

SIA SNOW SPORTS CONSUMER IDENTITY BOOK VERSION 1. 2016

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HOW TO USE IDENTITY GROUPING INFORMATION

- At the most basic level, identity groupings allow you to personalize and target your marketing efforts more efficiently and more effectively to select segments of your audience. For example, instead of sending the same lead nurturing emails to everyone in your database, you can segment by buyer identity group and tailor your messaging according to the specific traits of the group you're working to engage. You can develop social media ads and target using the data specific to each identity group. Additionally, you can design product with specific identity groups in mind.
- Consumer identity groups are generalized representations of your ideal customers based on empirical research of the snow sports consumer base. They are designed to help you understand your customers (and prospective customers) better, and make it easier for you to tailor and target content to the specific needs, behaviors, and concerns of different groups.
- These consumer identity groups are empirically based on various market research conducted by SIA. Specifically, the SIA Participant study and various insights gathered from skiers and snowboarders using qualitative methods (through surveys, interviews, etc.).
- If you have questions about the this book or the data used to develop identity groups, please contact Kelly Davis, SIA'S Research Director at kdavis@Snowsports.org.

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DOWNHILL SKI

Ski Identity Groups:

- ❖ The Core Downhill Skier
- ❖ Downhill Ski Kids
- ❖ The Balanced Warrior (Women)
- ❖ Work Hard/Play Hard (Men)
- ❖ The Backcountry Skier
- ❖ The Adventure Seekers
- ❖ The Image Seekers
- ❖ Getting Back (into downhill skiing)
- ❖ Family First
- ❖ The Luxe Traveler
- ❖ Senior Skiers



THE CORE DOWNHILL SKIER

This participant lives to ski. They might be found getting early ups, hanging around back bowls, tree runs, training for a downhill race, dropping into a couloir, or skinning in the backcountry. Many live and work in “ski” towns just so they can focus on their passion for skiing. They are planning trips to exotic ski locations around the world. They have a “quiver” of skis and will buy high end gear with superior technology including equipment, apparel and accessories. They probably “know a guy” that works in a specialty shop in town who “hooks them up” with the best gear. They voraciously consume SKI media and may produce their own online content. They read Ski, Skiing, Powder and Freeskier magazines and pay close attention to gear guides.

- **Male 65%, Female 35%**
- **College Degree+**
- **Household Income \$25K to \$50K and \$250K to \$1M+. Note, on the lower end of income and age, this person may work at specialty shop, on the mountain, as a guide, or at a restaurant in a mountain town. On the high end, could be a consultant or founder of a successful business venture**
- **Participates 30+ days a season**
- **Age: 15 to 30/ ages 45 to 65**
- **Represents 10% of skiers (about 1.1M)**
- **Innovation and advances in gear technology/superior technology**
- **Functional, durable and warm (apparel and apparel accessories)**
- **Exclusive access – unique gear that is made by and for insiders (e.g. local “craft” ski maker)**
- **Maximizes their skiing experiences (gear and apparel)**
- **Expert/gear guide recommendations**
- **Successful demo**

- **Background**
{Lifestyle, Habits, Focus}

- **Demographics**
{Income, education, age, ethnicity, geography}

- **Why do they Buy?**



DOWNHILL SKI KIDS

These skiers are kids and that makes them the most important group in skiing because they are the future of the industry. These are kids that were introduced to skiing by their parents or, when the ski area is proximal, they were introduced with their peers on a school led trip. They are energetic, fearless, teachable, and excited about skiing. Many of them could technically be considered core skiers because they participate frequently and may do some skiing (usually in their teens) on rails and other features outside of the resort with their friends. They are often overscheduled and spend more than 8 hours each day in front of multiple screens. They are into gaming; both boys and girls spend more time playing on a screen than kids did 20 years ago. They are technology natives and using a smart phone before they can speak in full sentences is typical. They watch media on a streaming basis and will watch ski movies and clips on streaming platforms like YouTube. They tend to be better than average students and more physically fit than the average for their age group. Over the course of their lives, they will spend more than \$80K on snow sports.

- **Background**
{Lifestyle, Habits, Focus}

- **Demographics**
{Income, education, age, ethnicity, geography}

- **Why do they Buy?**

- **Male 55%, Female 45%**
- **Household Income \$75 to \$250K**
- **Participates 3 to 30 days a season (distinct core group = 30% of kids)**
- **Age: <18**
- **Represents 20% of skiers (about 2.3M)**
- **Their parents buy for them, Mom makes 80% of buy decisions**
- **Functional, durable and warm (apparel and apparel accessories)**
- **They lose a lot of gloves and hats**
- **It's what their friends/peers have**
- **Equipment leases are common**
- **More casual kids rent**
- **Produce and consume large amounts of content on social media**



THE BALANCED WARRIOR (Ski)

- Background
{Lifestyle, Habits, Focus}

This woman does it all, she's a good skier and can handle most terrain but she isn't core because she has a lot on her plate. She may be balancing skiing with her career, her significant other, her kids, and other physical activities like running, yoga, cycling and cross country skiing that keep her fit and enjoying an active life. Among all women skiers (and maybe men), she is most likely to get an uphill/downhill session in before the lifts open after she drops the kids off for school and/or before she heads to work. Males in this category fit into the "work-hard, play-hard" category. This woman will get her kids into lessons and considers skiing to be an important activity for the entire (active) family. She enjoys fresh and healthy food choices (organic) for herself and her family. She will thoroughly research her gear before she buys it and looks for apparel that can be used across activities.

