

**Volume 2**

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**SKI RESORT OPERATORS  
SURVEY**

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**December, 2020**

**BESPOKE MARKET INTELLIGENCE**

## BACKGROUND:

- ❑ Survey of 1,100+ US Consumers balanced to census.

## FINDINGS:

### ❑ **Skiing / Snowboarding Intentions Impacted By Covid**

- ❑ The proportion of respondents who said that they are unlikely or very unlikely to go skiing or snowboarding this season moved higher from September to December.
- ❑ Around 2/3 of respondents who say it is at least somewhat likely that they will ski/snowboard this year said that Covid will impact how much they go. Only 35% of these respondents said Covid will not impact how much they go.
- ❑ Respondents continue to say that there have been financial impacts tied to Covid which will prevent them from skiing/snowboarding at all or will make them do it less than they normally would.

### ❑ **Epic Pass In Higher Demand Than Ikon**

- ❑ While there is a good deal of uncertainty around ticket purchasing plans among those who are likely to ski/snowboard this year, we would note that demand is stronger for the Epic pass vs. the Ikon pass.
- ❑ For context, demand was stronger for the Epic pass vs. Ikon last year as well.



# I

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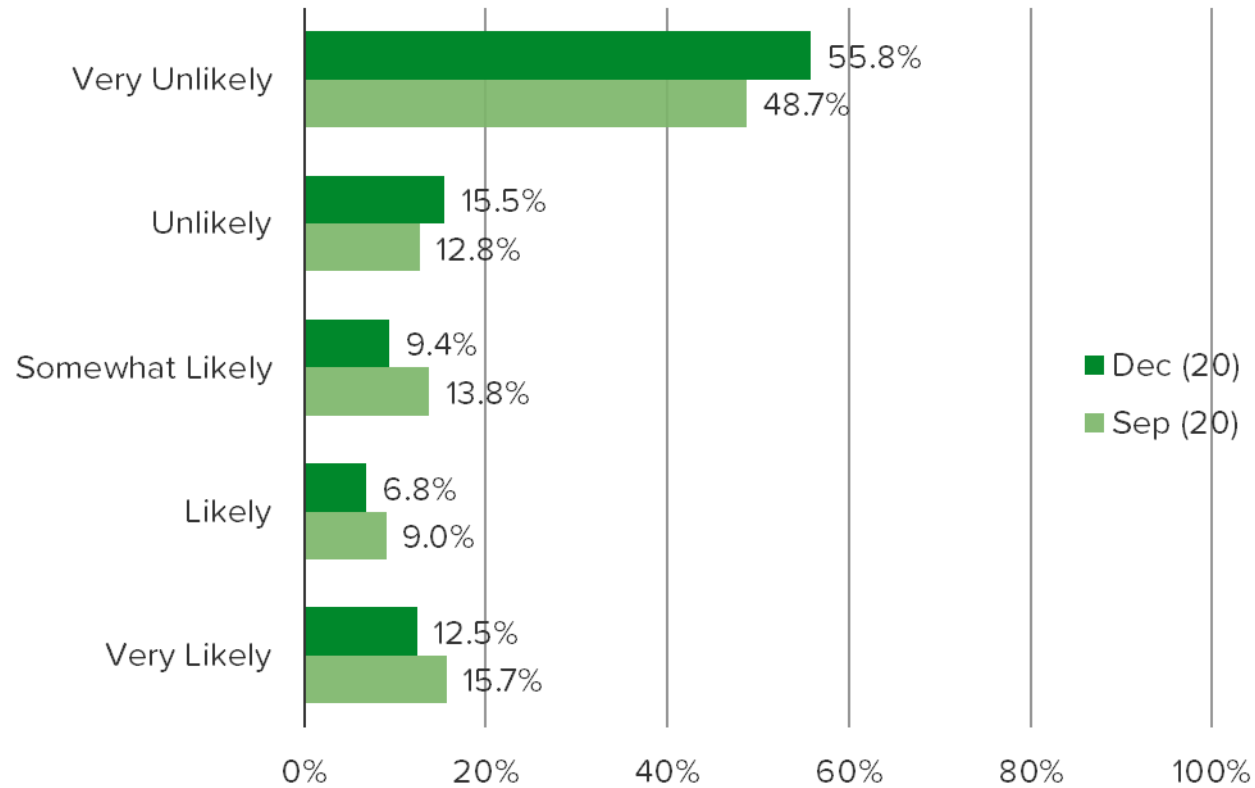
**This Season**

