

WINTER OUTDOOR DATA

How to Use Data to Your Advantage

SIA Summit Series | September 28, 2023



WHAT WE'LL COVER

WHAT DATA EXISTS

A quick review of data sources and reports available to SIA members.

WHAT WE HAVE LEARNED

Examples of findings and learnings.

WHAT'S NEXT

What else should SIA be seeking to deliver?



WHAT INSIGHTS EXISTS

RESEARCH PRODUCTS

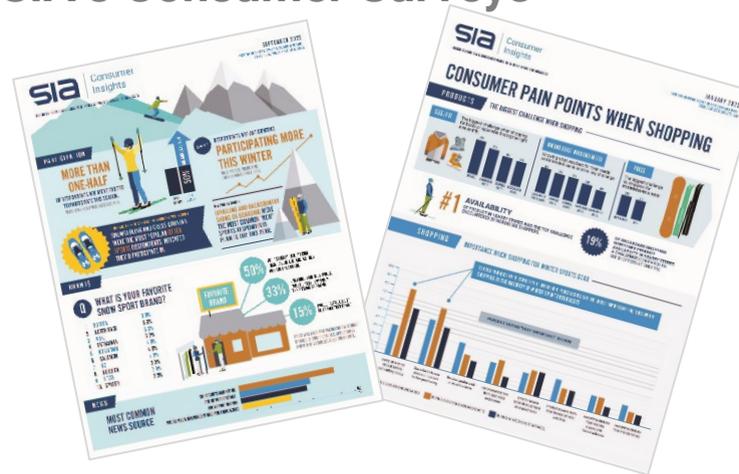
How Many & Who

SIA's Annual Participation Report



Consumer Preferences

SIA's Consumer Surveys



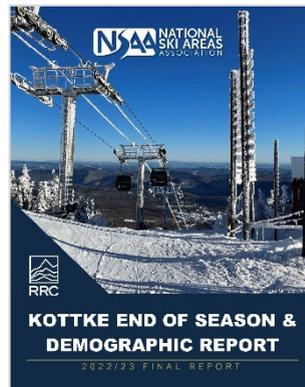
Future Participants

SIA's NextGen Study



Ski Area Visitation

NSAA's Kottke End of Season & Demographic Report



Wholesale

SIA's Wholesale Sales & Orders

SIA Snowsports Industries America

2023 Wholesale and DTC Sales Form
United States

Form version: 2023
Last form update: 7/12/2023
Deadline for submission: July 14, 2023
Upload completed forms at corona.insights.com/SIA/IFwd/asso2023 - All lowercase!

Who can we contact with questions?
Name(s): [Redacted]
Email(s): [Redacted]
Phone(s): [Redacted]

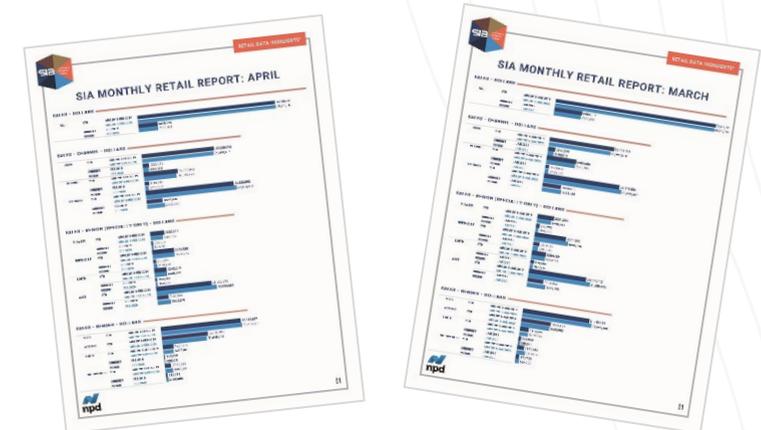
Who can you contact with questions?
SIA: For general questions or anything specific to SIA. Bill Stone: bstone@snowsports.org
Corona Insights: For questions specific to this form. Beth Mulligan: beth@coronainights.com

Confidentiality
SIA contracts with Corona Insights, a third-party research partner, to collect and report this data. Data is submitted directly to Corona Insights where it is stored on a secure server and accessible only by the members of this project team. Corona Insights reviews the data and aggregates the data from all brands to produce summary reports. Data submitted by brands is never shared with SIA or with other brands.

Please read the instructions even if you have previously filled out these forms. Some instructions and definitions have been updated in 2023.

Retail

NPD's Retail Data



ACCESSING REPORTS

All members have access to these reports.