- Demographics
{Income, education, age, ethnicity, geography}

- Female
- College Degree or more
- Household Income \$50K to \$150K+
- Mostly white
- Age range is 23 to 55
- Intermediate to advanced skiers
- Participates 5 to 15 days a season
- Represents 35% of skiing women (1.6M)

- Why do they buy?

- Need to replace old equipment
- Comfort/Fit and what feels good
- Quality, durability and value
- Good reviews from other women
- Versatility - apparel that crosses over to street or other activities
- Functionality and style in equipment, accessories and apparel



WORK HARD, PLAY HARD (Ski)

- Background
{Lifestyle, Habits, Focus}

These men might be weekend warriors, but they take their jobs and their leisure time seriously. He may work an 80 hour week and then hit the slopes for 6 hours on Saturday before downing a few après drinks, heading to dinner, and finishing the night at a club. He wants some stories to tell on social media...good ones. He's still a "bro" but he also might be a father who thinks the kids should play hard too and makes sure they're exposed to activities like skiing, mountain biking and surfing because he likes to share his passion and is dedicated to keeping his family active. He might be found surfing, mountain biking, road cycling or trail running because he mixes it up and although he is fairly serious about his activities but he keeps it fun. (35% of skiing men and 55% of snowboarding men)

- Demographics
{Income, education, age, ethnicity, geography}

- Male
- College Degree
- Household Income \$75K to \$150K+
- Mostly white
- Age range is 23 to 55
- Participates 5 to 15 times a season
- Represents 35% of skiing men (2.6M)

- Why do they buy?

- Promise of an intense experience and a story they can show and tell
- Mainstream product and craft product that is high performance
- Technology that improves their overall experience (powder boards, carvers for, icy conditions, etc.)
- Technical apparel that can crossover to street and other activities outdoors
- High end accessories like POV cameras, smart goggles, audio-enabled helmets, high end hand wear
- One of his "bros" recommended it



THE BACKCOUNTRY SKIER

- **Background**
{Lifestyle, Habits, Focus}

First and foremost, the backcountry skier earns their turns and they qualify as a subset of “core.” These skiers can be found in non-lift served backcountry terrain navigating to some secret stash of perfect fresh powder. These are (mostly) expert skiers and ski mountaineers who are looking for a more immersive experience than any groomed run can provide. Many skin their way through backcountry but some use snow machines, some use snow cats, some even use helicopters to find something unique. The backcountry skier is experienced in snow, has avalanche safety and rescue training, is hyper-aware of weather conditions, and has an excellent gear collection including beacons, airbag tech packs, rolls and rolls of duct tape, ropes, harnesses, shovels, probes, skins, lights, an extra layer, and maybe a few sandwiches. They are going where there is no patrol and it’s going to be epic. These skiers know their gear because their lives literally depend on it.

- **Demographics**
{Income, education, age, ethnicity, geography}

- **Male 75%, Female 25%**
- **College Degree+**
- **Household Income \$25K to \$5100K (skin) and \$250K to \$1M+ (heli).**
- **Participates 30+ days a season**
- **Age Group: 25 to 50**
- **Represents 5% of skiers (about 585K)**

- **Why do they Buy?**

- **Innovation and advances in gear technology/superior technology**
- **Replace unreliable or broken gear**
- **Functional, breathable, durable and warm (apparel and apparel accessories)**
- **Light weight, efficient, and designed for backcountry**
- **Expert recommended (guide, trusted backcountry buddy, gear guide focused on backcountry)**
- **Brands with backcountry credibility**



THE ADVENTURE SEEKERS (Ski)

- **Background**
{Lifestyle, Habits, Focus}

These adult beginner to intermediate level skiers are looking for excitement, unique experiences and fun times. They are not necessarily good skiers, some are, some aren't – all are physically competent enough to enjoy a variety of outdoor activities. They also enjoy things like karaoke during après festivities and cosmic tubing late. Most have skied before, when they were kids, or maybe they were recently convinced by their friends that learning how to ski would be an adventure in and of itself. They are likely to be on a trip with a group of people and many in their crew are snowboarders. They will spend significant money for the experience but they have less disposable income than their older peers on the mountain so chances are, they're renting equipment. They may be there because of a spontaneous decision to go with a group of friends and are the same cohort that is targeted for tiny house living and van trips. They enjoy craft beer and value wines, and cheap but excellent food that you might find at a food truck. It's important to keep engaging this group so that in the future, they want to bring their families to the slopes.

