

State of the US Winter Industry



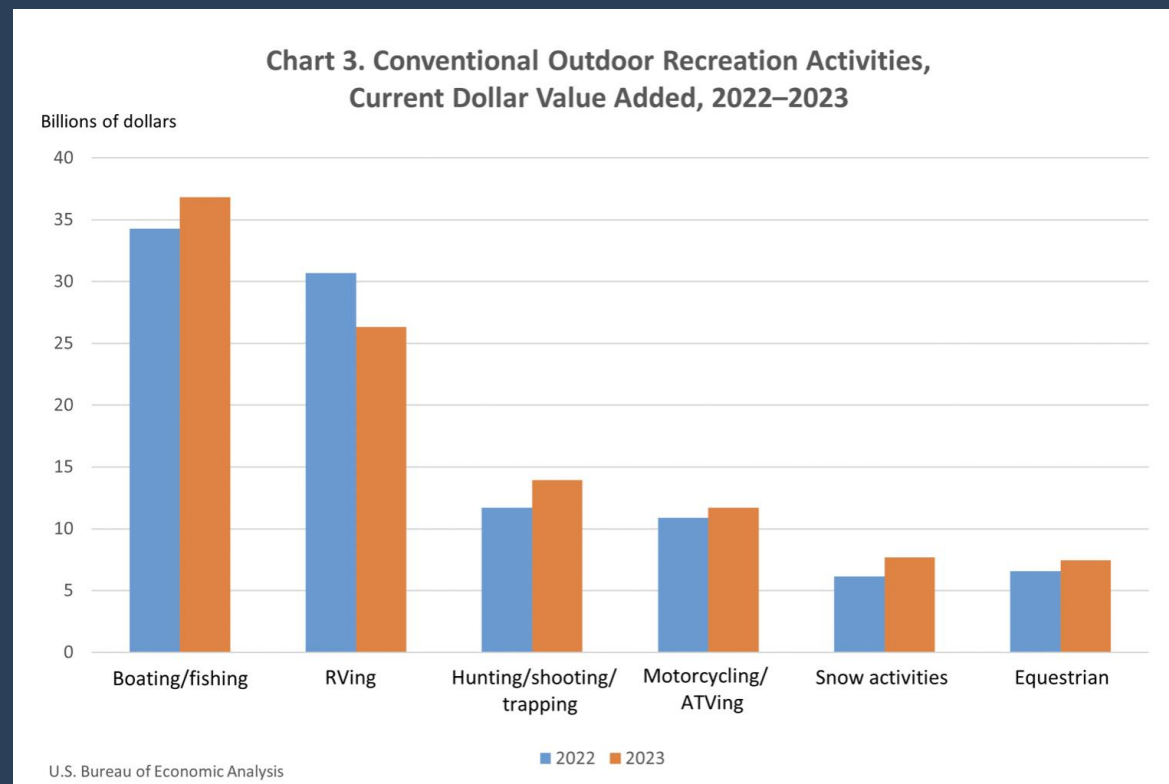
US Outdoor Recreation Economy

The annual gross economic output of outdoor recreation is **\$1.2 trillion in 2023**

- 2.3% of current dollar GDP
- In 2023, conventional outdoor recreation accounted for 31.4% of U.S. outdoor recreation value added, compared with 32.7 %in 2022

Snow activities was \$7.7 billion in current-dollar value added.

- Snow activities was the largest conventional activity in Colorado, Utah, and Vermont.



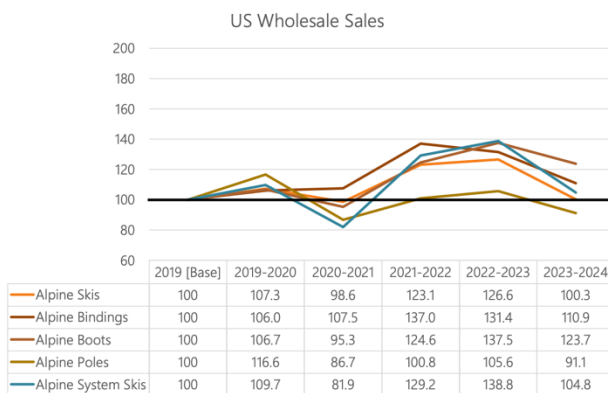
US Wholesale Trends

This shows year-over-year changes and calculates the cumulative change from a pre-pandemic baseline (Winter 2018/2019).