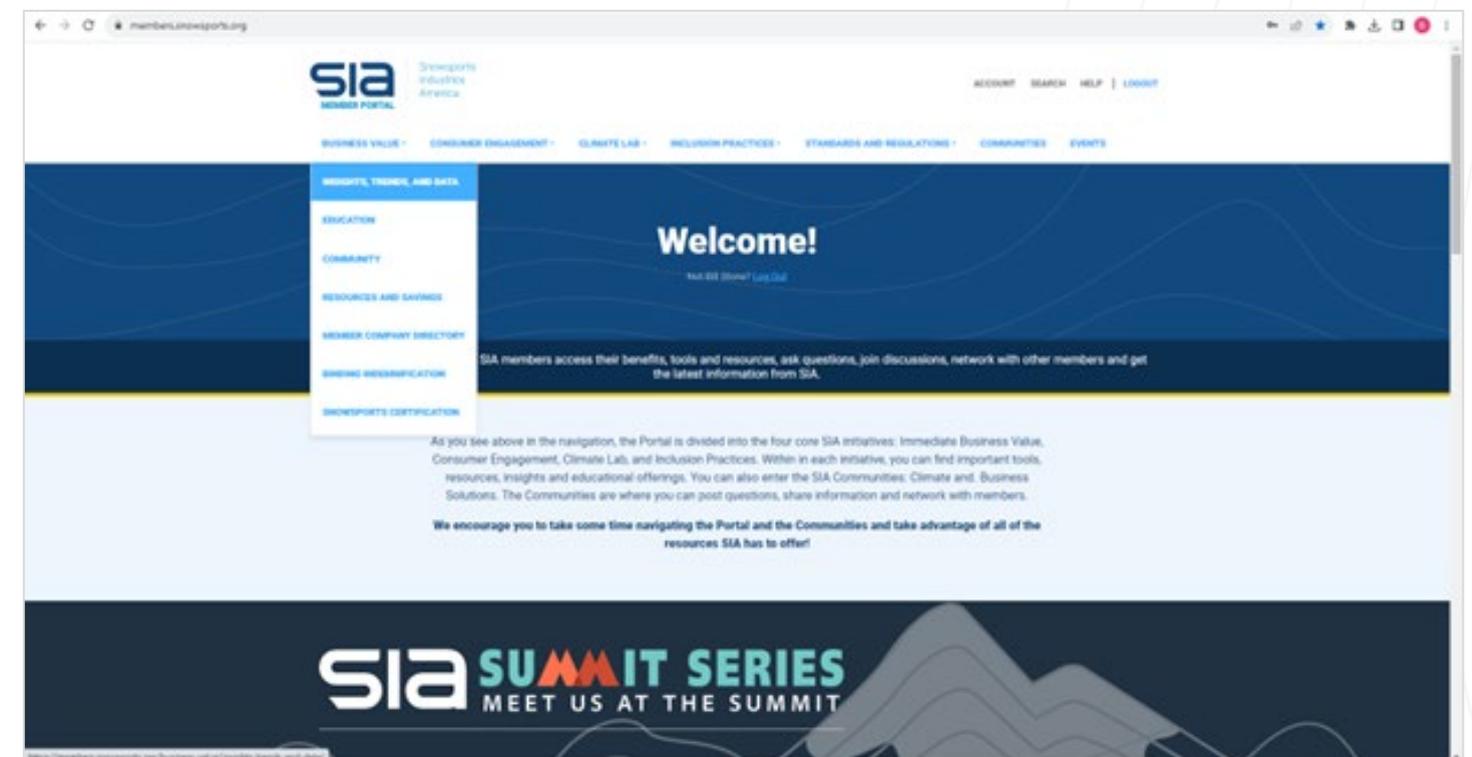
Visit:

<https://members.snowsports.org/>

One exception: For Wholesale Sales & Orders your brand must participate to have access to the aggregated reports.

For inquiries, contact:

Research@Snowsports.org





WHAT WE HAVE LEARNED

HOW CAN THESE DATA WORK TOGETHER?

How many participants are there?

What are trends in participation?

Who is participating?
Who is new?

How do new participants get involved?

What are the barriers to participating?

How do they want to be marketed to?



TOTAL PARTICIPATION (ALL)

