8.4
Snowshoeing	6.8	6.7	6.6	8.8	9.0	7.7	7.8
Alpine Touring	3.3	5.5	5.8	5.6	5.6	5.1	5.4
Snowboard Touring	6.0	4.5	4.7	5.2	5.8	6.3	6.2
Winter Fat Biking	5.1	5.3	5.4	5.9	7.5	7.9	7.5



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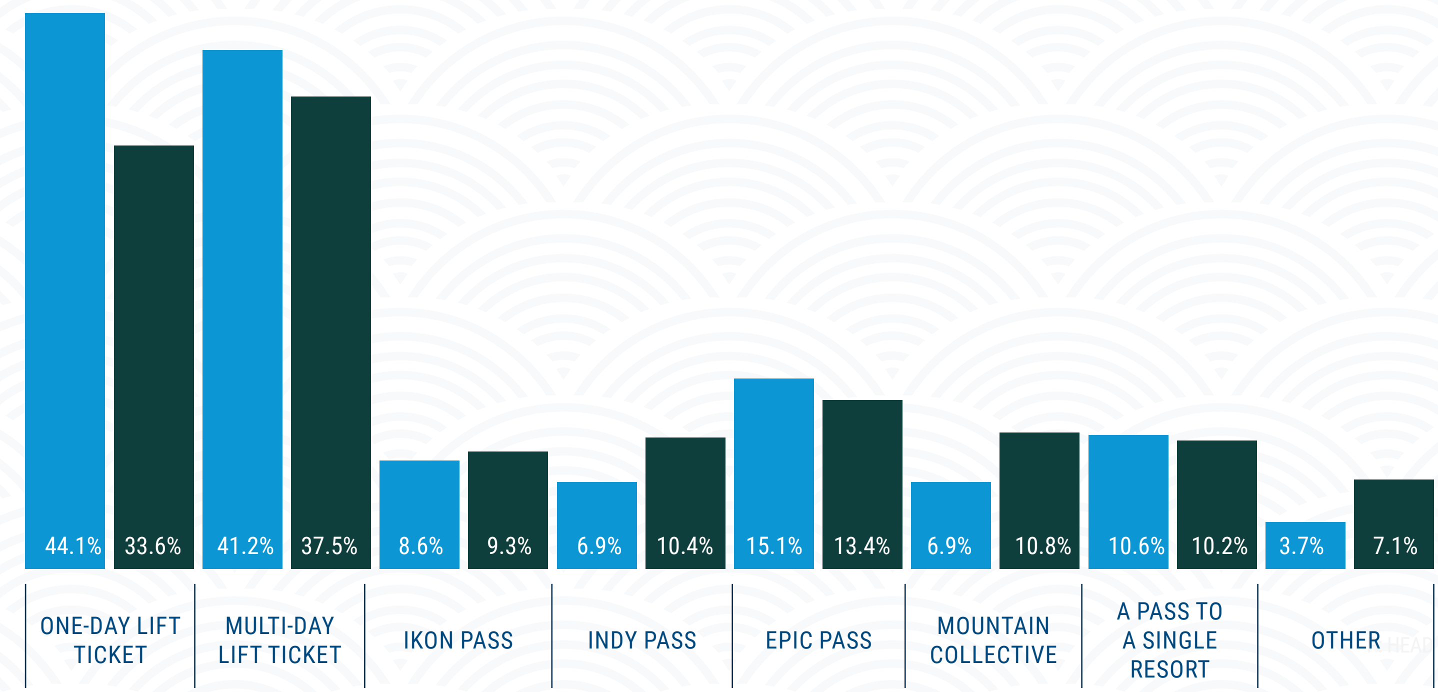
TYPE OF TICKET OR PASS USED

NEW IN 2024

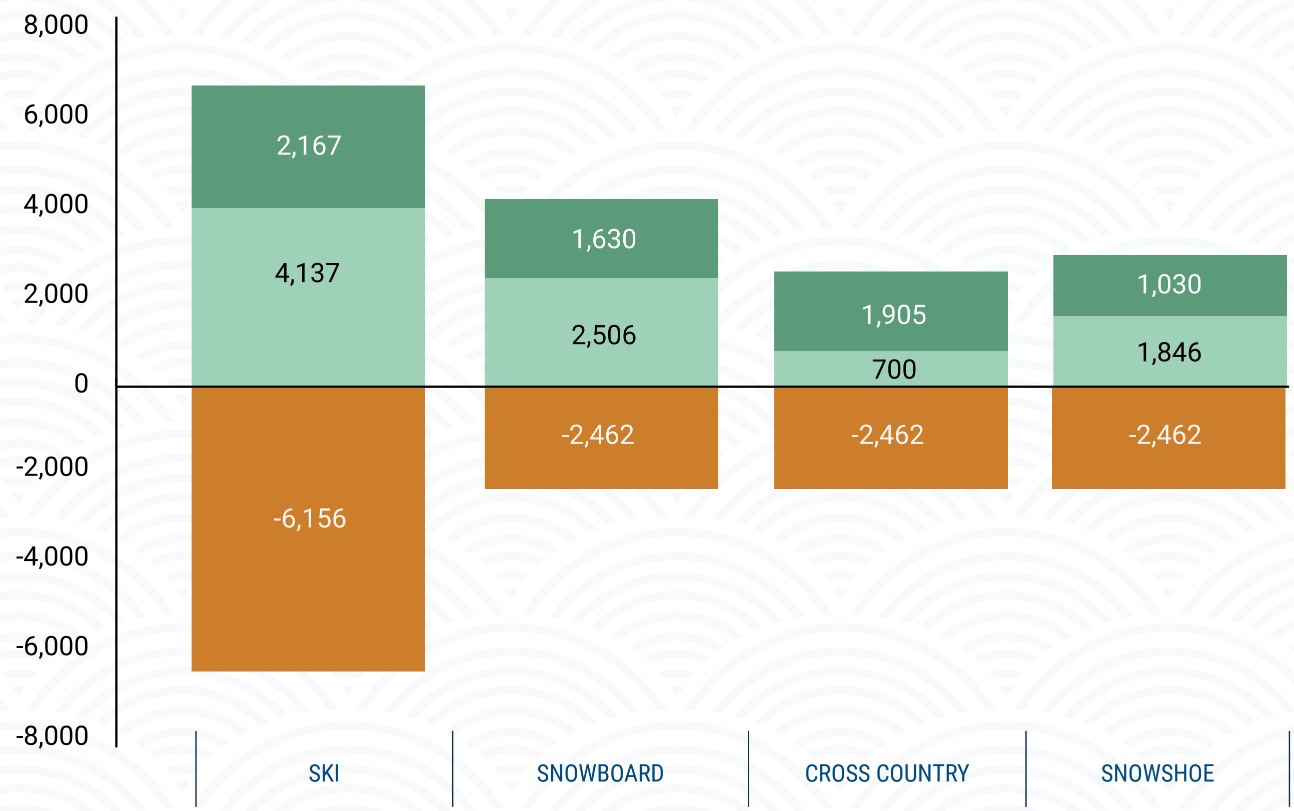
Downhill/Alpine Snowboarding



GAIN/LOSS

Lost Returned to the Sport New

For each sport, the new and returning (after taking at least a year off) combined outnumbered the number lost in 2023-24, meaning each sport grew in total participation.



NEW PARTICIPANT DEMOGRAPHICS

The table below shows the demographics of new participants by sport in the 2023-24 season.

	SKI	SNOWBOARD	CROSS COUNTRY	SNOWSHOE
NEW PARTICIPANTS				
Percent of overall participants that are new this year	16%	17%	35%	22%
GENDER				
Male	65%	65%	66%	66%
Female	35%	35%	34%	34%
AGE				
6 to 12	20%	25%	18%	13%
13 to 17	13%	15%	14%	14%
18 to 24	17%	19%	19%	18%
25 to 34	20%	23%	28%	23%
35 to 44	14%	12%	13%	18%
45 to 54	14%	4%	6%	8%
55 to 64	1%	2%	1%	3%
65+	1%	1%	2%	4%
INCOME				
Under $25,000	10%	18%	13%	17%
$25,000 to $49,999	17%	13%	15%	14%
$50,000 to $74,999	9%	14%	17%	13%
$75,000 to $99,999	17%	14%	14%	17%
$100,000+	46%	42%	42%	39%
RACE/ETHNICITY				
African American/Black	13%	13%	13%	15%
Asian/Pacific Islander	6%	5%	5%	5%
Caucasian/White, non-Hispanic	59%	63%	59%	59%
Hispanic	19%	18%	23%	19%
Other	2%	1%	0%	1%

These numbers and percentages are based on 30.3M total winter sport participants

RETURNED PARTICIPANT DEMOGRAPHICS

The table below shows the demographics of returned participants by sport in the 2023-24 season.

	SKI	SNOWBOARD	CROSS COUNTRY	SNOWSHOE
RETURNED PARTICIPANTS				
Percent who are returned	31%	26%	13%	40%
GENDER				
Male	62%	65%	55%	64%
Female	38%	35%	45%	36%
AGE				
6 to 12	16%	16%	15%	13%
13 to 17	11%	15%	14%	14%
18 to 24	15%	19%	17%	19%
25 to 34	27%	29%	22%	24%
35 to 44	15%	12%	13%	16%
45 to 54	7%	5%	7%	7%
55 to 64	6%	3%	7%	4%
65+	2%	0%	5%	3%
INCOME				
Under $25,000	14%	19%	21%	19%
$25,000 to $49,999	15%	17%	14%	15%
$50,000 to $74,999	18%	16%	13%	13%
$75,000 to $99,999	14%	12%	17%	15%
$100,000+	40%	36%	36%	37%
RACE/ETHNICITY				
African American/Black	16%	19%	14%	17%
Asian/Pacific Islander	7%	11%	5%	6%
Caucasian/White, non-Hispanic	59%	52%	59%	56%
Hispanic	17%	17%	21%	19%
Other	0%	1%	0%	2%

LOST PARTICIPANT DEMOGRAPHICS

The table below shows the demographics of lost participants by sport in the 2023-24 season.

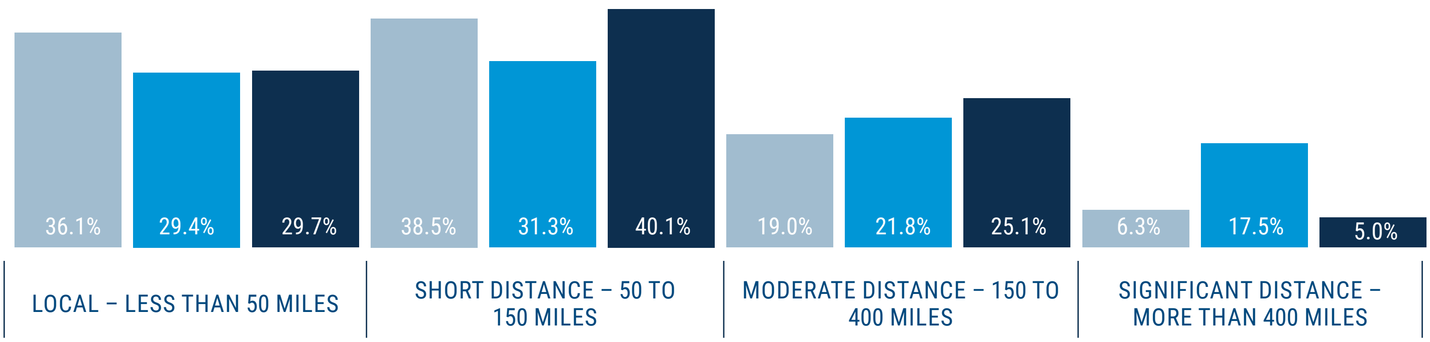
	SKI	SNOWBOARD	CROSS COUNTRY	SNOWSHOE
GENDER				
Male	59%	65%	64%	67%
Female	41%	35%	36%	33%
AGE				
6 to 12	18%	22%	17%	15%
13 to 17	10%	14%	11%	12%
18 to 24	15%	20%	16%	15%
25 to 34	28%	28%	28%	27%
35 to 44	17%	11%	16%	15%
45 to 54	9%	4%	6%	8%
55 to 64	2%	2%	4%	5%
65+	0%	0%	2%	3%
INCOME				
Under $25,000	11%	18%	8%	15%
$25,000 to $49,999	17%	13%	13%	15%
$50,000 to $74,999	14%	13%	16%	12%
$75,000 to $99,999	13%	15%	19%	19%
$100,000+	45%	42%	45%	39%
RACE/ETHNICITY				
African American/Black	13%	13%	7%	14%
Asian/Pacific Islander	9%	12%	4%	5%
Caucasian/White, non-Hispanic	62%	62%	71%	62%
Hispanic	16%	12%	18%	17%
Other	0%	1%	0%	2%

These numbers and percentages are based on 30.3M total winter sport participants

TRAVEL

CROSS-COUNTRY/NORDIC SKIING | DOWNHILL (ALPINE) SKIING | SNOWBOARDING

During a typical winter season, how far do you travel, one way, to participate in winter snow sports?



Which of the following best describes how you traveled to your snow sports destination the most often?

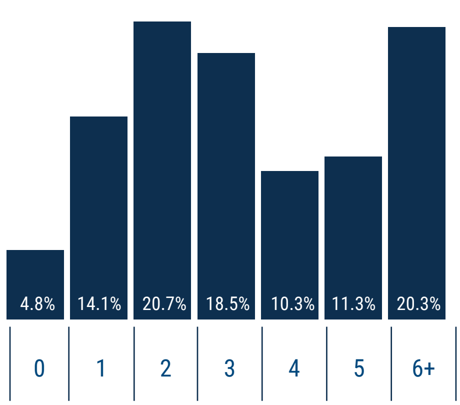
64%
DRIVE TO THE DESTINATION

22%
FLY TO THE DESTINATION

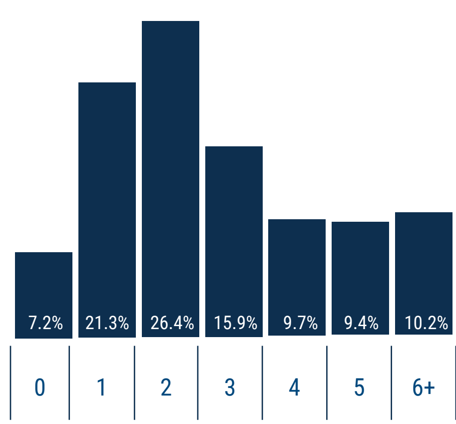
10%
TAKE PUBLIC TRANSIT TO THE DESTINATION

5%
LIVE AT/NEAR THE DESTINATION (i.e. walk)

How many **day trips** (non-vacation) do you typically take during a winter season to participate in snow sports?



How many **vacations** do you typically take during a winter season to participate in snow sports?



SIA Snowsports Industries America

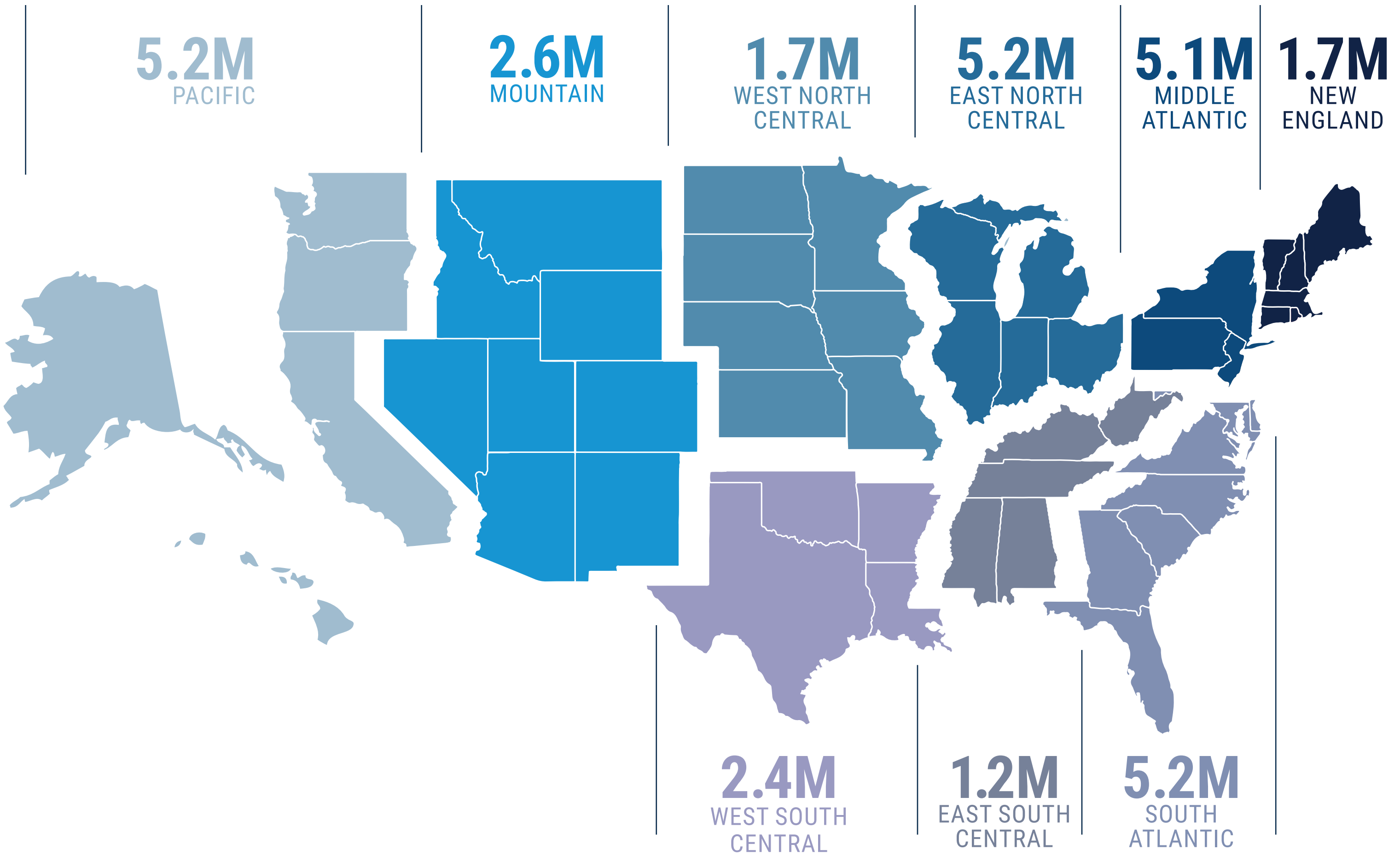
PARTICIPATION & DEMOGRAPHICS ACROSS ALL WINTER SPORTS

TOTAL PARTICIPANTS
30.3M

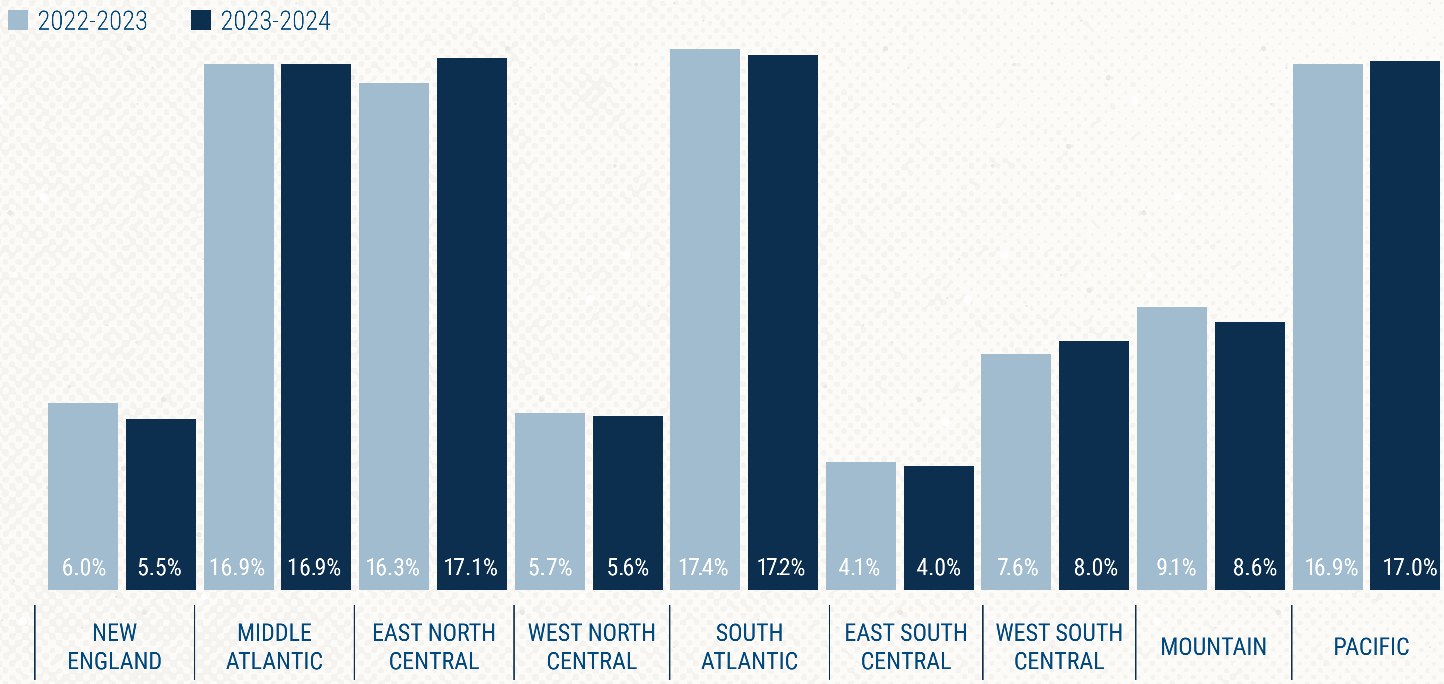
P: ELEVATE OUTDOOR COLLECTIVE

PARTICIPANTS BY REGION OF RESIDENCE

2023-2024

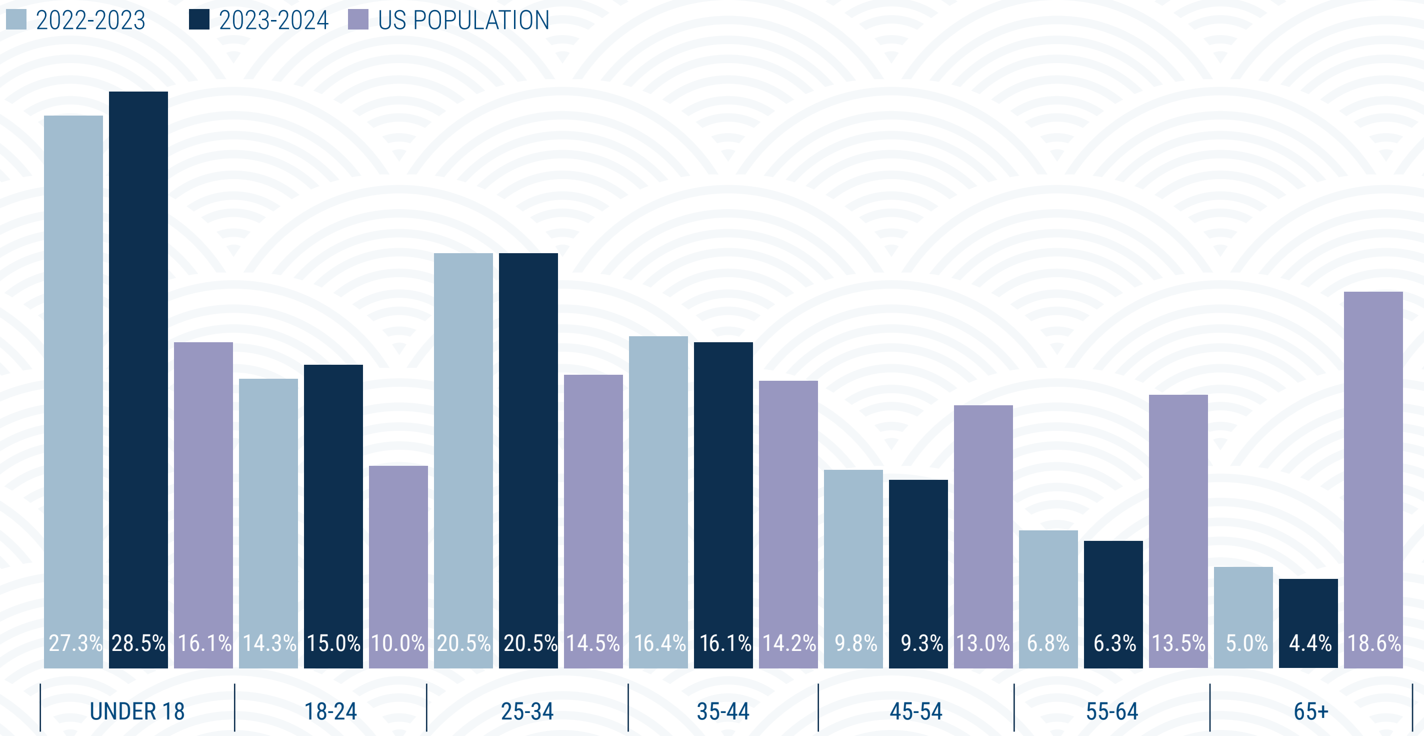


PARTICIPANTS BY REGION BY PERCENTAGE

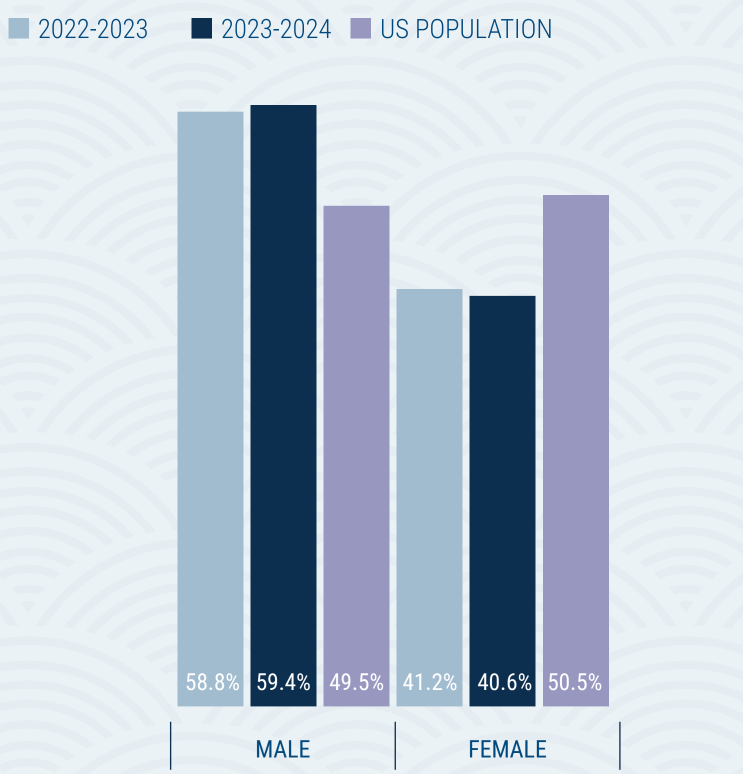


These numbers and percentages are based on 30.3M total winter sport participants

AGE OVERALL

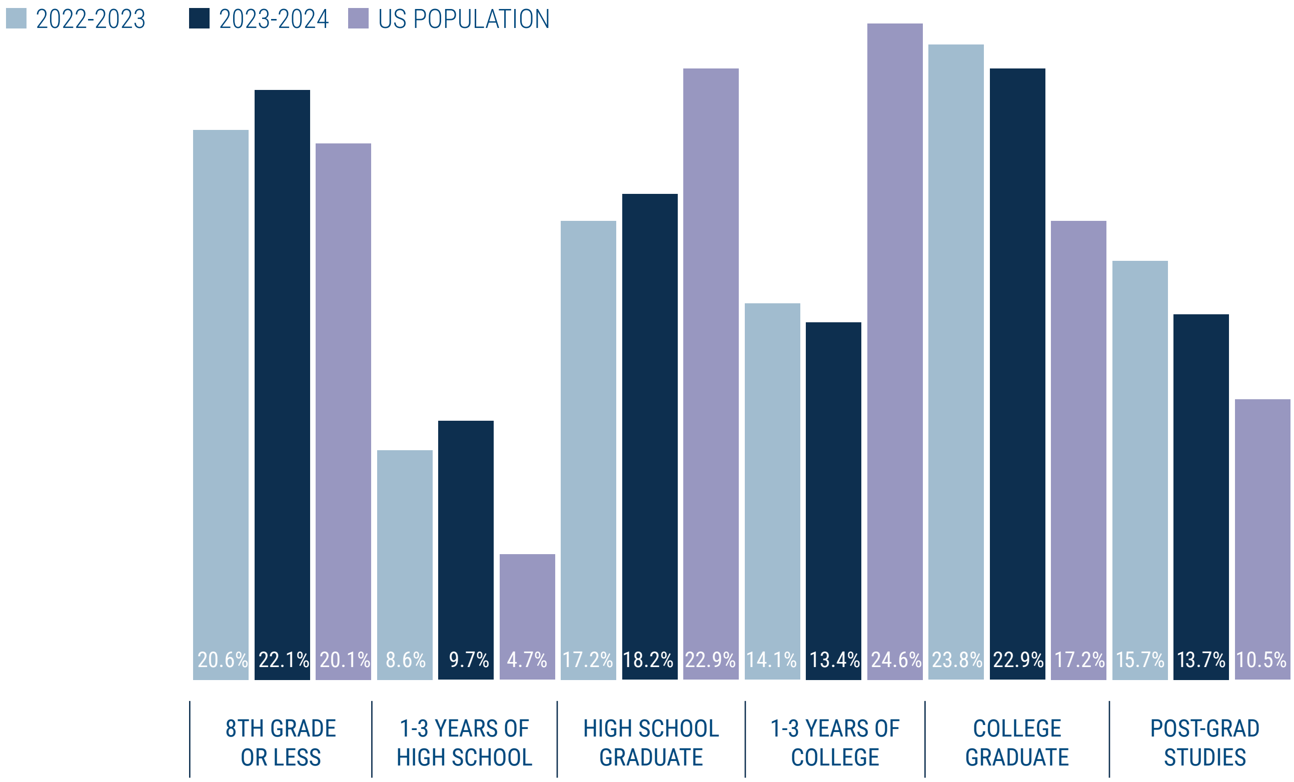


GENDER OVERALL

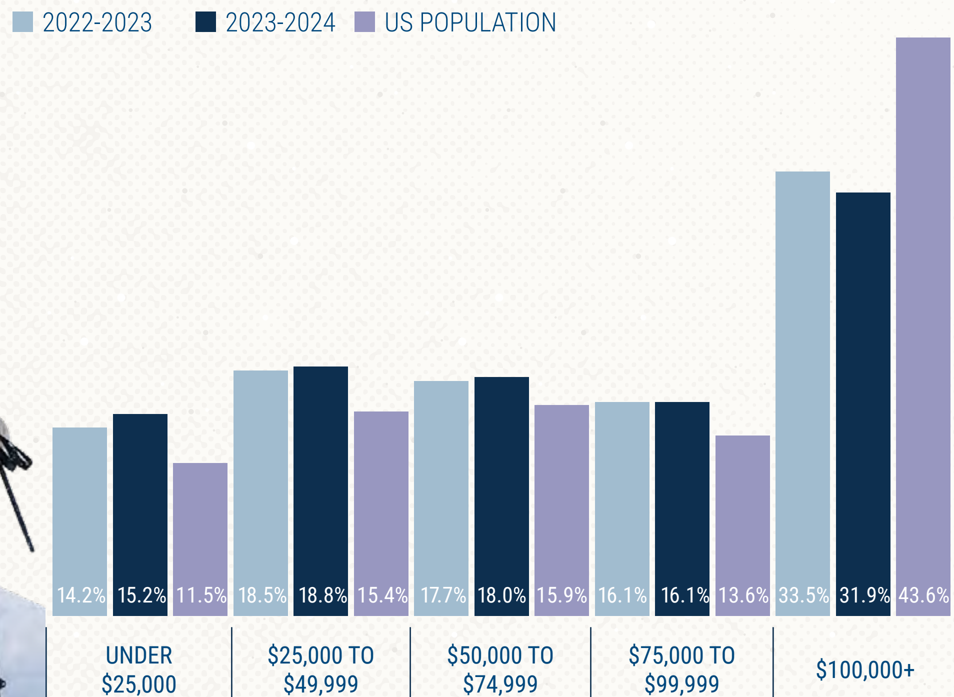


P: HEAD

EDUCATION OVERALL

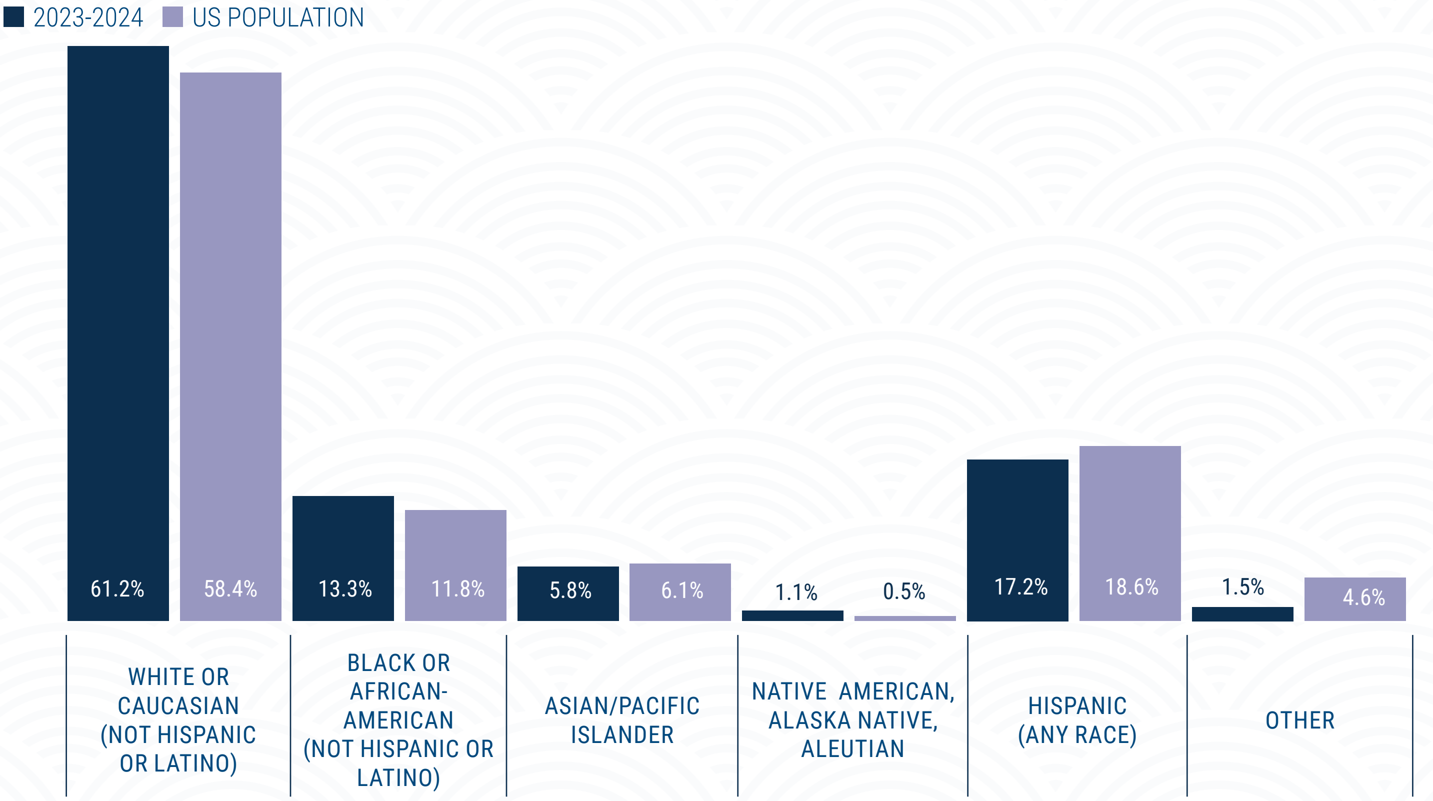


INCOME OVERALL

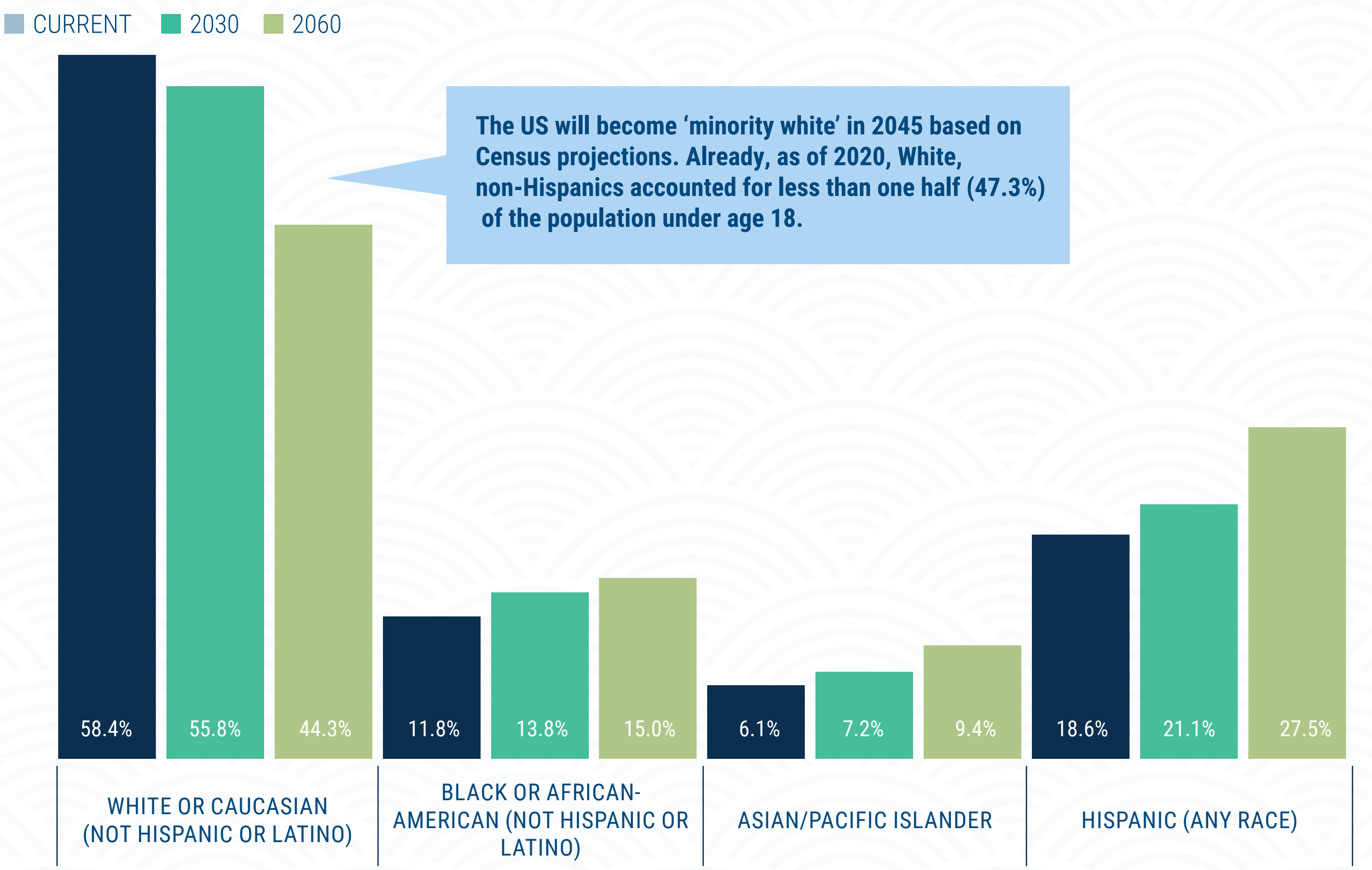


P: ELEVATE OUTDOOR COLLECTIVE

RACE/ETHNICITY OVERALL

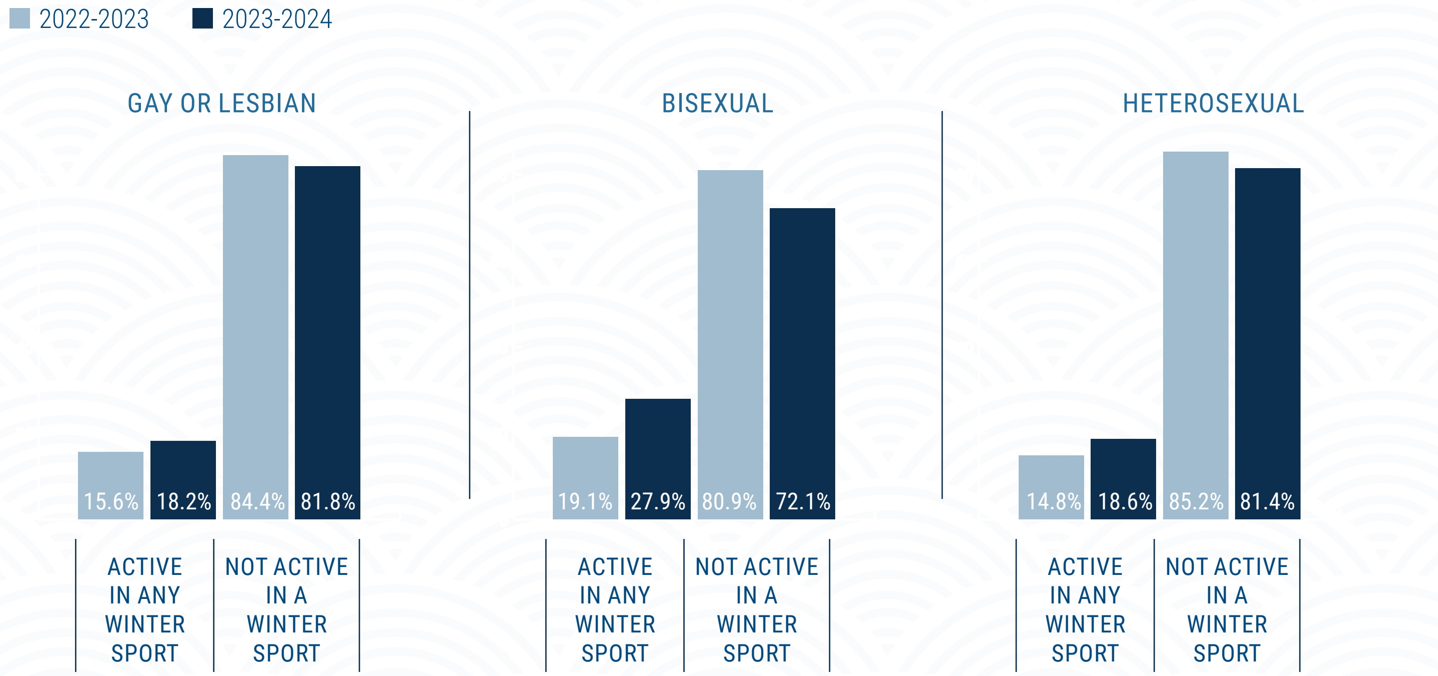


US CENSUS PROJECTION



These numbers and percentages are based on 30.3M total winter sport participants

LGBTQ PARTICIPATION



These charts show the proportion of those who identify as gay or lesbian or bisexual that participate in any winter sport. While the survey did include transgender as an option, the sample size was too small to produce a reliable estimate. Heterosexual is included for comparison.