- **Demographics**
{Income, education, age, ethnicity, geography}

- **Male 70%, Female 30%**
- **Ages 18 to 30**
- **Income – Household income \$25 to \$85K**
- **More diverse than the participant base overall**
- **Participates 4 to 9 days each season**
- **Represents 20% of skiers (K)**

- **Why do they buy?**

- **Renting equipment and possibly apparel if they live in temperate climates in the Southern U.S. and coastal areas on both coasts.**
- **Looking for a fun time with their friends on a budget**
- **May need some accessories for the trip including apparel and accessories like gloves and goggles.**



THE IMAGE SEEKER (SKI)

- **Background**
{Lifestyle, Habits, Focus}

This skier has all the latest gear including alpine/AT boots purchased for the walk mode that make them more comfortable during après sessions and at the base. They enjoy the compliments about their set-up and outerwear choices on the lift. They are plastering social media with snow selfies. They are reasonably physically fit and they do things that they think boost their image. Maybe they competed in an adventure race this summer, or an obstacle course challenge, or a half-marathon. This group may consist mostly of ski renters (demos), but, they are more likely to buy boots and they are definitely buying outerwear and accessories. They will pay top dollar to look good on the slopes. Their ski day or days on vacation are all about the selfies.

- **Demographics**
{Income, education, age, ethnicity, geography}

- **Male 60%, Female 40%**
- **High school to college degree (see age range)**
- **Income – Household income \$100k+ (Mom and Dad's money)**
- **Mostly white and single**
- **Participates 1 to 2 times each season**
- **Age range 15 to 30**
- **Represents 30% of downhill skiers**

- **Why do they buy?**

- **They buy to look cool, they want “the look” of a skier**
- **Gear that makes them look like a seasoned skier, maybe some Alpine/AT set up**
- **High end, technical apparel that looks good at Starbucks and on the lift**
- **Major, recognizable brands in equipment and apparel**
- **Accessories like goggles, sunglasses and headwear that will complete their look**



GETTING BACK (Ski)

- Background
{Lifestyle, Habits, Focus}

This skier is just getting back to skiing after a long break in participation. They stopped for a variety of reasons - because their spouse/partner didn't like the cold, because they had small children, because their job took all of their time, because they moved and were nowhere near snow and the list goes on. Now they have aged a bit and they have decided that they want to get back into skiing (and maybe a few more physical activities) and into shape in general. This group includes empty nesters, middle age divorcees, mid-life crisis sufferers, and those who have decided to get back into shape for their health. They came back to the slopes with a friend who skis or they may have joined a local ski club for social interaction. No matter why they have come back, they are freshly passionate about skiing. This group has enough disposable income to fully outfit themselves with new gear and shortly after they have come back to the ski fold, they are ready to take a destination ski trip.

- Demographics
{Income, education, age, ethnicity, geography}

- Male 70%, female 30%
- College Degree or more
- Household Income \$100K to \$250K+
- Mostly white
- Age range is 45 to 65
- Intermediate skiers
- Participates 5 to 20 days a season
- Represents 10% (1.2M) skiers

- Why do they buy?

- Need new equipment!
- Comfort/Fit and what feels good
- Quality, durability and value
- Good reviews from other skiers
- Good reviews in gear guides
- Functionality and style in equipment, accessories and apparel



FAMILY FIRST (Ski)

Both women and men can be grouped into this identity group based on their priorities and behavior with their families. Overall, Family first parents simply prioritize their family's and especially their kids' needs above theirs'. There do not need to be two family first parents in a family, it could be just Mom or just Dad.

- **Background**
{Lifestyle, Habits, Focus}

- Mom - She is a woman who comes to the slopes because she wants to provide good experiences for her family. She may or may not be a skier or snowboarder but she'll plan a ski vacation because either she and/or her husband think skiing might be good and fun for the kids. She's looking for something economical for the family but if she has resources, she may be willing to pull out all of the stops for the family vacation. She is an expert at family logistics and responds to marketing that centers on family. She may belong to a book club, she's active in the PTA, Scouts, and her kids' team sports or activities. She is simply laser-focused on her family. (15% of skiing women).
- Dad - This family man also enjoys a life that revolves around his family. He wants to have the perfect vacation and makes sure his kids are learning to ski or snowboard because it brought his family together or his wife's family together and it's a good tradition. He may or may not be a good skier/snowboarder, and he may be a good target for lessons for himself and definitely for the kids. He wants to make sure his family can continue the tradition of telling ski stories at the dinner table. He might choose a family Christmas ski vacation. He is happy to have a good day skiing groomers with his family then hitting a kid-friendly après activity. (15% of skiing men)

- **Demographics**
{Income, education, age, ethnicity, geography}

- College Degree
- Have kids
- Income \$75K to \$150K+
- Mostly white
- Age range is 35 to 55
- Represents 10% of skiing men and 15% of skiing women
- Participates 10 to 20 times a season
- Live in the suburbs

- **Why do they buy?**

- They buy for the kids first, spouse second, themselves last
- Marketing focus on family, fun, and bonding
- Priority attributes are value/price, comfort/fit, then technical aspects



THE LUXE TRAVELER (Ski)

- Background
{Lifestyle, Habits, Focus}

These skiers and snowboarders want the best of everything and they are willing and able to pay for it. This type of skier may walk into a shop and buy high end everything from baselayer to boots and everything in between. They will pay top dollar for private lessons for themselves and their kids, for guide services, for gourmet food, for the spa and a wide range of concierge services. This group includes celebrities and business moguls who are looking for all the adventure that money can buy. They ski (15% snowboard) at every level from beginner to expert+. They may be looking for a certain amount of anonymity on their ski trip...or not. They arrived at the local airport on a private plane and may be staying at a private residence or at very upscale lodging. They tend to be opinion makers and they may be shadowed by the press which is great for brands they're wearing and for skiing in general.