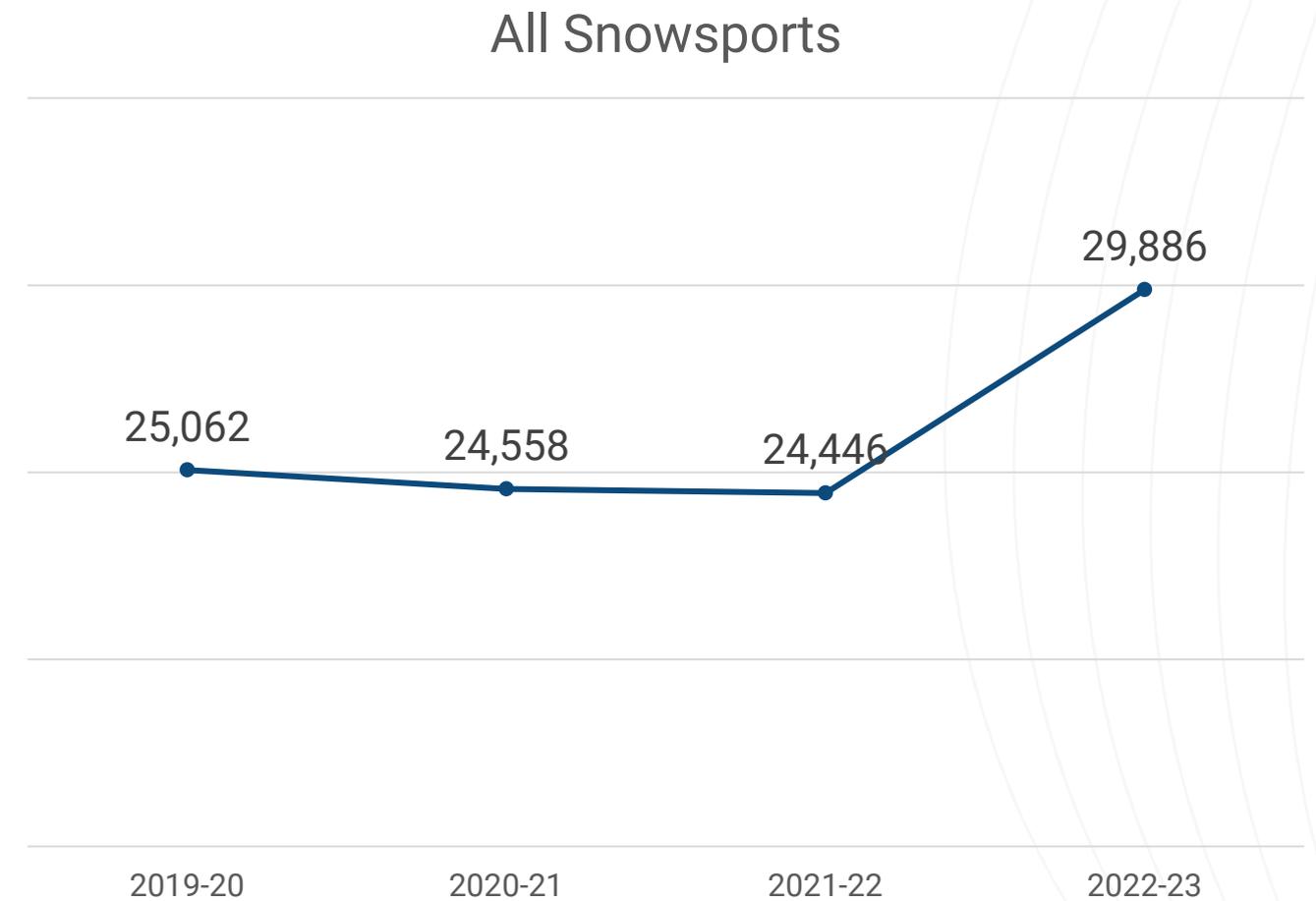
29.9M

Participants in 2022-23
across all snowsports

That's nearly

10%

of the US Population



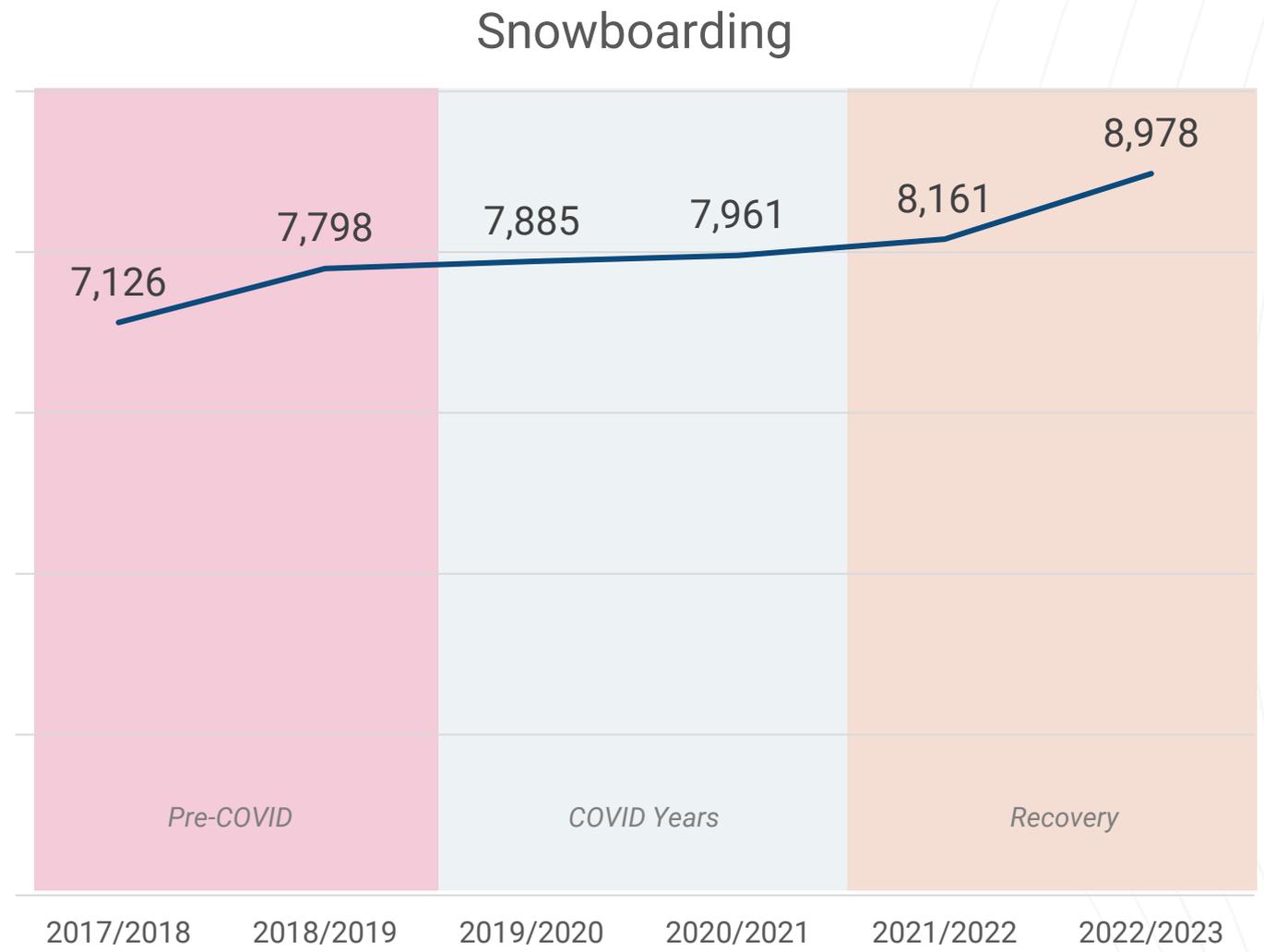
Figures x1,000

TOTAL PARTICIPATION (SNOWBOARD)

9.0M

Participants in 2022-23
participating in snowboarding

Compared to other snowsports,
snowboarding has been on a
consistent, upward trend, even
through COVID.