SKI PARTICIPATION & DEMOGRAPHICS

Snowsports Industries America

TOTAL PARTICIPANTS
13.3M

P: K2

THREE KEY TAKEAWAYS IN 2023-2024

Alpine skiing includes downhill, free ski and telemark

01

The total number of participating skiers in 2023-24 was 13.3M, which was approximately 1 percent higher than 2022-23. Skiing (alpine, freeski, and telemark combined) remained the most popular sport in terms of total participants, but had the lowest growth among snowsports that saw growth this year—snowboarding, cross country, snowshoeing, and sledding all had higher growth rates.

02

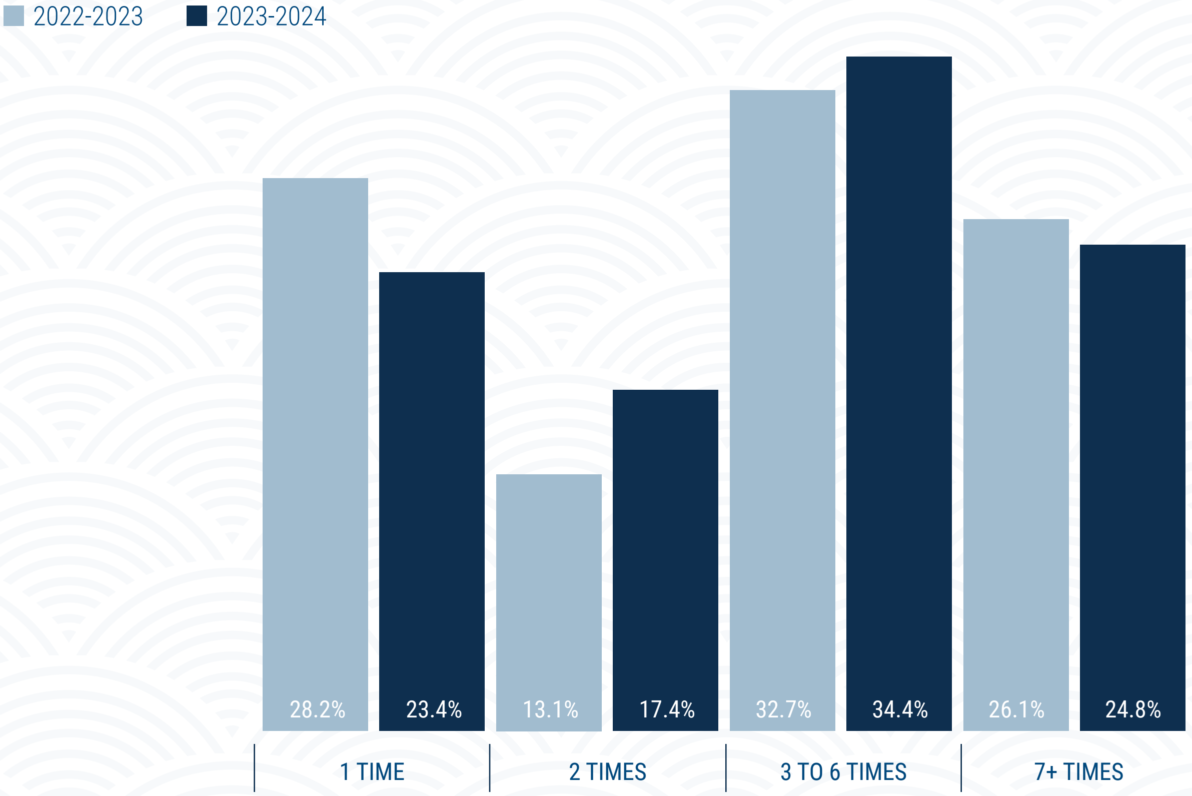
Skiing mostly gained younger and older participants. The number of participants aged 25 to 54 was largely unchanged since 2022-23. Younger participants, including under 18 and 18- to 24-year-olds, grew by more than 2 percent. The number of participants 55 and older grew by more than 15 percent. This was similar to the growth patterns we saw last year for the 2022-23 season. This suggests that not only are young people joining the sport, but that older participants are likely remaining in, and possibly rejoining, the sport. Since the 2020-21 season, we have seen the number of participants 65 and over grow by more than 50 percent. Some portion of this number is likely a factor of an aging population, while some may be those who sat out a few seasons post-COVID.

03

Skiers tended to have higher incomes and were less likely to be Hispanic. Ski participants were the most likely to report household incomes of $100 thousand or more. They were also the most likely to have a college degree and/or have completed post graduate studies. In terms of ethnicity, skiers were the least likely to report being Hispanic.

These numbers and percentages are based on 13.3M total ski participants

FREQUENCY OVERALL



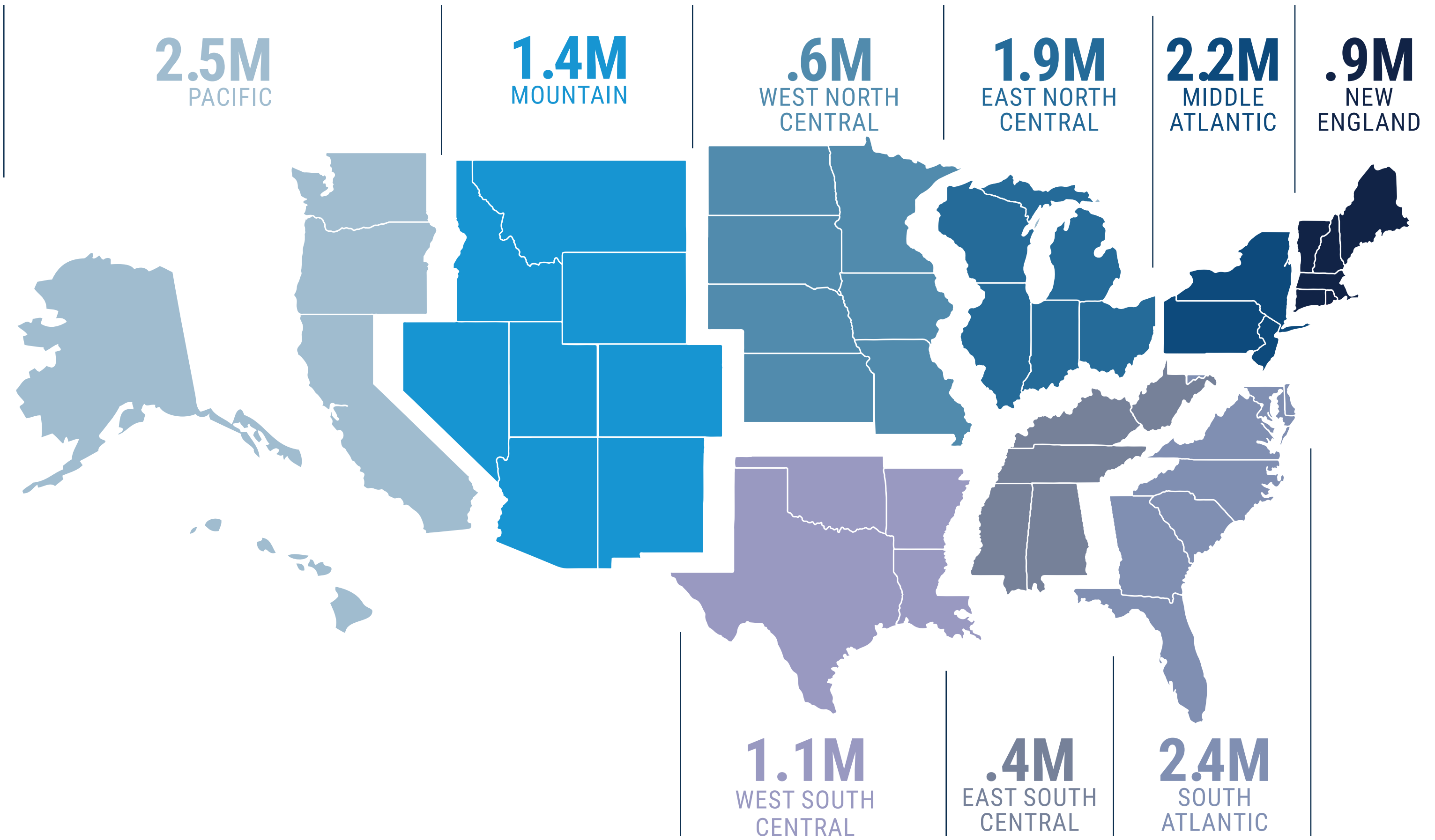
GAIN / LOSS

In 2022-23, there were 13.1M participants.
In 2023-24, 2.2M participants were new, 4.1M returned, and 6.2M participants took the season off.

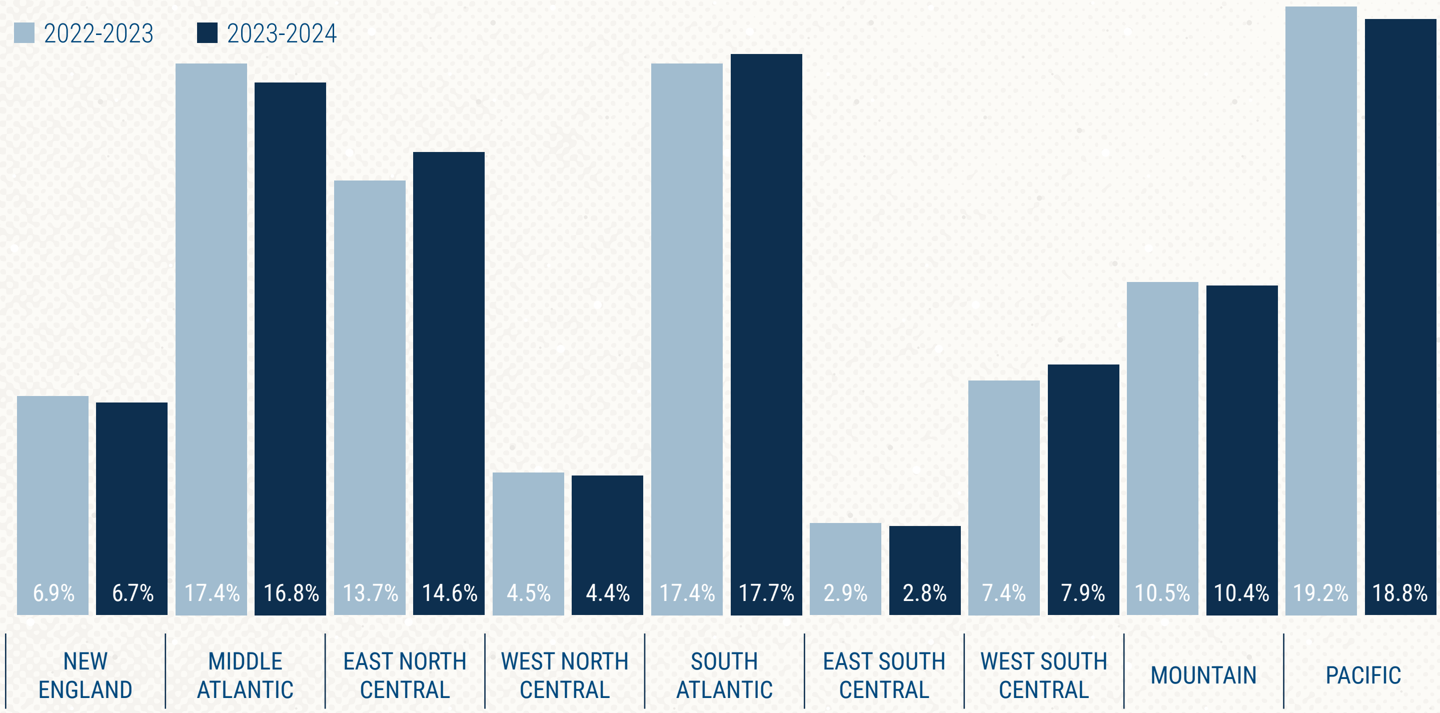
The total for 2023-24 was 13.3M.
rounded figures shown

SKIING BY REGION OF RESIDENCE

2023-2024



SKIING BY REGION OF RESIDENCE BY PERCENTAGE

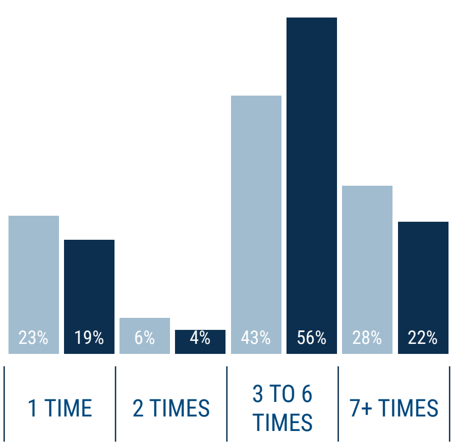


These numbers and percentages are based on 13.3M total ski participants

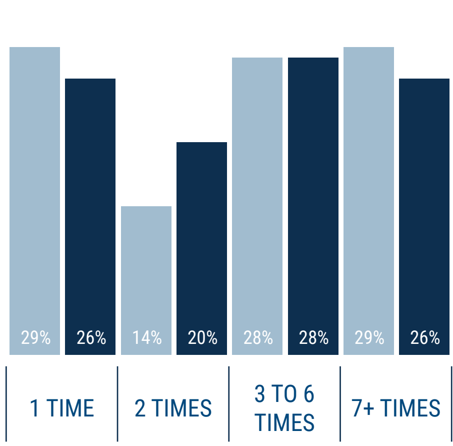
REGIONS BY FREQUENCY

2022-2023 2023-2024

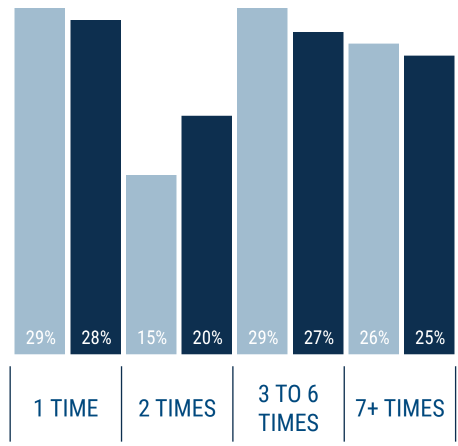
NEW ENGLAND



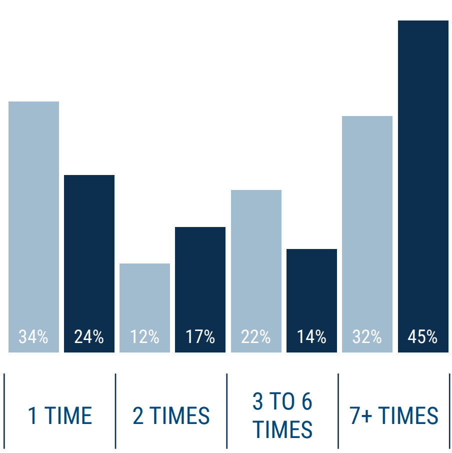
MIDDLE ATLANTIC



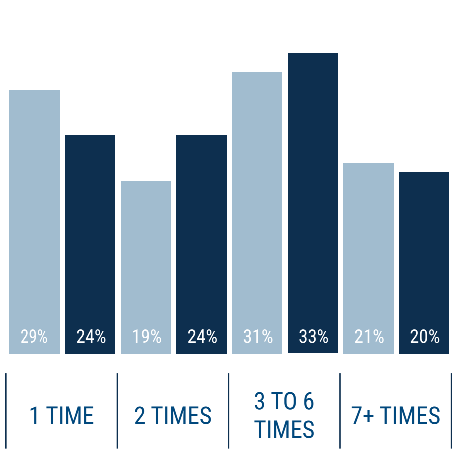
EAST NORTH CENTRAL



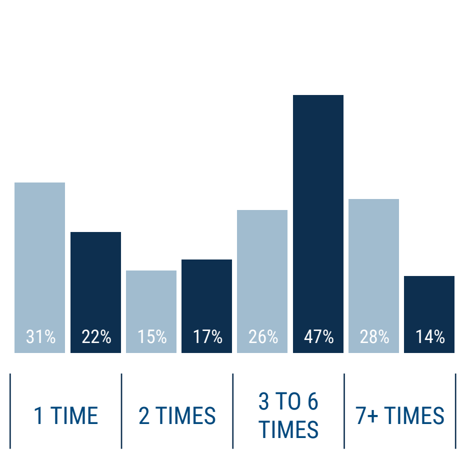
WEST NORTH CENTRAL



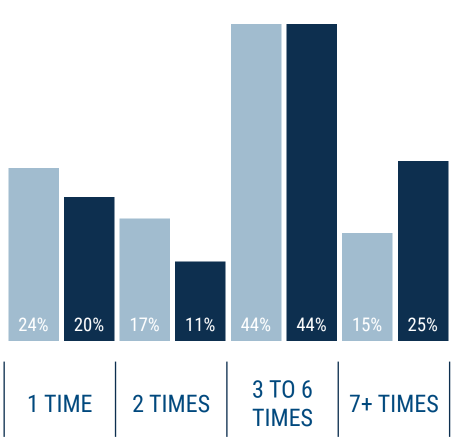
SOUTH ATLANTIC



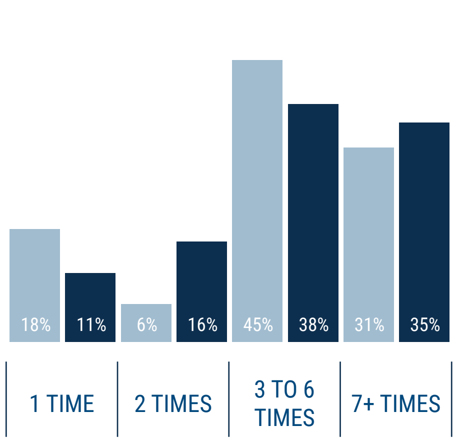
EAST SOUTH CENTRAL



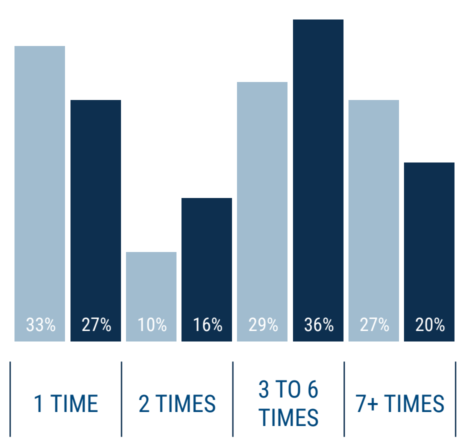
WEST SOUTH CENTRAL



MOUNTAIN



PACIFIC



These numbers and percentages are based on 13.3M total ski participants

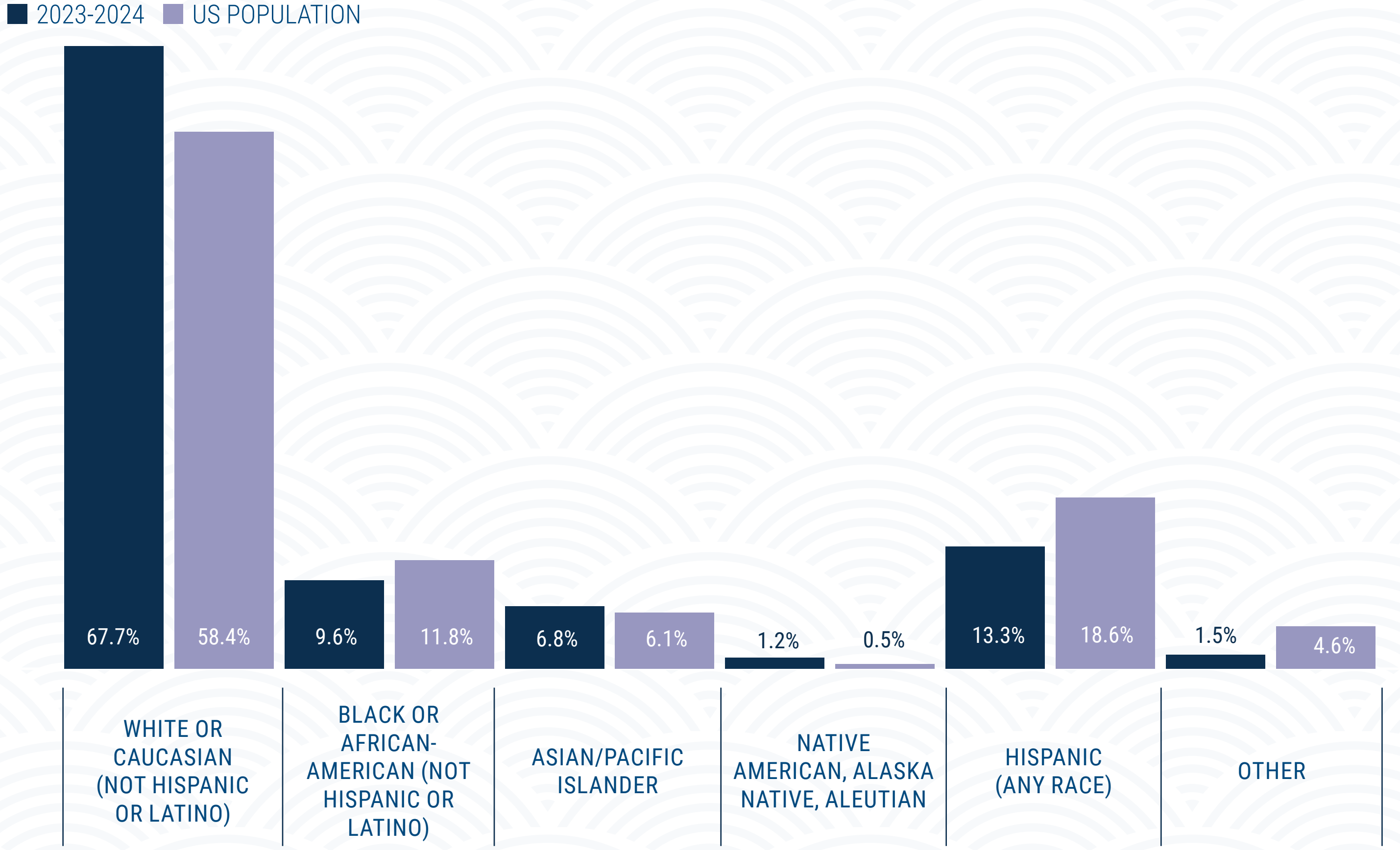
PARTICIPATION BY STATE

	PROPORTION OF STATE POPULATION THAT PARTICIPATES	PROPORTION OF TOTAL PARTICIPANTS FROM EACH STATE
ALABAMA	3.4%	0.9%
ARIZONA	4.2%	1.8%
ARKANSAS	2.6%	0.5%
CALIFORNIA	5.0%	13.9%
COLORADO	8.8%	3.5%
CONNECTICUT	3.5%	1.1%
DELAWARE	3.8%	0.4%
DISTRICT OF COLUMBIA	6.7%	0.5%
FLORIDA	3.6%	6.0%
GEORGIA	3.8%	2.8%
IDAHO	8.4%	0.7%
ILLINOIS	4.1%	4.2%
INDIANA	3.5%	1.7%
IOWA	3.5%	0.7%
KANSAS	4.9%	0.6%
KENTUCKY	3.6%	1.3%
LOUISIANA	3.6%	1.1%
MAINE	4.3%	0.3%
MARYLAND	4.3%	2.0%
MASSACHUSETTS	6.9%	2.7%
MICHIGAN	4.5%	3.3%
MINNESOTA	5.1%	1.6%
MISSISSIPPI	3.5%	0.6%
MISSOURI	3.6%	1.4%
MONTANA	6.1%	0.2%
NEBRASKA	3.7%	0.4%
NEVADA	4.2%	1.0%
NEW HAMPSHIRE	7.7%	0.6%
NEW JERSEY	4.3%	2.9%
NEW MEXICO	3.9%	0.6%
NEW YORK	5.5%	8.3%
NORTH CAROLINA	3.8%	2.6%
NORTH DAKOTA	4.9%	0.2%
OHIO	4.3%	4.2%
OKLAHOMA	5.0%	1.2%
OREGON	4.3%	1.2%
PENNSYLVANIA	4.5%	4.5%
RHODE ISLAND	3.6%	0.2%
SOUTH CAROLINA	2.9%	1.3%
SOUTH DAKOTA	2.8%	0.2%
TENNESSEE	3.2%	1.7%
TEXAS	3.5%	6.5%
UTAH	6.6%	1.0%
VERMONT	6.2%	0.2%
VIRGINIA	4.4%	2.9%
WASHINGTON	4.3%	1.8%
WEST VIRGINIA	3.6%	0.6%
WISCONSIN	4.2%	1.6%
WYOMING	3.8%	0.3%

These numbers and percentages are based on 13.3M total ski participants

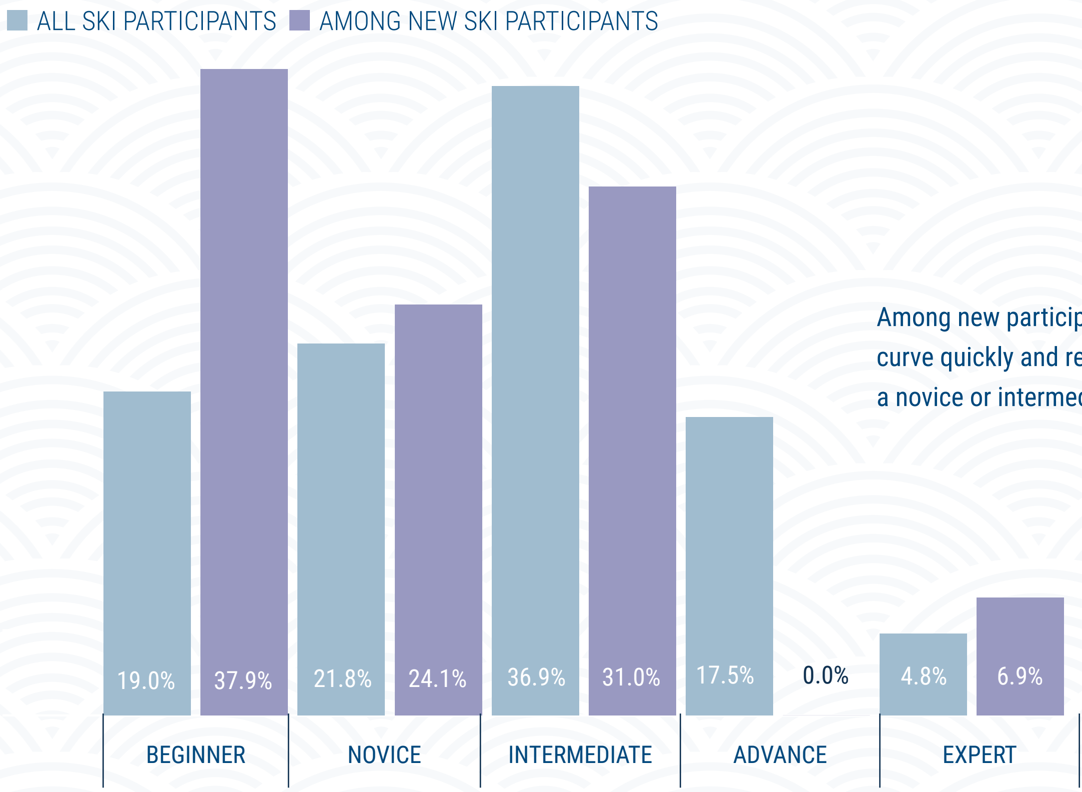
For additional participation data and insights, contact research@snowsports.org

RACE / ETHNICITY OVERALL



LEVEL OF EXPERIENCE

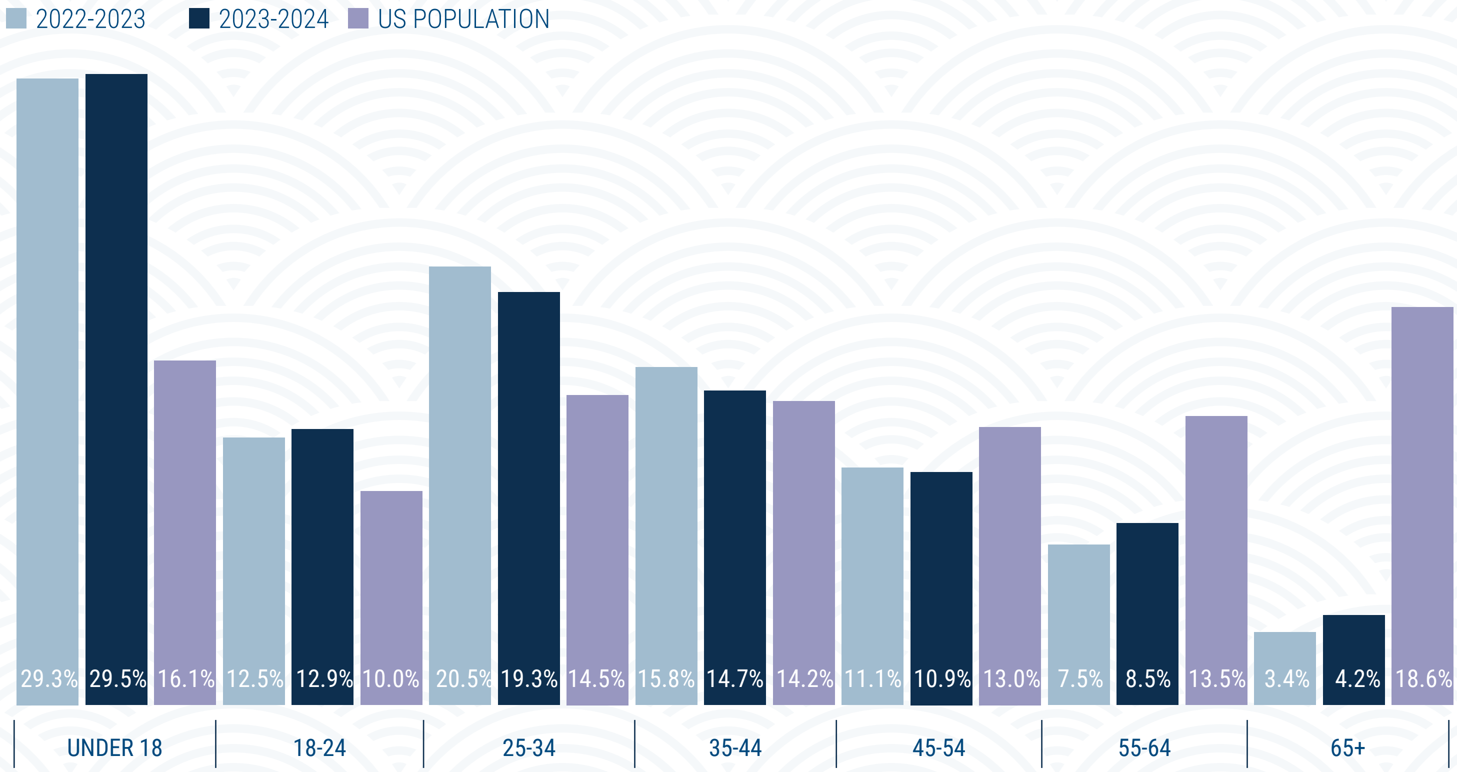
NEW IN 2024



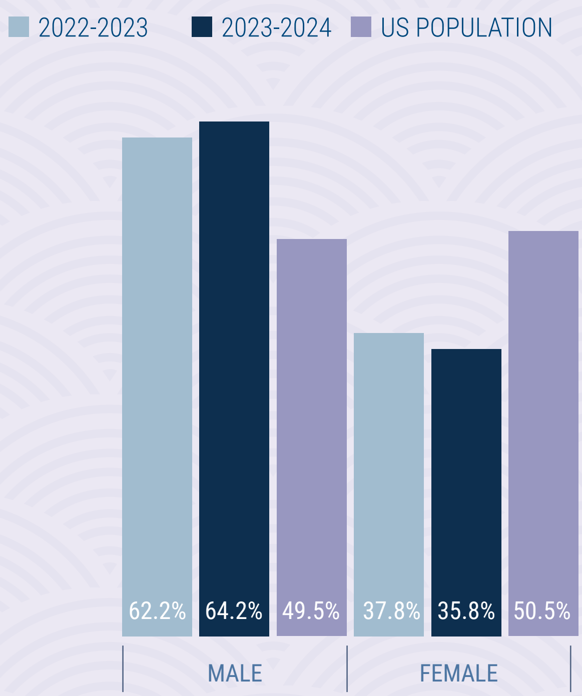
Among new participants, many move up the learning curve quickly and report considering themselves as a novice or intermediate skier in their first year.

These numbers and percentages are based on 13.3M total ski participants

AGE OVERALL



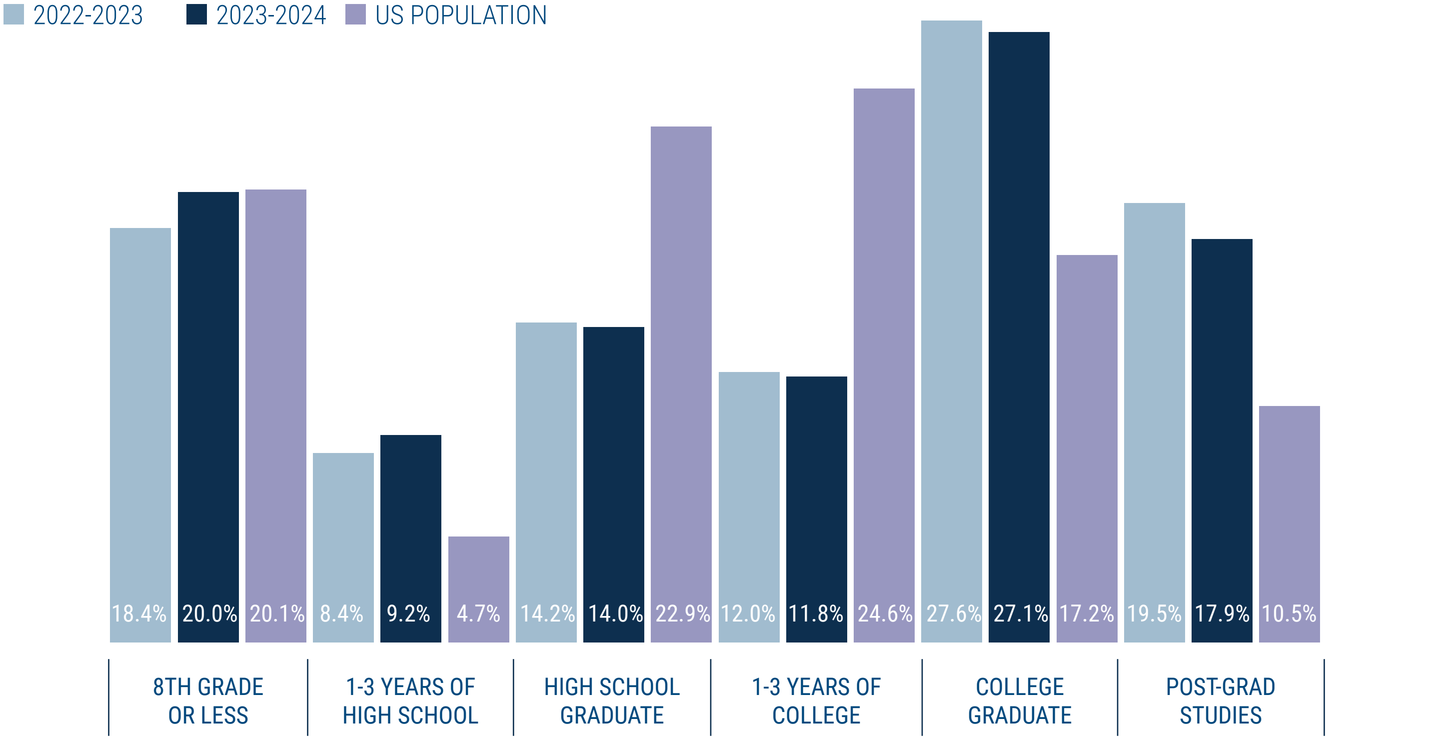
GENDER OVERALL



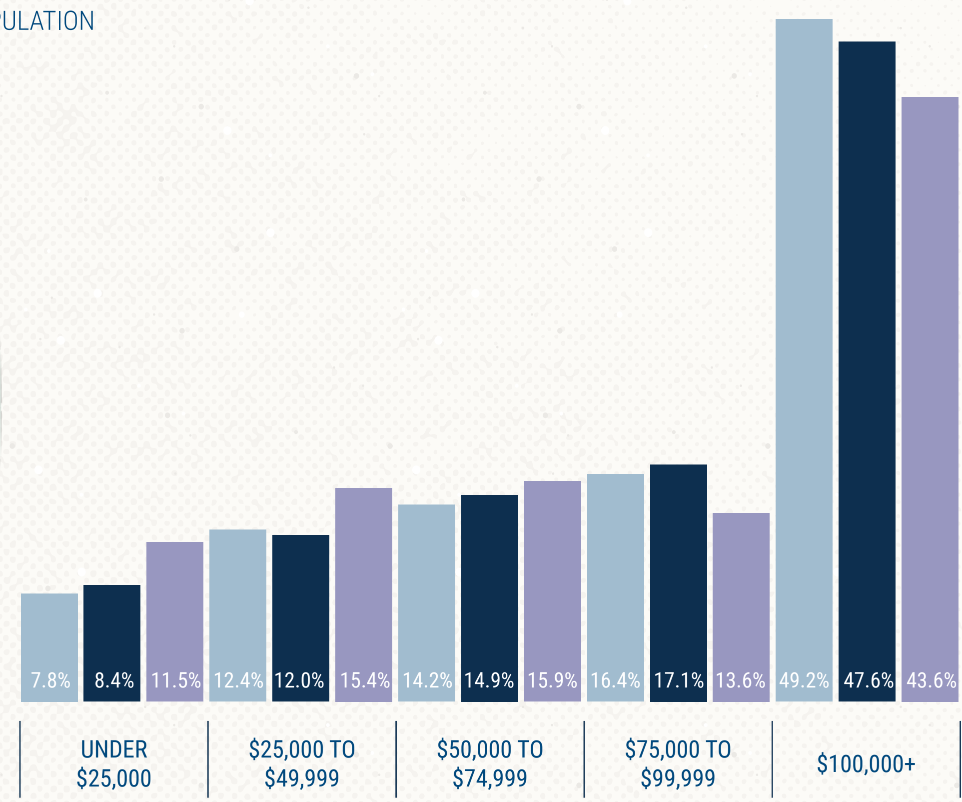
P: K2

These numbers and percentages are based on 13.3M total ski participants

EDUCATION OVERALL



INCOME OVERALL

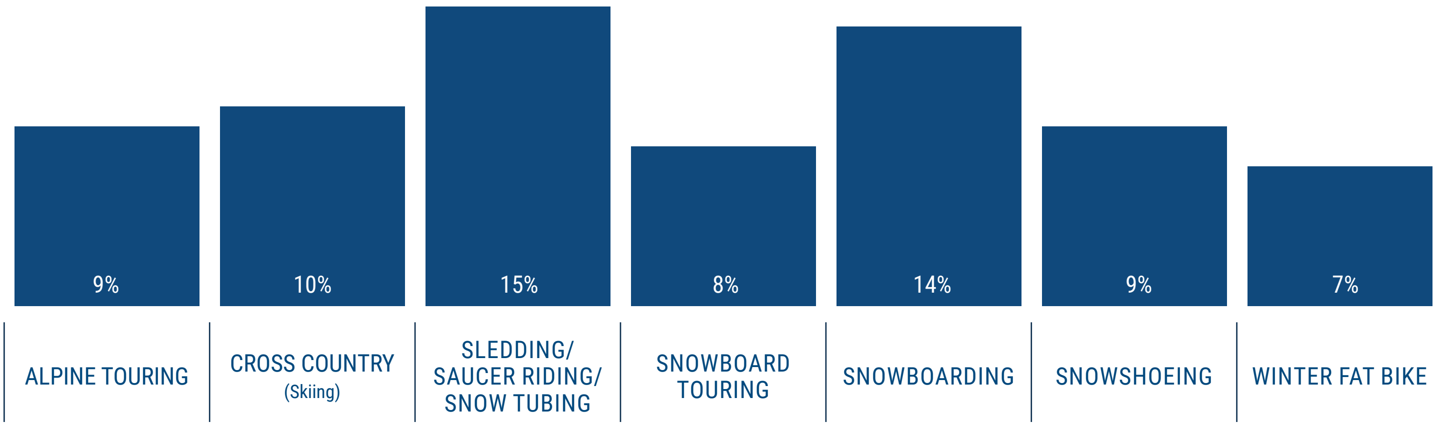


P: K2

CROSSOVER ACTIVITIES

PROPORTION OF SKIERS WHO ALSO PARTICIPATE IN SHOWN ACTIVITY

OTHER SNOW SPORTS



OTHER OUTDOOR SPORTS

33%
HIKING
(DAY)

31%
CAMPING
(WITHIN 1/4 MILE OF VEHICLE/HOME)

24%
BICYCLING
(ROAD/PAVED SURFACE)

23%
FISHING
(FRESHWATER/OTHER)

22%
RUNNING/JOGGING

BACKPACKING OVERNIGHT: **11%**
MORE THAN 1/4 MILE FROM VEHICLE/HOME

BICYCLING: **12%**
(MOUNTAIN/NON-PAVED SURFACE)

BOARDSAILING/WINDSURFING: **3%**

CANOEING: **12%**

CLIMBING: **6%**
(INDOOR)

CLIMBING: **4%**
(SPORT/BOULDER)

CLIMBING: **5%**
(TRADITIONAL/ICE/MOUNTAINEERING)

FISHING: **8%**
(FLY)

FISHING: **11%**
(SALTWATER)

GOLF: **23%**
ON A 9 OR 18-HOLE GOLF COURSE

KAYAKING: **17%**
(RECREATIONAL)

KAYAKING: **6%**
(SEA/TOURING)

KAYAKING: **5%**
(WHITE WATER)

ROLLER SKATING: **6%**
(INLINE WHEELS)

SAILING: **6%**

SKATEBOARDING: **8%**

STAND UP PADDLING: **8%**

SURFING: **6%**

TRAIL RUNNING: **15%**

WAKEBOARDING: **4%**

WATER SKIING: **7%**

These numbers and percentages are based on 13.3M total ski participants

SNOWBOARD PARTICIPATION & DEMOGRAPHICS

TOTAL PARTICIPANTS
9.8M

P: K2

THREE KEY TAKEAWAYS IN 2023-2024

01

For the second straight season, we saw significant growth in the number of snowboard participants. From 2021-22 to 2022-23, we saw a 10 percent increase in snowboard participation, from 8.1M to nearly 9M. In 2023-24, we again saw a near 10 percent jump in participation with 9.8M snowboard participants.

