

**SLOWLY
THE NEW
FAST**

WHO I AM

Nicole Feliciano is the Founder of Ski Moms, a fast-growing community dedicated to families, women, and wellness-minded skiers. Through storytelling, community events, and brand partnerships, Ski Moms amplifies the voice of a powerful—and often overlooked—segment of the ski market.

[@THESKIMOMS](https://www.instagram.com/theskimoms)

(01)



MISSION: TO SHIFT SKI CULTURE BY CENTERING PRESENCE OVER PERFORMANCE, AND DESIGNING SKI DAYS THAT NOURISH BODY, MIND, AND CONNECTION.

VISION: CREATING A MORE INCLUSIVE AND WELLNESS-DRIVEN SKI CULTURE WHERE EVERYONE FEELS THEY BELONG.

MARKET INSIGHTS



The Slow Skiers Movement is gaining momentum—and it's changing how people approach the mountain. This isn't about racing to the bottom or racking up vertical. It's about presence, connection, and savoring the experience of skiing—especially for families, women, and wellness-minded skiers.

Let's tap into these skiers to increase participation. We can learn what they value, and how resorts and brands can connect with this growing demographic that's redefining what a "successful ski day" looks like.

(02)

"I'm a good technical skier...I just want to enjoy the mountain without feeling unsafe."

THE METRICS



The "Slow Skiers Movement" seeks input on mountain culture survey to improve industry loyalty and embrace cultural shift towards connection and safety over speed.

This survey will be presented to the Ski Industry Association.

Start press Enter ↵

85 X people have filled this out

WE SURVEYED OUR COMMUNITY OF AND GOT 377 RESPONSES

"We have just as much fun as speed demons!"

"Probably more than a "slow zone," I'd prefer ski patrol stopping out of control skiers and enforcing safe skiing."

"Fear of out of control skiers hitting my kids or me is #1 concern for me"

(03)



MEET THE SKIERS



“Slow skiers are often skiers who CAN ski fast but enjoy more time on the mountain and exercising more control by taking more turns. They’re often skiers who can smoothly descend any terrain in the mountain, with excellent edge control.”

- **79% women ages of 36-55%**
- **Moms (93% of respondents)**

(04)

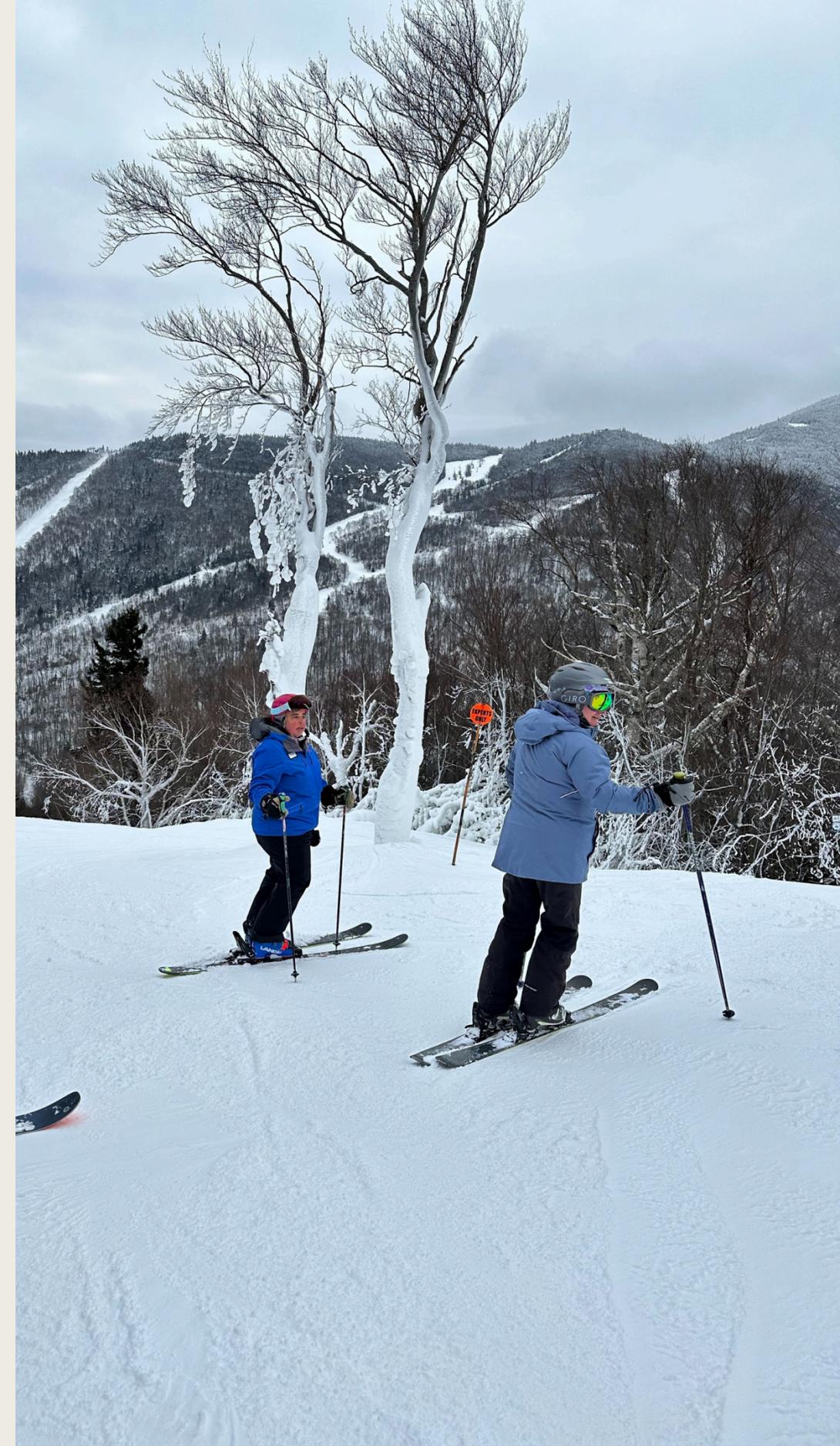
WHY NOW?