Cumulative Change Since 2019: Alpine Hard Goods

CORONA INSIGHTS

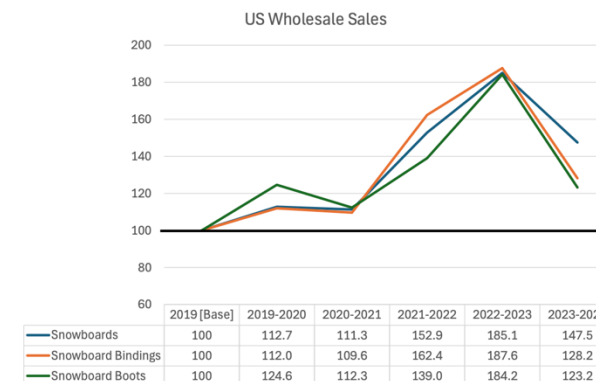
- > For every 100 pairs of flat skis sold in the Winter 2018/2019 season, there were 100.3 pairs sold in Winter 2023/2024.
- > Sales of Alpine hard goods were up in 2020 from 2019, but then declined in 2021, with the exception of bindings which held steady. This was the pandemic effect.
- > Sales then spiked in 2022 and 2023, and returned to just above pre-pandemic levels in 2024.



Cumulative Change Since 2019: Snowboard Hard Goods

CORONA INSIGHTS

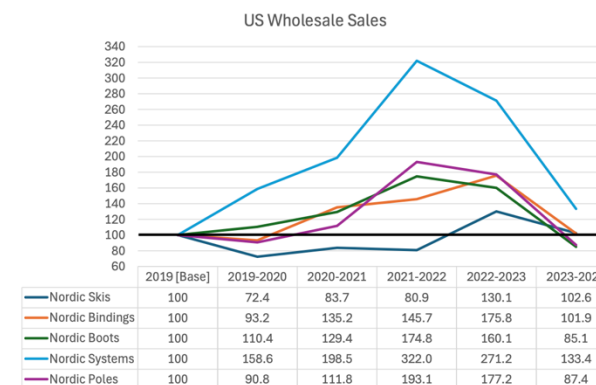
- > For every 100 snowboards sold in the Winter 2018/2019 season, there were 147.5 sold in Winter 2023/2024.
- > Sales of Snowboard hard goods were up in 2020 from 2019, declined slightly in 2021, but less than the declines in Alpine goods).
- > Sales then spiked in 2022 and 2023, and returned to above pre-pandemic levels in 2024.



Cumulative Change Since 2019: Nordic Hard Goods

CORONA INSIGHTS

- > For every 100 pairs of XC flat skis sold in the Winter 2018/2019 season, there were 102.6 sold in Winter 2023/2024.
- > Sales of Nordic systems (skis & bindings sold together) saw big increases in 2020, 2021, and 2022 (note the much larger scale for this chart than previous charts), with 322 units sold in 2022 for every 100 sold in 2019.
- > Sales of flat skis and bindings (sold individually) declined in 2020, and saw much more modest changes in 2021 and 2022.
- > 2023 saw increases in skis/bindings sold individually and decreases in systems.
- > 2024 saw returns toward pre-pandemic levels across all Nordic goods.



Snowsports Consumers

Snowsport participation topped 30M in 2023-24

- Snowsport participation is defined as having participated at least once during the season in one of our tracked sports.
- Growth was driven by snowboard and sledding, while other sports saw small growth or even declines.