02

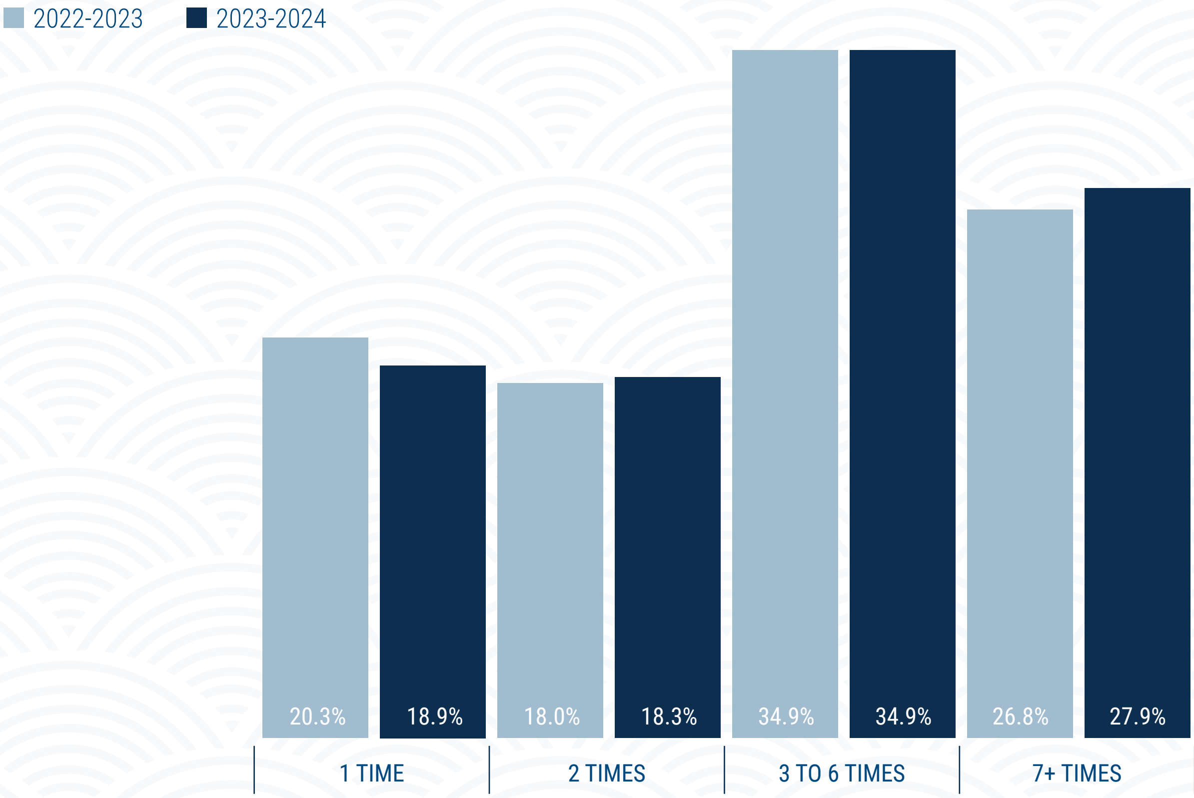
The increase in participation was seen across age groups and genders. Each age group measured saw increases in the number of participants, from those under 18 to those 65 and older. Participation among both males and females increased by similar proportions (unlike with skiing where most of the increase was seen among males alone). The proportion of male and female participants has held relatively steady for several years.

03

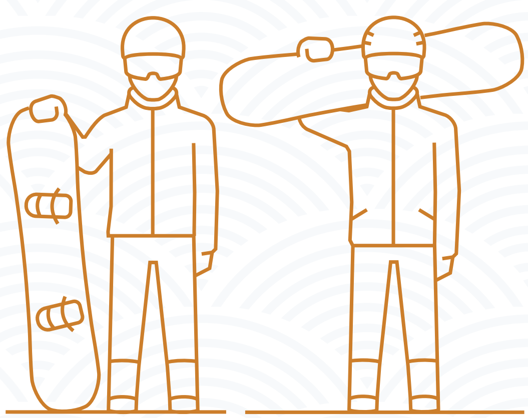
Snowboarding had the largest proportion of younger participants. 51 percent of snowboarders were under the age of 25, the highest proportion of any snowsport measured except for snowboard touring (53 percent are under 25). For comparison, 42 percent of skiers were under 25. Snowboarders were also most likely to rack up more days on the snow with 28 percent reporting 7 or more days snowboarding (25 percent of skiers reported 7 or more days).

P: ELEVATE OUTDOOR COLLECTIVE

FREQUENCY OVERALL



GAIN / LOSS



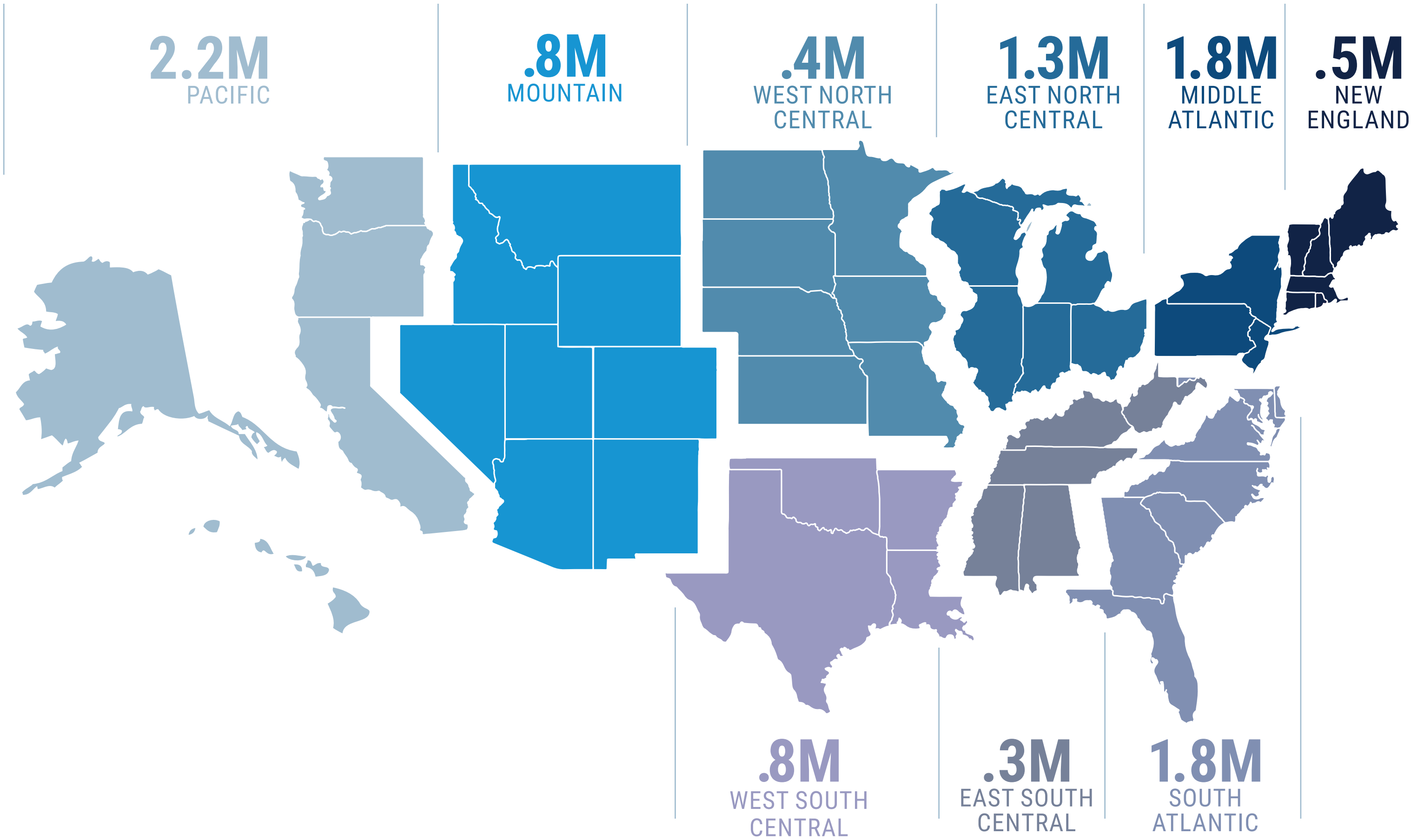
In 2022-23, there were 9.0M participants. In 2023-24, 1.6M participants were new, 2.5M returned, and 3.3M participants took the season off.

The total for 2022-23 was 9.8M.

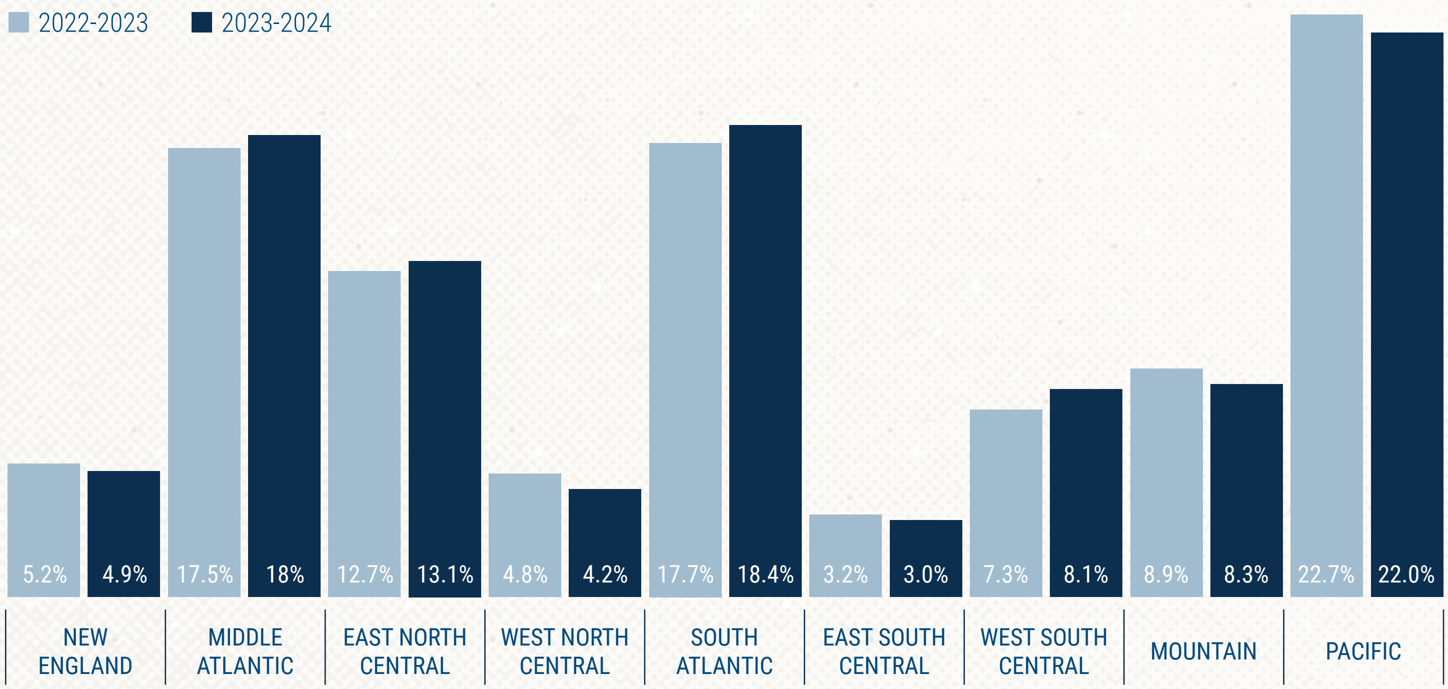
rounded figures shown

SNOWBOARDING BY REGION OF RESIDENCE

2023-2024



SNOWBOARDING BY REGION OF RESIDENCE BY PERCENTAGE

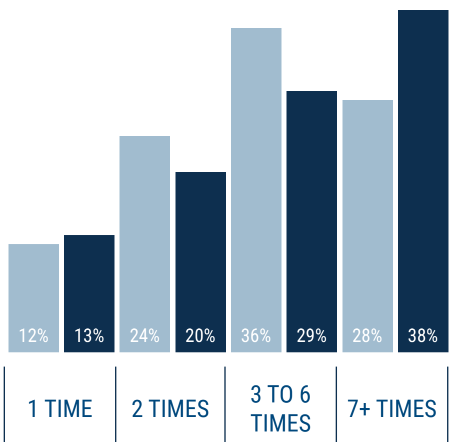


These numbers and percentages are based on 9.8M total snowboard participants

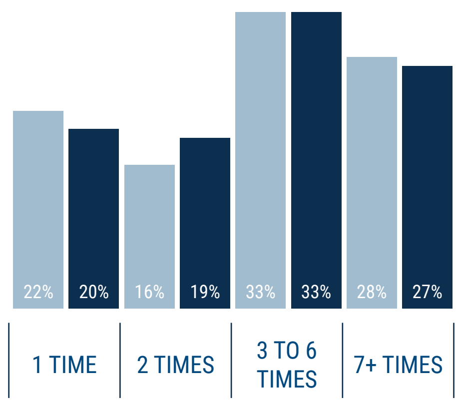
REGIONS BY FREQUENCY

2022-2023 2023-2024

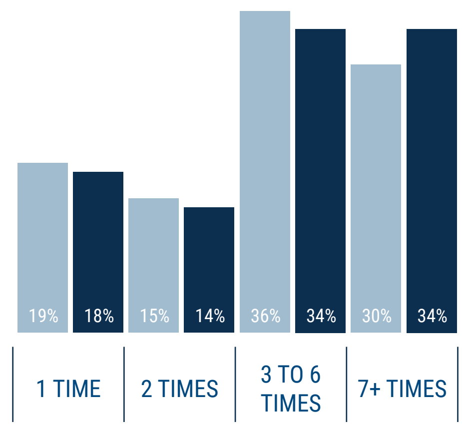
NEW ENGLAND



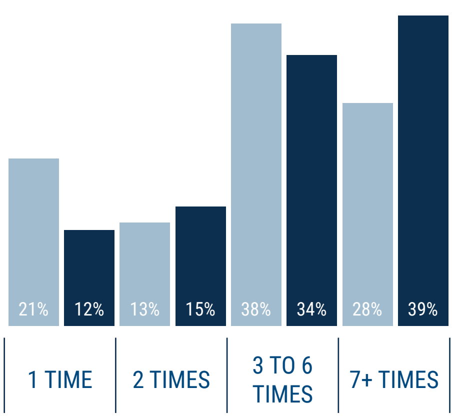
MIDDLE ATLANTIC



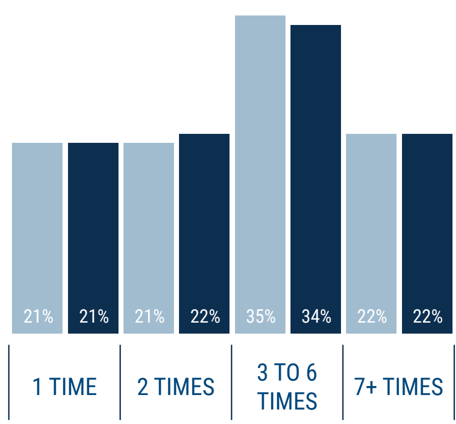
EAST NORTH CENTRAL



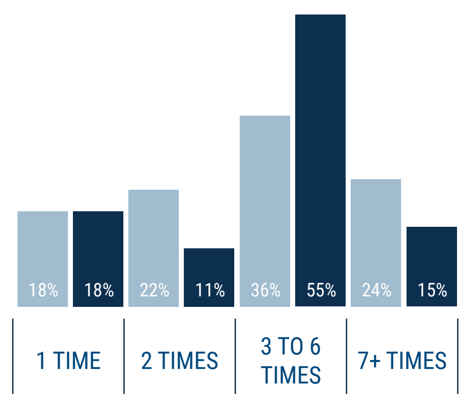
WEST NORTH CENTRAL



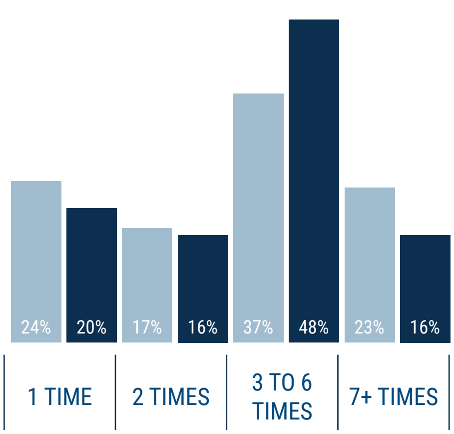
SOUTH ATLANTIC



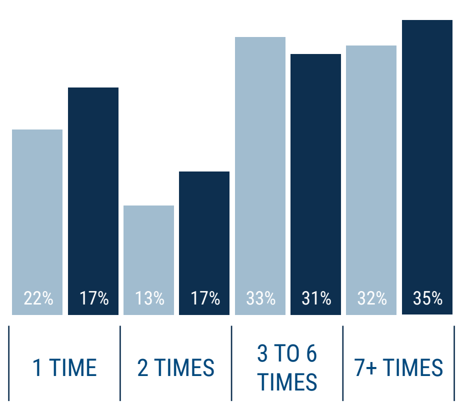
EAST SOUTH CENTRAL



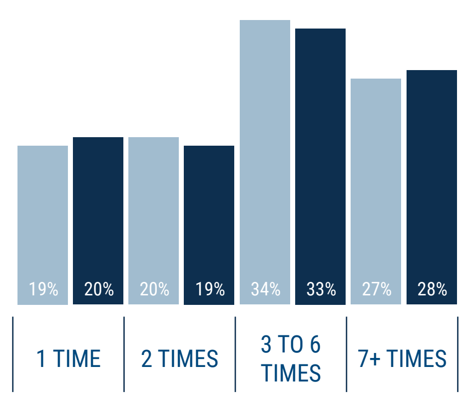
WEST SOUTH CENTRAL



MOUNTAIN



PACIFIC



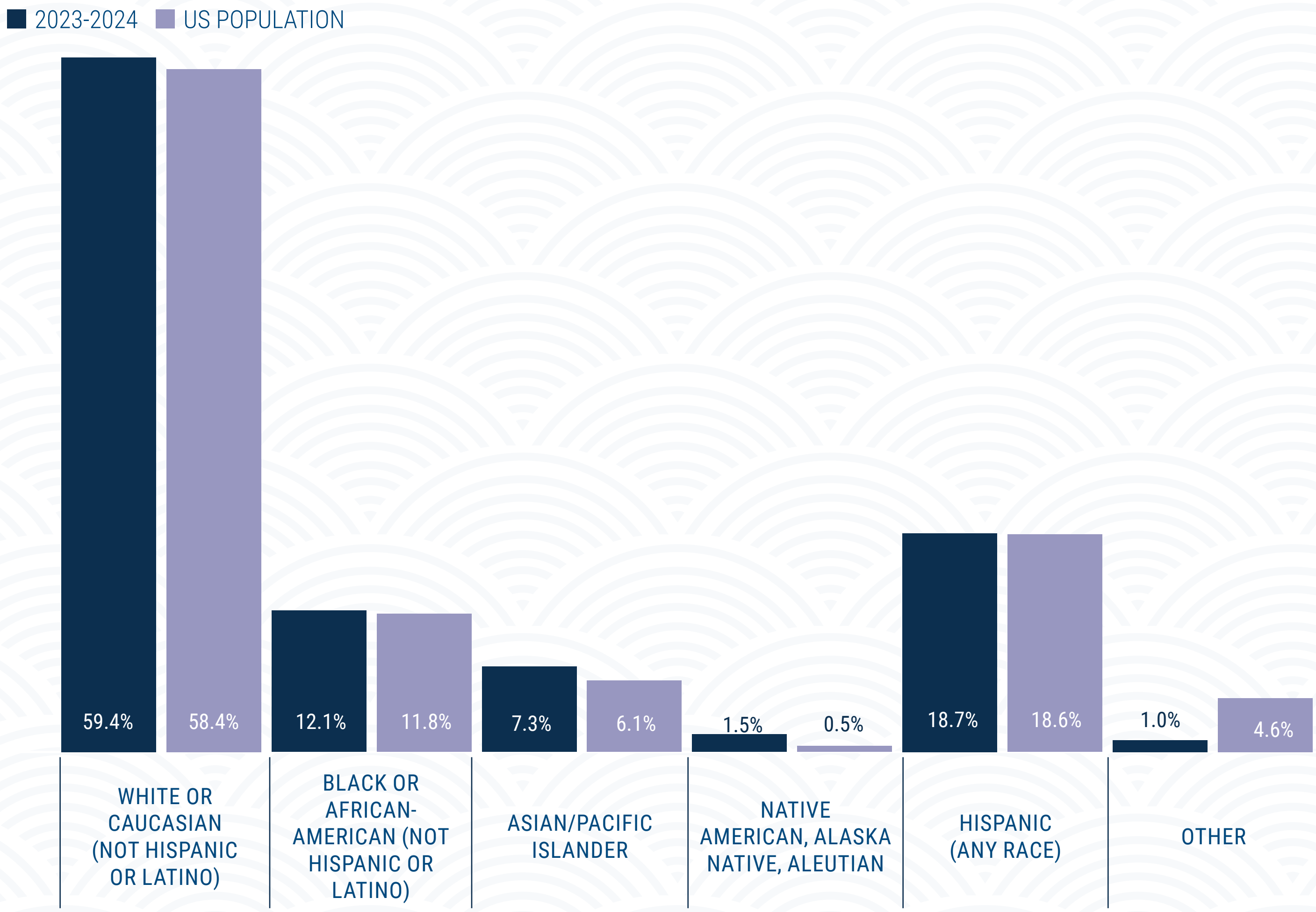
PARTICIPATION BY STATE

	PROPORTION OF STATE POPULATION THAT PARTICIPATES	PROPORTION OF TOTAL PARTICIPANTS FROM EACH STATE
ALABAMA	1.0%	0.4%
ARIZONA	3.3%	1.9%
ARKANSAS	2.7%	0.7%
CALIFORNIA	4.4%	16.5%
COLORADO	4.9%	2.6%
CONNECTICUT	3.1%	1.3%
DELAWARE	3.0%	0.4%
DISTRICT OF COLUMBIA	6.0%	0.6%
FLORIDA	1.9%	4.2%
GEORGIA	3.1%	3.2%
IDAHO	5.7%	0.7%
ILLINOIS	2.8%	3.8%
INDIANA	1.7%	1.1%
IOWA	1.8%	0.5%
KANSAS	2.9%	0.5%
KENTUCKY	0.7%	0.3%
LOUISIANA	1.9%	0.8%
MAINE	5.7%	0.6%
MARYLAND	2.7%	1.7%
MASSACHUSETTS	4.3%	2.3%
MICHIGAN	3.0%	3.1%
MINNESOTA	5.0%	2.1%
MISSISSIPPI	4.2%	1.0%
MISSOURI	3.2%	1.7%
MONTANA	11.8%	0.6%
NEBRASKA	2.9%	0.4%
NEVADA	3.3%	1.1%
NEW HAMPSHIRE	6.6%	0.7%
NEW JERSEY	4.3%	3.8%
NEW MEXICO	3.5%	0.7%
NEW YORK	5.2%	10.5%
NORTH CAROLINA	1.9%	1.8%
NORTH DAKOTA	3.2%	0.2%
OHIO	2.8%	3.7%
OKLAHOMA	1.8%	0.6%
OREGON	2.2%	0.9%
PENNSYLVANIA	3.4%	4.6%
RHODE ISLAND	2.4%	0.2%
SOUTH CAROLINA	1.6%	0.9%
SOUTH DAKOTA	5.5%	0.5%
TENNESSEE	1.4%	1.0%
TEXAS	2.8%	7.2%
UTAH	5.9%	1.2%
VERMONT	1.6%	0.1%
VIRGINIA	3.1%	2.7%
WASHINGTON	4.8%	2.7%
WEST VIRGINIA	1.2%	0.3%
WISCONSIN	3.2%	1.6%
WYOMING	1.4%	0.1%

These numbers and percentages are based on 9.8M total snowboard participants

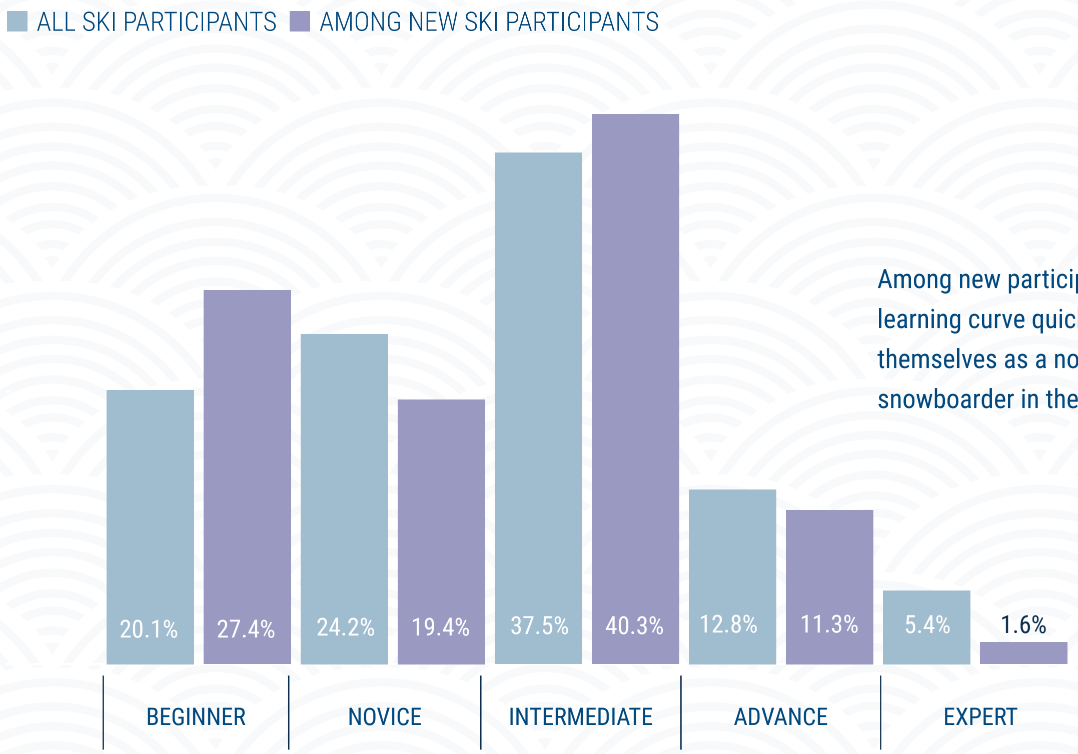
For additional participation data and insights, contact research@snowsports.org

RACE / ETHNICITY OVERALL



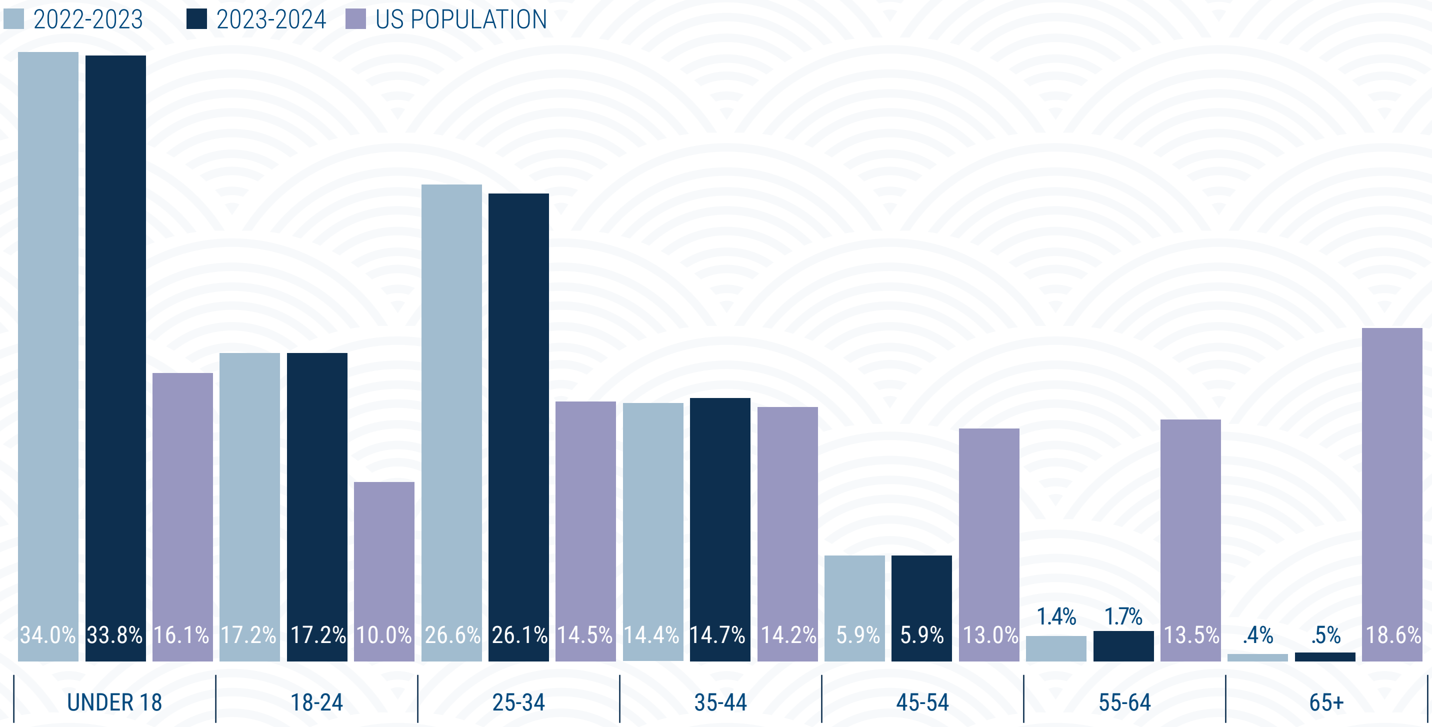
LEVEL OF EXPERIENCE

NEW IN 2024



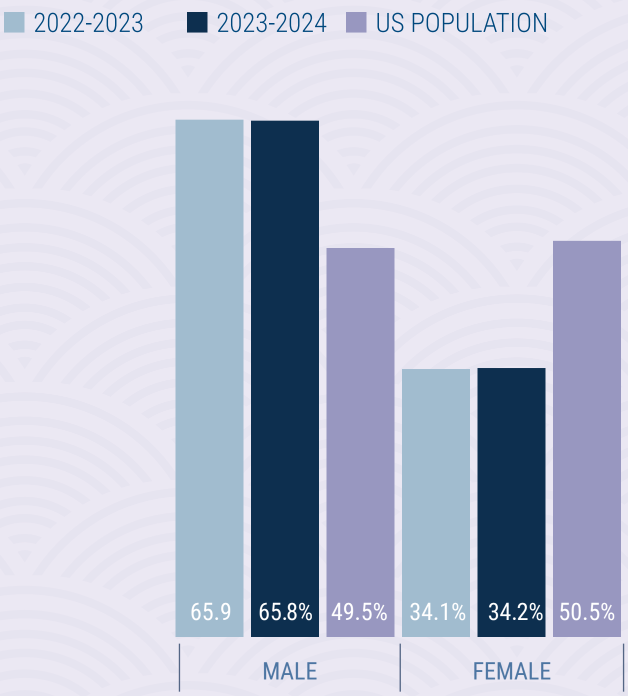
Among new participants, many move up the learning curve quickly and report considering themselves as a novice or intermediate snowboarder in their first year.

AGE OVERALL

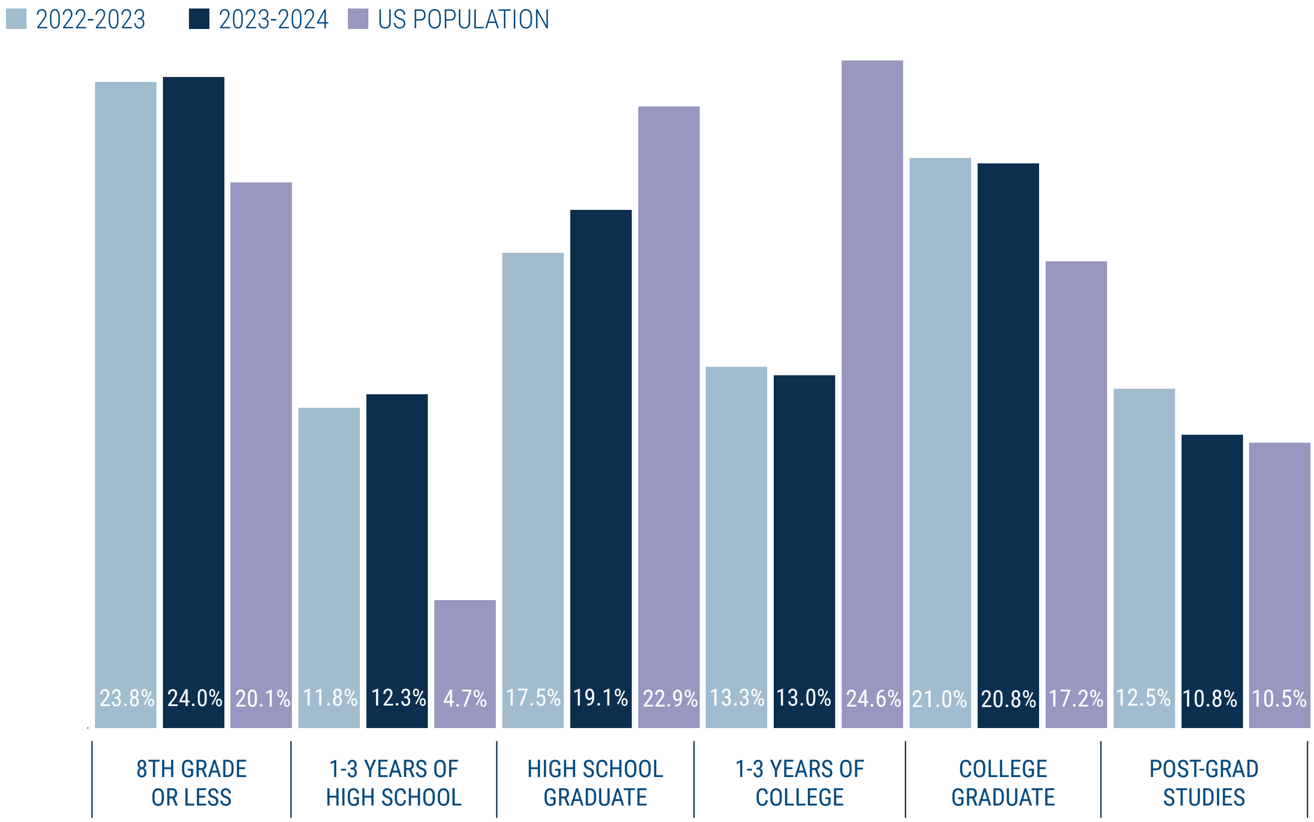


P: ELEVATE OUTDOOR COLLECTIVE

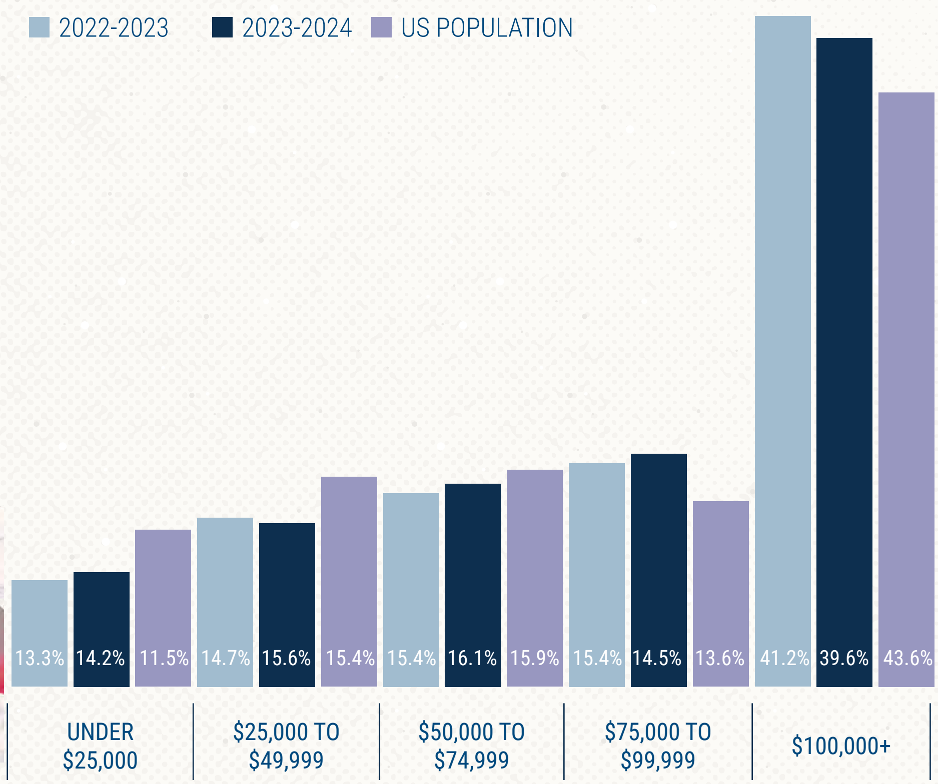
GENDER OVERALL



EDUCATION OVERALL



INCOME OVERALL

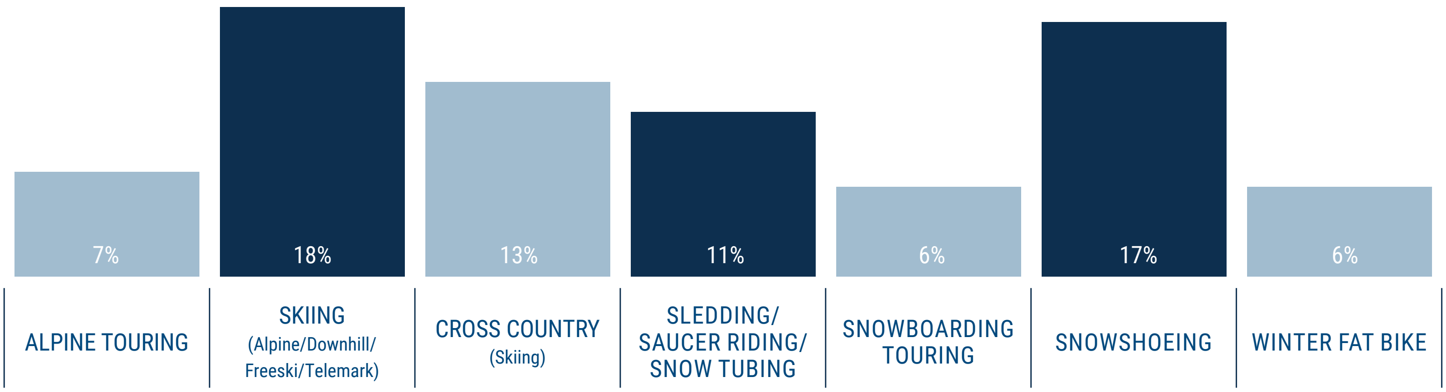


P: ELEVATE OUTDOOR COLLECTIVE

CROSSOVER ACTIVITIES

PROPORTION OF SNOWBOARDERS WHO ALSO PARTICIPATE IN SHOWN ACTIVITY

OTHER SNOW SPORTS



OTHER OUTDOOR SPORTS

31% CAMPING (WITHIN 1/4 MILE OF VEHICLE/HOME)

25% HIKING (DAY)

21% RUNNING/JOGGING

20% FISHING (FRESHWATER/OTHER)

18% BICYCLING (ROAD/PAVED SURFACE)

BACKPACKING OVERNIGHT: **6%**
MORE THAN 1/4 MILE FROM VEHICLE/HOME

BICYCLING: **9%**
(MOUNTAIN/NON-PAVED SURFACE)

BOARDSAILING/WINDSURFING: **3%**

CANOEING: **8%**

CLIMBING: **8%**
(INDOOR)

CLIMBING: **5%**
(SPORT/BOULDER)

CLIMBING: **6%**
(TRADITIONAL/ICE/MOUNTAINEERING)

FISHING: **8%**
(FLY)

FISHING: **11%**
(SALTWATER)

GOLF: **16%**
ON A 9 OR 18-HOLE GOLF COURSE

KAYAKING: **10%**
(RECREATIONAL)

KAYAKING: **4%**
(SEA/TOURING)

KAYAKING: **6%**
(WHITE WATER)

ROLLER SKATING: **8%**
(INLINE WHEELS)

SAILING: **6%**

SKATEBOARDING: **15%**

STAND UP PADDLING: **4%**

SURFING: **10%**

TRAIL RUNNING: **17%**

WAKEBOARDING: **4%**

WATER SKIING: **4%**

Snowsports Industries America

CROSS-COUNTRY SKIING PARTICIPATION & DEMOGRAPHICS

TOTAL PARTICIPANTS
5.5M

P: Gibson Pictures

THREE KEY TAKEAWAYS IN 2023-2024

01

Cross-country skiing participation continued to grow, but at a slower rate. After two seasons of growth pushing 10 percent per season, growth in 2023-24 slowed to just under 3 percent. Total participants grew to nearly 5.5M; 1.9M of those were new participants in 2023-24.