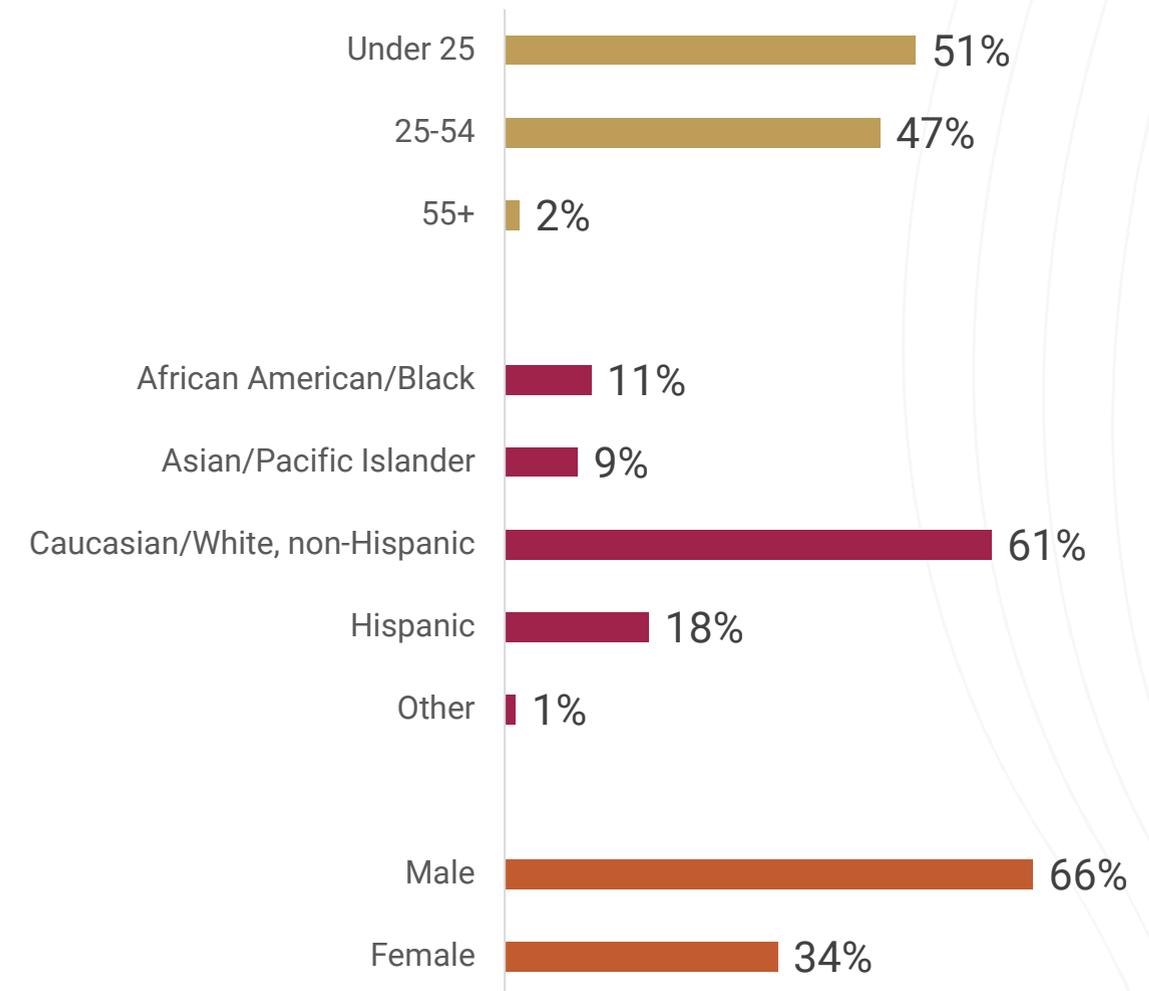


Figures x1,000

DEMOGRAPHICS OF SNOWBOARDERS

- Snowboarding is one of the youngest snowsports
- Snowboarders are among the more diverse of snowsport participants with one of the smallest share of White participants (skiing is nearly 70% White, as an example).

Demographics of Snowboarders

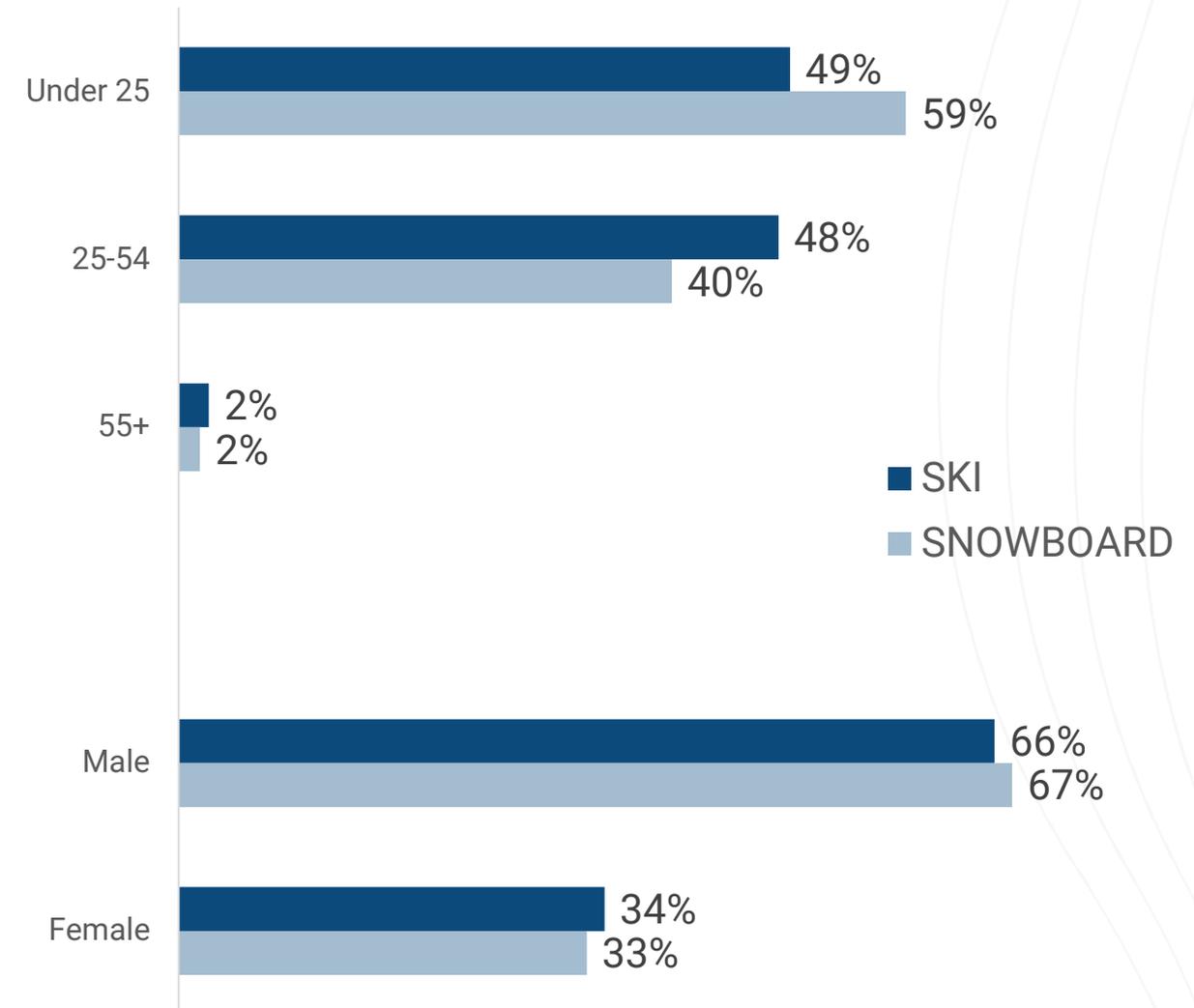


THE NEW PARTICIPANT

New snowboard participants are significantly more likely to be under 25 whereas new ski participants are more likely to be in the 25-54 age range.