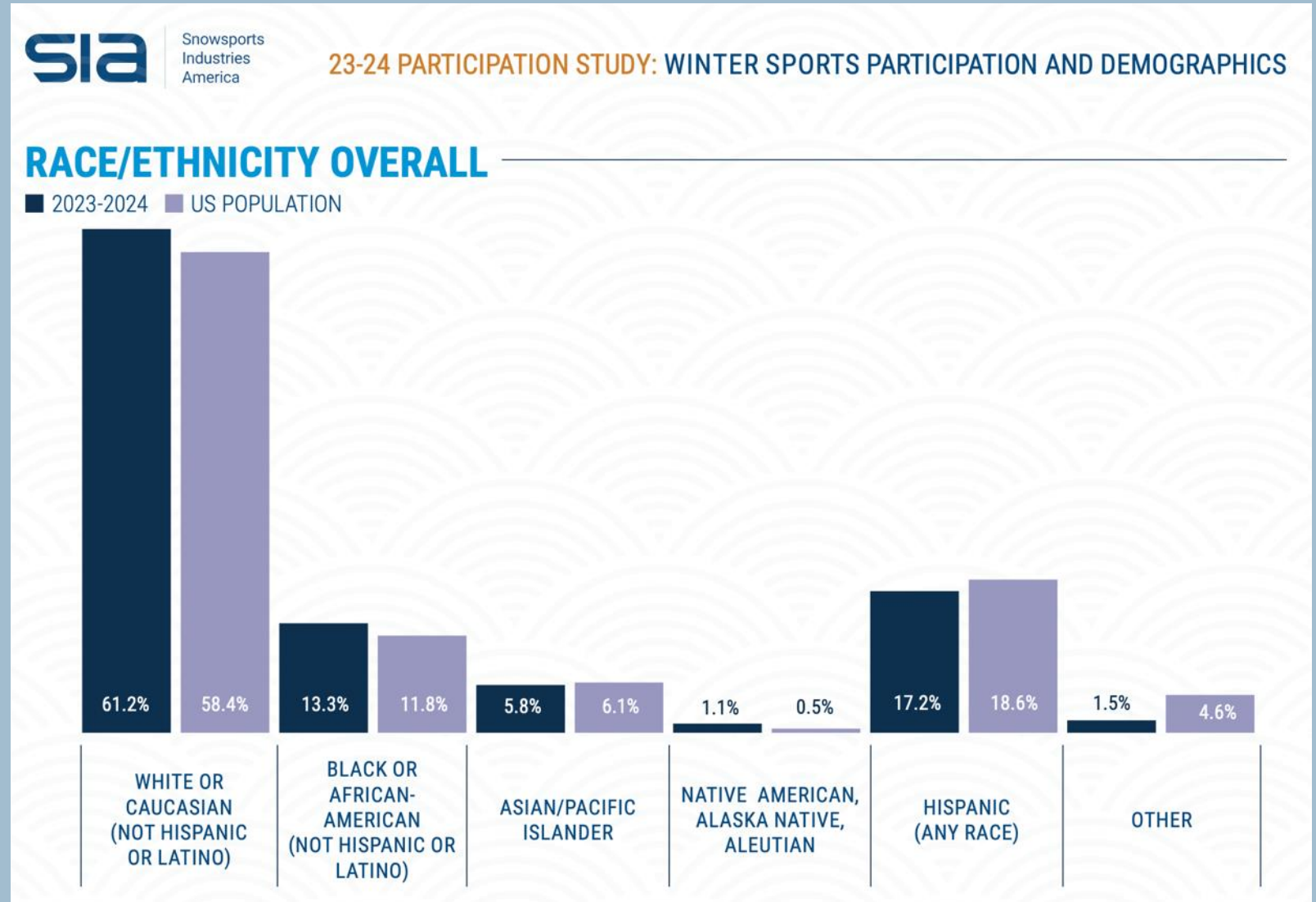
PARTICIPATION OVER TIME

*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%

Snowsports Consumers

The share of participants who are Hispanic and/or Black has continued to increase.