**Last Season**

**Demographics**

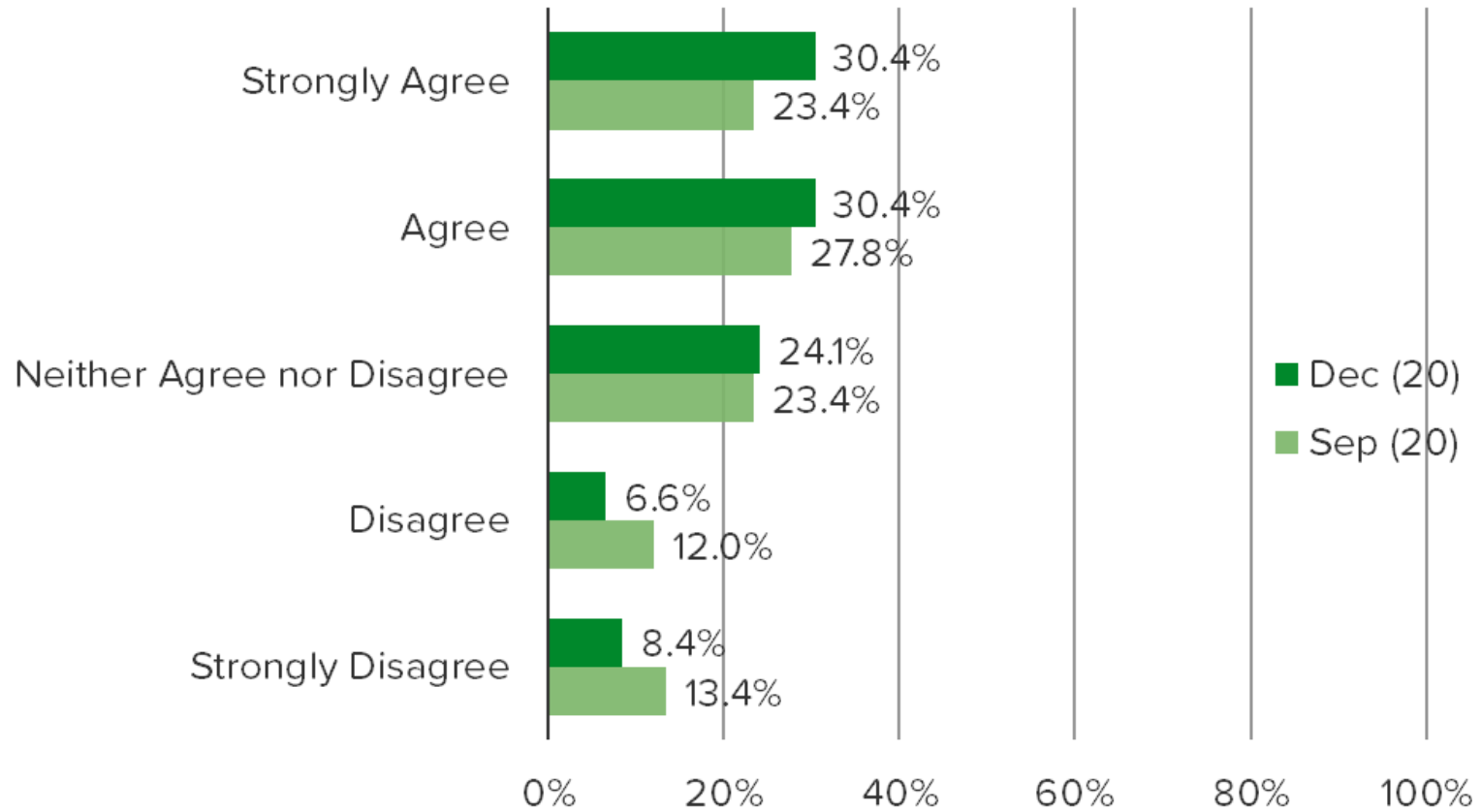
### How likely are you to go skiing or snowboarding this season?