- Demographics
{Income, education, age, ethnicity, geography}

- Male and Female
- College Degree
- Household Income \$1M+
- Mostly white
- Age range is 35 to 55
- Participates 5 to 9 days a season
- Represents 1% of the skiing participant base (116K)

- Why do they buy?

- They buy whatever will maximize their experience and ask for the best regardless of cost
- They expect a high level of service with their purchases but are willing to pay for it
- They use money to solve problems and remove barriers in their quest for high-end experiences



THE SENIOR (SKI)

This skier has more than 50 years of skiing experience under their belt and they don't plan to slow down anytime soon. A large percentage of this group ski several times a week. They taught their kids to ski, and watched (maybe a little grudgingly) as some gravitated to snowboard over the past three decades. In addition to skiing with their adult children, they support the indoctrination of grandchildren into skiing and make sure the family tradition of snow sports thrives. The slopes may be the frozen fountain of youth for them, skiing is their elixir of life and they are super-passionate about it. They often are the backbone of the local ski council/club and are looking for other seniors to ski with locally and on destination trips. They want a senior discounts but many will buy a season's pass whether a senior discount is offered or not. They may be skiing on old equipment because they like it but appreciate the technological strides that have made skiing in all conditions easier and more comfortable overall.

- **Male 65%, Female 35%**
- **College+**
- **Income – Household income \$50K+ (retired)**
- **Mostly white**
- **Age range 60 to 75+**
- **Participates 25 to 40 times a season**
- **Represents 5% of skiers (about 580K)**

- **For the grandkids and to keep the snow sports tradition alive**
- **Skis that make initiating turns and skiing in ice or powder easier**
- **Replace old boots for new boots that have excellent fit and comfort**
- **Stylish and comfortable apparel**

- **Background**
{Lifestyle, Habits, Focus}

- **Demographics**
{Income, education, age, ethnicity, geography}

- **Why do they buy?**

SNOWBOARD

Snowboard Identity Groups:

- ❖ The Core Snowboarder
- ❖ Snowboard Kids
- ❖ The Balanced Warrior (Women)
- ❖ Work Hard/Play Hard (Men)
- ❖ The Adventure Seekers
- ❖ The Image Seekers
- ❖ The Backcountry Snowboarder
- ❖ Family First
- ❖ Getting Back (into snowboarding)
- ❖ The Luxe Traveler



THE CORE SNOWBOARDER

- **Background**
{Lifestyle, Habits, Focus}

This participant lives to snowboard. They might be found at the resort aggressively riding back bowls, shredding the gnar in the park and pipe, building kickers in the woods, splitboarding in the backcountry, or using snow machines to find fresh terrain to ride. They tend to work and live in the mountains and most likely make their living by working in the industry, in fact, they may work in a local snow sports specialty shop or at the local mountain. Their friends share their dedication to snow and they spend as much time on their boards as possible. They may be looking to “go pro” or at least be sponsored by a brand. They may also identify as skaters and/or surfers. They enjoy being outdoors in winter and in every other season and are environmentally aware.

- **Demographics**
{Gender Mix, Age Range, Income, Residence}

- **Male 85%, Female 15%**
- **High School/some college**
- **Income \$25K to \$60K**
- **Age: 15 to 30**
- **Participates 30+ days a season**
- **More likely to live in a mountain town or near a ski/snowboard area**
- **Represents about 10% of snowboarders (760K)**

- **Why do they Buy?**

- **Innovation and advances in gear technology/superior technology**
- **Something new including camber, board shape, edge, etc.**
- **Advances their snowboarding abilities/Opens a door to new snowboarding experiences**
- **Functional and highly durable apparel**
- **Expert/gear guide recommendations**
- **Successful demo**



SNOWBOARD KIDS

These skiers are kids and that makes them the most important group in snowboarding because they are the future of the industry. These are kids that were introduced to snowboarding by their parents (who are the first generation of snowboarders themselves) or, when the ski/snowboard area is proximal, they were introduced with their peers on a school led trip. They are energetic, fearless, teachable, and excited about snowboarding. Many of them could technically be considered core snowboarders because they participate frequently and may snowboard in backyard flow parks, on rails and other features outside of the resort with their friends. They are often overscheduled and spend more than 8 hours each day in front of multiple screens. They are into gaming; both boys and girls spend more time playing on a screen than kids did 20 years ago. They are technology natives and using a smart phone before they can speak in full sentences is typical. They tend to be more physically fit than the average for their age group. They spend a lot of time in the terrain park. Over the course of their lives, they will spend more than \$80K on snow sports.