- Approximately 13 percent of participants identified as Black
- 17% identified as Hispanic
- Asian/Pacific Islander participation was relatively unchanged
- Participation among White/Caucasian decreased slightly



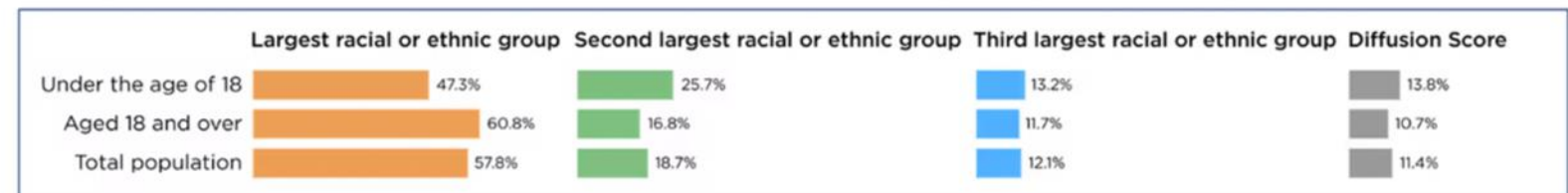
Inclusivity Isn't Optional Anymore

The demographics of the US are changing.....

- In 2019, for the first time, more than half of the nation's population under age 16 identified as a racial or ethnic minority. (Brookings Institute)
- By 2044 Americans that identify as a race and ethnicity other than non-Hispanic White is predicted to increase to over 50%. (Brookings Institute)

Race and Ethnicity Prevalence for the United States: 2020

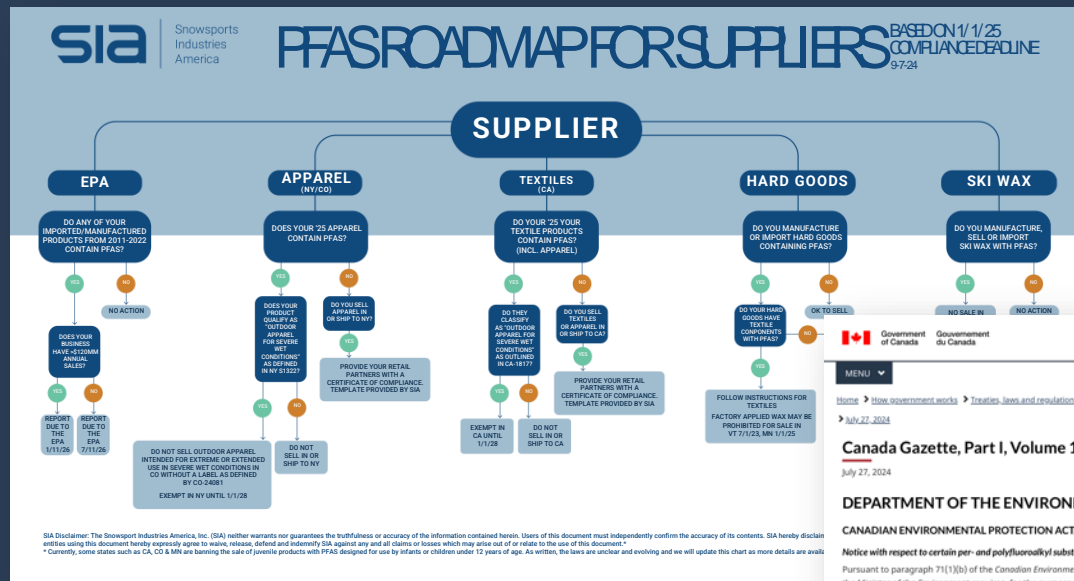
Prevalence graphs show the percentage of the population that falls into the largest racial or ethnic group, the second largest group, and the third largest group



Navigating Complex Regulations are the New Norm



Snowsports
Industries
America



What is Extended Producer Responsibility (EPR)?



Product End of Life

Extended Producer Responsibility (EPR) is an environmental policy approach that holds producers accountable for the end-of-life of products, including their take-back, recycling, and final disposal.



Financial Responsibility

EPR shifts the financial and managerial responsibility of waste management to the producers, encouraging innovation in product design to minimize environmental impact.