02

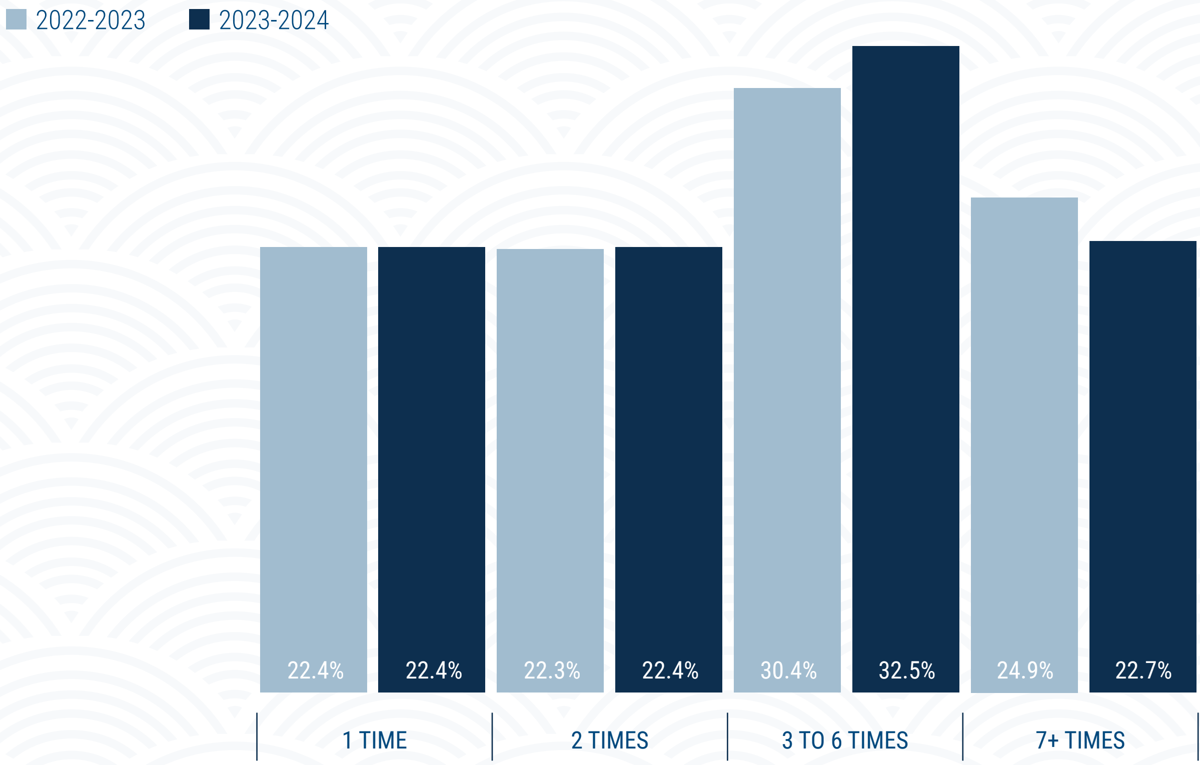
Cross-country participants have continued to get younger. In 2023-24, 46 percent of participants were under the age of 25. In 2019-20, 31 percent of participants were under 25 and in each subsequent year that proportion has steadily increased. In 2022-23, 43 percent of participants were under 25.

03

Cross-country skiers were proportionally more likely to be in the central region of the country. While in absolute terms (i.e., total participants) there were a greater number of cross-country participants in other regions—the Pacific region had the greatest overall number—proportionally a greater percentage of cross-country participants were found in the central regions of the country (West North Central, West South Central, East North Central, and East South Central). Just over 35 percent of cross-country participants were found in these regions compared to under 30 percent of skiers and snowboarders.

P: SALOMON

FREQUENCY OVERALL



GAIN / LOSS

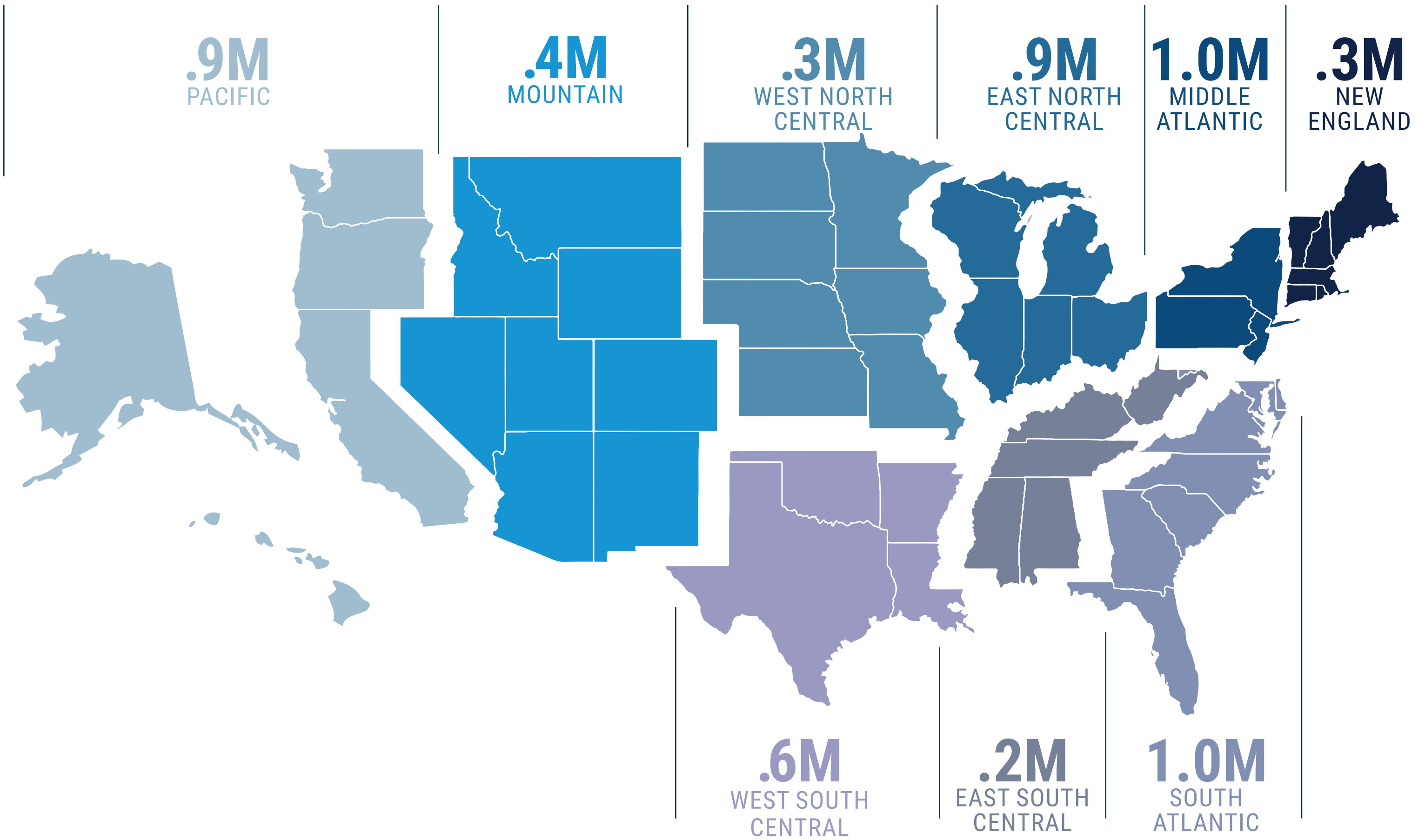
In 2022-23, there were 5.3M participants. In 2023-24, 1.9M participants were new, 0.7M returned, and 2.5M participants took the season off.

The total for 2023-24 was 5.5M.

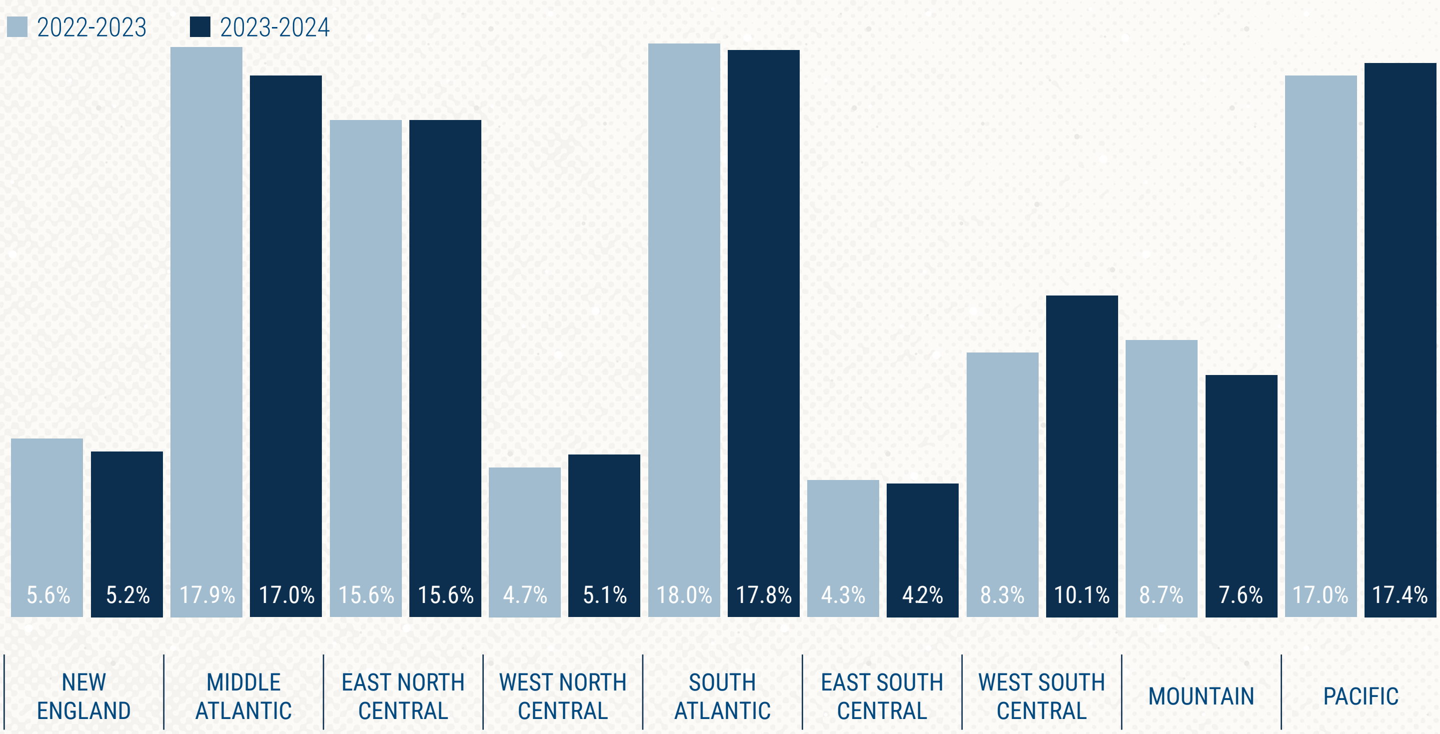
rounded figures shown

CROSS-COUNTRY BY REGION OF RESIDENCE

2023-2024

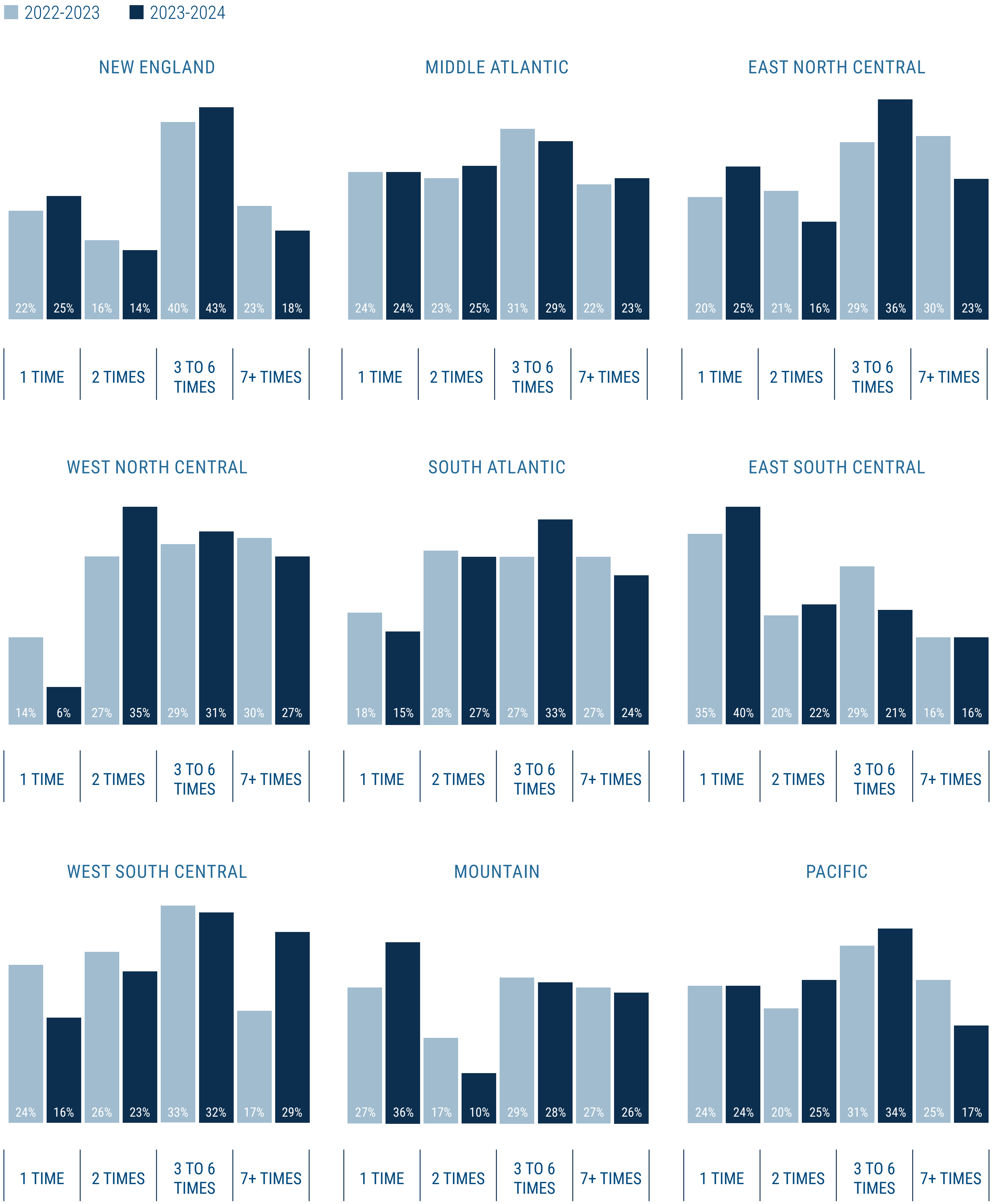


CROSS-COUNTRY SKIING BY REGION OF RESIDENCE BY PERCENTAGE



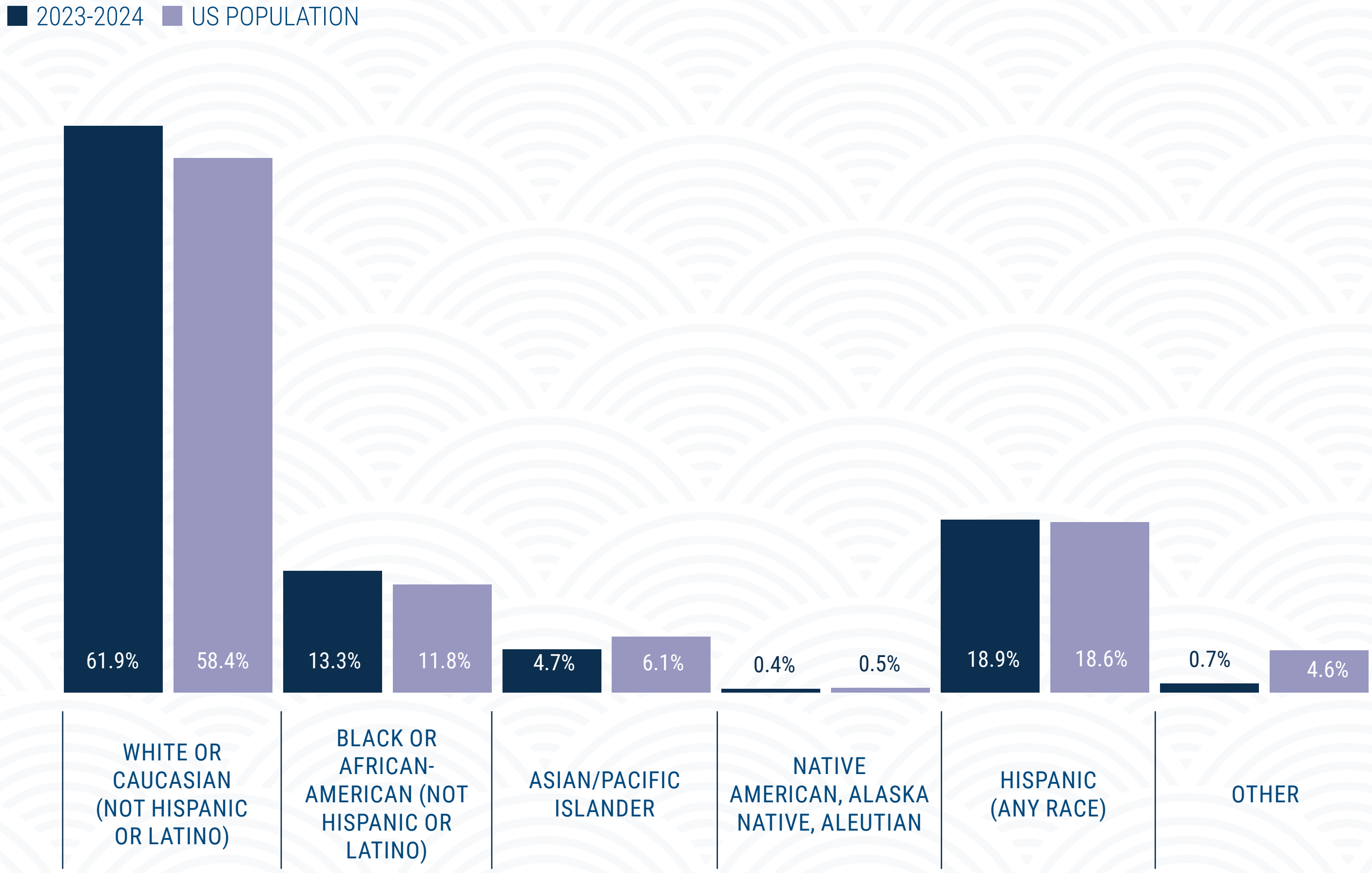
These numbers and percentages are based on 5.5M total cross-country participants

REGIONS BY FREQUENCY



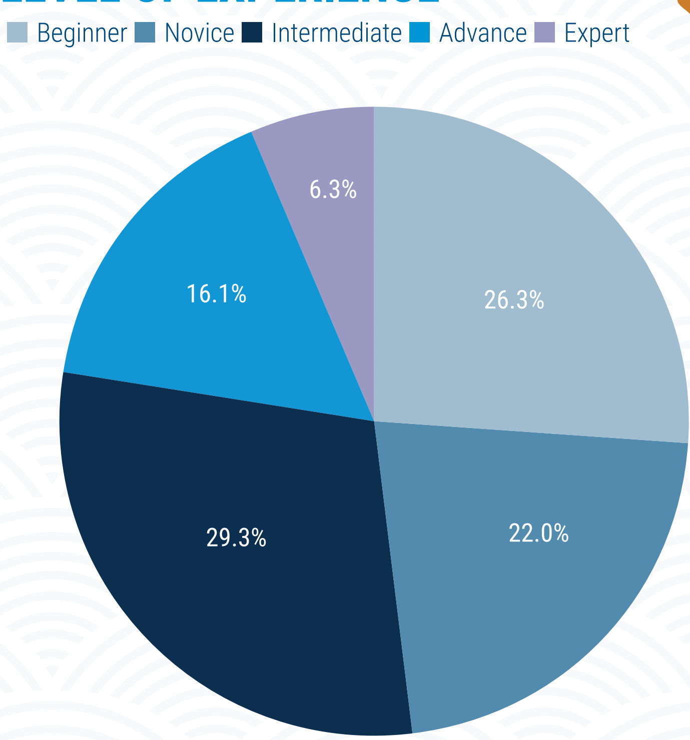
These numbers and percentages are based on 5.5M total cross-country participants

RACE / ETHNICITY OVERALL



LEVEL OF EXPERIENCE

NEW IN 2024

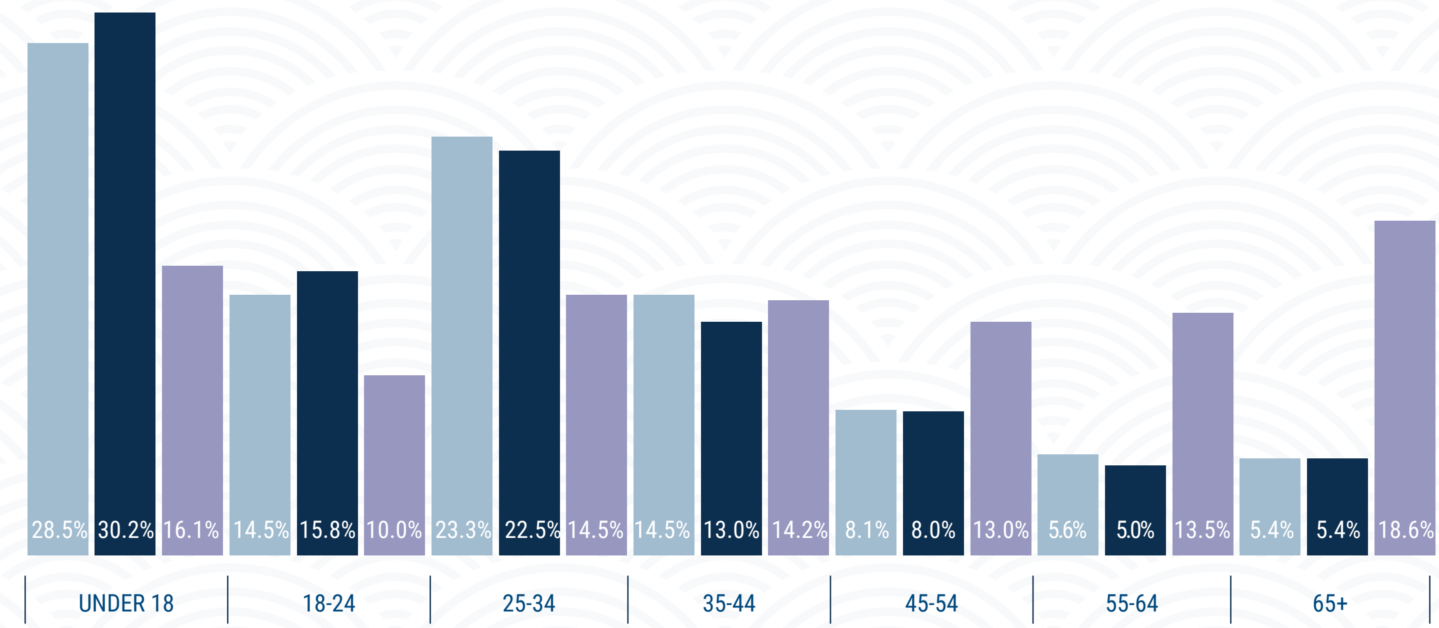


P: ATOMIC

These numbers and percentages are based on 5.5M total cross-country participants

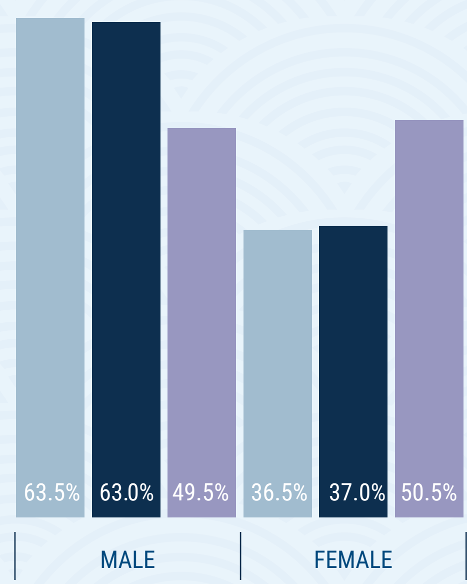
AGE OVERALL

2022-2023 2023-2024 US POPULATION



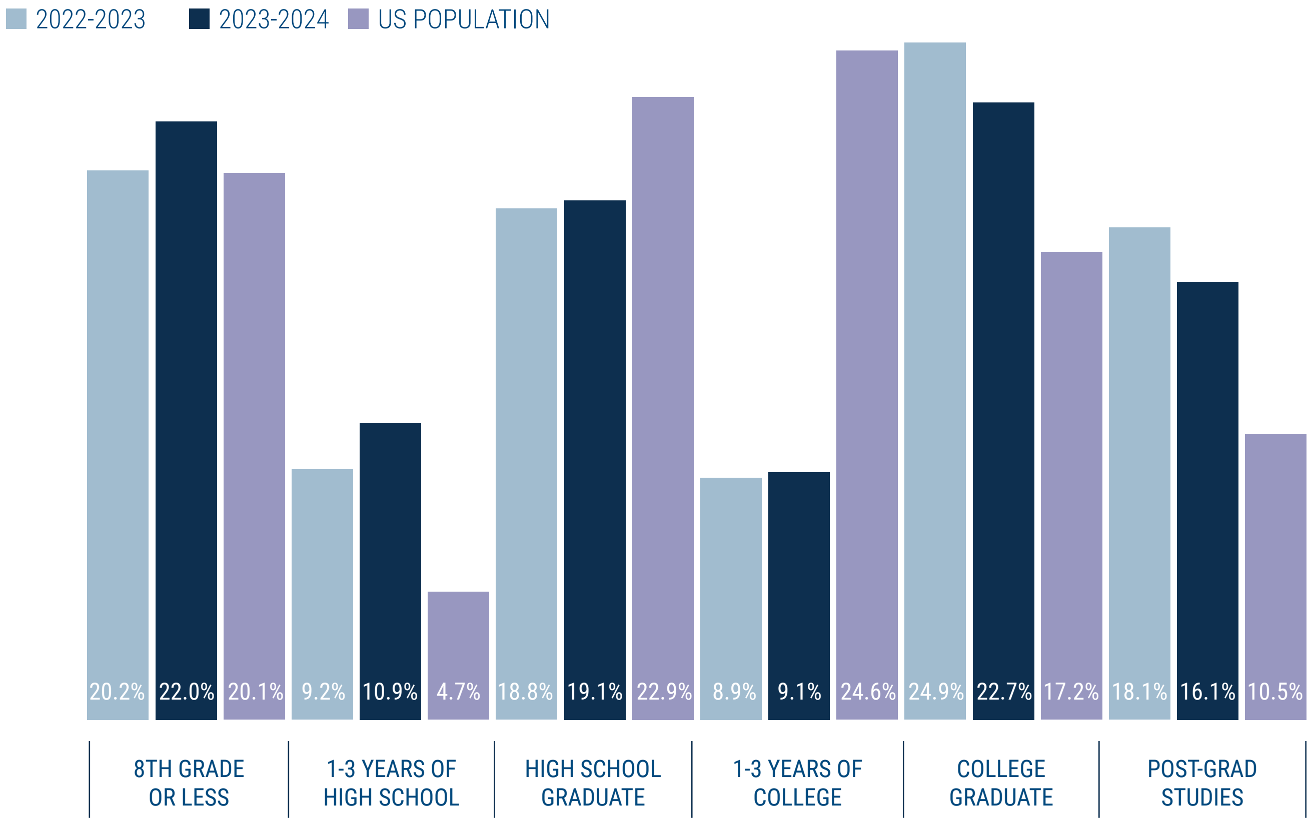
GENDER OVERALL

2022-2023 2023-2024 US POPULATION



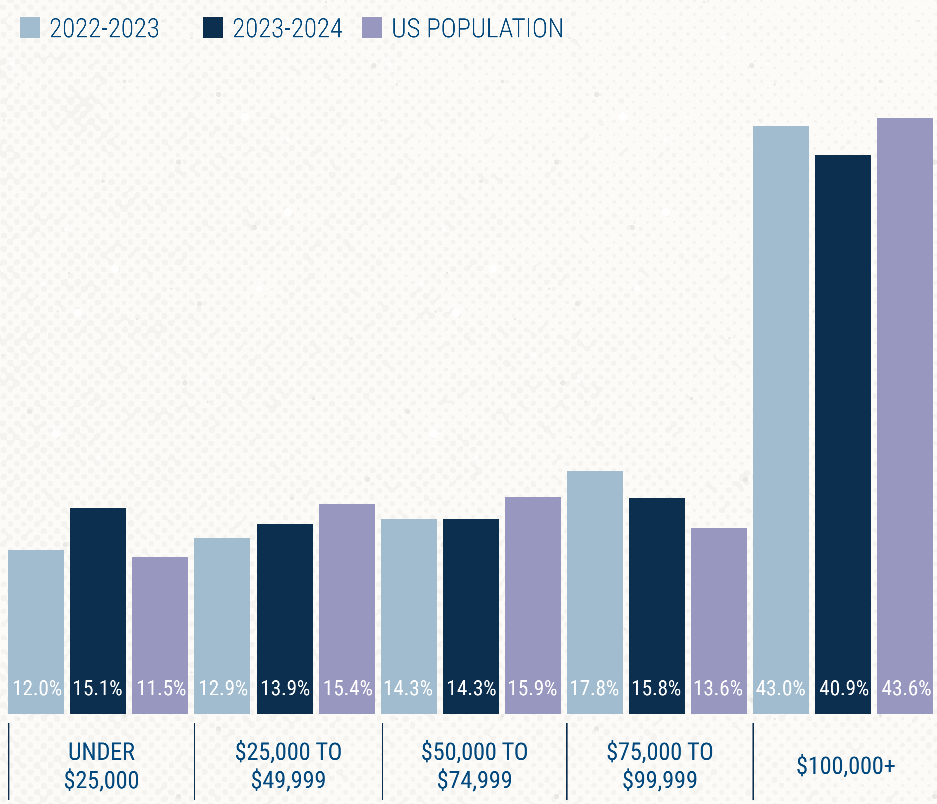
P: SALOMON

EDUCATION OVERALL




P: SALOMON

INCOME OVERALL

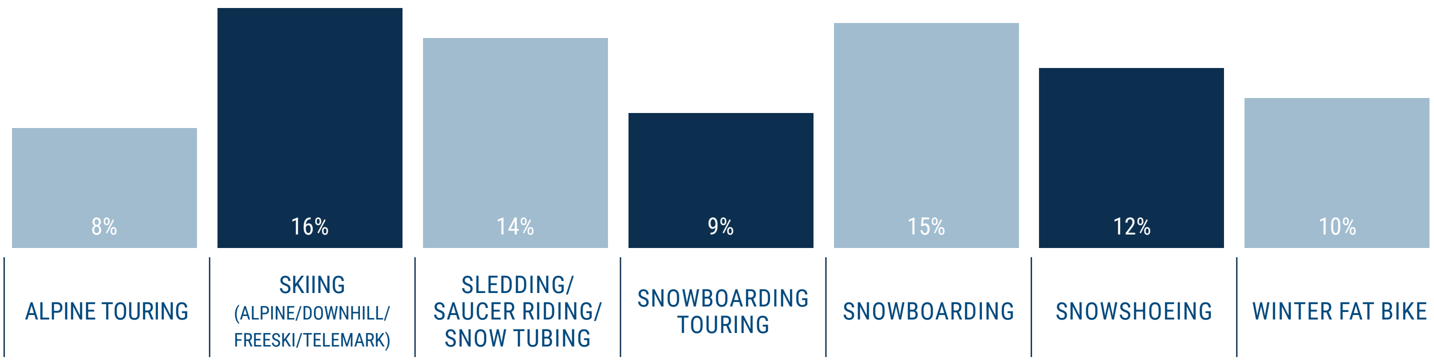


These numbers and percentages are based on 5.5M total cross-country participants

CROSSOVER ACTIVITIES

PROPORTION OF CROSS-COUNTRY SKIERS WHO ALSO PARTICIPATE IN SHOWN ACTIVITY

OTHER SNOW SPORTS



OTHER OUTDOOR SPORTS

25%
CAMPING
(WITHIN 1/4 MILE OF VEHICLE/HOME)

20%
HIKING
(DAY)

20%
GOLF
(9 OR 18-HOLE GOLF COURSE)

18%
BICYCLING
(ROAD/PAVED SURFACE)

18%
TRAIL RUNNING

BACKPACKING OVERNIGHT: **13%**
(MORE THAN 1/4 MILE FROM VEHICLE/HOME)

BICYCLING: **13%**
(MOUNTAIN/NON-PAVED SURFACE)

BOARDSAILING/WINDSURFING: **9%**

CANOEING: **11%**

CLIMBING: **9%**
(INDOOR)

CLIMBING: **5%**
(SPORT/BOULDER)

CLIMBING: **6%**
(TRADITIONAL/ICE/MOUNTAINEERING)

FISHING: **16%**
(FLY)

FISHING: **17%**
(FRESHWATER/OTHER)

FISHING: **9%**
(SALTWATER)

KAYAKING: **9%**
(RECREATIONAL)

KAYAKING: **5%**
(SEA/TOURING)

KAYAKING: **7%**
(WHITE WATER)

ROLLER SKATING: **7%**
(INLINE WHEELS)

RUNNING/JOGGING: **15%**

SAILING: **8%**

SKATEBOARDING: **10%**

STAND UP PADDLING: **5%**

SURFING: **6%**

WAKEBOARDING: **4%**

WATER SKIING: **6%**

These numbers and percentages are based on 5.5M total cross-country participants

For additional participation data and insights, contact research@snowsports.org

Snowsports Industries America

SNOWSHOE PARTICIPATION & DEMOGRAPHICS

TOTAL PARTICIPANTS
4.6M

P: ATLAS

THREE KEY TAKEAWAYS IN 2023-2024

01

The number of snowshoeing participants exceeded 4.6M. For the first time more than 4.6M people participated in snowshoeing in the 2023-24 season, a nearly 3 percent increase in participants. This comes after a season (2022-23) where we saw a very large jump (17 percent) in participation. This slowing growth rate overall can be attributed to more participants leaving the sport. In 2023-24, more than 2.7M left the sport, an increase over the 2.4M that left the prior season, while the number of new and returning participants largely held steady at 2.9M participants each season.

02

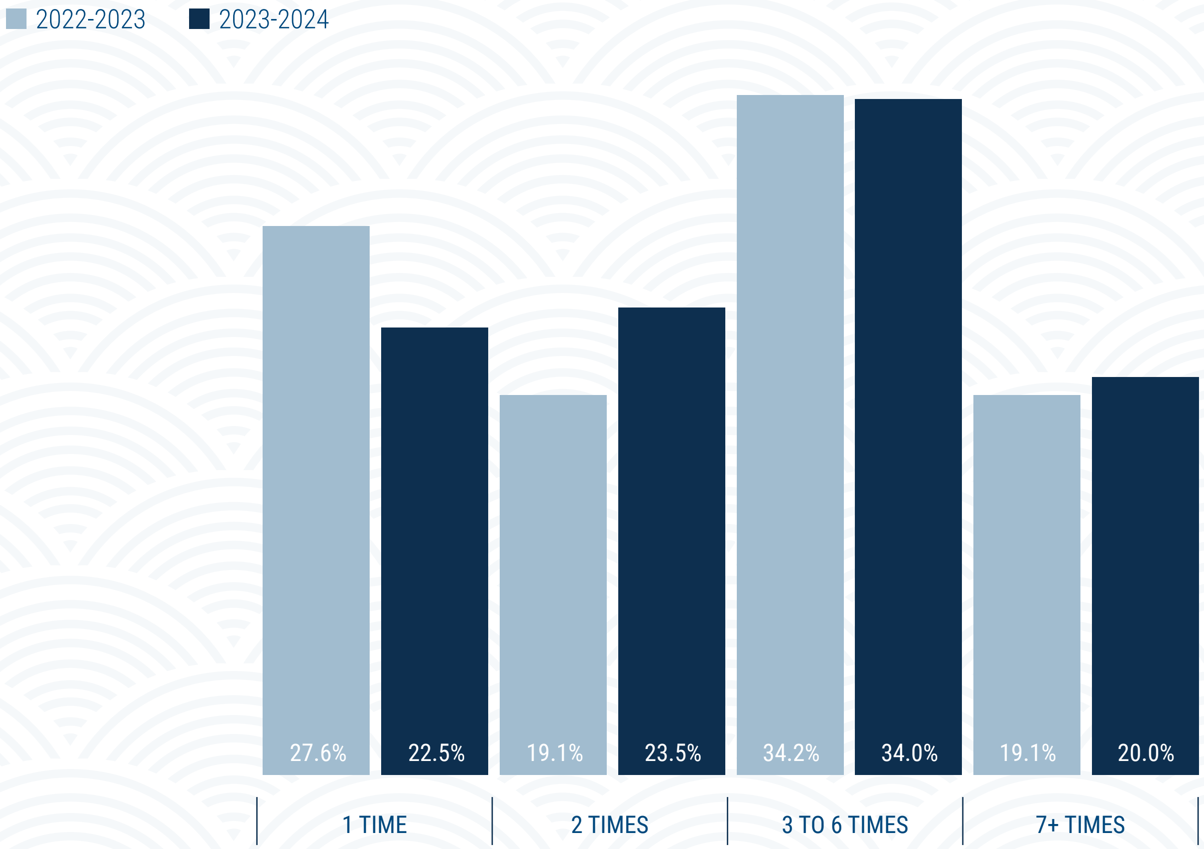
Snowshoeing participants reported lower frequency of participation compared to other snowsports. More participants (46 percent) reported going snowshoeing only 1 or 2 times than did participants of skiing, snowboarding, or cross-country. They were also less likely to report going 7 or more times (20 percent) while 23 to 28 percent of participants in the aforementioned sports reported going 7 or more times per season.

03

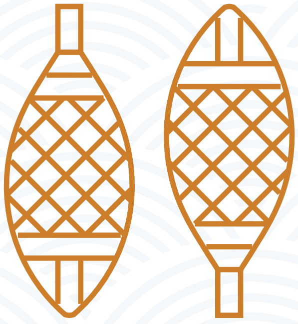
Snowshoeing has steadily become more diverse. Black participation has steadily increased from between 9 and 10 percent to nearly 15 percent over the past three seasons. The proportion of participants reporting lower household incomes also continued to increase. Thirty percent of participants in 2023-24 reported incomes under $50K while 24 percent reported the same in 2021-22. The proportion of female participants also continued to grow with 38 percent of participants in 2023-24 being female, up from 34 percent in 2021-22. (Note that while we do collect LGBTQ+ demographics, we don't report these for the smaller sports due to smaller sample sizes.)

P: ATLAS

FREQUENCY OVERALL



GAIN / LOSS

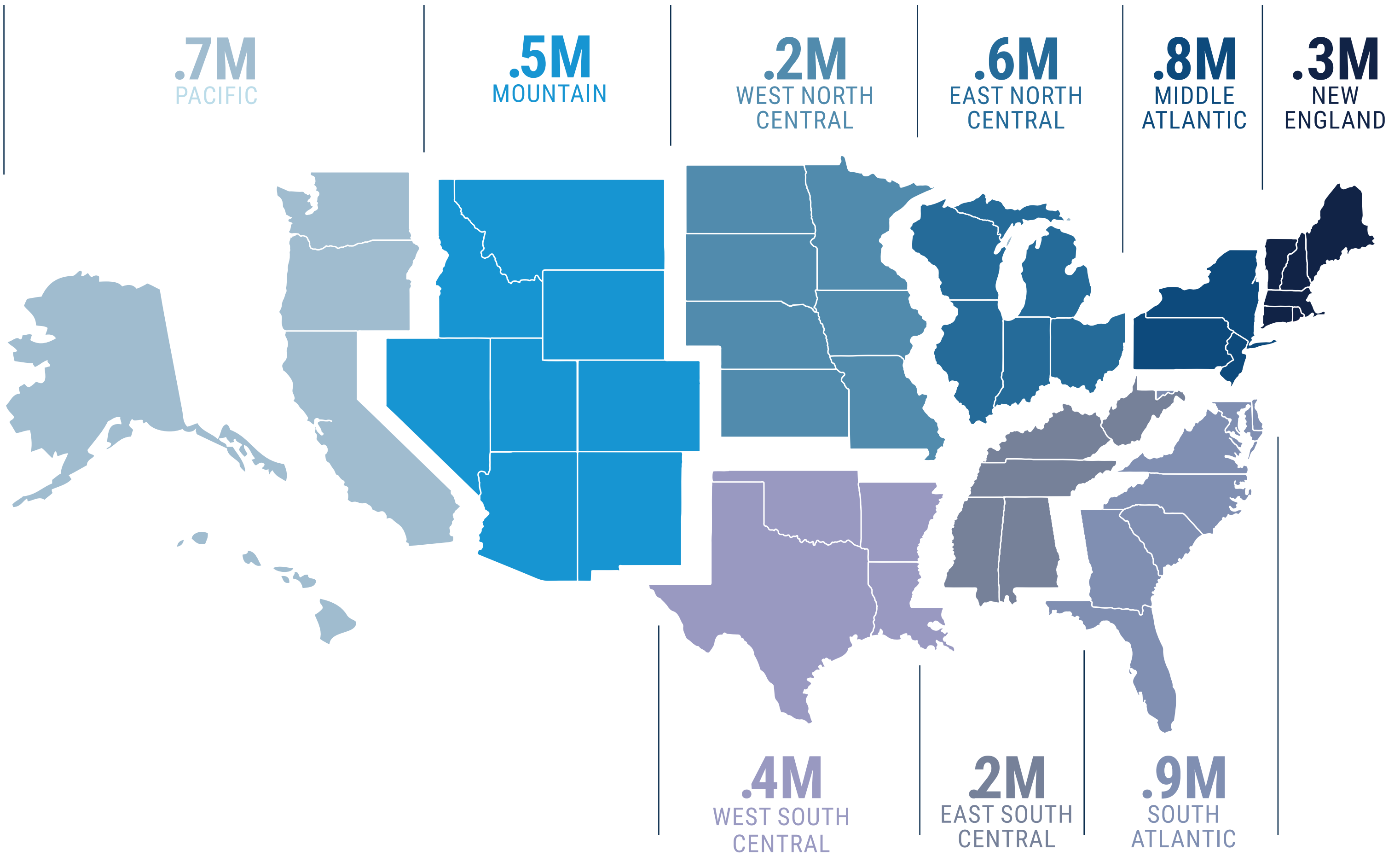


In 2022-23, there were 4.5M participants. In 2023-24, 1.0M participants were new, 1.8M returned, and 2.7M participants took the season off.