- **Background**
{Lifestyle, Habits, Focus}

- **Demographics**
{Income, education, age, ethnicity, geography}

- **Why do they Buy?**

- **Male 55%, Female 45%**
- **Household Income \$75 to \$250K**
- **Participates 15+ days a season**
- **Age: <18**
- **Represents 25% of snowboarders (about 2.2M)**
- **Their parents buy for them, Mom makes 80% of buy decisions**
- **Functional, durable, warm and fun! (apparel and apparel accessories)**
- **They lose a lot of gloves and hats**
- **It's what their friends/peers have**
- **Equipment leases are common**
- **More casual kids rent**
- **Produce and consume large amounts of content on social media**



THE BALANCED WARRIOR (Snowboard)

- Background
{Lifestyle, Habits, Focus}

This Gen X and millennial women were pioneers in snowboarding. These days she has a lot more on her plate. She may be balancing snowboarding with her career, her significant other, her kids, and other physical activities like trail running, yoga, mountain biking, and longboarding that keep her fit and enjoying an active life outdoors with the family. She loves introducing and sharing the action sports that she will always have passion for with her family and friends. This woman will get her kids into snowboard lessons when they're very young and she looks forward to the day when her kids will outshred her. She enjoys fresh and healthy food choices (organic) for herself and her family. She will thoroughly research her gear and her kids' gear before she buys it and looks for apparel that can be used across activities.

- Demographics
{Income, education, age, ethnicity, geography}

- Female
- College Degree or more
- Household Income \$50K to \$150K+
- Mostly white
- Age range is 25 to 45
- Intermediate to advanced snowboarders
- Participates 7 to 20 times a season
- Represents 20% of snowboarding women (1.3M)

- Why do they buy?

- Need to replace old equipment
- Comfort/Fit and what feels good
- Quality, durability and value
- She might buy if you make her a deal she can't refuse on something she really likes
- Good reviews from other women
- Versatility - apparel that crosses over to street or other activities
- Functionality and style in equipment, accessories and apparel



WORK HARD, PLAY HARD (Snowboard)

- Background
{Lifestyle, Habits, Focus}

These men might be weekend warriors, but they take their jobs and their leisure time seriously. He may work an 80 hour week and then hit the slopes for 6 hours on Saturday before downing a few après drinks, heading to dinner, and finishing the night at a club. He wants some stories to tell on social media...good ones. He might be a father who thinks the kids should play hard too and makes sure they're exposed to activities like snowboarding, skateboarding, and mountain biking. He likes to share his passion for adventure with friends and family and will plan destination and day trips that involve snowboarding or another activity like it. In fact, he likes a wide variety of activities and he might be found surfing, mountain biking, adventure racing and camping because he mixes it up. He is a good snowboarder and he's fairly serious but he keeps it fun and loves telling stories about his snowboard exploits (35% of skiing men and 55% of snowboarding men)

- Demographics
{Income, education, age, ethnicity, geography}

- Male
- College Degree
- Household Income \$75K to \$150K+
- Mostly white
- Age range is 23 to 45
- Participates 7 to 20 times a season
- Represents 35% of snowboarding men (1.2M)

- Why do they buy?

- Promise of an intense experience and a story they can show and tell on a variety of platforms including person-to-person in the break room
- Mainstream high performance product and is a good target for craft producers
- Technology that improves their overall experience (powder boards, carvers for, icy conditions, etc.)
- Technical apparel that can crossover to street and other activities outdoors
- High end accessories like POV cameras, smart goggles, audio-enabled helmets, high end hand wear



THE ADVENTURE SEEKERS (Snowboard)

- Background
{Lifestyle, Habits, Focus}

These adult beginner to intermediate level snowboarders are looking for excitement, unique experiences and fun times. They are not necessarily athletes, some are, some aren't – all are physically competent enough to enjoy a variety of activities including things like karaoke during après festivities and cosmic tubing late. Most have snowboarded before, when they were kids, or maybe they were recently convinced by their friends that learning how to snowboard would be an adventure in and of itself. They will spend on the experience but they have less disposable income than their older peers on the mountain so chances are, they're renting equipment. They may be there because of a spontaneous decision to go and are the same cohort that is targeted for tiny house living and van trips. They enjoy craft beer and value wines, and cheap but excellent food that you might find at a food truck. It's important to keep engaging this group so that in the future, they want to bring their families to the slopes.

- Demographics
{Income, education, age, ethnicity, geography}

- Male 70%, Female 30%
- Ages 18 to 30
- Income – Household income \$25 to \$85K
- More diverse than the participant base overall
- Participates 4 to 9 days each season
- Represents 10% of snowboarders (760K)
- Renting equipment and possibly apparel if they live in temperate climates in the Southern U.S. and coastal areas on both coasts.
- Looking for a fun time with their friends on a budget
- May need some accessories for the trip including apparel and accessories like gloves and goggles.

- Why do they buy?