New participants are split 2:1, Male to Female, consistent with snowsport participation across most sports.

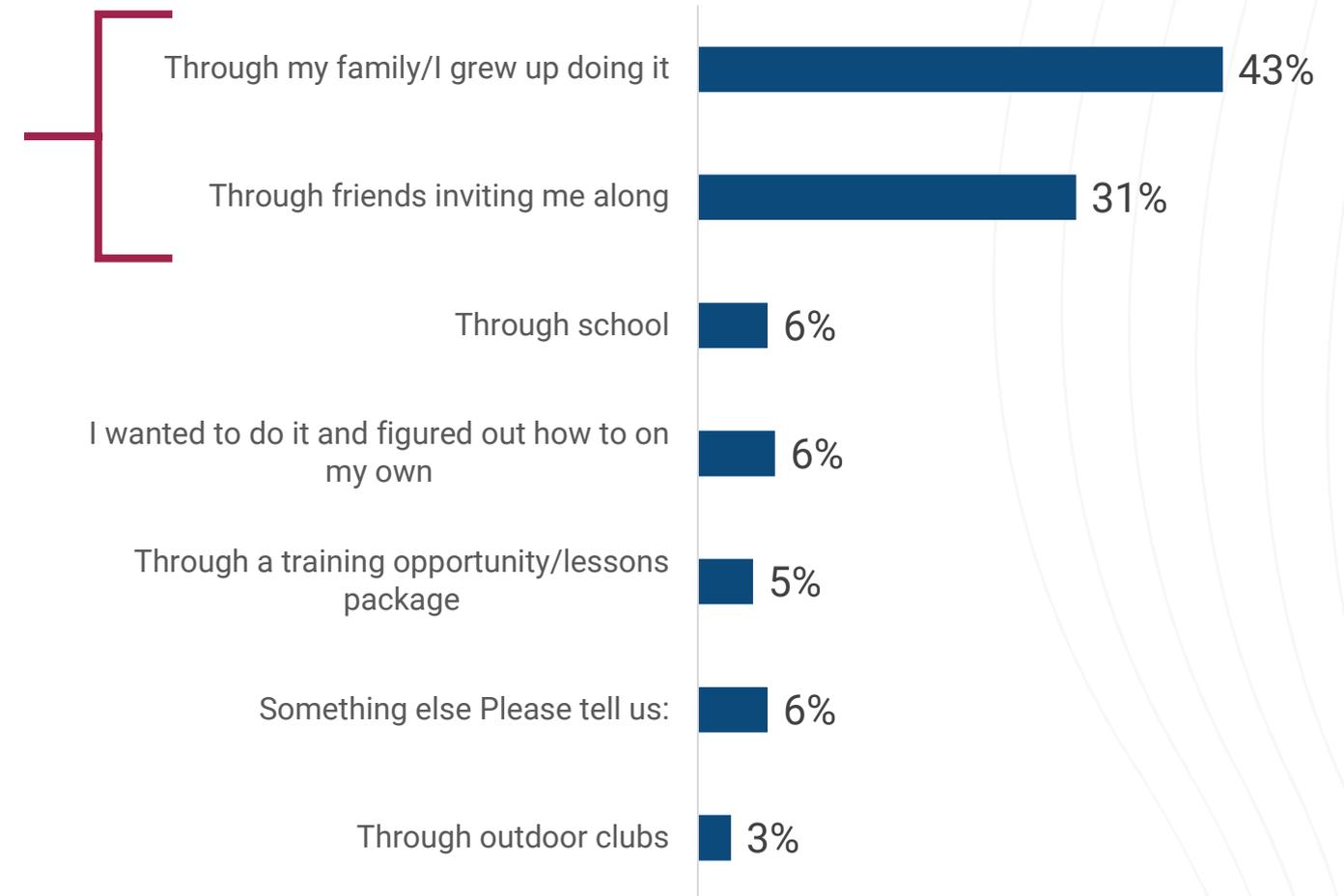
New Participants: Ski vs. Snowboard



WHY THEY GOT INVOLVED

Participants most often have a connection to someone who already participates.