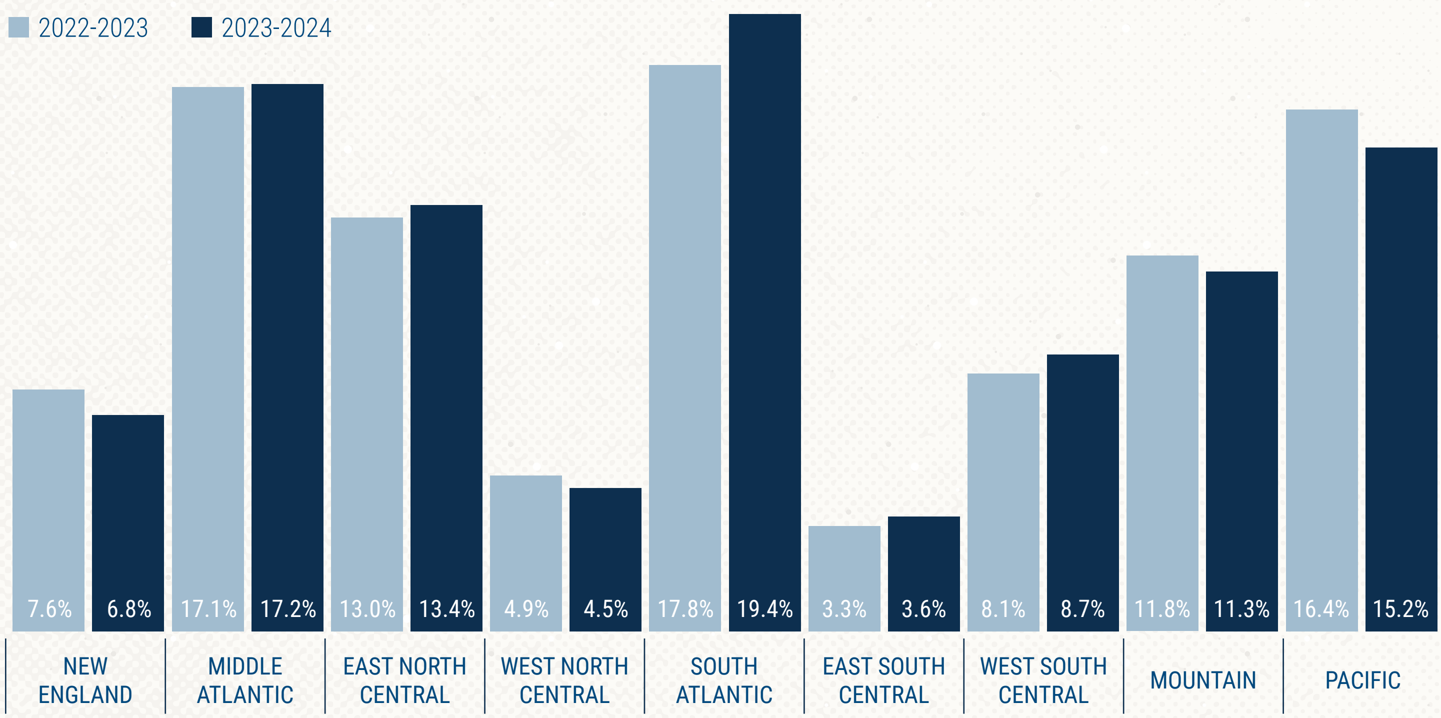
The total for 2023-24 was 4.6M.
rounded figures shown

SNOWSHOE BY REGION OF RESIDENCE

2023-2024



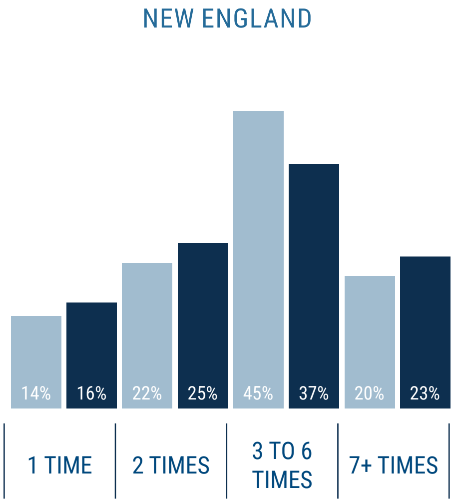
SNOWSHOE BY REGION OF RESIDENCE BY PERCENTAGE

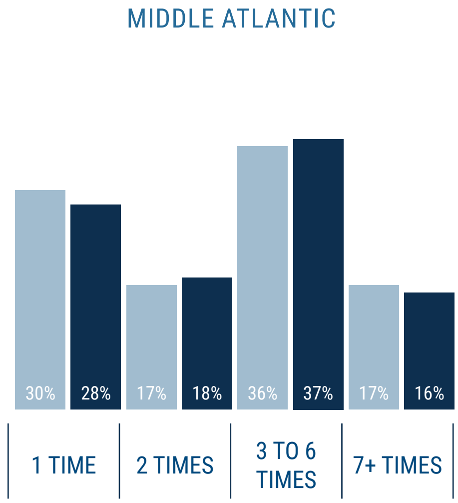


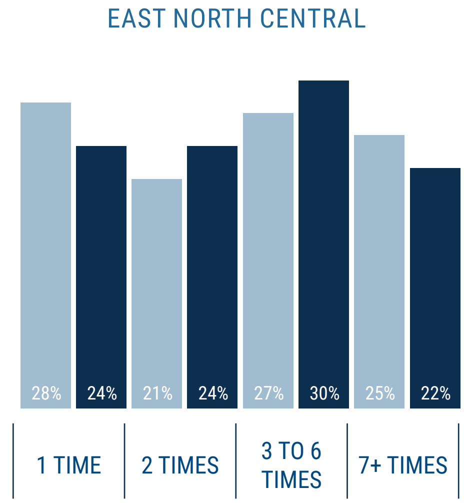
These numbers and percentages are based on 4.6M total snowshoe participants

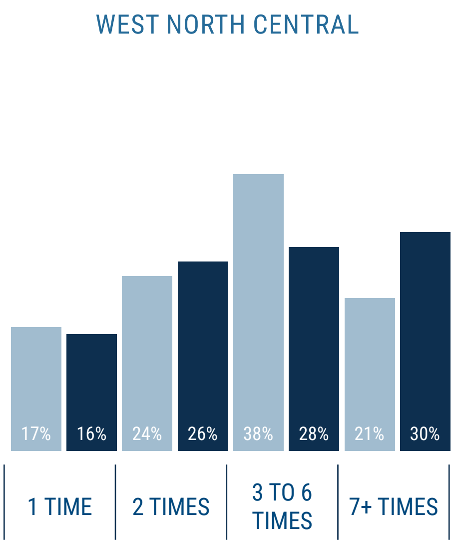
REGIONS BY FREQUENCY

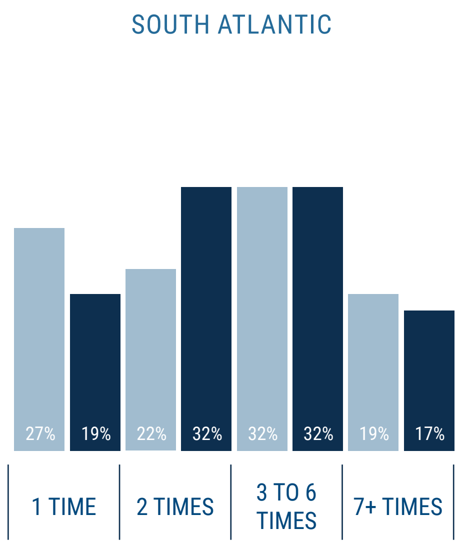
2022-2023 ■ 2023-2024

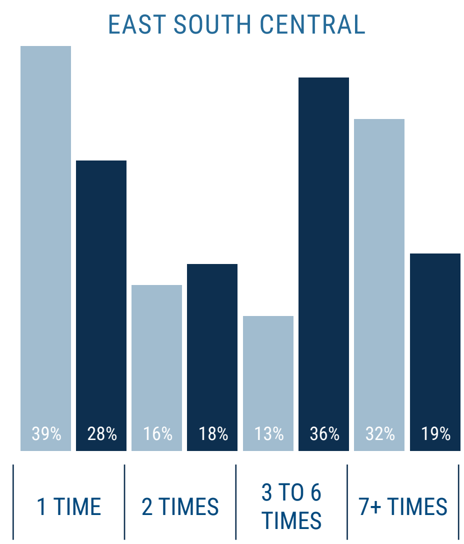


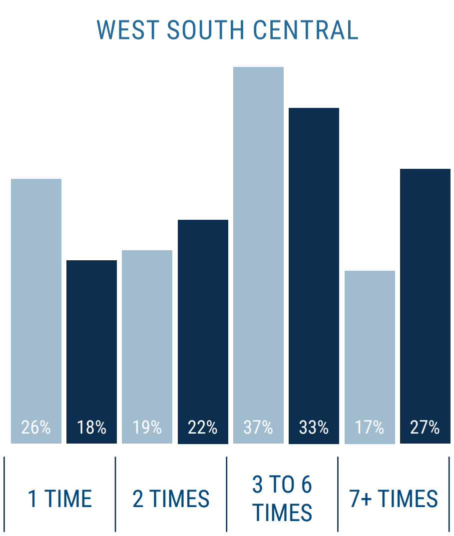


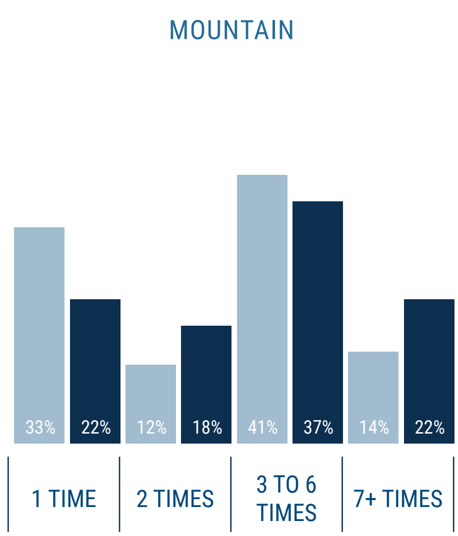


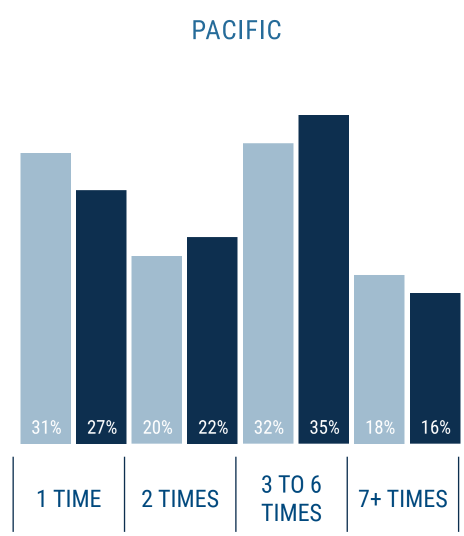






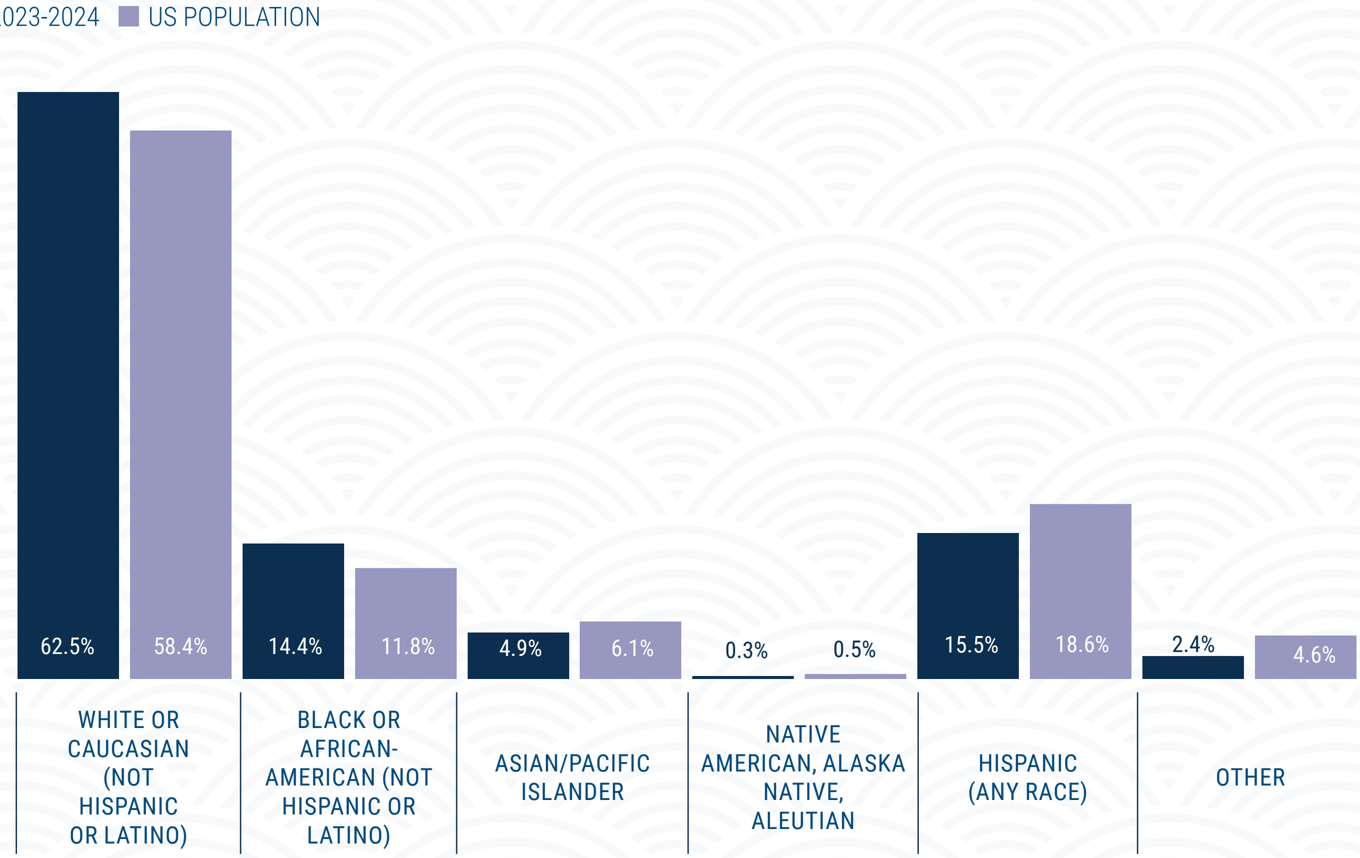






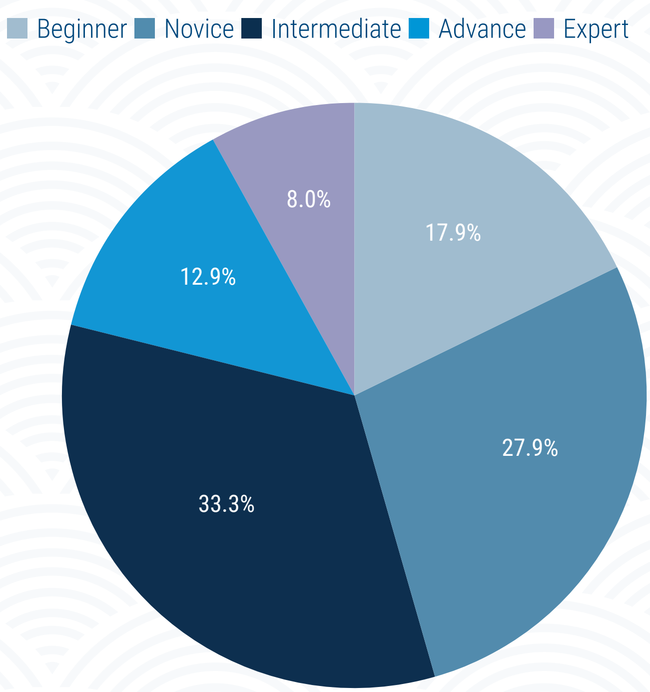
These numbers and percentages are based on 4.6M total snowshoe participants

RACE / ETHNICITY OVERALL



LEVEL OF EXPERIENCE

NEW IN 2024

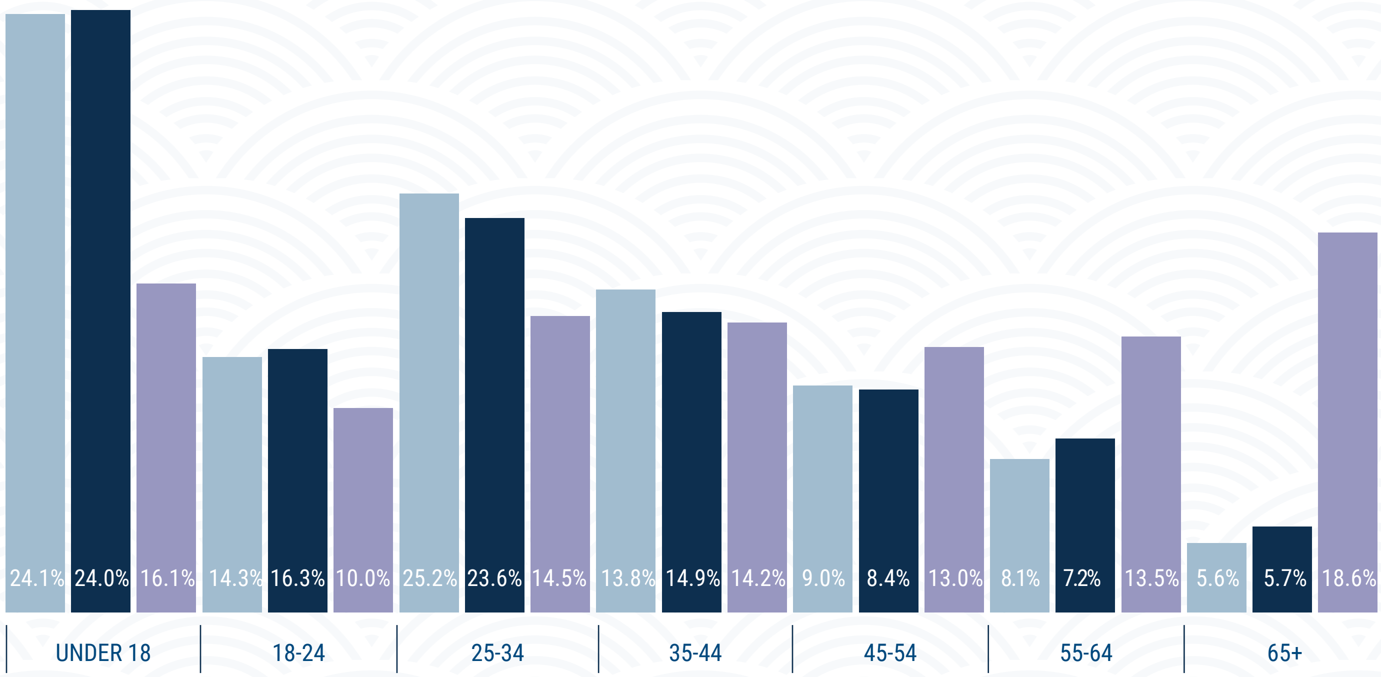


P: ATLAS

These numbers and percentages are based on 4.6M total snowshoe participants

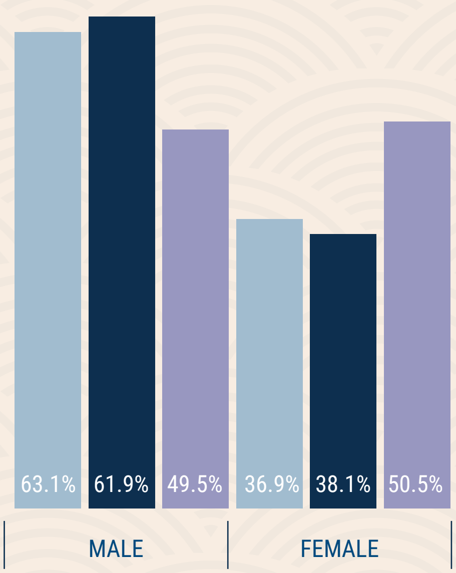
AGE OVERALL

2022-2023 2023-2024 US POPULATION



GENDER OVERALL

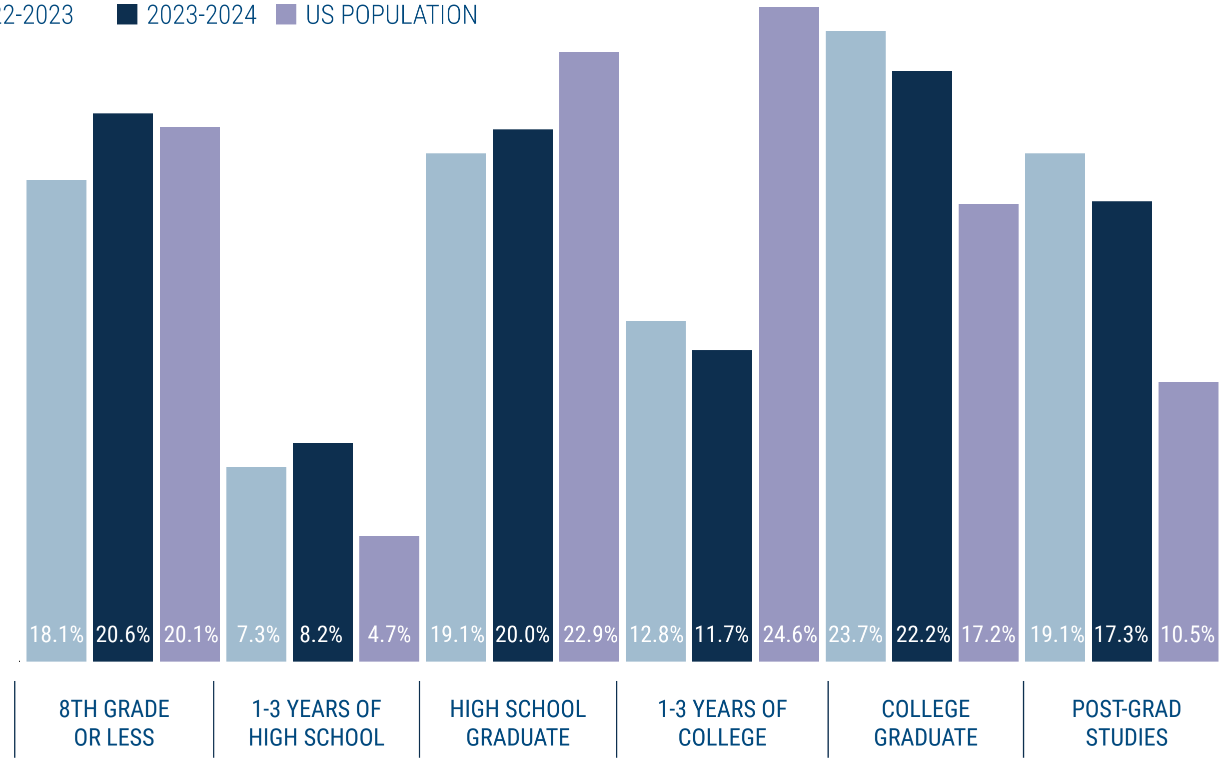
2022-2023 2023-2024 US POPULATION



P: ATLAS

EDUCATION OVERALL

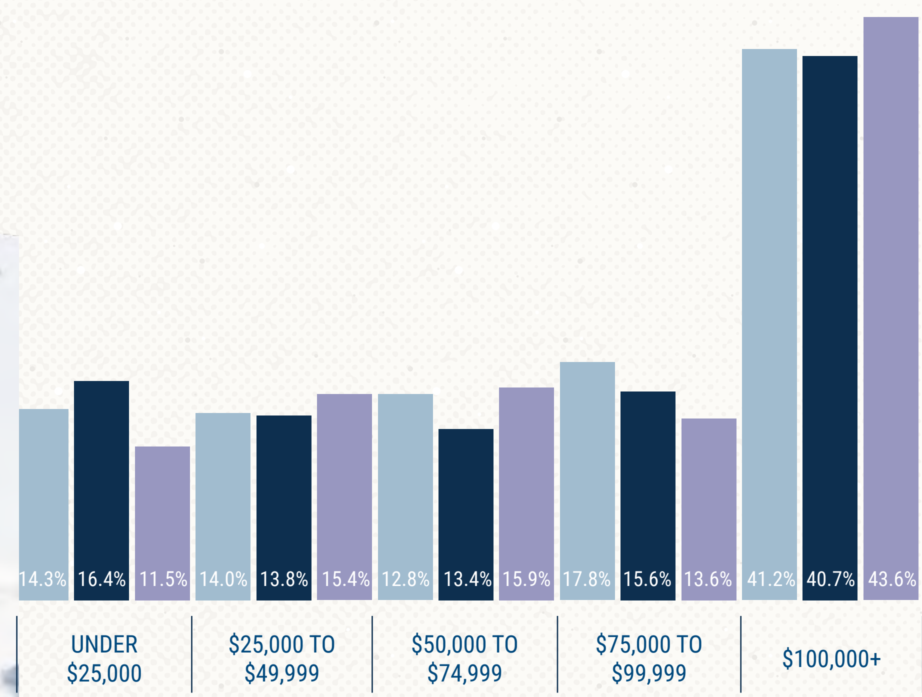
2022-2023 2023-2024 US POPULATION



P: TUBBS

INCOME OVERALL

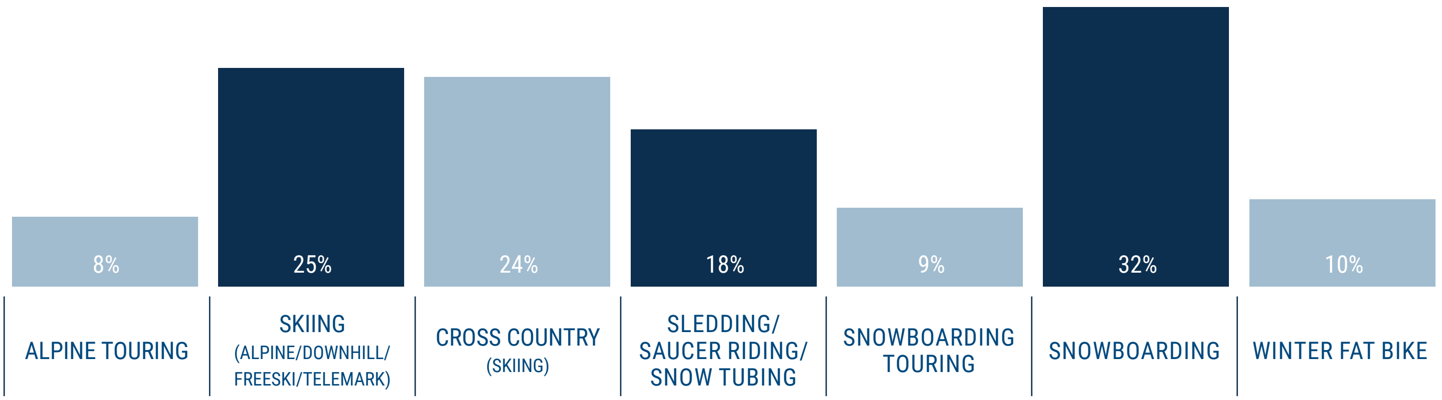
2022-2023 2023-2024 US POPULATION



CROSSOVER ACTIVITIES

PROPORTION OF SNOWSHOERS WHO ALSO PARTICIPATE IN SHOWN ACTIVITY

OTHER SNOW SPORTS



OTHER OUTDOOR SPORTS

27% HIKING (DAY)

25% CAMPING (WITHIN 1/4 MILE OF VEHICLE/HOME)

21% FISHING (FRESHWATER/OTHER

20% BICYCLING (ROAD/PAVED SURFACE)

17% RUNNING/JOGGING

BACKPACKING OVERNIGHT: **9%**
MORE THAN 1/4 MILE FROM VEHICLE/HOME

BICYCLING: **14%**
(MOUNTAIN/NON-PAVED SURFACE)

BOARDSAILING/WINDSURFING: **5%**

CANOEING: **12%**

CLIMBING: **9%**
(INDOOR)

CLIMBING: **8%**
(SPORT/BOULDER)

CLIMBING: **9%**
(TRADITIONAL/ICE/MOUNTAINEERING)

FISHING: **9%**
(FLY)

FISHING: **11%**
(SALTWATER)

GOLF: **12%**
(on a 9 or 18-hole golf course)

KAYAKING: **13%**
(RECREATIONAL)

KAYAKING: **8%**
(SEA/TOURING)

KAYAKING: **8%**
(WHITE WATER)

ROLLER SKATING: **10%**
(INLINE WHEELS)

SAILING: **10%**

SKATEBOARDING: **10%**

STAND UP PADDLING: **6%**

SURFING: **5%**

TRAIL RUNNING: **17%**

WAKEBOARDING: **5%**

WATER SKIING: **4%**

These numbers and percentages are based on 4.6M total snowshoe participants

Snowsports Industries America

ALPINE TOURING PARTICIPATION & DEMOGRAPHICS

TOTAL PARTICIPANTS
2.5M

P: ELEVATE OUTDOOR COLLECTIVE

THREE KEY TAKEAWAYS IN 2023-2024

01

The number of participants in alpine touring (AT) decreased slightly in 2023-24. After years of growth, the number of people participating in alpine touring has decreased slightly. While the rounded number of participants remained the same at 2.5M, there was a decrease of 2 percent.

02

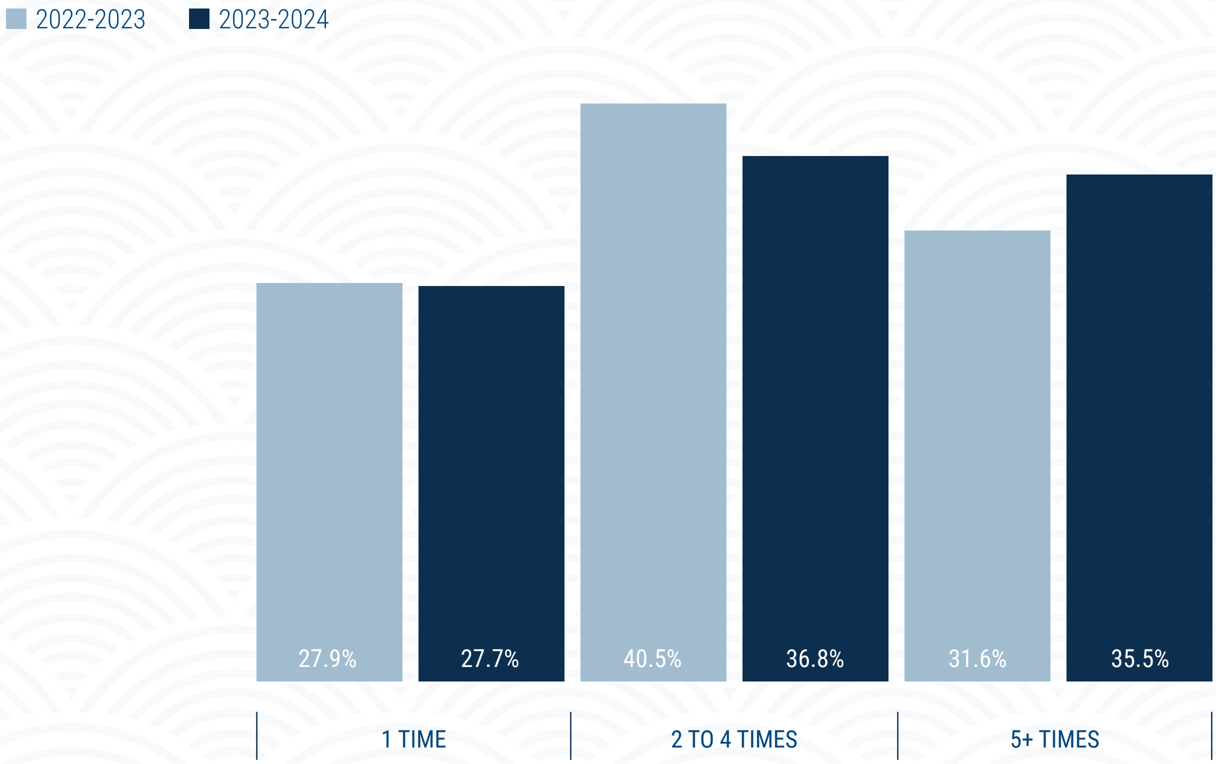
AT participants increasingly participated in a variety of venues. The proportion of participants who reported touring at resorts on marked trails, at resorts via uphill access, at the resorts out of bounds, and in the backcountry all increased since 2022-23. This means participants were increasingly participating in more than one way.

03

The proportion of backcountry travelers carrying avalanche gear remained unchanged. The proportion of participants in either alpine touring or snowboard touring who access the backcountry and carry avalanche gear (beacon, probe, shovel) has remained unchanged for three seasons. In 2021-22, 2022-23, and 2023-24, 70 percent of backcountry users reported carrying this gear.

P: SCARPA

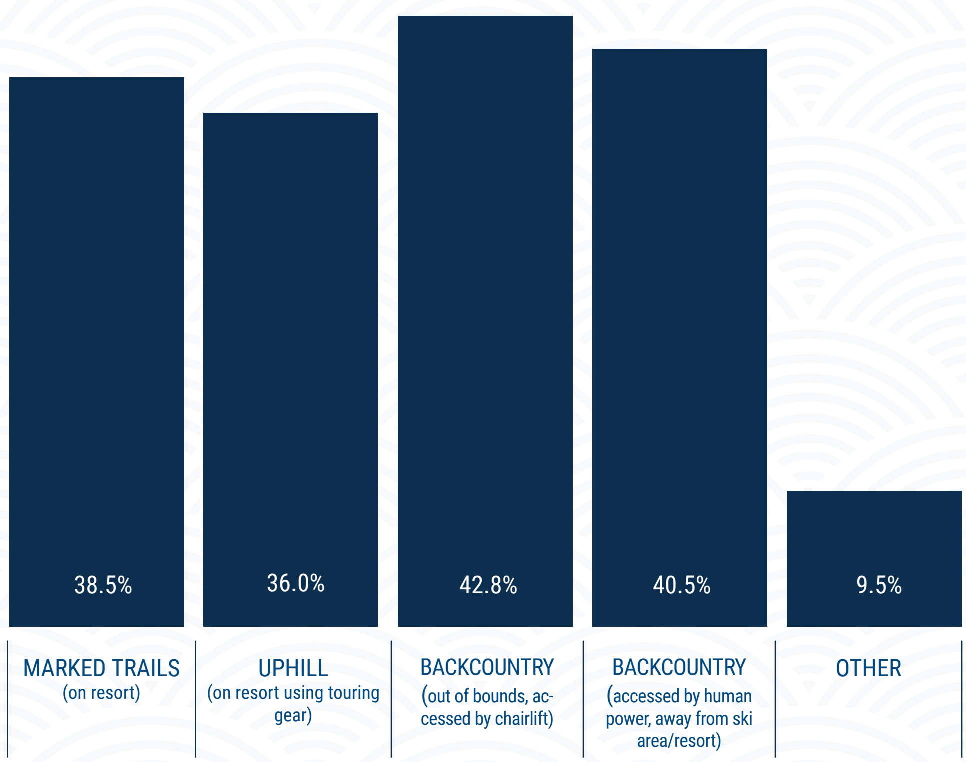
FREQUENCY OVERALL



AT TERRAIN

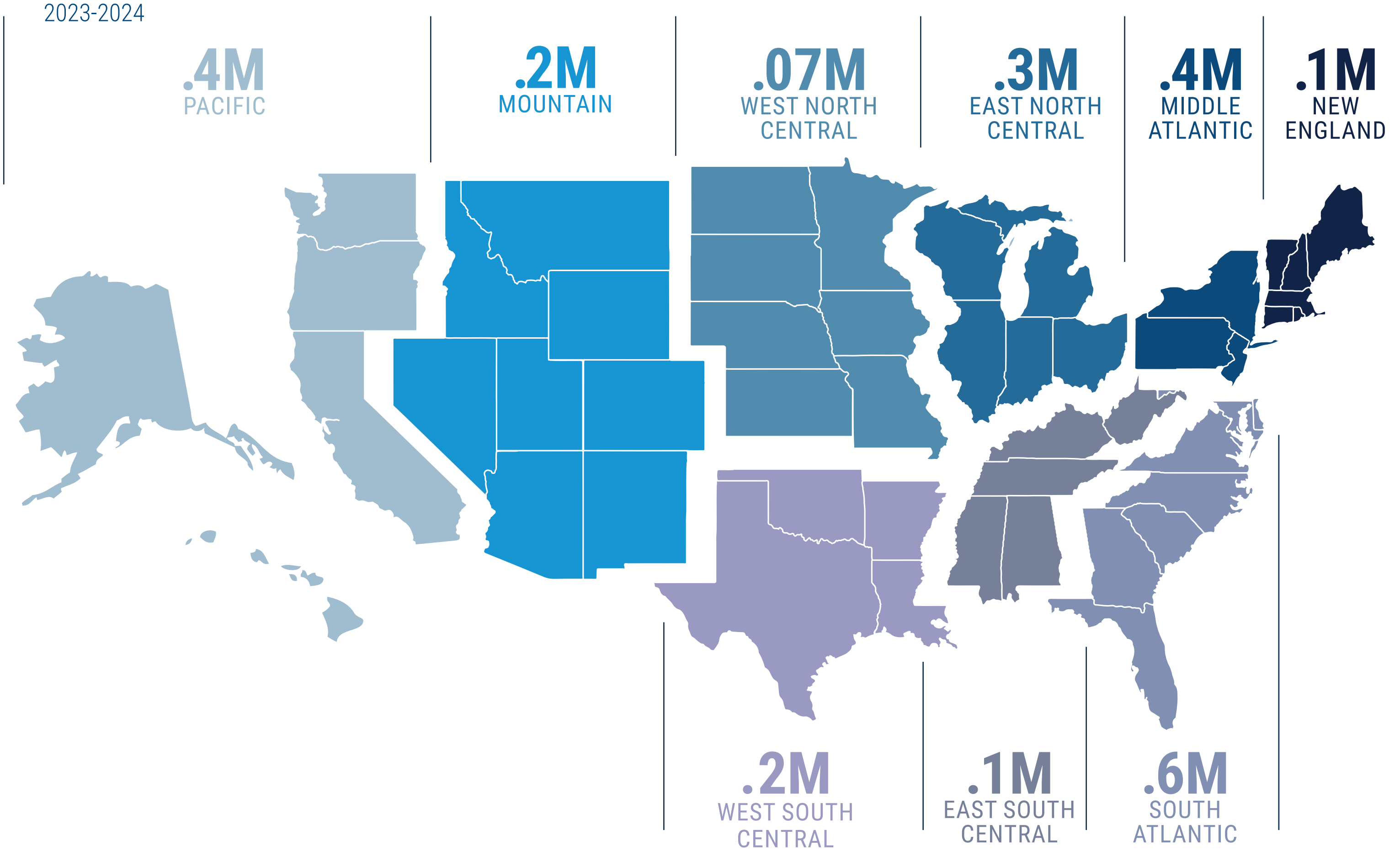
2023-2024

If they alpine tour (using specific AT skis), where did they MOST often go?