Waste Reduction Tactics

Some ways EPR aims to reduce waste is by: Increasing recycling, decreasing dependency on new raw materials, ensuring responsible manufacturing

EU SUSTAINABILITY INITIATIVES IN FOCUS



EU GREEN DEAL

- 1. Circular Economy Action Plan**
- 2. Climate Action**
 - European Climate Law
 - European Climate Pact
 - Carbon Border Adjustment Mechanism
- 3. EU Action Plan Towards a Zero Pollution Ambition for air, water and soil**
 - Microplastics

- Less Waste, More Value**
 - WFD/ELH schemes
 - Waste hierarchy
 - Revision on rules on waste shipments
 - EU Chemical Strategy for Sustainability
- Leading efforts at global level**
 - Mainstreaming Circular Economy in trade
 - Global Circular Economy Alliance

- Sustainable Product Policy Framework**
 - Ecodesign for Sustainable Product Regulation
 - Substantiating Green Claims Directive
 - Empowering Consumer for the Green Transition Directive
- Crosscutting actions**
 - Corporate Sustainability Due Diligence Directive
 - EU Taxonomy Regulation
 - Deforestation and Forest Degradation Regulation

- Key product value chains**
 - EU Strategy for Sustainable and Circular Textiles
 - Microplastics
 - Packaging and Packaging Waste Regulation

Vertical initiatives

Horizontal initiatives

Canada Gazette, Part I, Volume 158, Number 30: SUPPLEMENT
July 27, 2024

DEPARTMENT OF THE ENVIRONMENT
CANADIAN ENVIRONMENTAL PROTECTION ACT, 1999
Notice with respect to certain per- and polyfluoroalkyl substances (PFAS)

Pursuant to paragraph 71(1)(b) of the Canadian Environmental Protection Act, 1999 (the Act), notice is hereby given that the Minister of the Environment requires, for the purpose of assessing whether the substances described in Schedule 1 to this notice are toxic or are capable of becoming toxic, or for the purpose of assessing whether to control, or the manner in which to control the listed substances, any person described in section 2 of this notice who possesses or who may reasonably be expected to have access to the information required in sections 8 to 14 of this notice to provide that information no later than January 28, 2025.

Responses to this notice shall be submitted to the Minister of the Environment using the online reporting system available through [Environment and Climate Change Canada's Single Window](#).

Pursuant to section 313 of the Act, any person who provides information in response to this notice may submit, with the information, a written request that the information, or part of it, be treated as confidential. Further details regarding claims for confidentiality are available in Environment and Climate Change Canada and Health Canada's [approach to disclose confidential information and promote transparency in chemicals management](#).

Pursuant to subsection 71(4) of the Act, the Minister of the Environment may, on request in writing from any person to whom this notice applies, extend the time or times within which the person shall comply with this notice. The person seeking such extension shall submit, prior to the deadline, a request to the Minister of the Environment at the following email address: substances@ec.gc.ca.

Jacinte David
Director General
Industrial Sectors and Chemicals Directorate

Jacqueline Gonçalves
Director General
Science Reporting and Assessment Directorate
On behalf of the Minister of the Environment