THE IMAGE SEEKER (Snowboard)

- **Background**
{Lifestyle, Habits, Focus}

Watch out for these “snowboarders” taking selfies at the top of a run. This is a reasonably active individual that participates at some level in several physical activities – mostly because they believe that doing so makes them seem “cool”. For example, maybe they competed in an adventure race this summer, or an obstacle course challenge, or a mountain bike race. They are more interested in what people think about them snowboarding than in actually becoming a competent snowboarder. That said, they will spend to get the look including buying equipment, apparel and accessories to get “the look

- **Demographics**
{Income, education, age, ethnicity, geography}

- **Male 55%, Female 45%**
- **High School+**
- **Income – Household income \$100k+ (Mom and Dad’s money) or \$1M+ Celebrity**
- **Mostly white and single**
- **Participates 1 to 2 times a season**
- **Age range 15 to 30**
- **Represents 20% of snowboarders (1.5M)**

- **Why they buy**

- **They buy to look cool, they want “the look” of a snowboarder**
- **High end, technical apparel that looks good at Starbucks and on the lift**
- **Rent High End Demo Equipment**
- **Accessories like goggles, sunglasses and headwear that will complete their look**
- **Camera!**



THE BACKCOUNTRY SNOWBOARDER

- **Background**
{Lifestyle, Habits, Focus}

These snowboarders don't need a lift ticket. They can be found in non-lift served backcountry terrain navigating to some secret stash of perfect fresh powder. They may build a secret kicker in the woods that they ride with an exclusive group of friends. The splitboarders skin the backcountry like the skiers but when they put the board back together they are pure snowboard. Most splitboarders are expert snowboarders who are looking for a more immersive experience than any groomed run can provide. Some backcountry snowboarders use snow machines, snow cats, or helicopters to find something unique. The backcountry snowboarder is experienced in snow, has avalanche safety and rescue training, is hyper-aware of weather conditions, and on trips into the backcountry wear a pack filled with gear including a beacon, a lighter, a shovel, probe, skins, lights, an extra layer, sunscreen, and maybe a few sandwiches. They have deep knowledge of snowboard equipment and backcountry gear and reliably produce content on social media related to snowboarding.

- **Demographics**
{Income, education, age, ethnicity, geography}

- **Male 85%, Female 15%**
- **High school to College Degree+**
- **Household Income \$25K to \$75K (skin) and \$250K to \$1M+ (heli).**
- **Participates 30+ days a season (not always in non-lift served)**
- **Age Group: 25 to 45**
- **Represents 5% of snowboarders (about 380K)**

- **Why do they Buy?**

- **Innovation and advances in gear technology/superior technology**
- **Replace unreliable or broken gear**
- **Functional, breathable, durable and warm (apparel and apparel accessories)**
- **Light weight, efficient, and designed for backcountry - splitboards**
- **Expert recommended (guide, trusted backcountry buddy, gear guide focused on backcountry)**
- **Brands with backcountry credibility**



FAMILY FIRST (Snowboard)

Both women and men can be grouped into this identity group based on their priorities and behavior with their families. Overall, Family first parents simply prioritize their family's and especially their kids' needs above theirs'. There do not need to be two family first parents in a family, it could be just Mom or just Dad.

- She is a woman who comes to the slopes because she wants to provide good experiences for her family. She may or may not be a skier or snowboarder but she'll plan a ski vacation because either she and/or her husband think skiing might be good and fun for the kids. She's looking for something economical for the family but if she has resources, she may be willing to pull out all of the stops for the family vacation. She is an expert at family logistics and responds to marketing that centers on family. She may belong to a book club, she's active in the PTA, Scouts, and her kids' team sports or activities. She is simply laser-focused on her family. (15% of skiing women)
- The family man also enjoys a life that revolves around his family. He wants to have the perfect vacation and makes sure his kids are learning to ski or snowboard because it brought his family together or his wife's family together and it's a good tradition. He may or may not be a good skier/snowboarder, and he may be a good target for lessons for himself and definitely for the kids. He wants to make sure his family can continue the tradition of telling ski stories at the dinner table. He might choose a family Christmas ski vacation. He is happy to have a good day skiing groomers with his family then hitting a kid-friendly après activity. (15% of skiing men)
- **Male 20%, Female 80%**
- **College Degree**
- **Have kids**
- **Income \$75K to \$150K+**
- **Mostly white**
- **Age range is 35 to 55**
- **Participates 2 to 15 times a season (may be at the resort more often for the kids)**
- **Represents 2% of snowboarding adults (114K) - keep in mind the parents may not snowboard)**
- **Live in the suburbs**
- **They buy for the kids first, spouse second, themselves last**
- **Marketing focus on family, fun, and bonding**
- **Priority attributes are value/price, comfort/fit, then technical aspects**

- **Background**
{Lifestyle, Habits, Focus}

- **Demographics**
{Income, education, age, ethnicity, geography}

- **Why do they buy?**



GETTING BACK (Snowboard)

- Background
{Lifestyle, Habits, Focus}

This snowboarder was a pioneer in their youth when snowboard was just starting to go mainstream. They have stories about poaching runs when resorts didn't allow the single plank on their slopes. They were rebels in their youth and despite the education, the job, the family, and the conformist haircut they have now, they still harbor a snowboarder's soul. They stopped riding for a variety of reasons - because they were in school and had no money, maybe they had small children, because their job took all of their time. Now they have aged a bit, they have some money, and they have decided that they want to get back into snowboarding. They came back to the slopes with an old friend who they used to snowboard with or a friend who skis. No matter why they have come back, they are freshly passionate about snowboarding. This group has enough disposable income to fully outfit themselves with new gear including equipment, apparel and accessories. They still want to ride Alta.