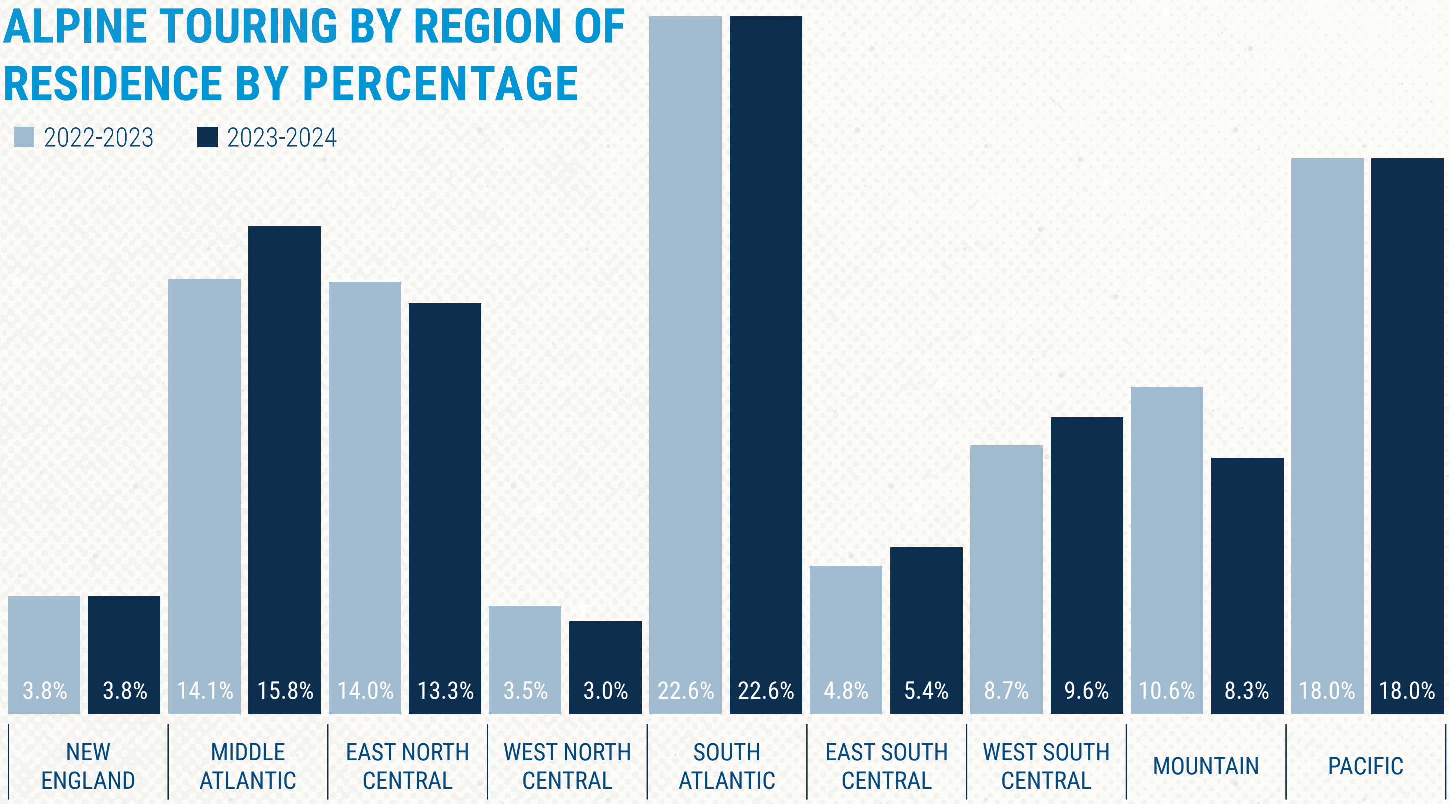


ALPINE TOURING BY REGION OF RESIDENCE

2023-2024



ALPINE TOURING BY REGION OF RESIDENCE BY PERCENTAGE

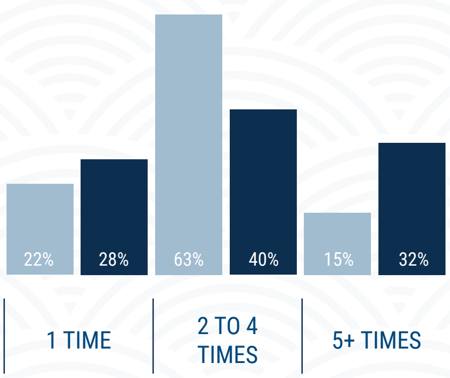


These numbers and percentages are based on 2.5M total AT participants, age 18 & older

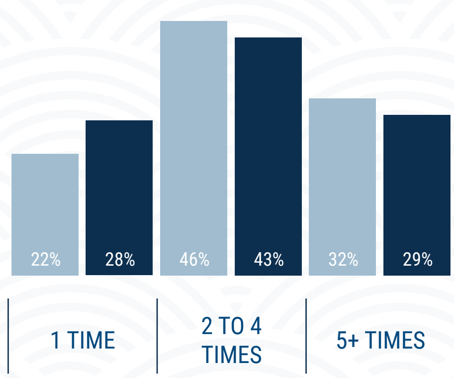
REGIONS BY FREQUENCY

2022-2023 2023-2024

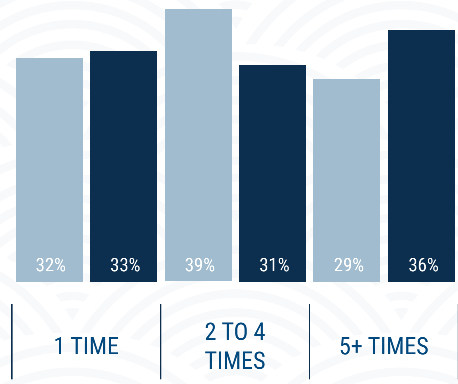
NEW ENGLAND



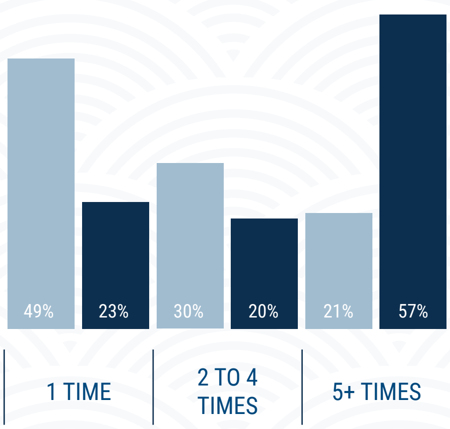
MIDDLE ATLANTIC



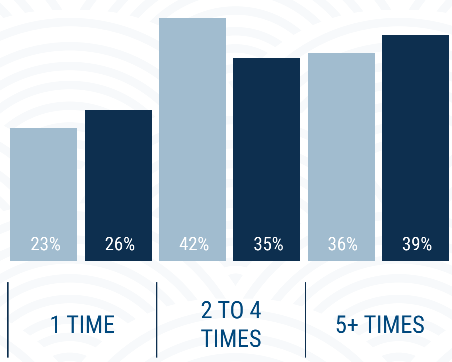
EAST NORTH CENTRAL



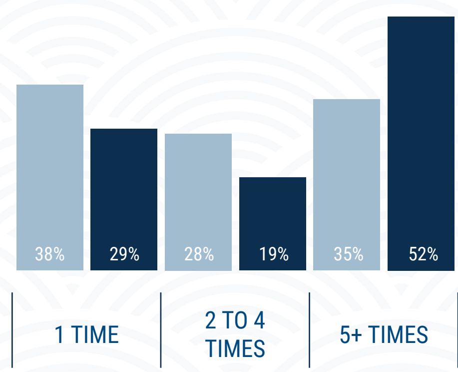
WEST NORTH CENTRAL



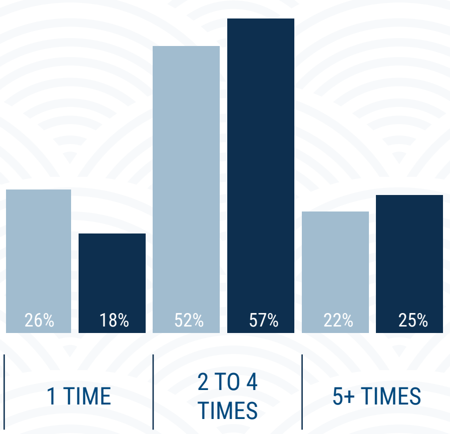
SOUTH ATLANTIC



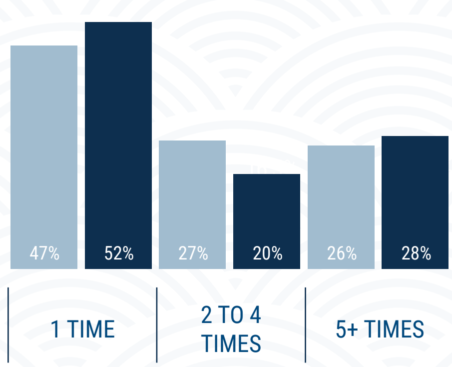
EAST SOUTH CENTRAL



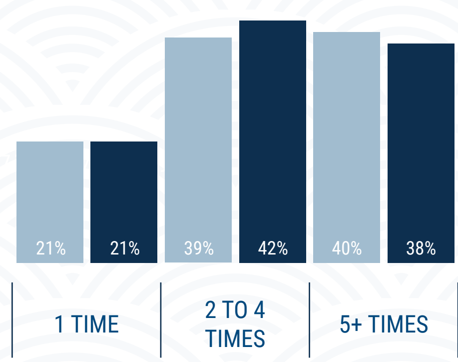
WEST SOUTH CENTRAL



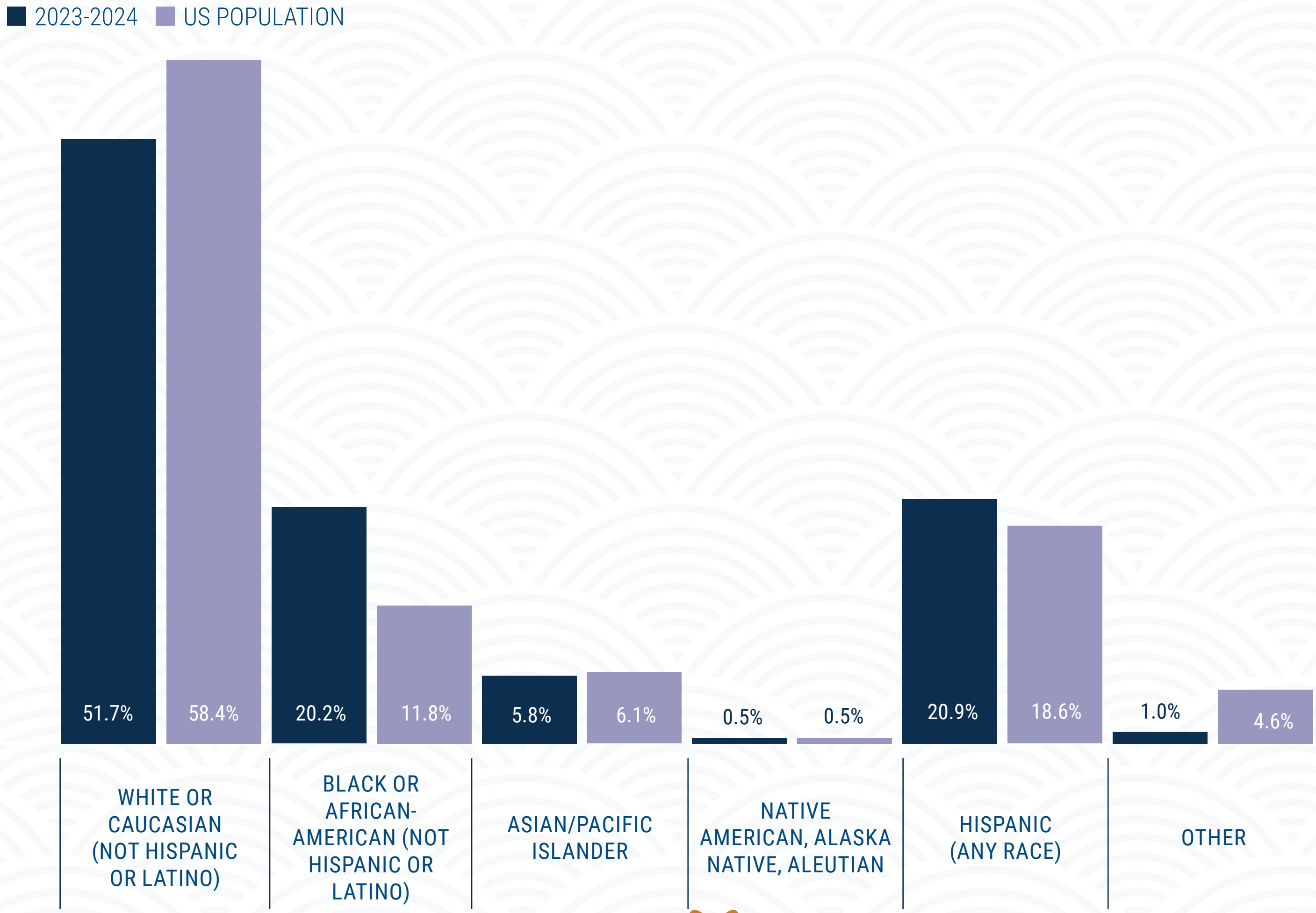
MOUNTAIN



PACIFIC

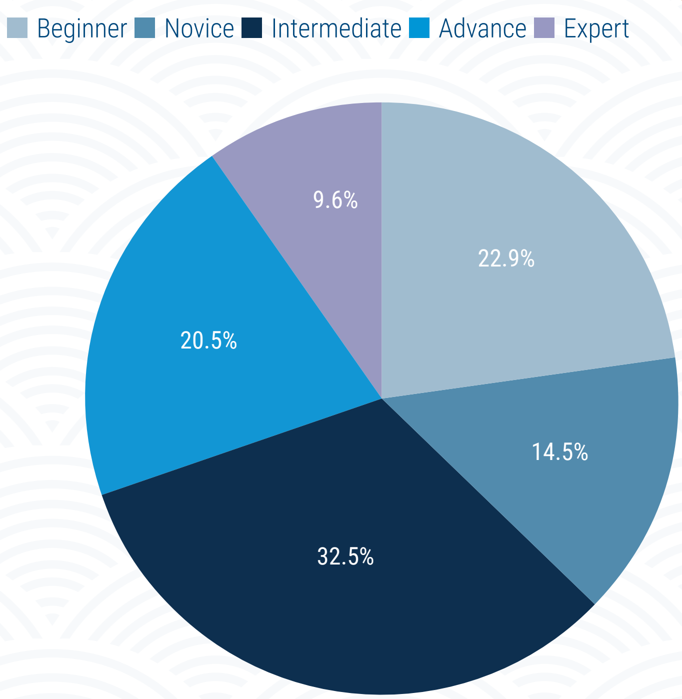


RACE / ETHNICITY OVERALL



LEVEL OF EXPERIENCE

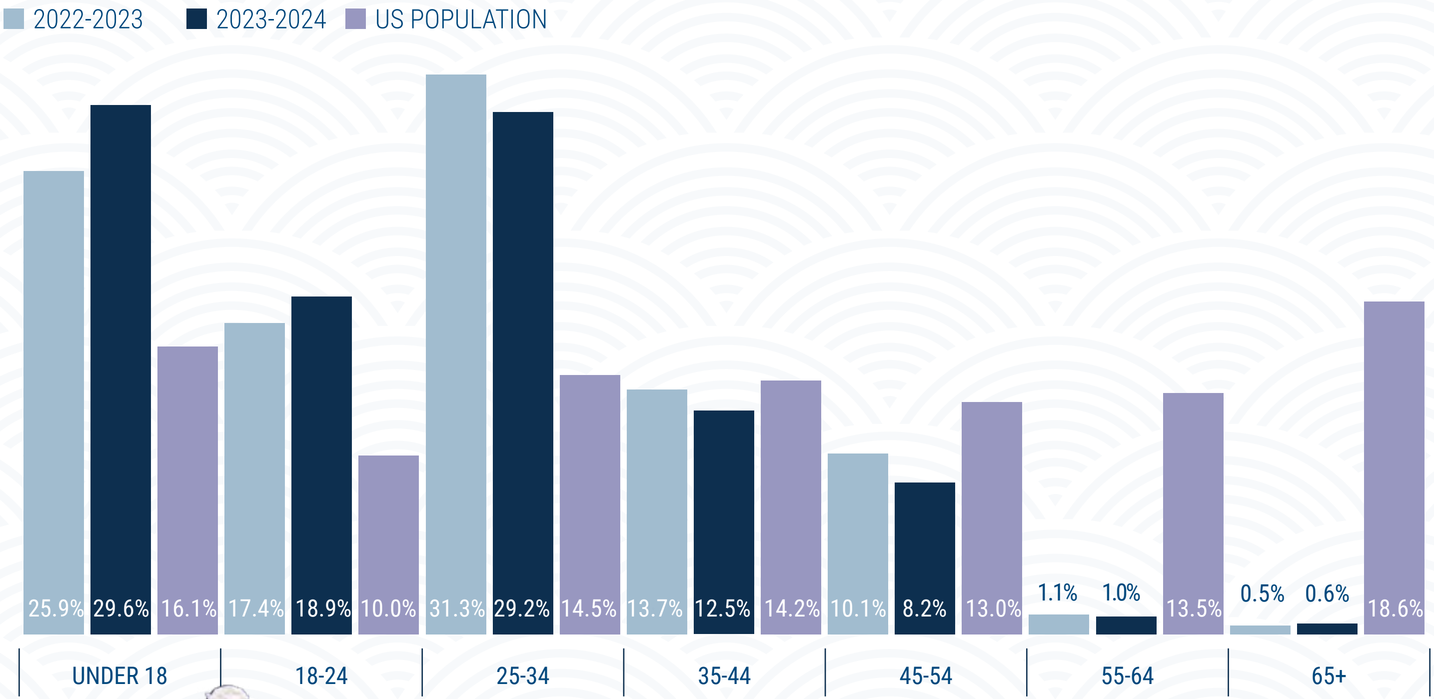
NEW IN 2024



P: ELEVATE OUTDOOR COLLECTIVE

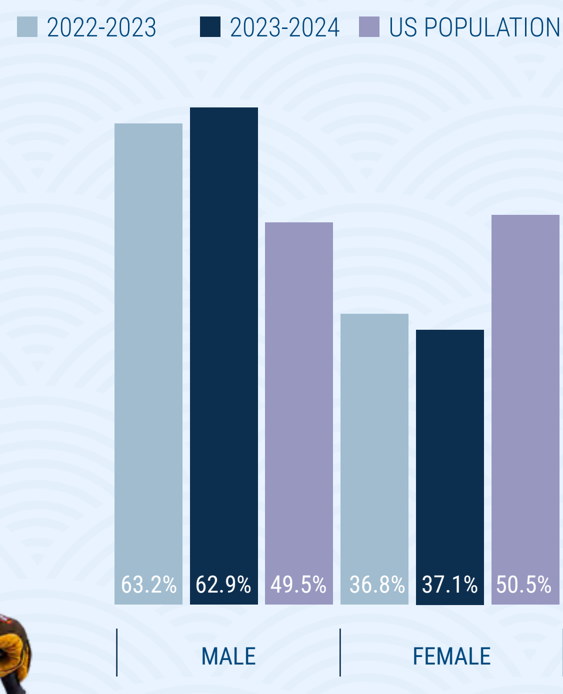
These numbers and percentages are based on 2.5M total AT participants, age 18 & older

AGE OVERALL



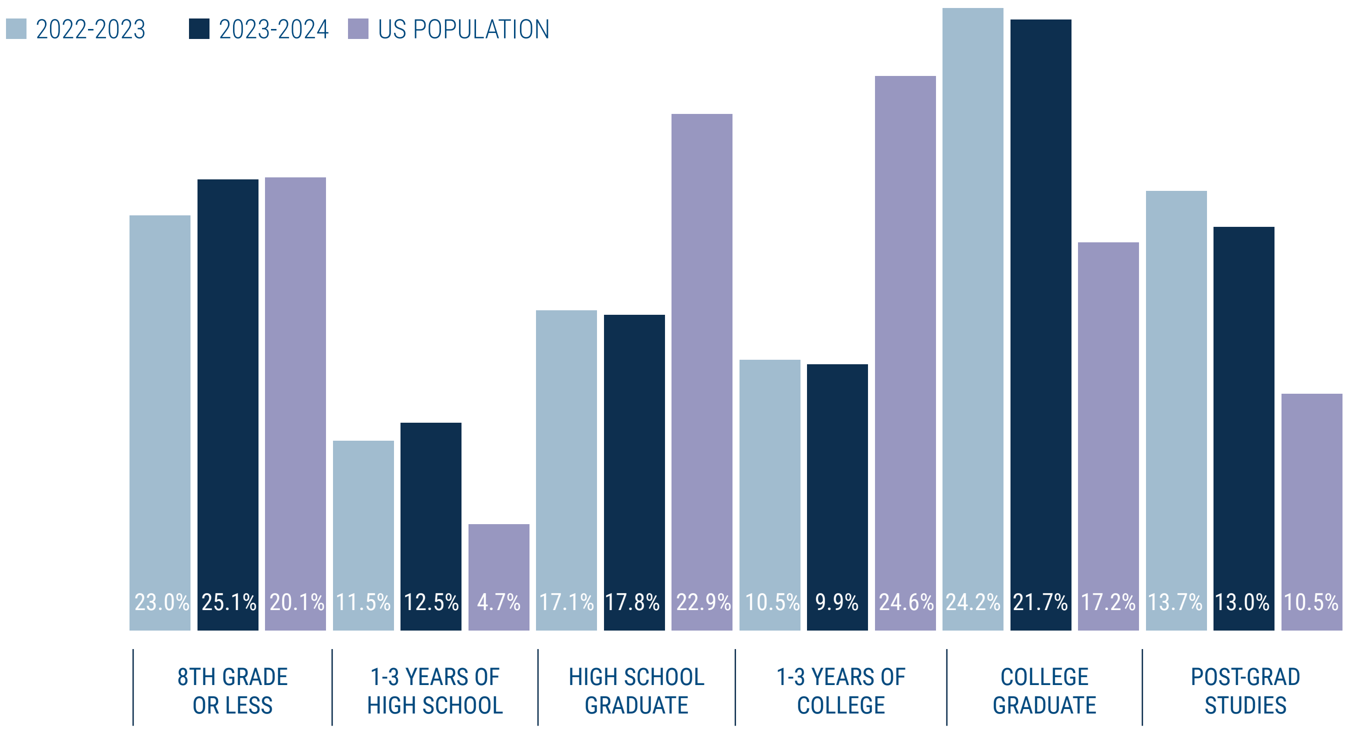
P: ELEVATE OUTDOOR COLLECTIVE

GENDER OVERALL

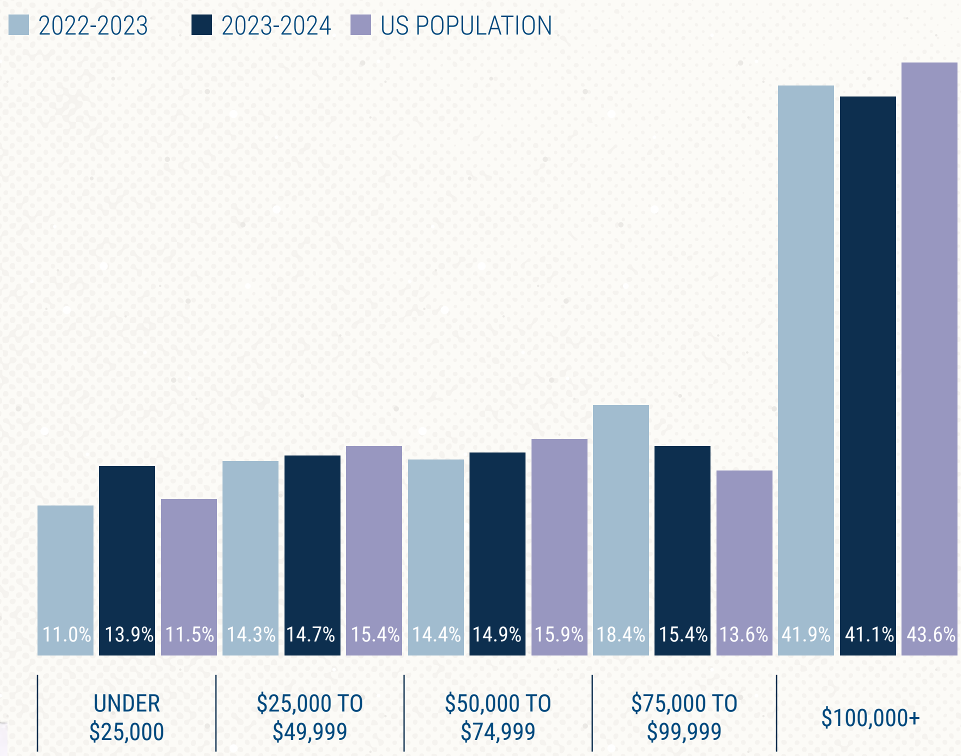


These numbers and percentages are based on 2.5M total AT participants, age 18 & older

EDUCATION OVERALL



INCOME OVERALL



P: ELEVATE OUTDOOR COLLECTIVE

Snowsports Industries America

SNOWBOARD TOURING PARTICIPATION & DEMOGRAPHICS

TOTAL PARTICIPANTS

2.2M

P: K2

THREE KEY TAKEAWAYS IN 2023-2024

01

Snowboard touring, similar to alpine touring, saw a modest decrease in participants. Snowboard touring followed a similar trend to that of alpine touring – after two previous seasons of significant growth, 2023-24 saw a slight decline. However, compared to alpine touring, neither the growth in past years nor the decline this year in snowboard touring has been as significant. In 2023-24, 2.2M people participated in snowboard touring, a decrease of just under 1 percent. Most of the decrease was among participants aged 35 to 54.

02

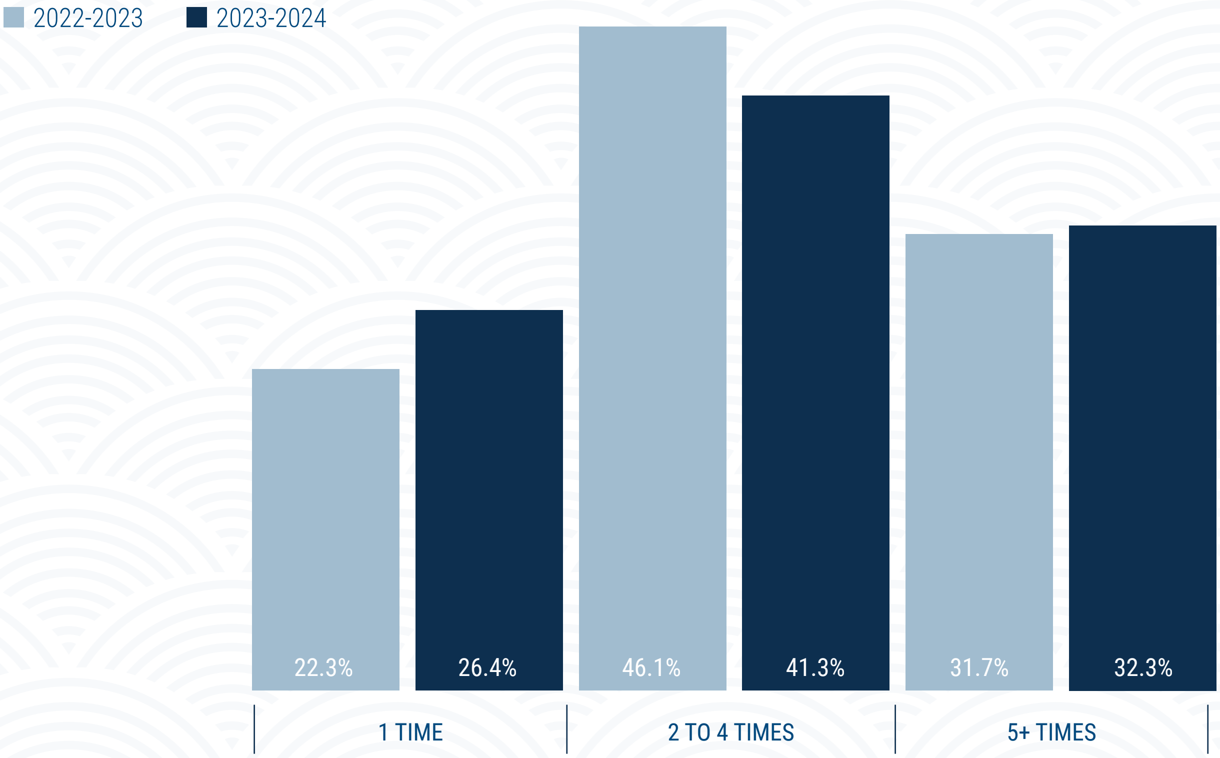
Snowboard touring still had the highest proportion of male participants among snowsports, but it is slowly trending down. Among all snowsports, snowboard touring had the highest proportion of participants who are male at 69 percent. In 2020-21 the proportion was 75 percent, and it has decreased every year since.

03

Both alpine touring and snowboard touring tended to have younger participants, though this was especially true for snowboard touring. For each sport, more than three quarters of participants were under the age of 35. For snowboard touring, less than 5 percent were age 45 or older, which is less than the nearly 10 percent of alpine tourers who are 45 or older.

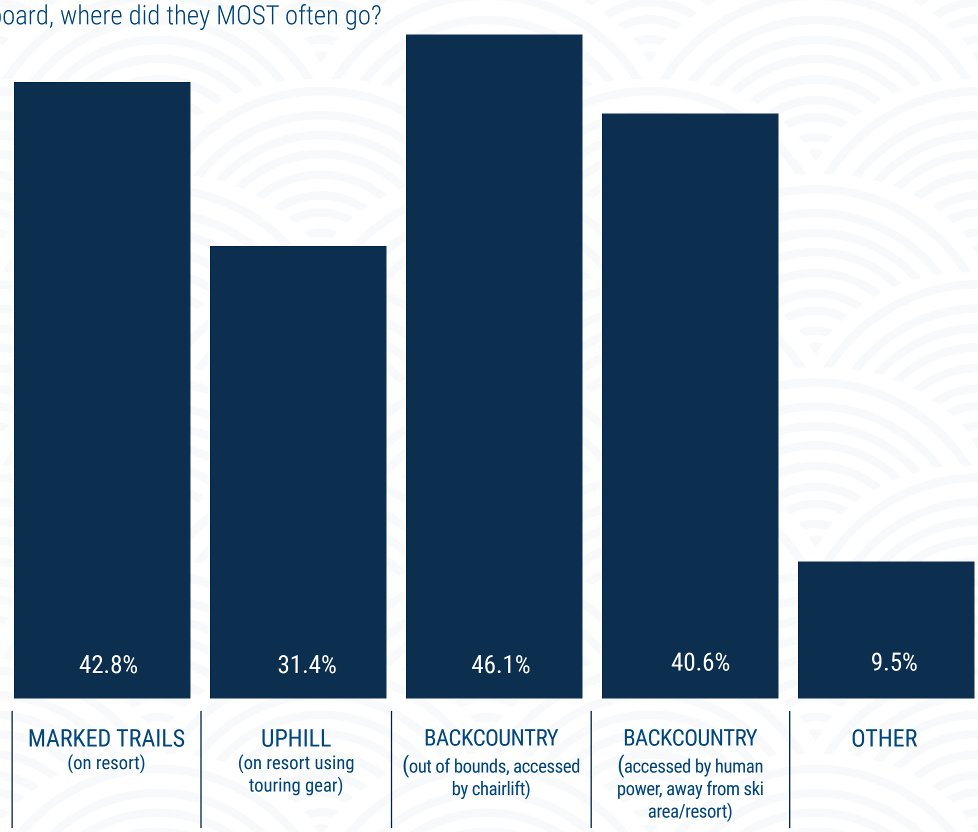
P: ELEVATE OUTDOOR COLLECTIVE

FREQUENCY OVERALL



SNOWBOARD TOURING TERRAIN

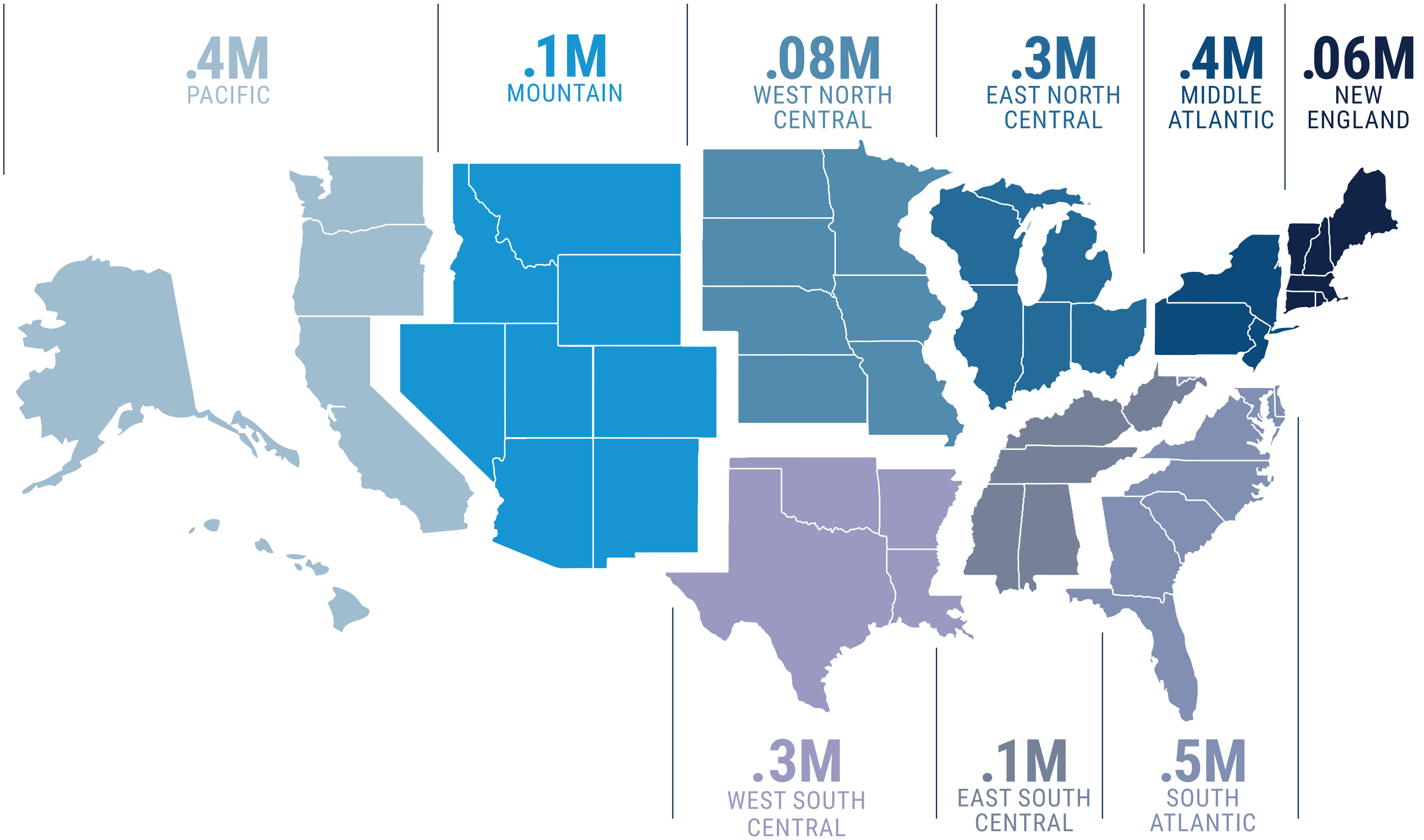
If they tour on a snowboard, where did they MOST often go?



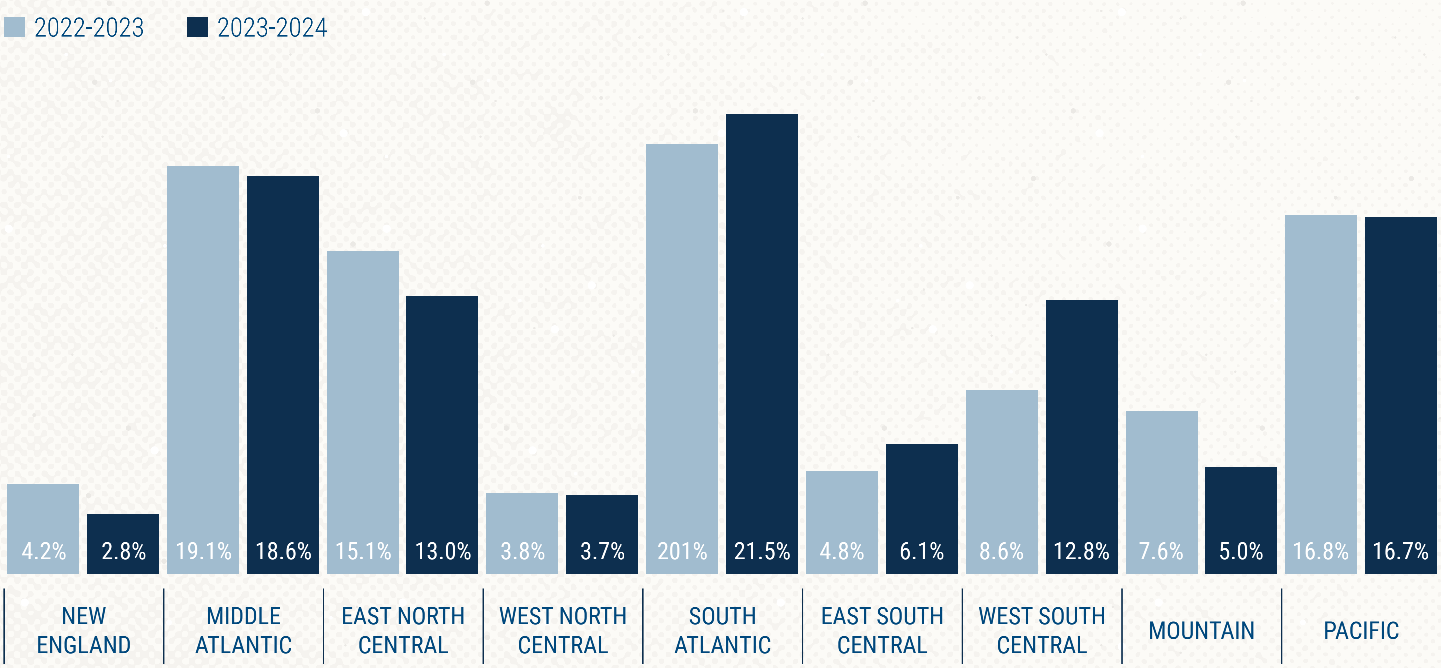
These numbers and percentages are based on 2.2M total snowboard touring participants

SNOWBOARD TOURING BY REGION OF RESIDENCE

2023-2024



SNOWBOARD TOURING BY REGION OF RESIDENCE BY PERCENTAGE

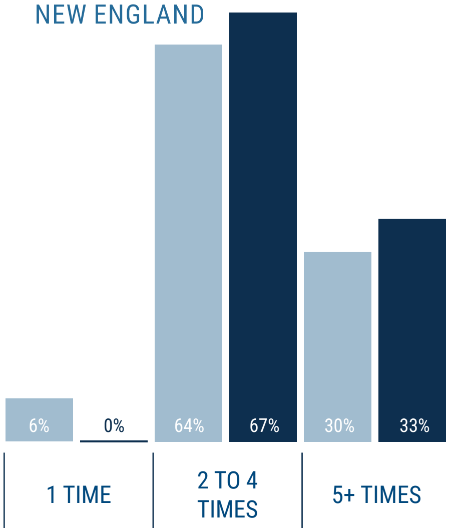


These numbers and percentages are based on 2.2M total snowboard touring participants

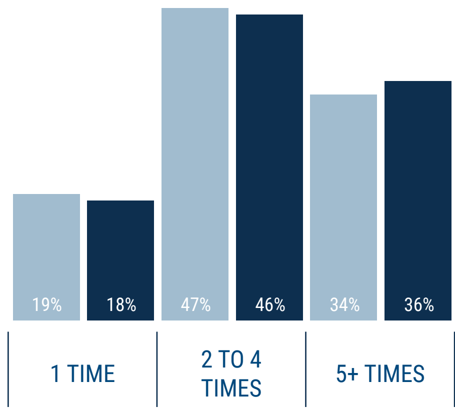
REGIONS BY FREQUENCY

2022-2023 2023-2024

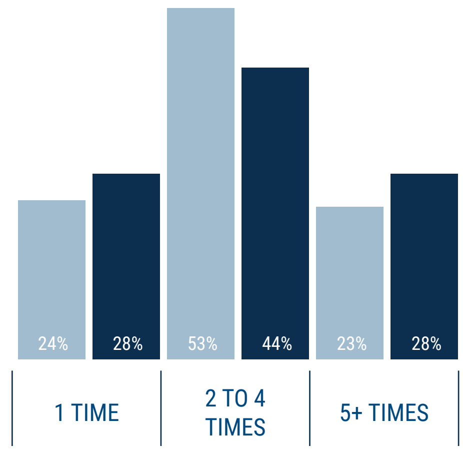
NEW ENGLAND



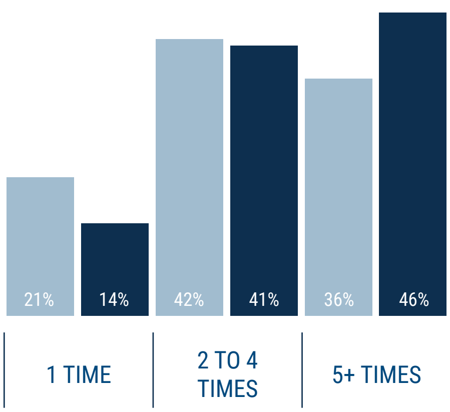
MIDDLE ATLANTIC



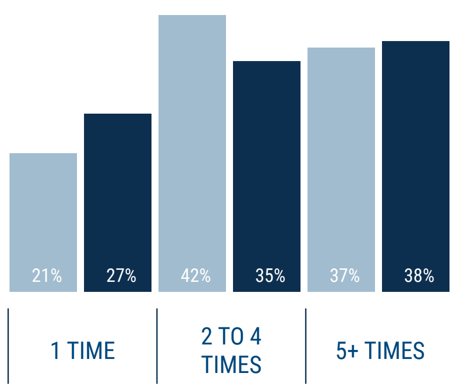
EAST NORTH CENTRAL



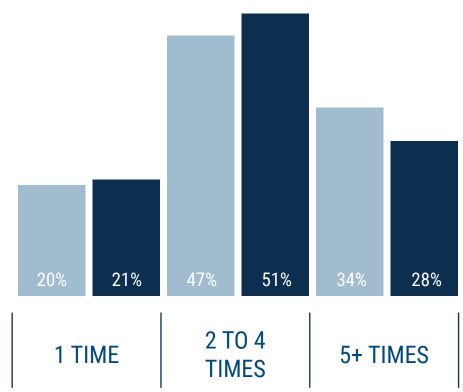
WEST NORTH CENTRAL



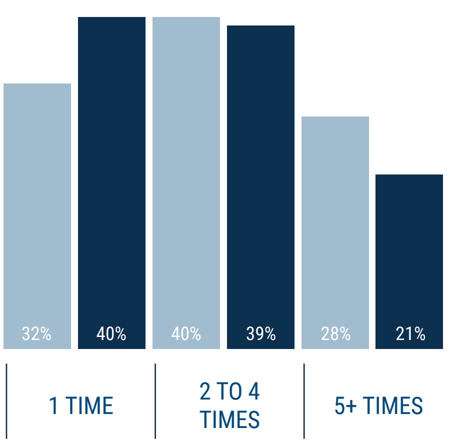
SOUTH ATLANTIC



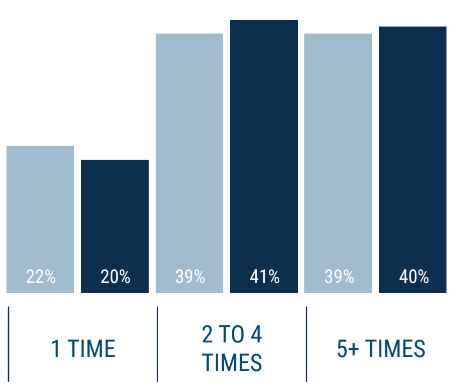
EAST SOUTH CENTRAL



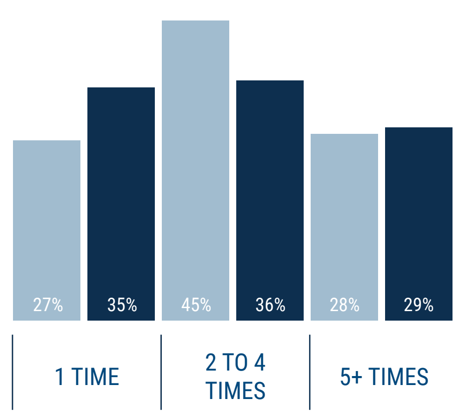
WEST SOUTH CENTRAL



MOUNTAIN



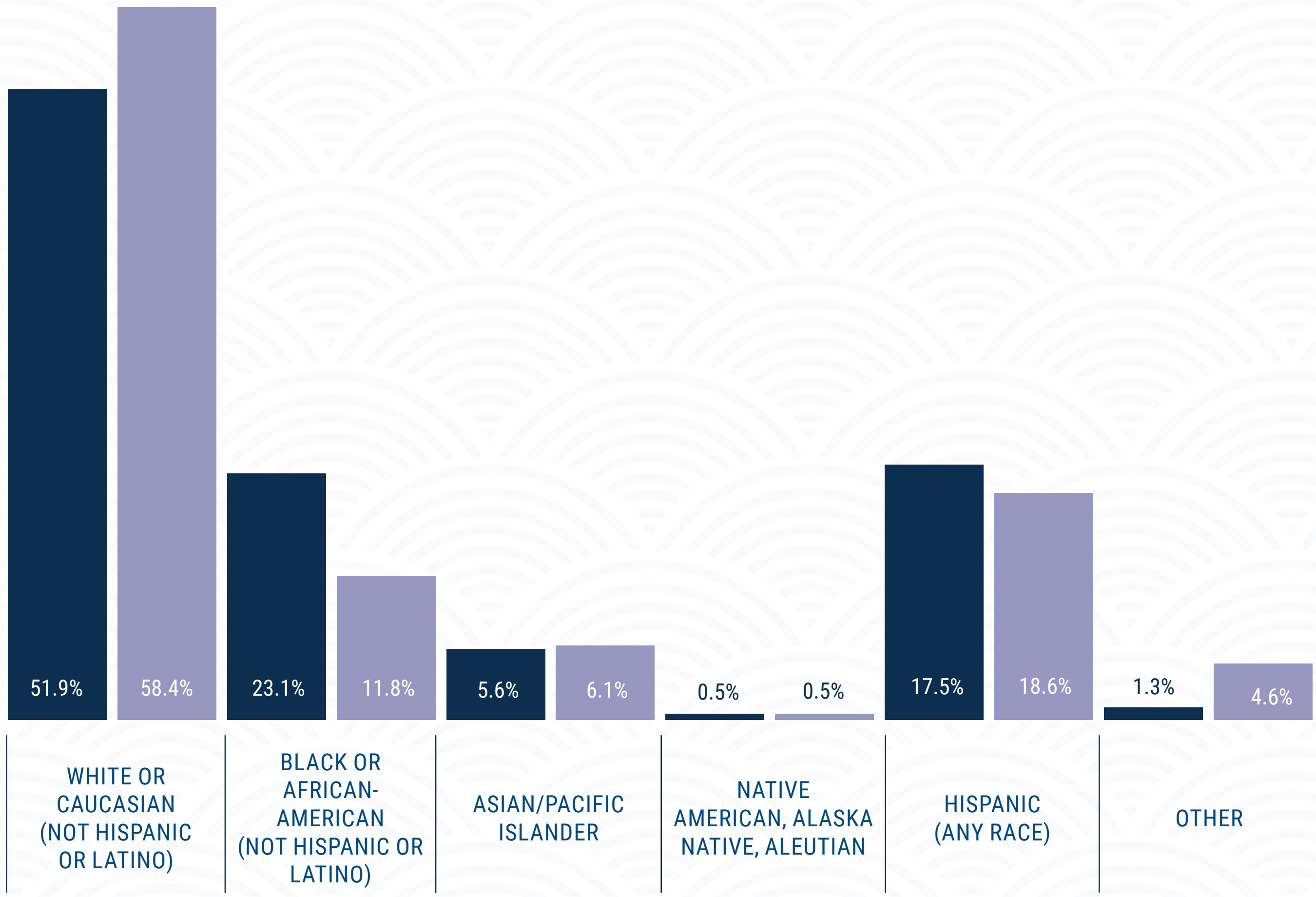
PACIFIC



These numbers and percentages are based on 2.2M total snowboard touring participants