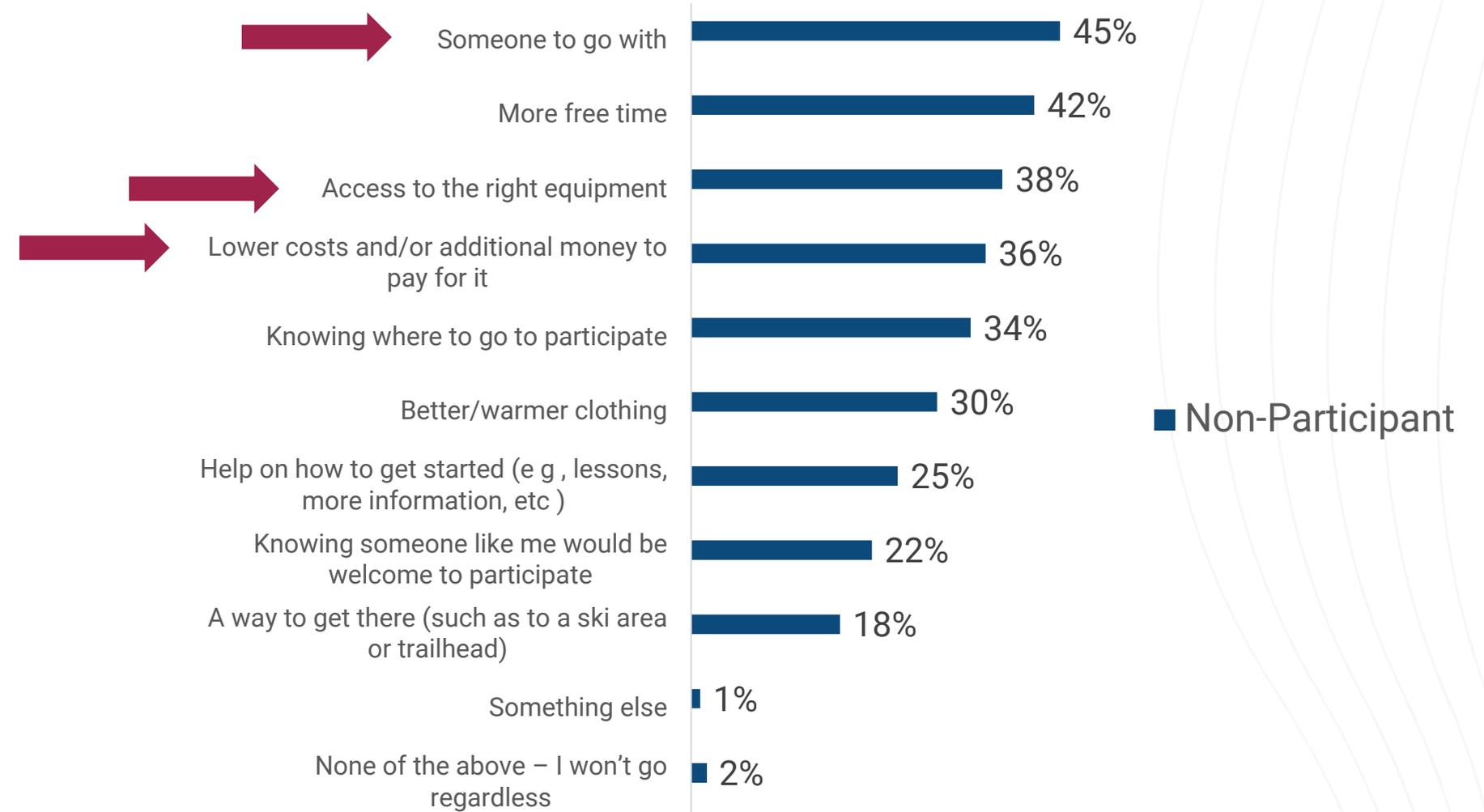
How They Started (Snowboarders)



BARRIERS FOR NON-PARTICIPANTS

What Would it Take For You to Participate in Your Most Desired Snowsport Activity?

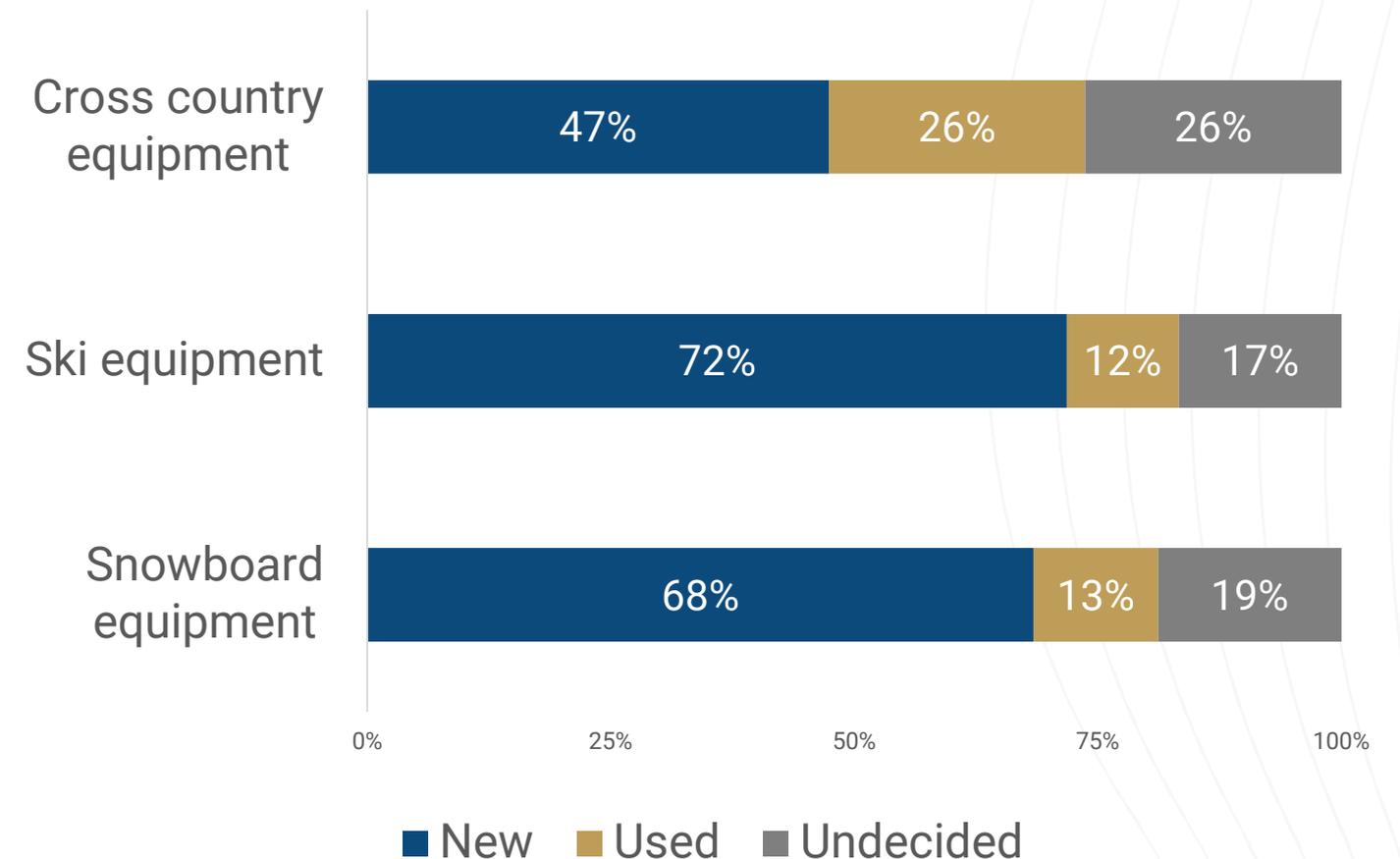
Knowing someone to go with and costs were key barriers.