- Demographics
{Income, education, age, ethnicity, geography}

- Male 90%, female 10%
- College Degree
- Household Income \$50 to \$100K
- Mostly white
- Age range is 27 to 45
- Intermediate snowboarders
- Participates 5 to 15 times a season
- Represents 5% (400K) snowboarders

- Why do they buy?

- Need new equipment!
- Comfort/Fit and what feels good
- Quality, durability and value
- Good reviews from other snowboarders
- Good reviews in gear guides
- Functionality and style in equipment, accessories and apparel



THE LUXE TRAVELER (Snowboard)

- Background
{Lifestyle, Habits, Focus}

These skiers and snowboarders want the best of everything and they are willing and able to pay for it. This type of skier may walk into a shop and buy high end everything from baselayer to boots and everything in between. They will pay top dollar for private lessons for themselves and their kids, for guide services, for gourmet food, for the spa and a wide range of concierge services. This group includes celebrities and business moguls who are looking for all the adventure that money can buy. They ski (15% snowboard) at every level from beginner to expert+. They may be looking for a certain amount of anonymity on their ski trip...or not. They arrived at the local airport on a private plane and may be staying at a private residence or at very upscale lodging. They tend to be opinion makers and they may be shadowed by the press which is great for brands they're wearing and for skiing in general.

- Demographics
{Income, education, age, ethnicity, geography}

- Male 50% and Female 50%
- College Degree
- Household Income \$1M+
- Mostly white
- Age range is 35 to 55
- Represents 1% of the snowboard base (76K)

- Why do they buy?

- They buy whatever will maximize their experience and ask for the best regardless of cost
- They expect a high level of service with their purchases but are willing to pay for it
- They use money to solve problems and remove barriers in their quest for high-end experiences

CROSS COUNTRY

- ❖ **The Core Cross Country Skier**
- ❖ **Cross Country Ski Kids**
- ❖ **The Balanced Warrior (Women)**
- ❖ **Work Hard/Play Hard (Men)**
- ❖ **The Adventure Seekers**
- ❖ **Family First**



THE CORE CROSS COUNTRY SKIER

This skier is a cardiopulmonary phenome who lives for the burn. Members of this identity group ski every day and participate in Nordic race events. They are looking for an edge to make them a little bit faster on the trails. This group includes men and women in almost equal numbers. They are concentrated in regions where natural snow cover is the norm in winter. Places like upstate NY, VT, MA, WS, MI, MN, CO, WY, and MT. When they aren't skating the trails they are participating in other endurance activities like road cycling, triathlon, and running. They are looking for active apparel that works for all of their favorite activities.

- **Background**

{Lifestyle, Habits, Focus}

- **Demographics**

{Gender Mix, Age Range, Income, Residence}

- **Why do they buy?**

- **Male 60%, Female 40%**
- **Bachelor's degree or more**
- **Income \$75K to \$150K+**
- **Age: 25 to 34**
- **Averages 30+ days a season**
- **More likely to live in places where snow cover in winter is the norm**
- **More than a third also participate in downhill ski, 44% are also trail runners, and 37% ride road bikes**
- **Represents about 20% of cross country skiers (928K)**
- **Superior technology and new innovations for specific conditions**
- **Light weight and high efficiency**
- **Comfort and fit – something that feels good**
- **Reviewed positively in gear guides**
- **Moisture wicking/breathable fabrics**
- **Successful demo**



CROSS COUNTRY SKI KID

- **Background**

{Lifestyle, Habits, Focus}

These cross country skiers typically grew up in a place with consistent snow during the winter. They may ski competitively as part of a team or a youth league or a school team. Their parents are likely cross country skiers who introduced their kids to cross country skiing. They are energetic, teachable, and excited about cross country skiing. Many of them could technically be considered core skiers because they participate frequently. They are often overscheduled and spend more than 8 hours each day in front of multiple screens. They are into gaming; both boys and girls spend more time playing on a screen than kids did 20 years ago. They are technology natives and using a smart phone before they can speak in full sentences is typical. They tend to be better than average students and more physically fit than the average for their age group.

- **Demographics**

{Income, education, age, ethnicity, geography}

- **Male 50%, Female 50%**
- **Household Income \$75 to \$250K**
- **Averages 20+ days a season**
- **Age: <18**
- **Represents 15% of skiers (about 700K)**

- **Why do they Buy?**

- **Their parents buy for them, Mom makes 80% of buy decisions**
- **It's what their friends/peers have**
- **Coach recommendation**
- **Functional, durable, warm and breathable (apparel and apparel accessories)**
- **Produce and consume large amounts of content on social media**



THE BALANCED WARRIOR (Cross Country Ski)

- Background
{Lifestyle, Habits, Focus}

This woman is into endurance events, she's a skate skier and she likes to get plenty of kilometers in on trail. She probably rides a road bike, runs, and she is a beast on the running trail but she isn't core Nordic because she has a lot on her plate. She may be balancing skiing with her career, her significant other, her kids, and other physical activities that keep her fit and enjoying an active life. She was most likely core Nordic when she was younger. Males in this category fit into the "work-hard, play-hard" category and specialize in cross country skiing and road biking. She enjoys fresh and healthy food choices (organic) for herself and her family. She will thoroughly research her gear before she buys it and looks for apparel that can be used across activities including running, cycling and downhill skiing.