“Slow is smooth, smooth is fast.”

- Ski culture is shifting.
- Traditional narratives: speed, extreme terrain, competition.
- But there’s a growing demographic opting for something else.
- Wellness, connection, and quality time are rising in value.
- **75% of those surveyed feel pressure to ski faster**

(05)

SKI  MOMS



WHAT DOES SLOW SKIING MEAN?

We asked the skiers to talk share what the **SLOW** movement is about:

79% said skiing at a leisurely pace

64% Staying in control

51% Prioritizing safety

“We’re anxious about other people hitting us. I’d go faster if I wasn’t so worried about being mowed down.”

(06)

SKI MOMS



WHAT THEY VALUE

- Comfort, confidence, and community.
- Skiing as self-care: nature, movement, mental reset.
- Safe, inclusive environments.
- Amenities like cozy lodges, good food, family zones, and wellness offerings

“Skiing at a leisurely pace is joyful and allows me to enjoy nature and being outside with my family while feeling safe.”

47% OF RESPONDENRS FELT UNSAFE FREQUENTLY.



(07)

SKI MOMS

A DIFFERENT KIND OF SKI DAY

- One good run before hot cocoa
- A morning ski + afternoon spa
- Watching kids learn in a safe environment
- No stress, no rush

85% of skiers said they would be more likely to visit a mountain if it supports slow skiers

“Skiing slow doesn't mean we are not strong skiers. We are just seeking a different experience than racing down the mountain.”