RACE / ETHNICITY OVERALL

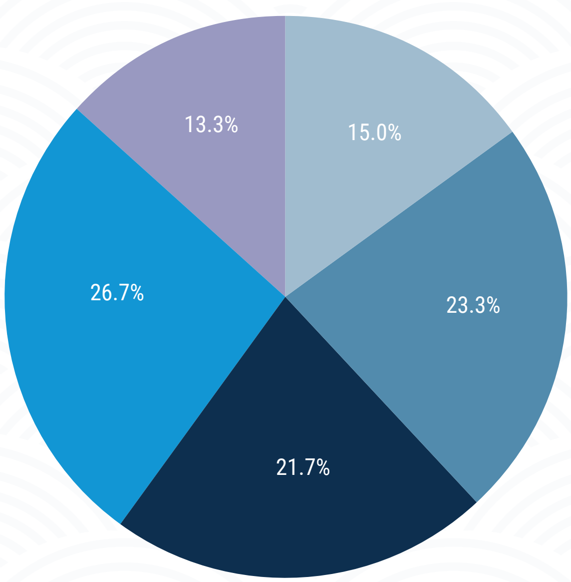
■ 2023-2024 ■ US POPULATION



LEVEL OF EXPERIENCE

NEW IN 2024

■ Beginner ■ Novice ■ Intermediate ■ Advance ■ Expert

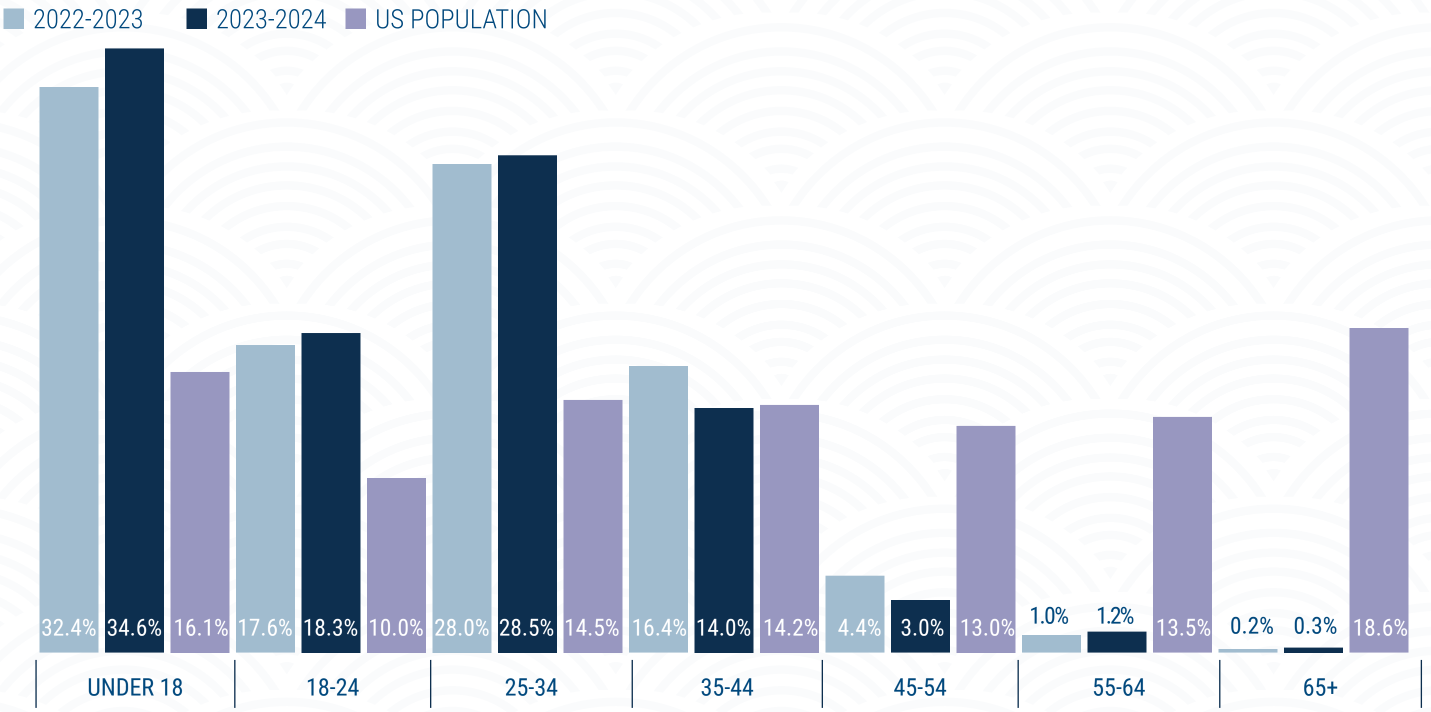


P: K2

These numbers and percentages are based on 2.2M total snowboard touring participants

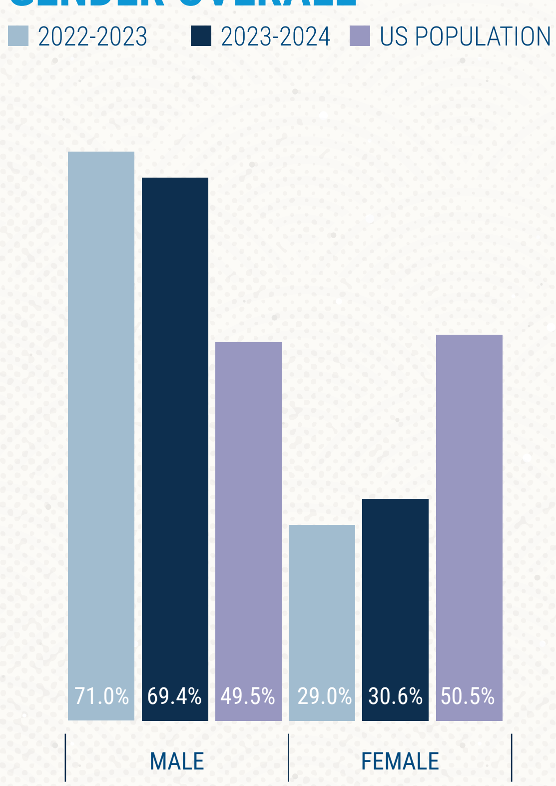
For additional participation data and insights, contact research@snowsports.org

AGE OVERALL

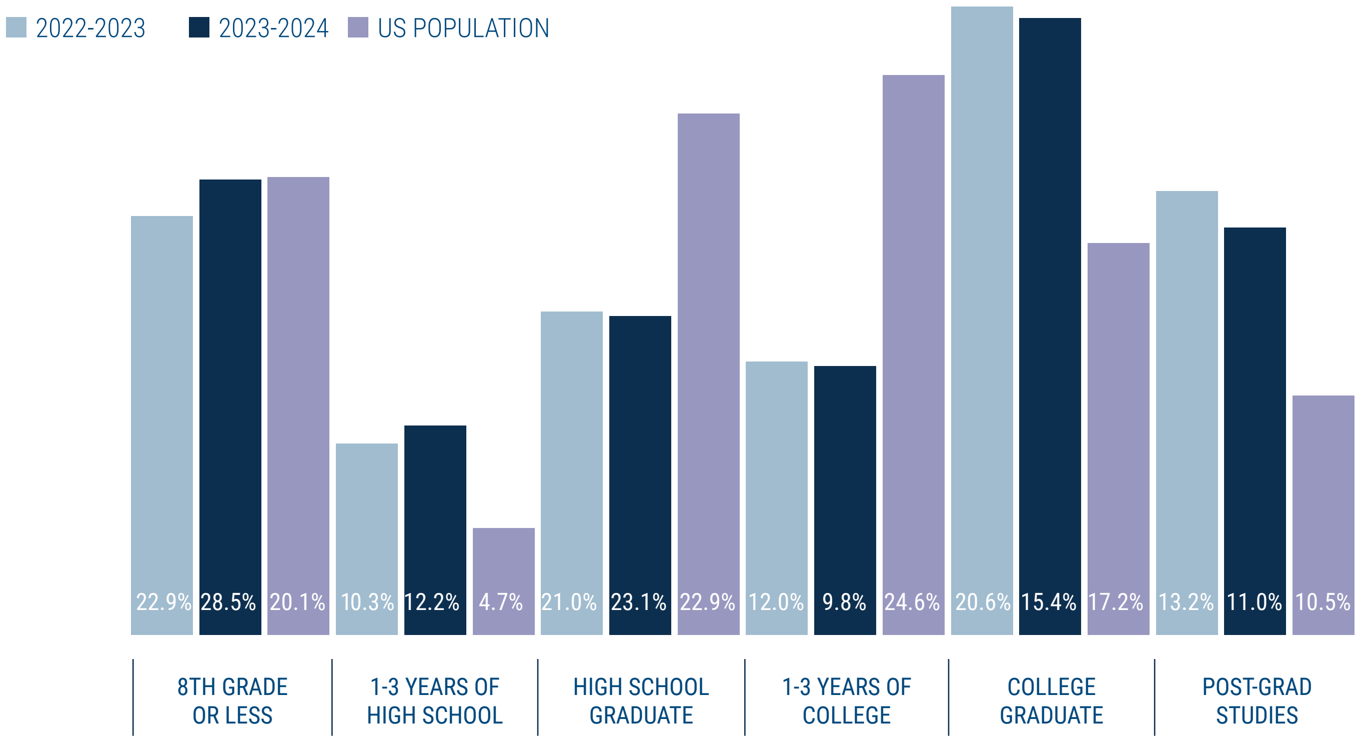


P: ELEVATE OUTDOOR COLLECTIVE

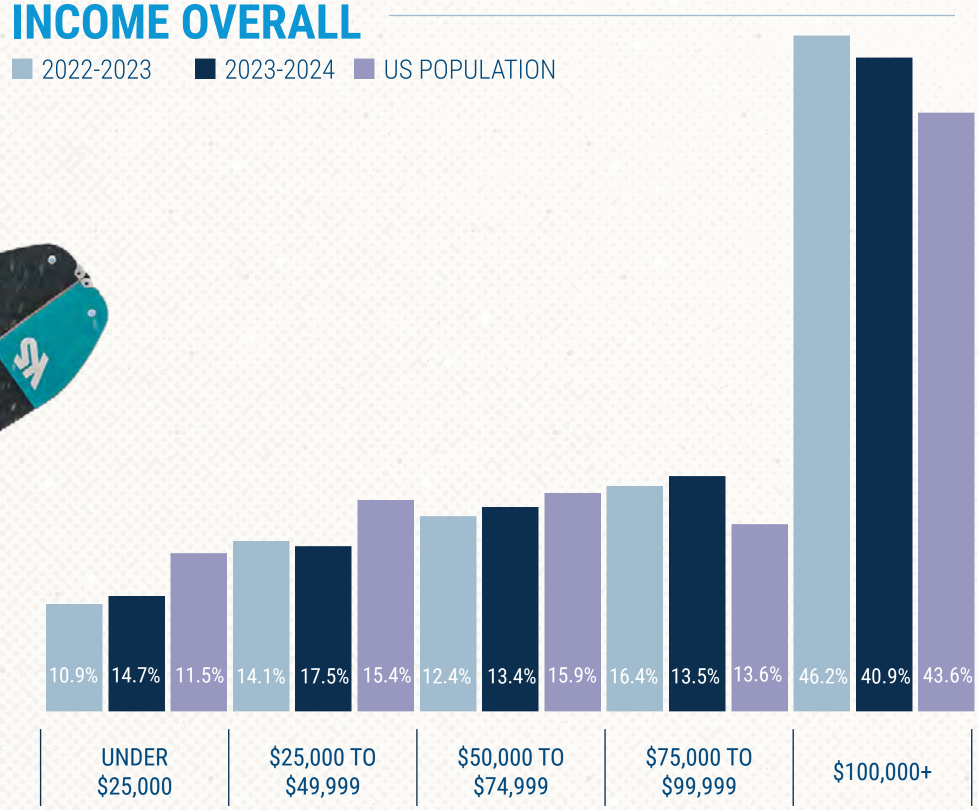
GENDER OVERALL



EDUCATION OVERALL



INCOME OVERALL




P: K2

Snowsports
Industries
America

FAT TIRE BIKING PARTICIPATION & DEMOGRAPHICS

TOTAL PARTICIPANTS
2.6M

THREE KEY TAKEAWAYS IN 2023-2024

01

The number of participants in 2023-24 slightly decreased. In 2022-23 the number of participants grew more than 7 percent. In 2023-24, the number decreased by less than 1 percent.

02

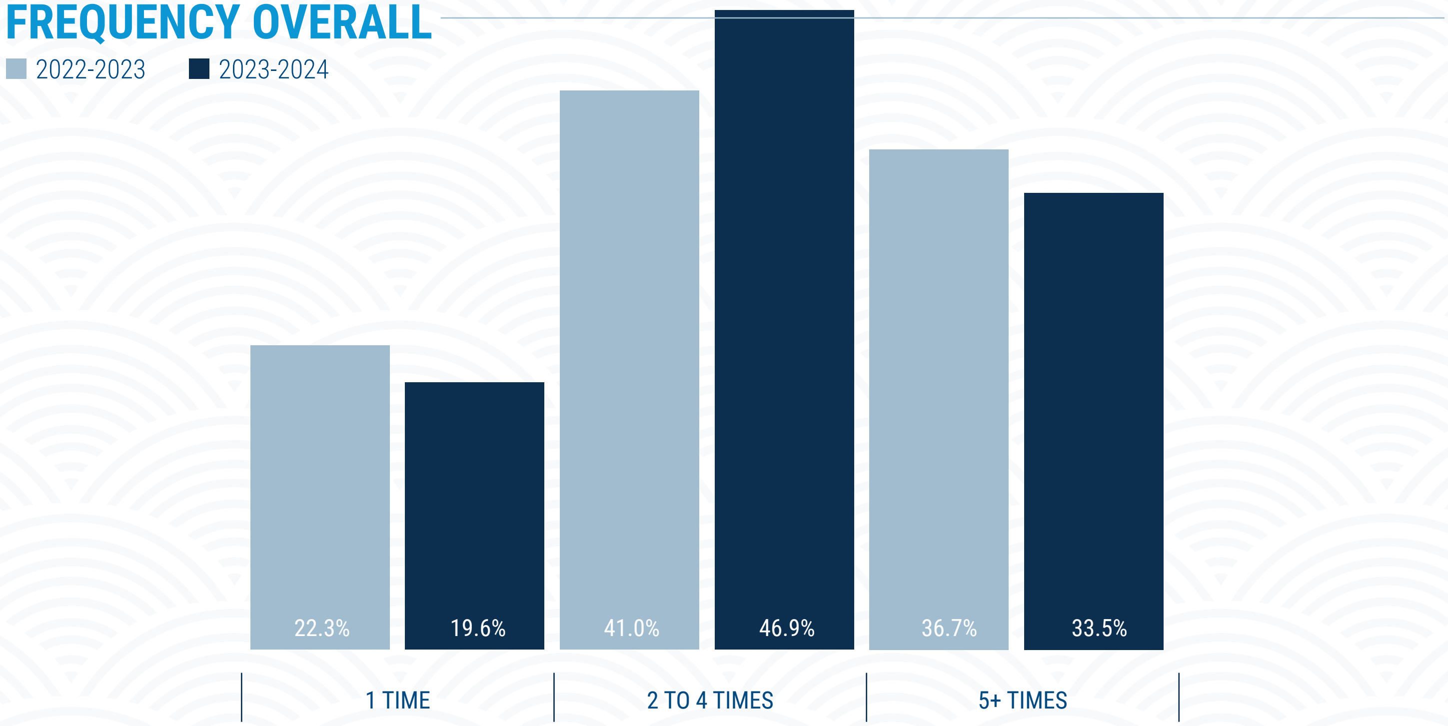
While overall participation was down slightly, the number of participants under the age of 18 actually increased. In 2022-23 the estimated number of participants under the age of 18 was 552K. In 2023-24 that number grew to 710K.

03

Fat tire biking had one of the highest proportions of Hispanic participants of any snowsport. Compared to other snowsports measured in this report, fat tire biking had a higher proportion of participants who are Hispanic. Approximately one in five participants identified as Hispanic.

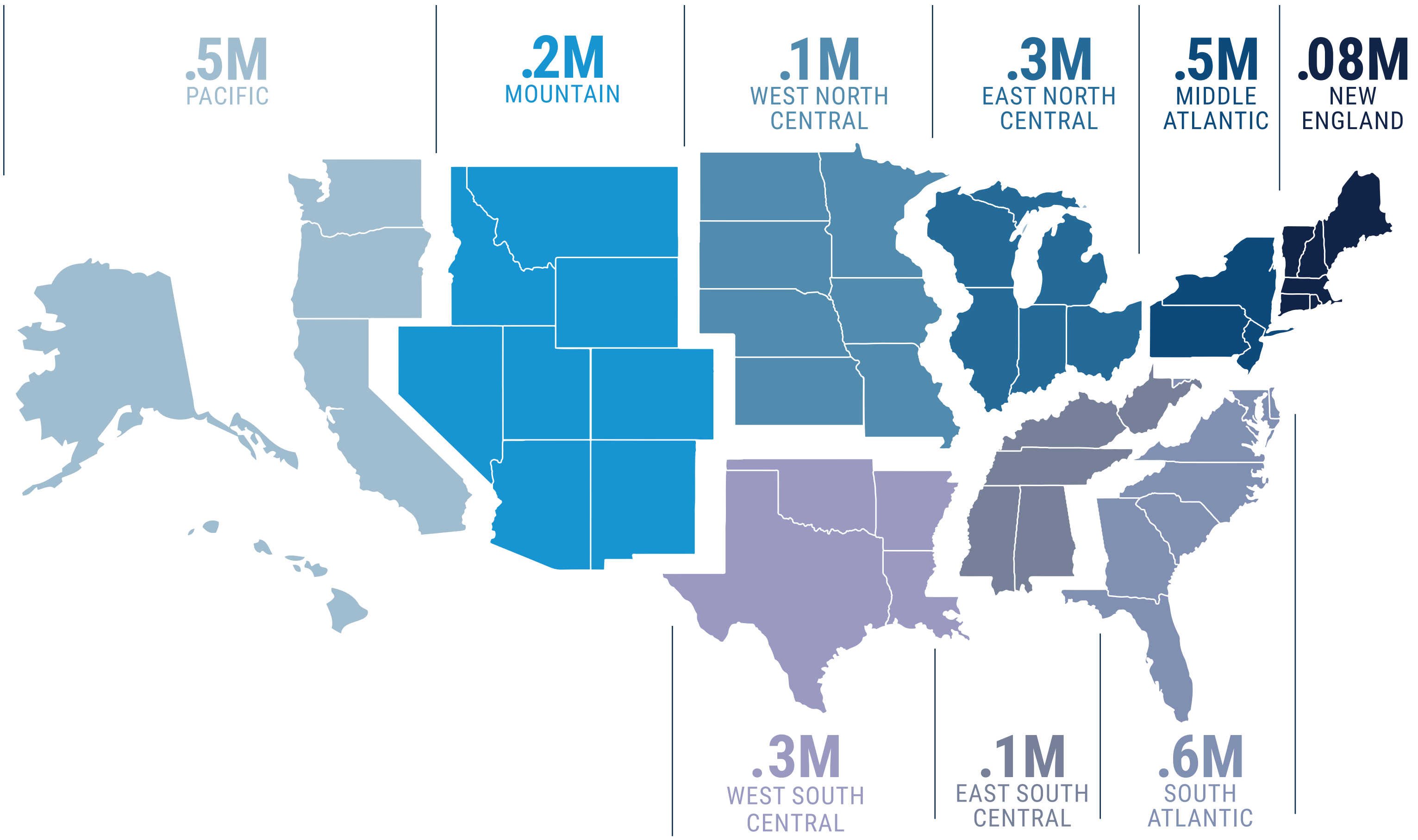
These numbers and percentages are based on 2.6M total fat biking participants

FREQUENCY OVERALL

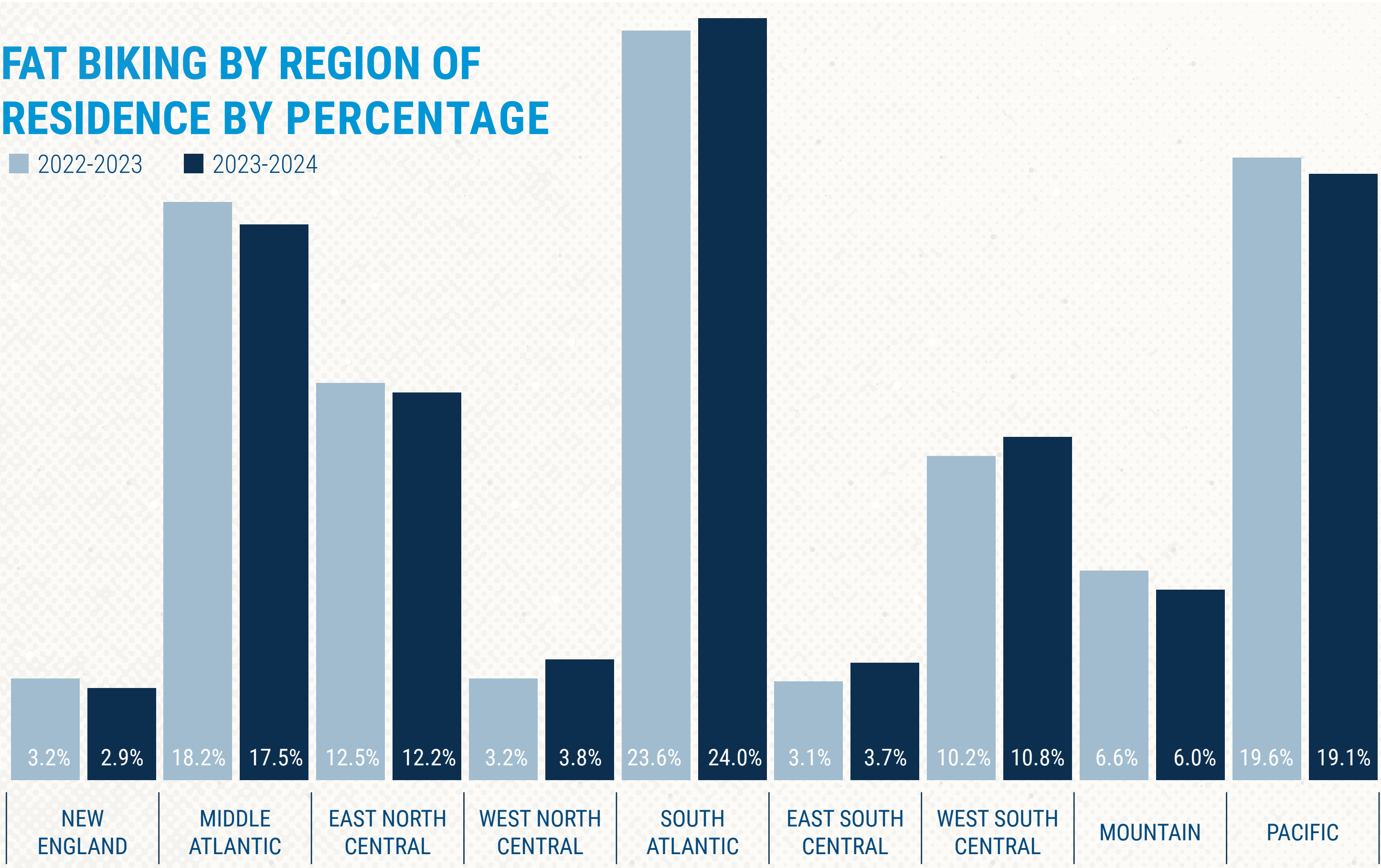


These numbers and percentages are based on 2.6M total fat biking participants

FAT BIKING BY REGION OF RESIDENCE



FAT BIKING BY REGION OF RESIDENCE BY PERCENTAGE

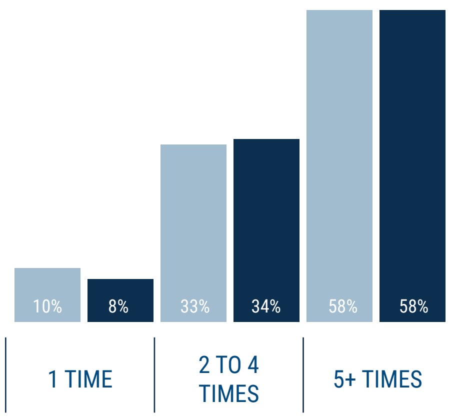


These numbers and percentages are based on 2.6M total fat biking participants

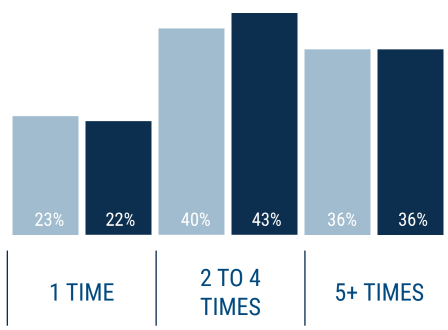
REGIONS BY FREQUENCY

2022-2023 2023-2024

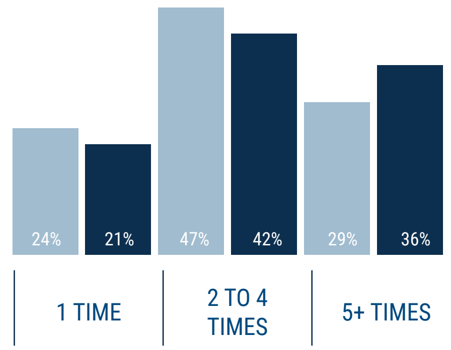
NEW ENGLAND



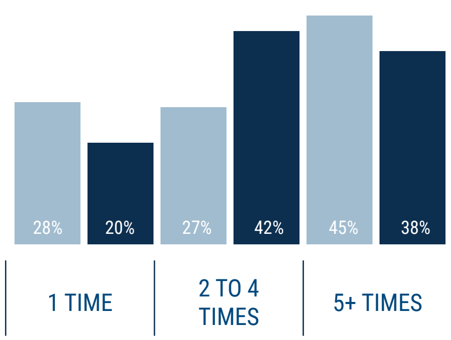
MIDDLE ATLANTIC



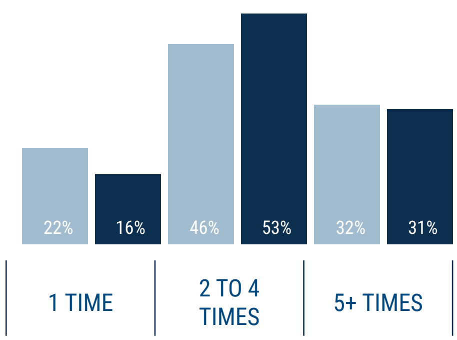
EAST NORTH CENTRAL



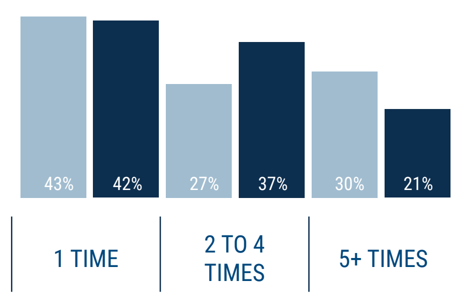
WEST NORTH CENTRAL



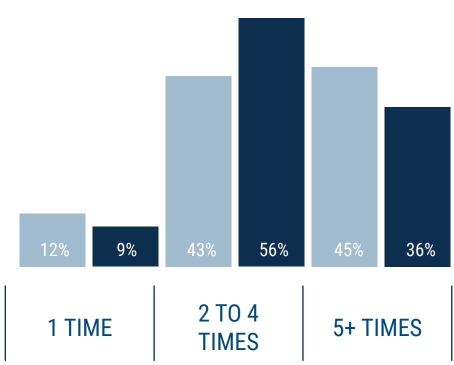
SOUTH ATLANTIC



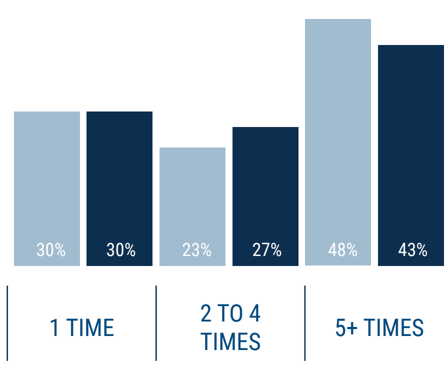
EAST SOUTH CENTRAL



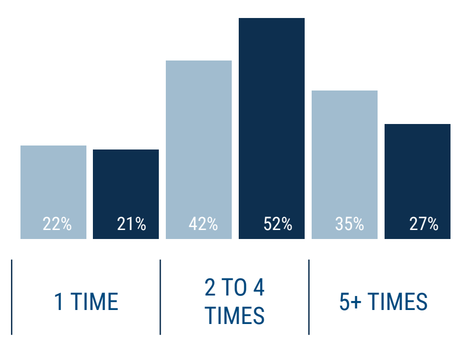
WEST SOUTH CENTRAL



MOUNTAIN

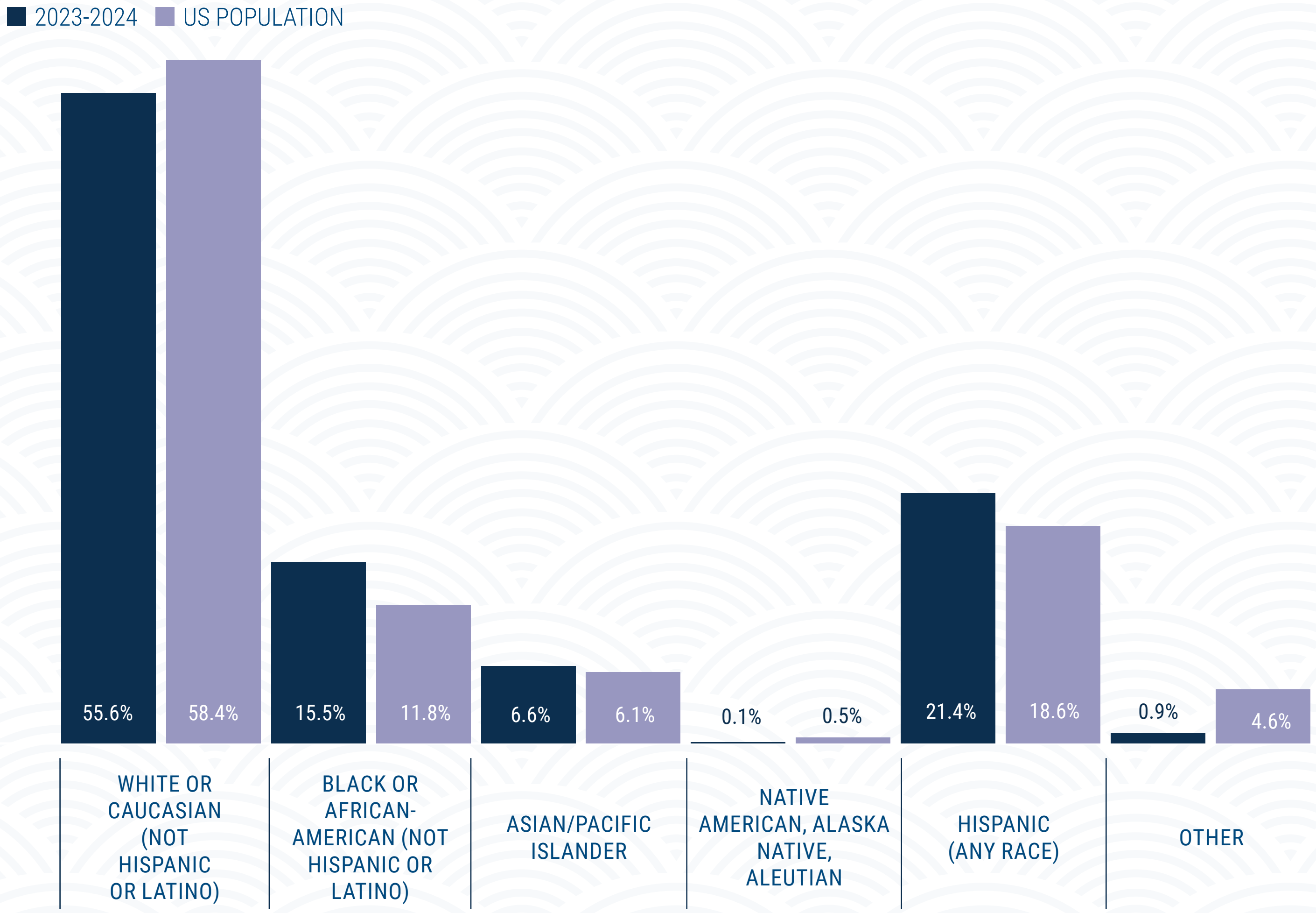


PACIFIC



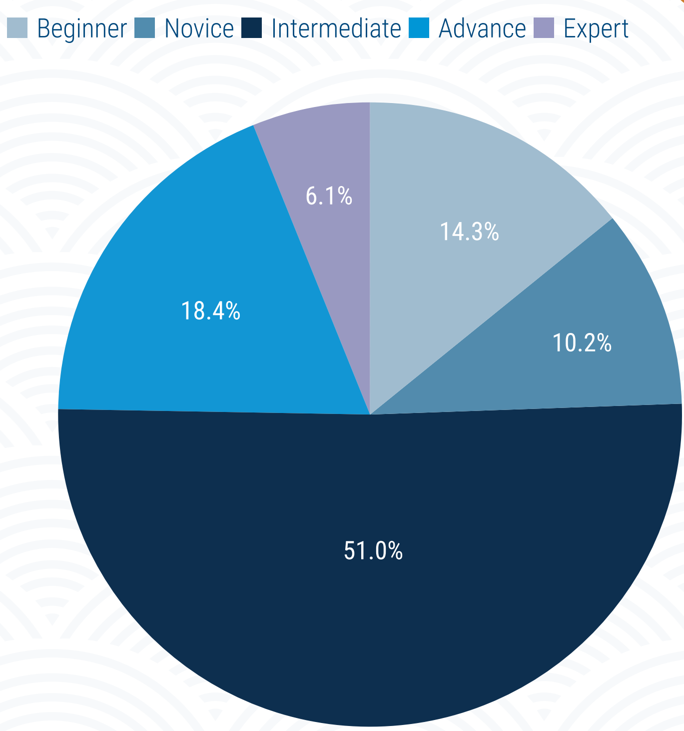
These numbers and percentages are based on 2.6M total fat biking participants