- Demographics
{Income, education, age, ethnicity, geography}

- Female
- College Degree or more
- Household Income \$25K to \$150K+
- Mostly white
- Age range is 23 to 55
- Intermediate to advanced Nordic
- Ski on trail 15 to 40 days a season
- Represents 25% of Nordic skiing women (740K)

- Why do they buy?

- Need to replace old equipment
- Will follow major advancements in technology
- Comfort/Fit and what feels good
- Quality, durability and value
- Good reviews from other women
- Good reviews in gear guides aimed at women Nordic skiers
- Versatility - apparel that crosses over to other endurance activities like road bike, triathlon and trail run
- Functionality and style in equipment, accessories and apparel



WORK HARD, PLAY HARD (Nordic Ski)

- Background
{Lifestyle, Habits, Focus}

These men might be weekend warriors, but they take their jobs and their leisure time seriously. He may work 10 hours a day but he finds some time to hit the trail a few times a week. He most likely has done some epic road and/or mountain biking in the past 12 months. He probably was a core cross-country skier at some point in the past. He will most like compete in a road race (bike), an adventure race or triathlon in the coming spring/summer. He likes to share stories about his adventures on social media. He might be a father who thinks the kids need time outdoors and makes sure they're exposed to activities like cross country skiing, downhill skiing, winter camping, and trekking because he is dedicated to keeping his family active. He is very healthy and fit, healthy diet and healthy lifestyle are important to him. (35% of cross country skiing).

- Demographics
{Income, education, age, ethnicity, geography}

- Male
- College Degree
- Household Income \$75K to \$150K+
- Mostly white
- Age range is 23 to 55
- Represents 35% of skiing men (880K)

- Why do they buy?

- Promise of an intense experience and stories they can show and tell their peers and colleagues
- Mainstream product and craft product that is high performance
- Technology that improves their overall experience (Light weight, no wax bottoms, carbon poles, etc.)
- High end, technical apparel with waterproof and breathable attributes that can crossover to street and other activities outdoors



THE ADVENTURE SEEKERS (Nordic Ski)

These adult beginner to intermediate level touring/classic skiers are looking for excitement, unique experiences and fun times. They are not necessarily good skiers, some are, some aren't – all are physically competent enough to enjoy a variety of outdoor activities. They are likely to be cross country skiing with a group of people and they'll be looking for a glass of wine and food when they get off the trail. They may be there because of a spontaneous decision to go with a group of friends who are looking to be outside, do something active, enjoy winter scenery and wildlife. and are the same cohort that is targeted for tiny house living and van trips. They wine, charcuterie, fine cheeses, s'mores and other gourmet foods. They may be on a romantic winter getaway with a partner who want to ease them into skiing. They may be taking a break from their high octane downhill skiing for a day. Of their vacation.

- **Male 70%, Female 30%**
- **Ages 35 to 55**
- **Income – Household income \$100K+**
- **More diverse than the participant base overall**
- **Participates 1 to 4 times each season**
- **Represents 20% of cross country skiers (750K)**
- **Renting equipment**
- **U.S. and coastal areas on both coasts.**
- **Looking for a relaxing and beautiful day in the winter outdoors**
- **May need some softshell breathable apparel for the trail**
- **May buy souvenirs**
- **Will buy food and wine**

- **Background**
{Lifestyle, Habits, Focus}

- **Demographics**
{Income, education, age, ethnicity, geography}

- **Why do they buy?**



FAMILY FIRST (Cross Country)

Both women and men can be grouped into this identity group based on their priorities and behavior with their families. Overall, Family first parents simply prioritize their family's and especially their kids' needs above theirs'. There do not need to be two family first parents in a family, it could be just Mom or just Dad. They may enjoy a sip of aquavit from time to time with other Nordic parents.

- She is a woman who comes to the trails because she wants to provide good experiences for her family. She may or may not be a core Nordic skier but she'll support the league and the team and be at every race. If she never participated in cross country skiing before, she most likely will now, at least casually. She is an expert at family logistics and responds to marketing that centers on family. She may belong to a book club, she's active in the PTA, Scouts, and her kids' team sports or activities. She is simply laser-focused on her family. (15% of cross country skiing women)
- The family man enjoys a life that revolves around his family. He wants to support his kids and spend as much time with them as much as possible. He will support the league and the team and be at all the kids' races. He may have taught the kids how to cross country ski. He most likely is, or used to be a cross country skier. He wants to make sure his family is active and healthy and can participate in a family tradition of Nordic activities. (10% of cross country skiing men)

- College Degree
- Have kids
- Income \$75K to \$150K+
- Mostly white
- Age range is 35 to 55
- Represents 10% of Nordic skiing men and 15% of Nordic skiing women
- Live in the snow belt suburbs

- They buy for the kids first, spouse second, themselves last
- Marketing focus on family, fun, and bonding
- Priority attributes are durability and fit for equipment and accessories
- Look for moisture wicking/breathable fabrics in junior sizes

- Background
{Lifestyle, Habits, Focus}

- Demographics
{Income, education, age, ethnicity, geography}

- Why do they buy?