RESALE - PREFERENCES

More than one-in-ten consumers planning to make a ski or snowboard purchase, are looking for used gear.

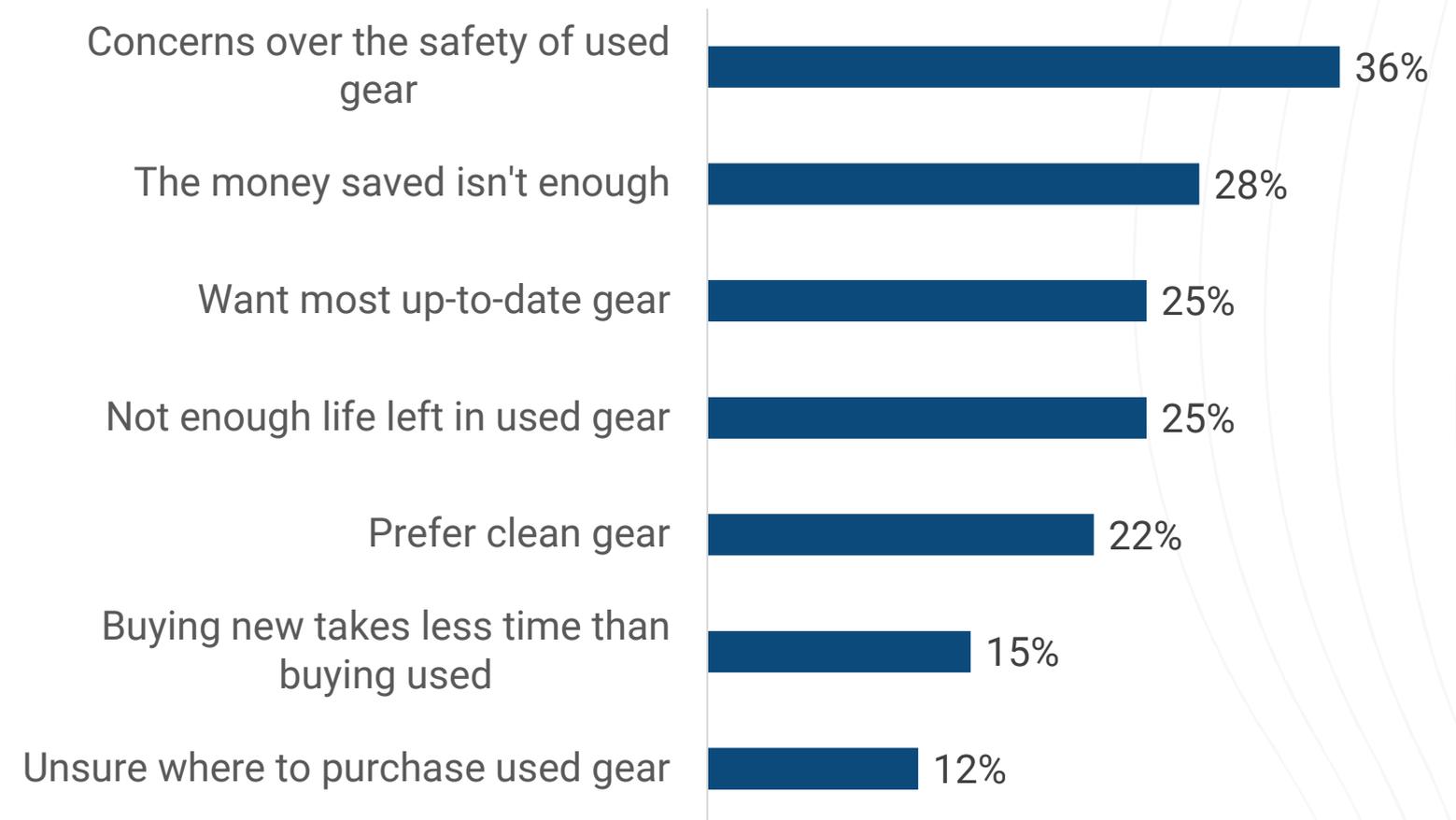
New vs. Used Preferences



RESALE - CONCERNS

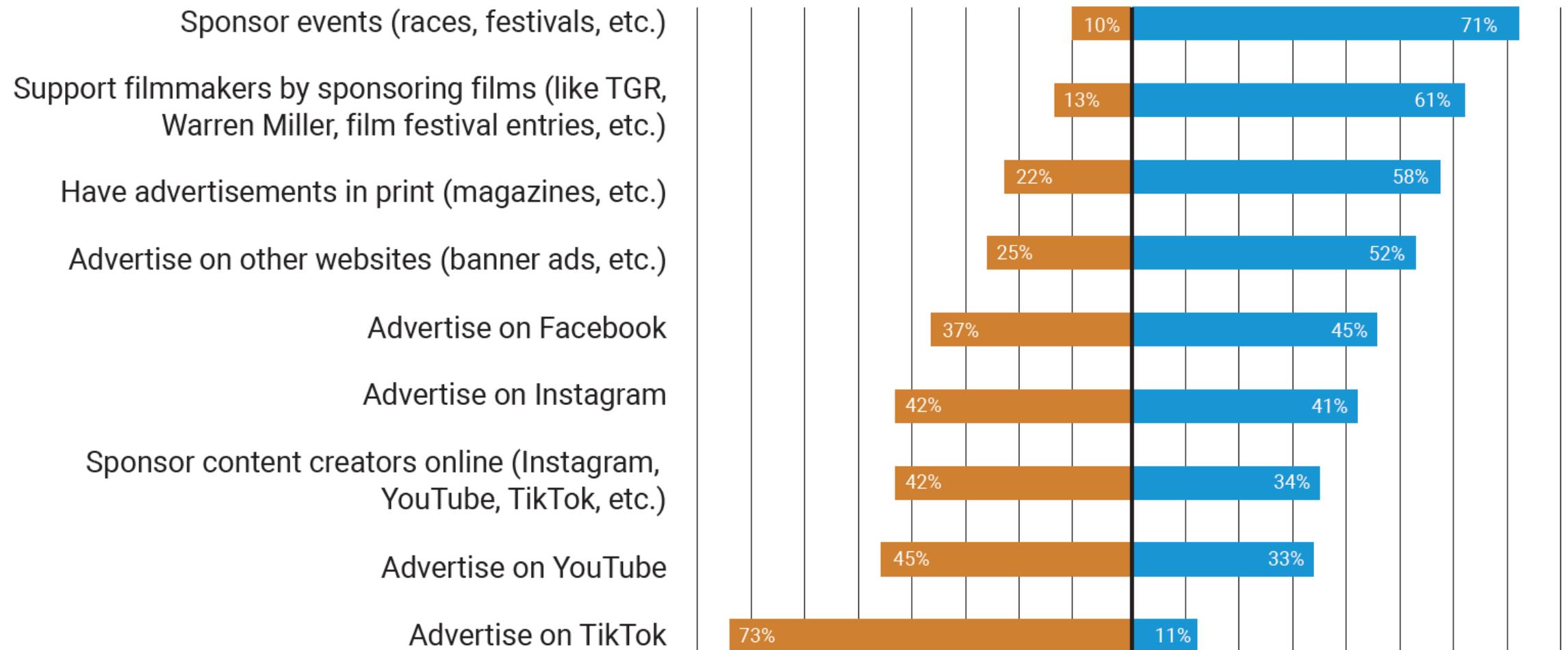
How can we address these concerns?

Barriers to Purchasing Used Gear



MARKETING TO THEM

How Consumers want to Snowsport Brands Promote Themselves