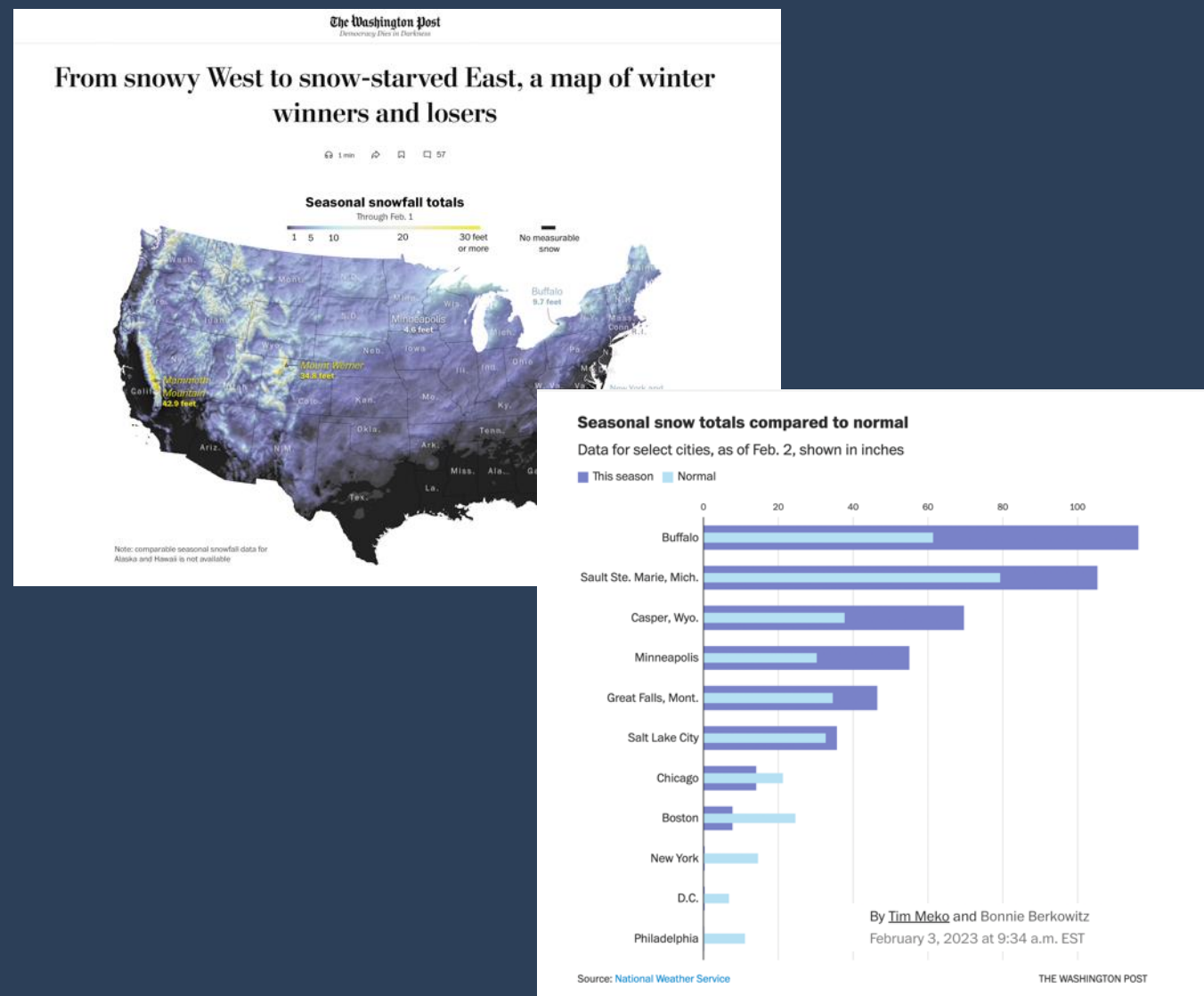
Tariffs

- 20% tariff on all Chinese imports
- 25% tariff on all imports from Mexico
- 25% tariff on all imports from Canada
- 25% tariff on extruded aluminum & steel products and derivatives from EU, Australia, Brazil, Canada, Japan, Mexico, South Korea, UK, and Ukraine
- Counter tariffs on US products



Climate risk isn't a 'later' issue. It's a 'now' issue.

- We are seeing an increase in winter precipitation falling as rain instead of snow (The National Environmental Education Foundation).
- Winter is 34 days shorter since 1982 (American Geophysical Union)
- Climate change could lead to continued shortening of the snow season (NYT).
- Western US has experienced a 41% drop in snowfall. (American Geophysical Union).
- An average of 3.4% of retail sales are directly affected by changes in the weather each year (National Retail Federation).
- "Skier visitation declined 9.5% compared to the prior year, driven by unfavorable conditions across our resorts in North America and Australia," Kirsten Lynch (Vail Daily).

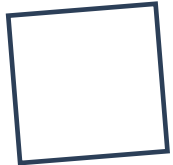


Business Resilience

Are You Planning for adaptation?



Yes



No



"When one door closes, another door opens; but we so often look so long and so regretfully upon the closed door, that we do not see the ones which open for us."

— Alexander Graham Bell