*Posed to all respondents.*



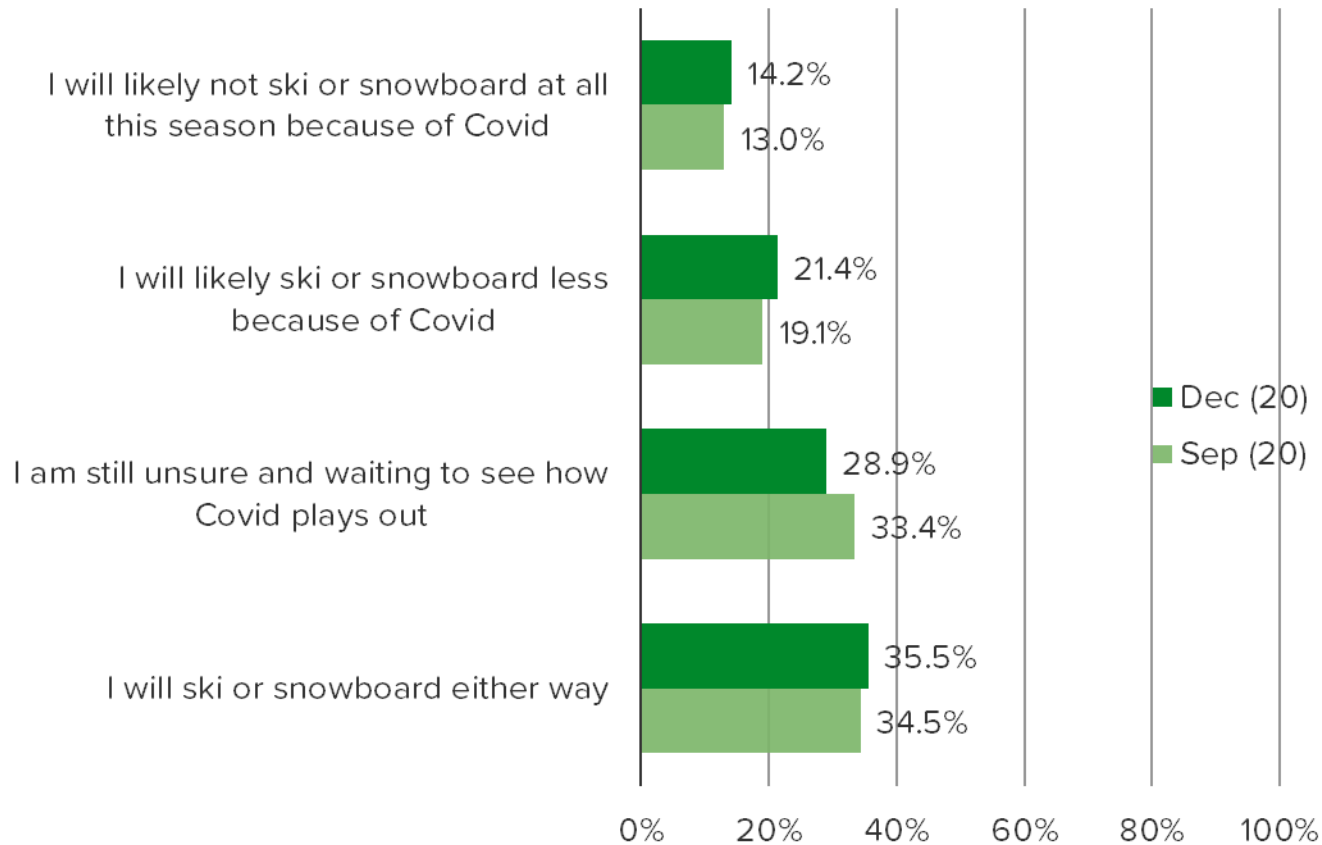
**Please rate how much you agree with the following statement: "I would normally have purchased a season pass for the upcoming season, but I am waiting to see what happens with Covid before buying."**

*Posed to all respondents who are at least somewhat likely to go skiing or snowboarding this year.*