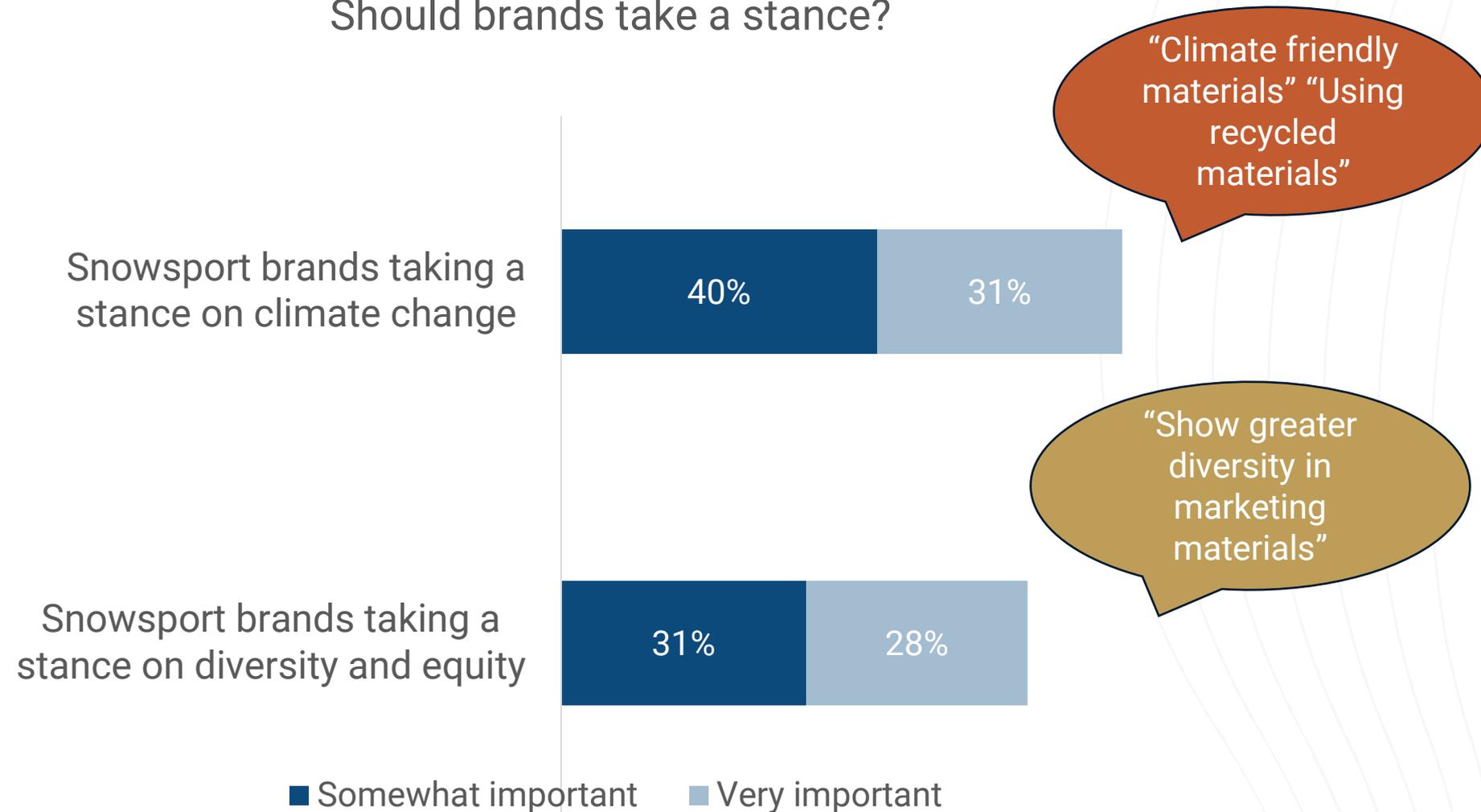


■ This is NOT a good way for brands to reach me
 ■ This is a good way for brands to reach me

MARKETING TO THEM

What do consumers expect us to be addressing?

Should brands take a stance?





WHAT'S NEXT?



**UNITED
BY WINTER.**

SIA

Snowsports
Industries
America

OUR RESEARCH PARTNER



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