RACE / ETHNICITY OVERALL



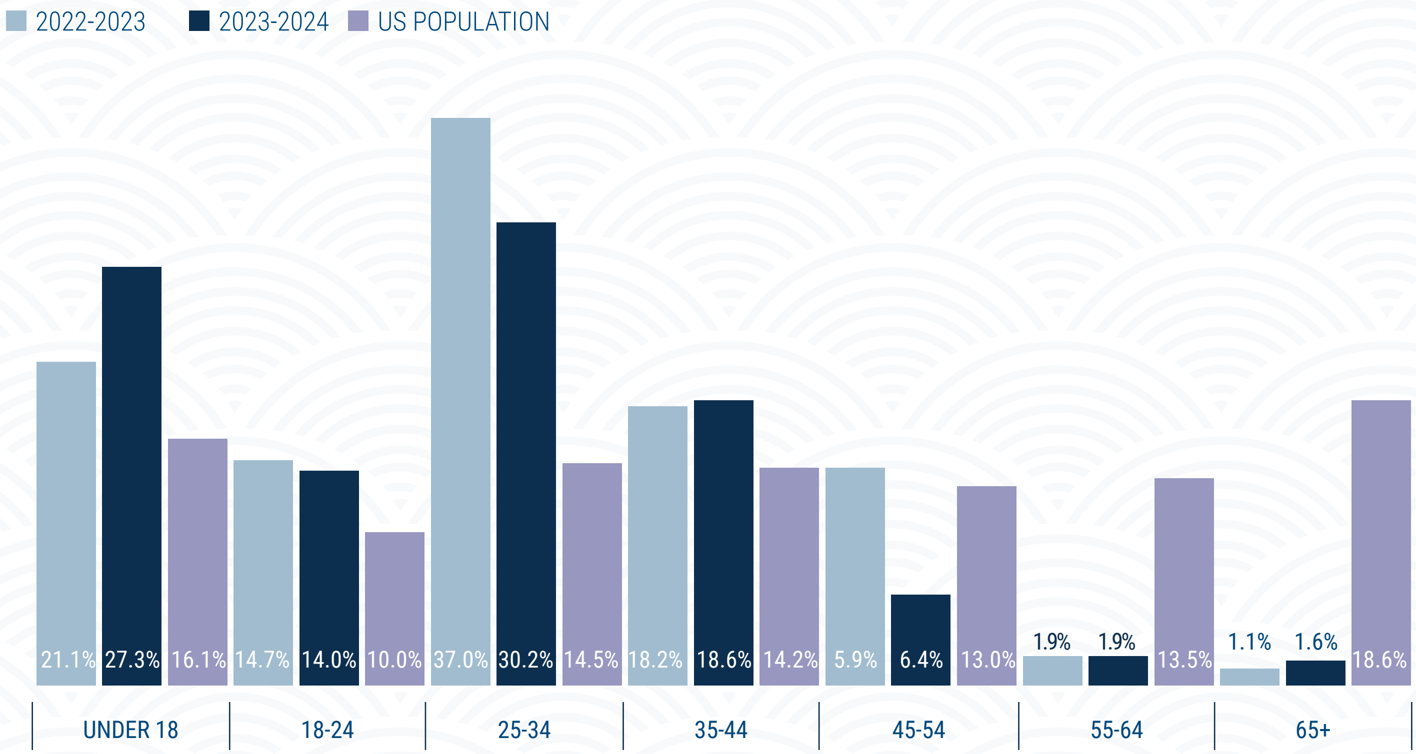
LEVEL OF EXPERIENCE

NEW IN 2024

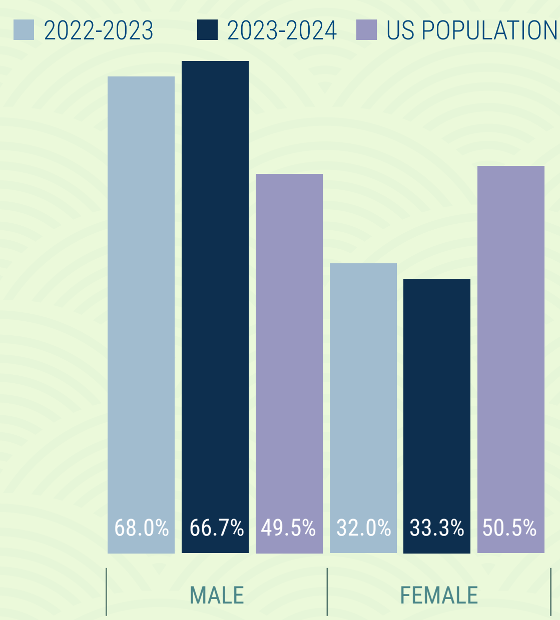


These numbers and percentages are based on 2.6M total fat biking participants

AGE OVERALL

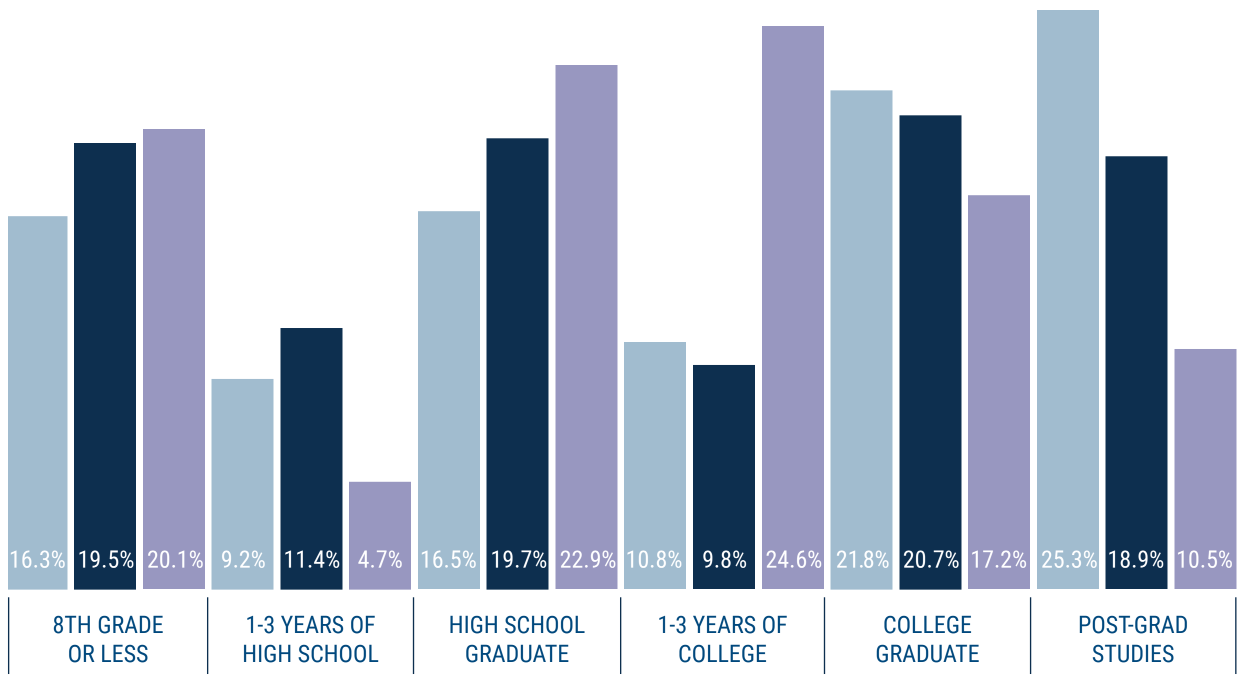


GENDER OVERALL



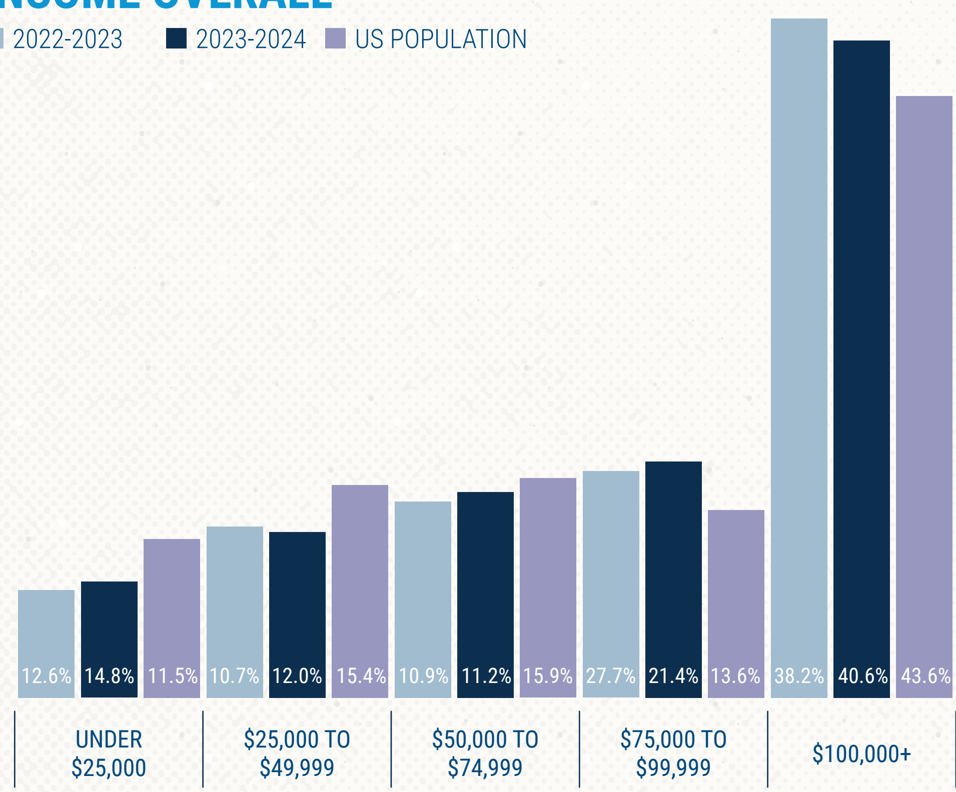
EDUCATION OVERALL

2022-2023 | 2023-2024 | US POPULATION



INCOME OVERALL

2022-2023 | 2023-2024 | US POPULATION



Snowsports Industries America

SLEDDING PARTICIPATION & DEMOGRAPHICS

TOTAL PARTICIPANTS

10.5M

P: K2

THREE KEY TAKEAWAYS IN 2023-2024

01

Over 10.5M people participated sledding during the 2023-24 season. This is an increase of more than 6 percent over the prior 2023-24 season (9.9M). Sledding had the second highest growth rate behind snowboarding in 2023-24.

02

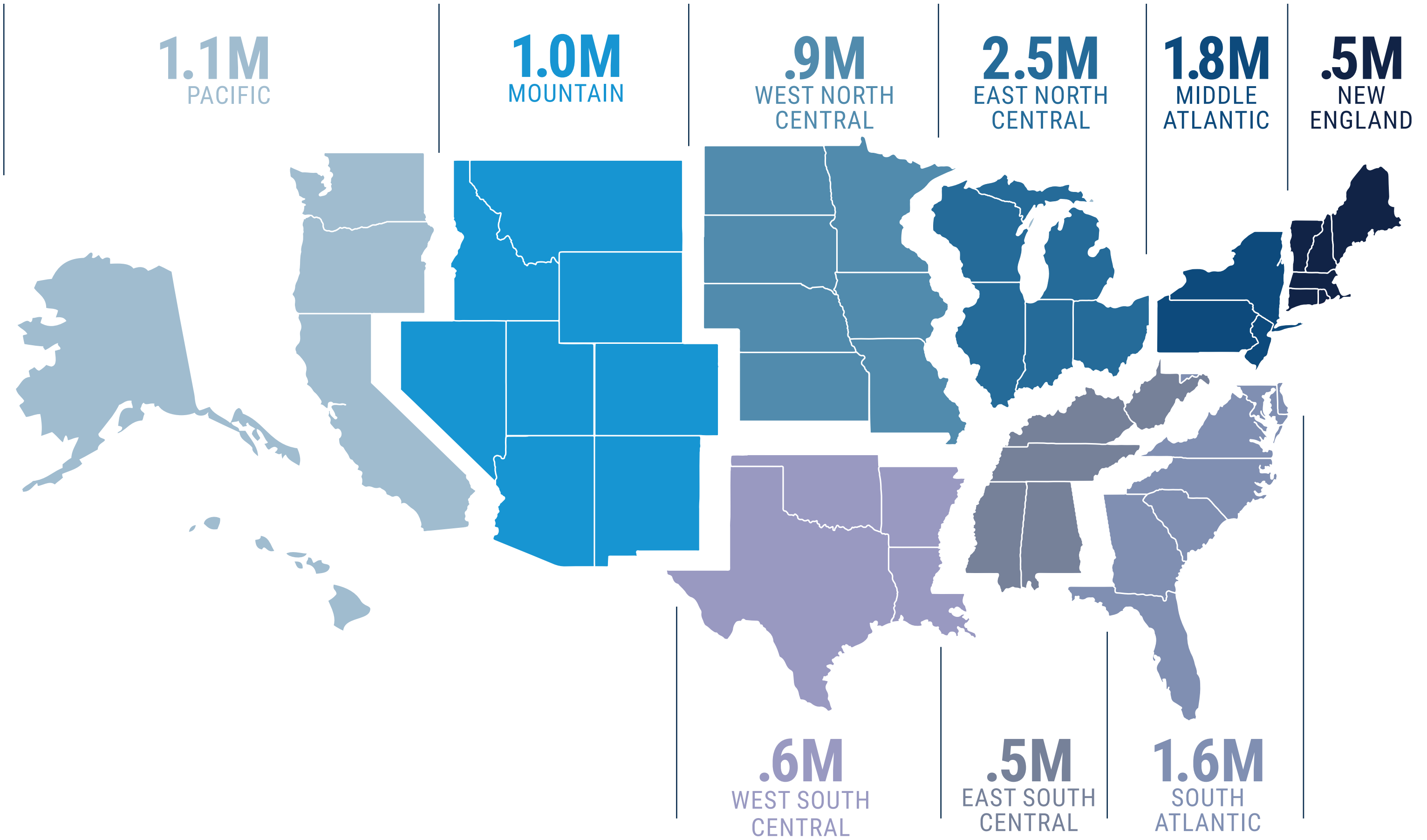
Participants were overwhelmingly younger. Thirty-six percent of participants were under 18, the highest of any snowsport measured here. The next-youngest sport was snowboarding, where 34% of participants were under 18.

03

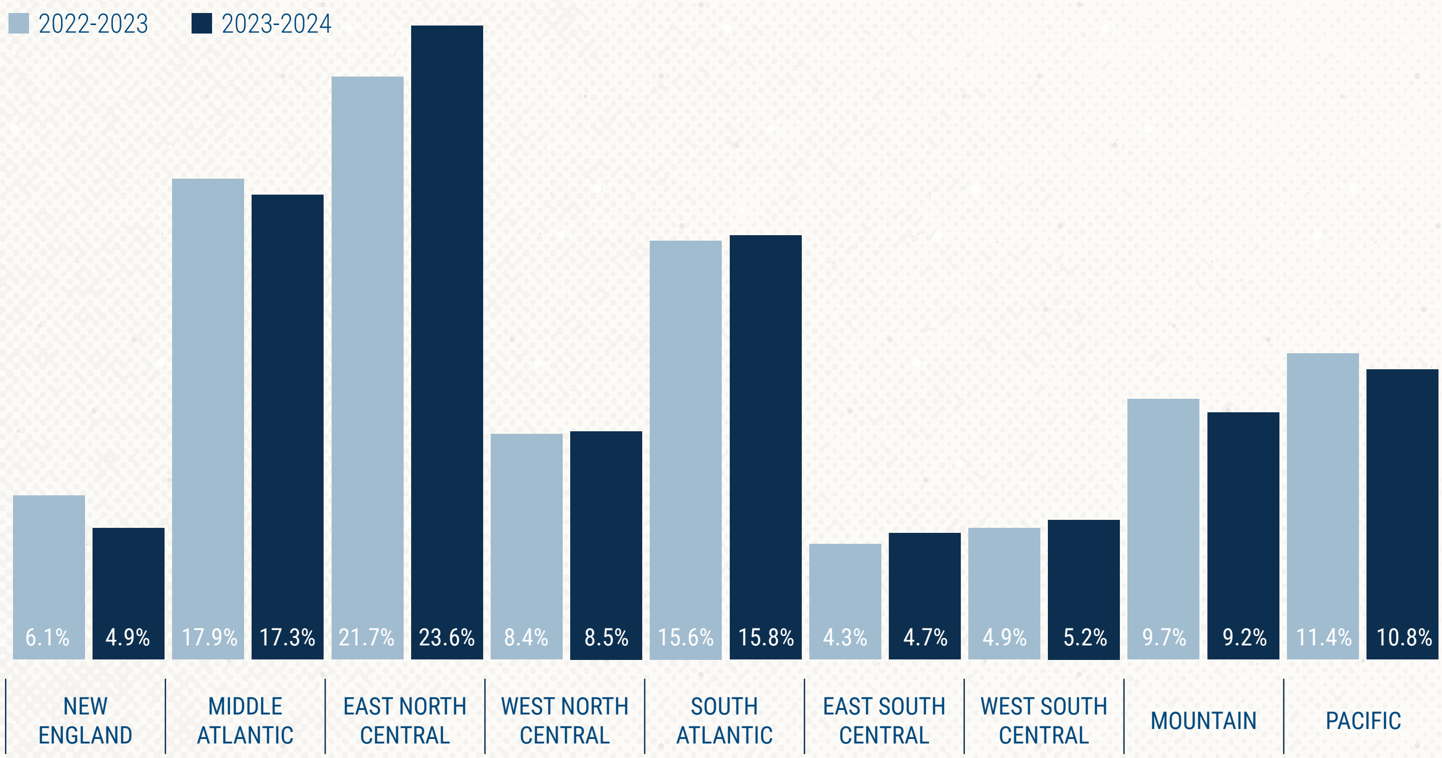
Sledding participants were most equally split between genders. Among all snowsports measured in this report, the gender split between male and female was closest to 50/50 for sledding. Fifty-three percent of participants were male, whereas across other sports the proportion is between 60 and 70 percent.

These numbers and percentages are based on 10.5M total sledding participants

SLEDDING BY REGION OF RESIDENCE

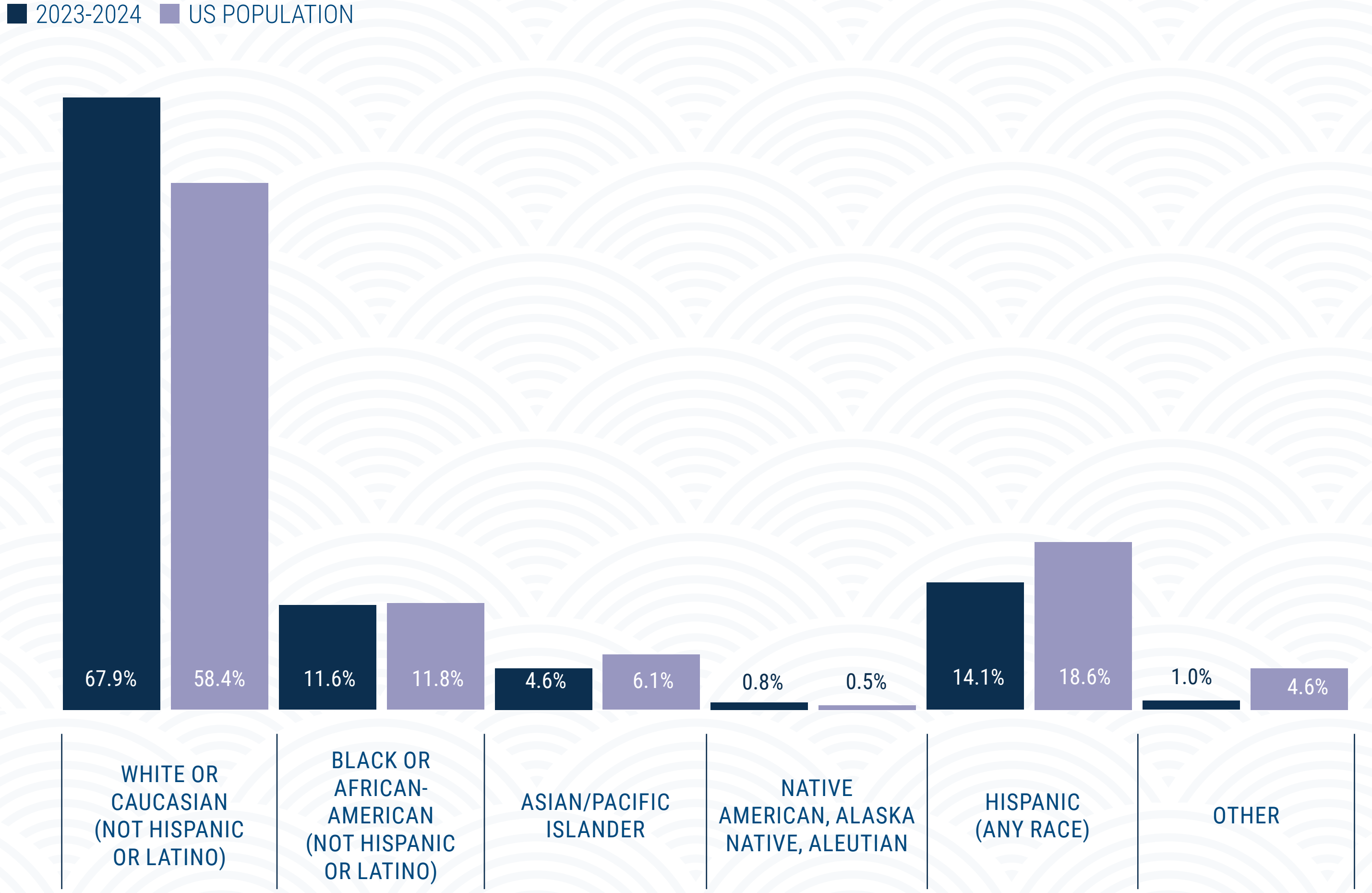


SLEDDING BY REGION OF RESIDENCE BY PERCENTAGE



These numbers and percentages are based on 10.5M total sledding participants

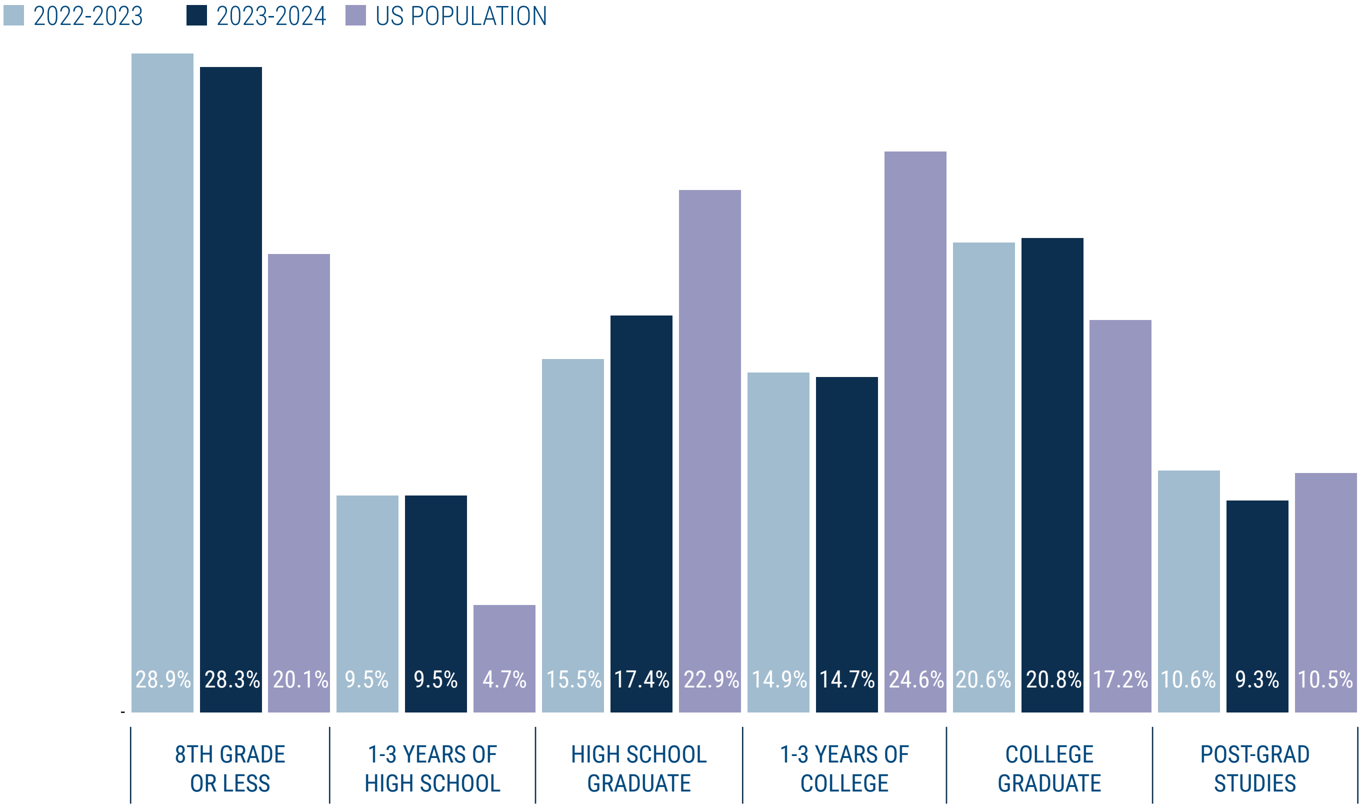
RACE / ETHNICITY OVERALL



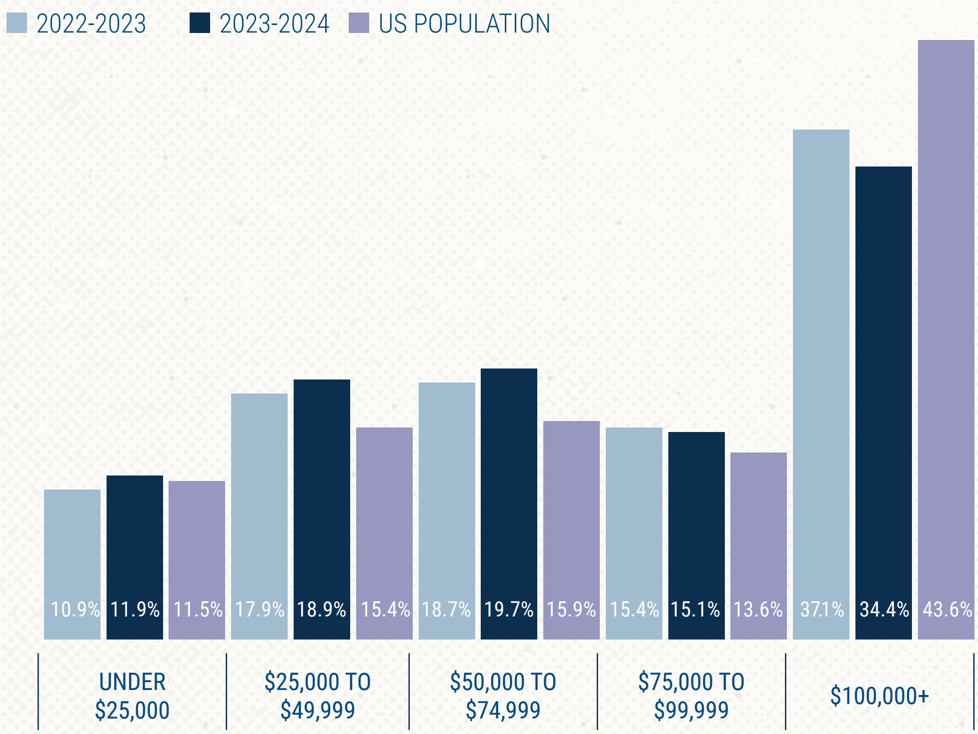
These numbers and percentages are based on 10.5M total sledding participants

For additional participation data and insights, contact research@snowsports.org

EDUCATION OVERALL



INCOME OVERALL



These numbers and percentages are based on 10.5M total sledding participants

Snowsports Industries America

APPENDIX

P: SCARPA

* ALL FIGURES ARE IN THE THOUSANDS (000S)	SKI*		SNOWBOARD*		CROSS-COUNTRY*		SNOWSHOE*	
FREQUENCY OVERALL								
TOTAL PARTICIPANTS	13,292		9,811		5,460		4,626	
NEW	2,167		1,630		1,905		1,030	
RETURNED	4,137		2,506		700		1,846	
LOST	6,156		3,303		2,462		2,748	
BY REGION								
NEW ENGLAND	888	6.7%	479	4.9%	282	5.2%	314	6.8%
MIDDLE ATLANTIC	2,231	16.8%	1,765	18.0%	929	17.0%	794	17.2%
EAST NORTH CENTRAL	1,935	14.6%	1,287	13.1%	852	15.6%	620	13.4%
WEST NORTH CENTRAL	584	4.4%	417	4.2%	281	5.1%	208	4.5%
SOUTH ATLANTIC	2,354	17.7%	1,807	18.4%	972	17.8%	898	19.4%
EAST SOUTH CENTRAL	377	2.8%	295	3.0%	229	4.2%	168	3.6%
WEST SOUTH CENTRAL	1,050	7.9%	793	8.1%	553	10.1%	401	8.7%
MOUNTAIN	1,377	10.4%	813	8.3%	414	7.6%	521	11.3%
PACIFIC	2,497	18.8%	2,156	22.0%	948	17.4%	701	15.2%
REGION FREQUENCY								
1 TIME	3,106	23.4%	1,853	18.9%	1,225	22.4%	1,042	22.5%
2 TIMES	2,316	17.4%	1,795	18.3%	1,221	22.4%	1,086	23.5%
3 TO 6 TIMES	4,578	34.4%	3,427	34.9%	1,775	32.5%	1,574	34.0%
7+ TIMES	3,292	24.8%	2,737	27.9%	1,238	22.7%	924	20.0%
REGION BY FREQUENCY								
NEW ENGLAND								
1 TIME	163	19%	60	13%	71	25%	50	16%
2 TIMES	34	4%	97	20%	40	14%	78	25%
3 TO 6 TIMES	489	56%	139	29%	122	43%	116	37%
7+ TIMES	191	22%	184	38%	50	18%	73	23%
MIDDLE ATLANTIC								
1 TIME	586	26%	357	20%	221	24%	219	28%
2 TIMES	434	20%	342	19%	229	25%	144	18%
3 TO 6 TIMES	623	28%	585	33%	269	29%	292	37%
7+ TIMES	580	26%	481	27%	209	23%	129	16%
EAST NORTH CENTRAL								
1 TIME	544	28%	237	18%	212	25%	148	24%
2 TIMES	387	20%	174	14%	133	16%	148	24%
3 TO 6 TIMES	511	27%	431	34%	309	36%	187	30%
7+ TIMES	486	25%	443	34%	198	23%	137	22%
WEST NORTH CENTRAL								
1 TIME	138	24%	50	12%	17	6%	33	16%
2 TIMES	99	17%	62	15%	99	35%	56	26%
3 TO 6 TIMES	82	14%	144	34%	87	31%	59	28%
7+ TIMES	260	45%	162	39%	76	27%	64	30%
SOUTH ATLANTIC								
1 TIME	559	24%	376	21%	147	15%	171	19%
2 TIMES	567	24%	402	22%	265	27%	293	32%
3 TO 6 TIMES	788	33%	622	34%	324	33%	290	32%
7+ TIMES	464	20%	406	22%	233	24%	154	17%
EAST SOUTH CENTRAL								
1 TIME	84	22%	54	18%	93	40%	46	28%
2 TIMES	66	17%	33	11%	51	22%	30	18%
3 TO 6 TIMES	180	47%	164	55%	49	21%	59	36%
7+ TIMES	52	14%	45	15%	37	16%	31	19%
WEST SOUTH CENTRAL								
1 TIME	208	20%	158	20%	88	16%	73	18%
2 TIMES	117	11%	128	16%	125	23%	90	22%
3 TO 6 TIMES	465	44%	377	48%	176	32%	132	33%
7+ TIMES	264	25%	129	16%	161	29%	109	27%
MOUNTAIN								
1 TIME	146	11%	138	17%	149	36%	115	22%
2 TIMES	218	16%	137	17%	42	10%	96	18%
3 TO 6 TIMES	533	38%	254	31%	116	28%	193	37%
7+ TIMES	492	35%	284	35%	108	26%	115	22%
PACIFIC								
1 TIME	678	27%	423	20%	228	24%	187	27%
2 TIMES	397	16%	420	19%	238	25%	150	22%
3 TO 6 TIMES	907	36%	711	33%	323	34%	246	35%
7+ TIMES	504	20%	603	28%	165	17%	113	16%
AGE OVERALL								
UNDER 18	3,926	29.5%	3,320	33.8%	1,652	30.2%	1,111	24.0%
18~24	1,711	12.9%	1,688	17.2%	863	15.8%	753	16.3%
25~34	2,560	19.3%	2,562	26.1%	1,228	22.5%	1,092	23.6%
35~44	1,958	14.7%	1,444	14.7%	709	13.0%	689	14.9%
45~54	1,450	10.9%	583	5.9%	439	8.0%	387	8.4%
55~64	1,127	8.5%	164	1.7%	275	5.0%	332	7.2%
65+	559	4.2%	51	0.5%	295	5.4%	263	5.7%
GENDER OVERALL								
MALE	8,533	64.2%	6,457	65.8%	3,437	63.0%	2,863	61.9%
FEMALE	4,760	35.8%	3,354	34.2%	2,023	37.0%	1,763	38.1%

Continued on next page

*ALL FIGURES ARE IN THE THOUSANDS (000S)	SKI*		SNOWBOARD*		CROSS-COUNTRY*		SNOWSHOE*	
RACE/ETHNICITY OVERALL								
WHITE OR CAUCASIAN (NOT HISPANIC OR LATINO)	8,993	67.7%	5,831	59.4%	3,381	61.9%	2,892	62.5%
BLACK OR AFRICAN-AMERICAN (NOT HISPANIC OR LATINO)	1,276	9.6%	1,186	12.1%	729	13.3%	666	14.4%
ASIAN/PACIFIC ISLANDER	901	6.8%	715	7.3%	259	4.7%	225	4.9%
NATIVE AMERICAN, ALASKA NATIVE, ALEUTIAN	155	1.2%	149	1.5%	23	0.4%	16	0.3%
HISPANIC OR LATINO (WHITE OR CAUCASIAN)	1,132	8.5%	1,029	10.5%	585	10.7%	378	8.2%
HISPANIC OR LATINO (BLACK OR AFRICAN-AMERICAN)	143	1.1%	248	2.5%	150	2.7%	111	2.4%
HISPANIC OR LATINO (ALL OTHER RACES/MULTIPLE RACES)	488	3.7%	553	5.6%	294	5.4%	225	4.9%
OTHER	204	1.5%	101	1.0%	40	0.7%	112	2.4%
EDUCATION OVERALL								
8TH GRADE OR LESS	2,652	20.0%	2,355	24.0%	1,202	22.0%	952	20.6%
1-3 YEARS OF HIGH SCHOOL	1,221	9.2%	1,204	12.3%	596	10.9%	381	8.2%
HIGH SCHOOL GRADUATE	1,864	14.0%	1,873	19.1%	1,044	19.1%	926	20.0%
1-3 YEARS COLLEGE	1,564	11.8%	1,276	13.0%	499	9.1%	540	11.7%
COLLEGE GRADUATE	3,608	27.1%	2,039	20.8%	1,241	22.7%	1,025	22.2%
POST-GRAD STUDIES	2,383	17.9%	1,064	10.8%	878	16.1%	801	17.3%
INCOME OVERALL								
UNDER $25,000	1,122	8.4%	1,389	14.2%	825	15.1%	761	16.4%
$25,000 TO $49,999	1,599	12.0%	1,529	15.6%	757	13.9%	640	13.8%
$50,000 TO $74,999	1,978	14.9%	1,584	16.1%	781	14.3%	621	13.4%
$75,000 TO $99,999	2,266	17.1%	1,419	14.5%	865	15.8%	723	15.6%
$100,000+	6,327	47.6%	3,890	39.6%	2,231	40.9%	1,881	40.7%

*ALL FIGURES ARE IN THE THOUSANDS (000S)	ALPINE TOURING*		SNOWBOARD TOURING*		FAT BIKING*		SLEDDING*	
FREQUENCY OVERALL								
TOTAL PARTICIPANTS	2,457		2,229		2,600		10,552	
BY REGION								
NEW ENGLAND	94	3.8%	63	2.8%	76	2.9%	512	4.9%
MIDDLE ATLANTIC	388	15.8%	414	18.6%	455	17.5%	1,825	17.3%
EAST NORTH CENTRAL	328	13.3%	290	13.0%	318	12.2%	2,495	23.6%
WEST NORTH CENTRAL	74	3.0%	82	3.7%	98	3.8%	892	8.5%
SOUTH ATLANTIC	556	22.6%	479	21.5%	625	24.0%	1,670	15.8%
EAST SOUTH CENTRAL	132	5.4%	135	6.1%	95	3.7%	497	4.7%
WEST SOUTH CENTRAL	237	9.6%	284	12.8%	281	10.8%	552	5.2%
MOUNTAIN	203	8.3%	111	5.0%	157	6.0%	969	9.2%
PACIFIC	443	18.0%	372	16.7%	496	19.1%	1,140	10.8%
REGION FREQUENCY								
1 TIME	680	27.7%	589	26.4%	509	19.6%	N/A	
2 TO 4 TIMES	904	36.8%	920	41.3%	1,219	46.9%		
5+ TIMES	873	35.5%	720	32.3%	872	33.5%		
REGION BY FREQUENCY								
NEW ENGLAND								
1 TIME	26	28%	0	0%	6	8%	N/A	
2 TO 4 TIMES	38	40%	42	67%	26	34%		
5+ TIMES	30	32%	21	33%	45	58%		
MIDDLE ATLANTIC								
1 TIME	109	28%	74	18%	99	22%		
2 TO 4 TIMES	169	43%	192	46%	194	43%		
5+ TIMES	111	29%	148	36%	162	36%		
EAST NORTH CENTRAL								
1 TIME	107	33%	81	28%	68	21%		
2 TO 4 TIMES	102	31%	127	44%	134	42%		
5+ TIMES	118	36%	82	28%	116	36%		
WEST NORTH CENTRAL								
1 TIME	17	23%	11	14%	20	20%		
2 TO 4 TIMES	15	20%	33	41%	41	42%		
5+ TIMES	42	57%	37	46%	37	38%		
SOUTH ATLANTIC								
1 TIME	143	26%	127	27%	101	16%		
2 TO 4 TIMES	194	35%	168	35%	331	53%		
5+ TIMES	218	39%	184	38%	193	31%		
EAST SOUTH CENTRAL								
1 TIME	38	29%	29	21%	40	42%		
2 TO 4 TIMES	25	19%	69	51%	35	37%		
5+ TIMES	69	52%	38	28%	20	21%		
WEST SOUTH CENTRAL								
1 TIME	43	18%	114	40%	25	9%		
2 TO 4 TIMES	135	57%	110	39%	156	56%		
5+ TIMES	60	25%	60	21%	100	36%		
MOUNTAIN								
1 TIME	104	52%	22	20%	47	30%		
2 TO 4 TIMES	41	20%	45	41%	42	27%		
5+ TIMES	56	28%	44	40%	67	43%		
PACIFIC								
1 TIME	92	21%	130	35%	104	21%		
2 TO 4 TIMES	185	42%	134	36%	260	52%		
5+ TIMES	168	38%	107	29%	132	27%		
AGE OVERALL								
UNDER 18	728	29.6%	772	34.6%	710	27.3%	3,784	35.9%
18~24	465	18.9%	407	18.3%	364	14.0%	1,192	11.3%
25~34	717	29.2%	636	28.5%	786	30.2%	2,040	19.3%
35~44	306	12.5%	312	14.0%	483	18.6%	1,720	16.3%
45~54	202	8.2%	68	3.0%	165	6.4%	954	9.0%
55~64	24	1.0%	26	1.2%	49	1.9%	580	5.5%
65+	14	0.6%	8	0.3%	42	1.6%	281	2.7%
GENDER OVERALL								
MALE	1,544	62.9%	1,547	69.4%	1,733	66.7%	5,562	52.7%
FEMALE	912	37.1%	681	30.6%	867	33.3%	4,990	47.3%
RACE/ETHNICITY OVERALL								
WHITE OR CAUCASIAN (NOT HISPANIC OR LATINO)	1,269	51.7%	1,158	51.9%	1,445	55.6%	7,165	67.9%
BLACK OR AFRICAN-AMERICAN (NOT HISPANIC OR LATINO)	497	20.2%	514	23.1%	402	15.5%	1,220	11.6%
ASIAN/PACIFIC ISLANDER	142	5.8%	125	5.6%	170	6.6%	490	4.6%
NATIVE AMERICAN, ALASKA NATIVE, ALEUTIAN	11	0.5%	12	0.5%	2	0.1%	88	0.8%
HISPANIC OR LATINO (WHITE OR CAUCASIAN)	269	10.9%	218	9.8%	411	15.8%	956	9.1%
HISPANIC OR LATINO (BLACK OR AFRICAN-AMERICAN)	71	2.9%	61	2.7%	61	2.4%	160	1.5%
HISPANIC OR LATINO (ALL OTHER RACES/MULTIPLE RACES)	172	7.0%	111	5.0%	85	3.3%	371	3.5%
OTHER	24	1.0%	30	1.3%	23	0.9%	102	1.0%
EDUCATION OVERALL								
8TH GRADE OR LESS	617	25.1%	635	28.5%	506	19.5%	2,987	28.3%
1-3 YEARS OF HIGH SCHOOL	307	12.5%	272	12.2%	295	11.4%	999	9.5%
HIGH SCHOOL GRADUATE	438	17.8%	514	23.1%	512	19.7%	1,837	17.4%
1-3 YEARS COLLEGE	242	9.9%	218	9.8%	256	9.8%	1,554	14.7%
COLLEGE GRADUATE	534	21.7%	343	15.4%	539	20.7%	2,192	20.8%
POST-GRAD STUDIES	318	13.0%	246	11.0%	492	18.9%	983	9.3%
INCOME OVERALL								
UNDER $25,000	342	13.9%	327	14.7%	385	14.8%	1,252	11.9%
$25,000 TO $49,999	362	14.7%	390	17.5%	311	12.0%	1,993	18.9%
$50,000 TO $74,999	365	14.9%	299	13.4%	291	11.2%	2,080	19.7%
$75,000 TO $99,999	379	15.4%	301	13.5%	558	21.4%	1,595	15.1%
$100,000+	1,009	41.1%	912	40.9%	1,055	40.6%	3,631	34.4%

Annual Participation Data

All participation statistics were derived from an annual online consumer-tracking study focused on participation conducted during the 2024 calendar year by Sports Marketing Surveys USA (SMS). SMS designed the participation questionnaire in collaboration with the Physical Activity Council (PAC), consisting of eight sports industry associations. SMS retained Digital Research International (DRI) to program, field, and manage the survey.

Seasonal Participation Data

All snow sport seasonal data were derived from the same participation tracking study. However, seasonal data is derived from October 2023 through April 2024 dates rather than the annual 12-month period.

Sample Specification

During 2024, 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 of people ages six and older. Strict quotas associated with gender, age, income, region, and ethnicity were followed to ensure a balanced sample.

The 2024 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 306,931,382 people aged 6 and older.

Activity reporting is based on a rolling 12-month participation rate. All charts represent data from U.S. populations ages 6 and over, unless otherwise specified. If you have specific questions regarding the methodology, please contact Sports Marketing Surveys at info@sportsmarketingsurveysusa.com.

Youth Interviews

All interviews of children under 13 were carried out following the guidelines set out in the Children's Online Privacy Protection Act of 1998 (COPPA). No children were contacted directly. The panel is a balanced sample of households with children in each age group, but contact is always made through designated adult panelists. The adult panelist receives the survey invitation on behalf of a specified child, age six to 12, and they are asked to complete the survey together. Respondents ages 13 to 17 are contacted in a manner similar to respondents ages 6 to 12, but they are asked to complete the survey themselves.

Quality Assurance – Multiple levels:

- Respondent are prevented from taking the survey again within 3 months.
- Our panel provider has a suite of technology platforms to prevent fraud
- Technical fingerprinting to eliminate duplicates
- LOI offense checking (to eliminate "speeders")
- Pattern response checking
- Internal QA questions e.g. colors of the American flag
- Internal consistency checks e.g. a limit on the number of total participation days
- Open-end response quality algorithm
- Ongoing response visual checks.

About the Physical Activity Council (PAC)

The survey that forms the basis of the 2024 Participation Report is produced by the Physical Activity Council (PAC), which is a partnership of leading organizations in the U.S. sports, fitness, and leisure industries. While the overall aim of the survey is to establish levels of activity and identify key trends in sports, fitness, and recreation participation, each partner produces detailed reports on specific areas of interest. Partners include Outdoor Foundation (OF); National Golf Foundation (NGF); Snowsports Industries America (SIA); Tennis Industry Association (TIA); USA Football; United States Tennis Association (USTA), International Health and Racquet and Sportsclub Association (IHRSA), People for Bikes, and the Sport and Fitness Industry Association (SFIA).

Notes

Please note that some information includes data that was collected during previous surveys, as some questions are not asked every year.

SIA publishes a wide variety of must-have research products detailing winter participation and the insights of winter outdoor consumers. These include:

» Annual Participation Study - An annual in-depth look at participation and participant demographics across US winter sports.
» Seasonal Consumer Insights – In-season reports offering insights, trends, and habits of snowsport enthusiasts from SIA's panel of active winter outdoor enthusiasts.
» End of Season Report - A wrap-up of winter, including a look at participation over the season, participation trends, seasonal buying habits, travel, and more.
›› Next Gen Study of Winter Participants – A special report detailing insights into growing participation and diversity in snow sports.
›› Wholesale Sales and Orders –An annual report on products sold and ordered across the industry, broken down within sales category (pre-book, at-once, direct-to-consumer) by price bands (MAP) and relevant product features (adult vs. juniors, waist width for skis, etc.). For participating SIA members only.
›› Custom Research - Contact SIA for more information.

SIA members can find all of the above studies in the SIA Member Portal @ members.snowsports.org
For more information on SIA research, or information on how to join SIA in order to get access to all of our research, tools, and resources, please reach out to research@snowsports.org.