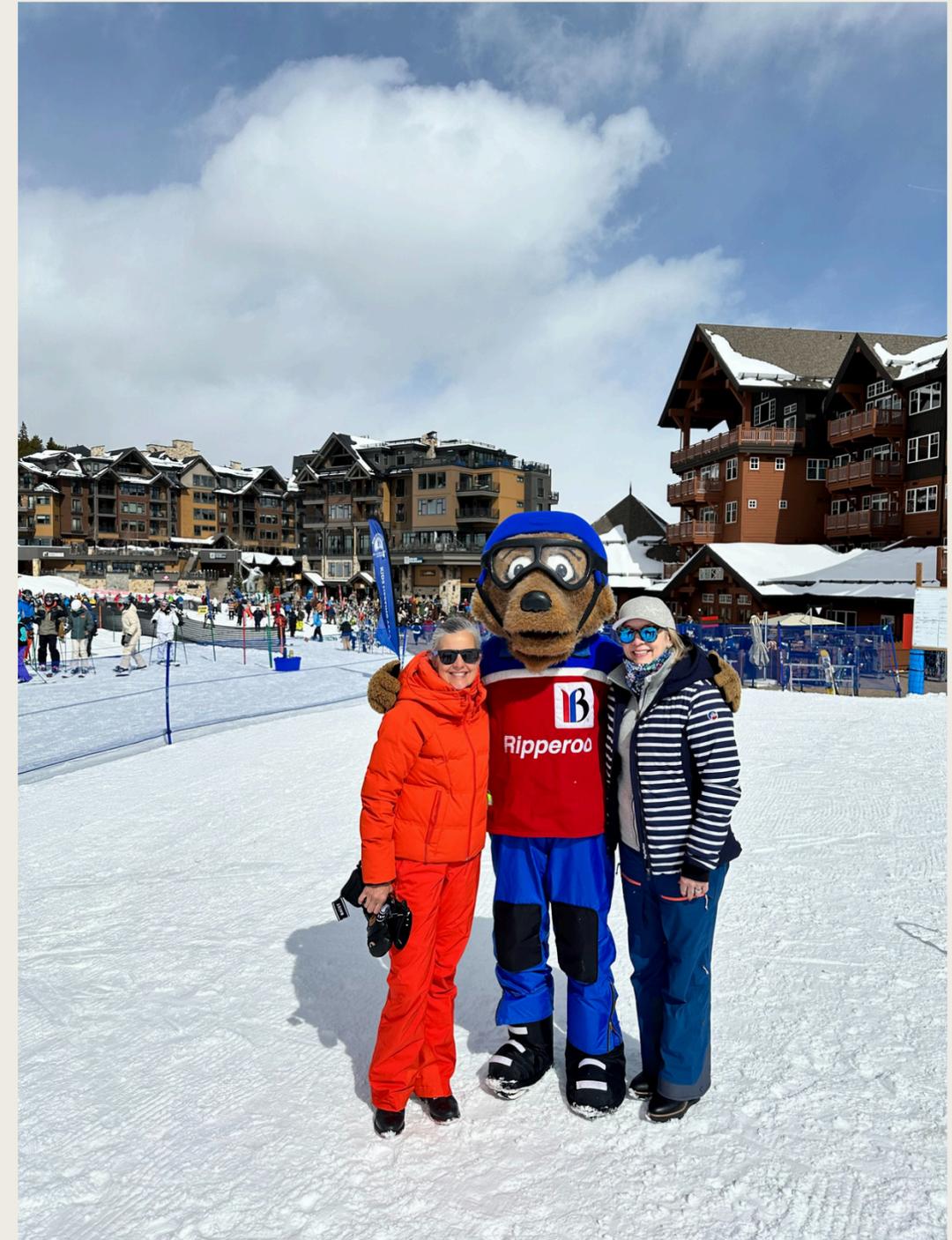
(08)

SKI MOMS

MORE TIME SKIING IF...

- 85% want more slow skiing zones
- 63% want more ski patrol presence
- 47% want more beginner friendly trails
- 35% want more lessons/clinics about skiing with confidence
- 28% want more signage about ski safety

I get nervous about my children and the super speedy/out of control skiers. I have definitely chosen not to go to certain resorts where I've regularly experienced reckless skiers.



(09)

SKI MOMS

OPPORTUNITY FOR RESORTS & BRANDS

**65% THINK THE
INDUSTRY
CELEBRATES SPEED
OVER CONTROL**



- Play up the natural surroundings
- Speakers and meet-ups for women
- Amenities: yoga, guided nature tours, “slow ski” groups
- Messaging that supports wellness, not performance

“I am slow, but I loooooove gear and spend money on it. And I spend money on specialty lessons and workshops, especially those geared toward women.”

WHY IT MATTERS

- This group is loyal, vocal, and underserved.
- They're often the decision-makers and trip planners.
- When they feel seen, they bring others along.
- Growing the sport starts with keeping families and casual skiers engaged.
- Slowing down gives us more time to shop and eat!

“I just have always enjoyed skiing slow and taking in the views.”

82% of skiers said they would stay longer and spend more with more slow-friendly spaces on the mountain.



(11)

LET'S LEAD THE WAY

- Resorts and brands that tap into this now will be ahead of the curve.
- Slow Skiers aren't just a niche—they're a movement.
- We're here to help you reach them.

○
“I prioritize mountains where the learning areas do not funnel in with faster trails, as these feel more dangerous for my kids.”



(12)

REACH OUT TO US AT
@THESKIMOMS

VISIT OUR WEBSITE AT
WWW.THESKIMOMS.CO

NICOLE FELICIANO
NICOLE@SKIMOMSFUN.COM

LET'S CREATE
SOMETHING
AMAZING TOGETHER