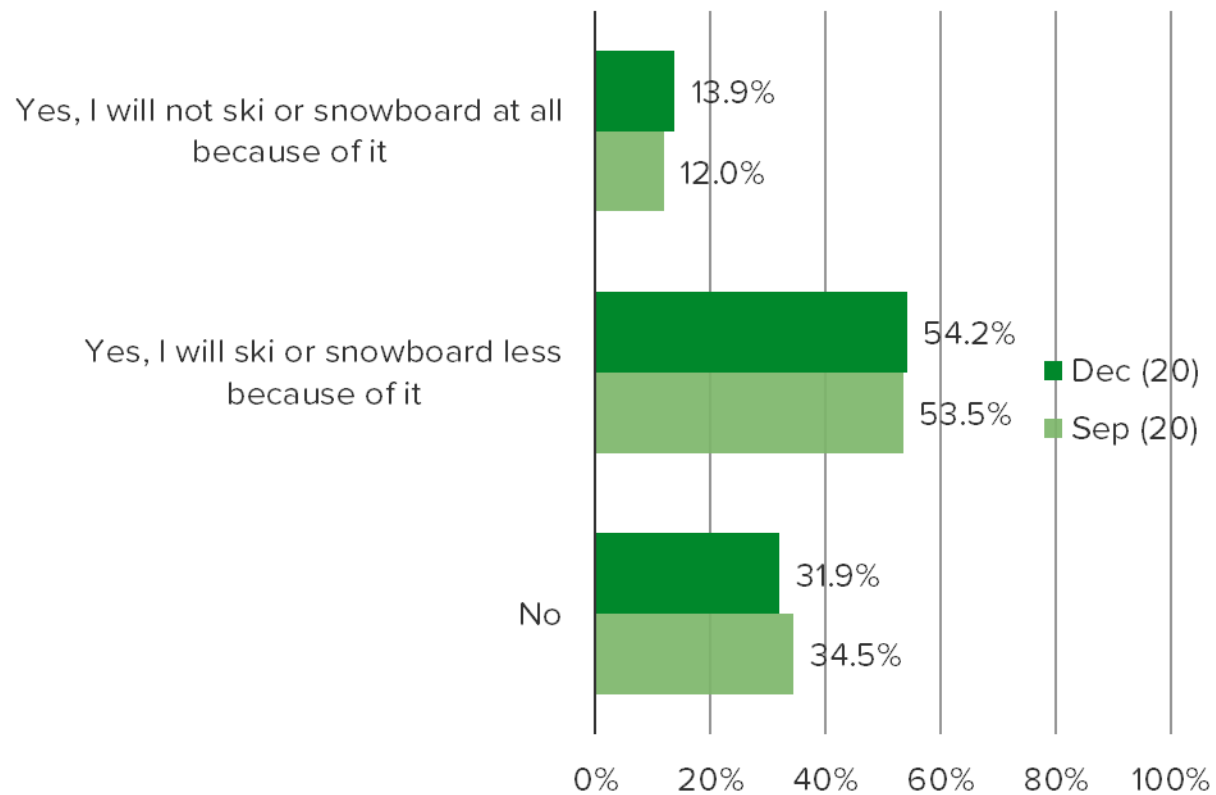
### Will Covid play any role in how likely you are to ski or snowboard this year?

*Posed to all respondents who are at least somewhat likely to go skiing or snowboarding this year.*



### Have you endured any financial hardship due to Covid that will impact how much you ski or snowboard this year?

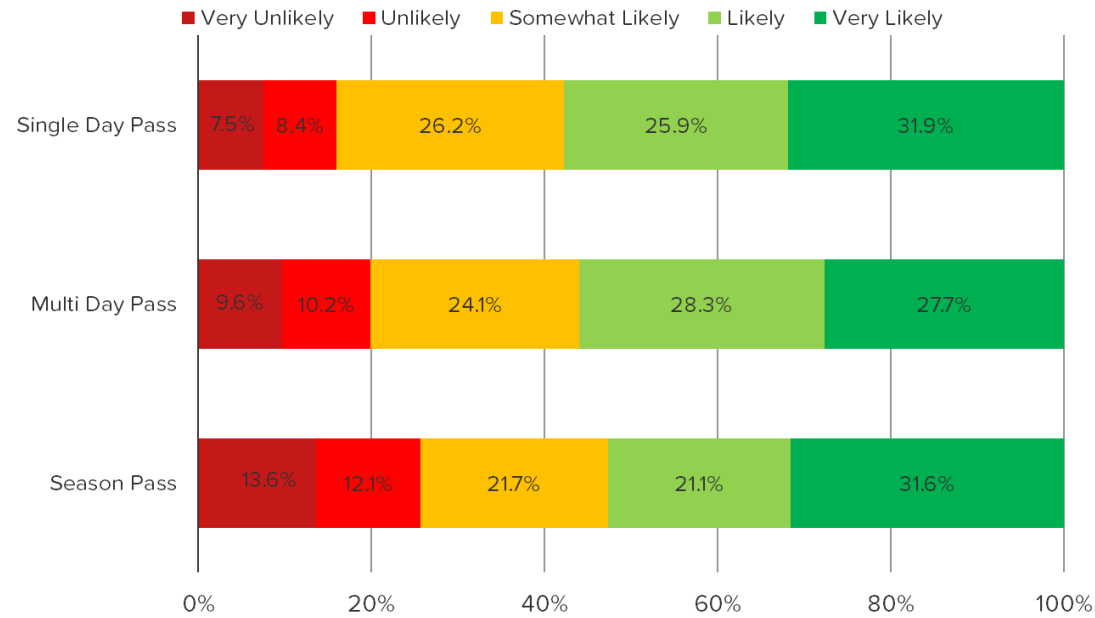
*Posed to all respondents who are at least somewhat likely to go skiing or snowboarding this year.*



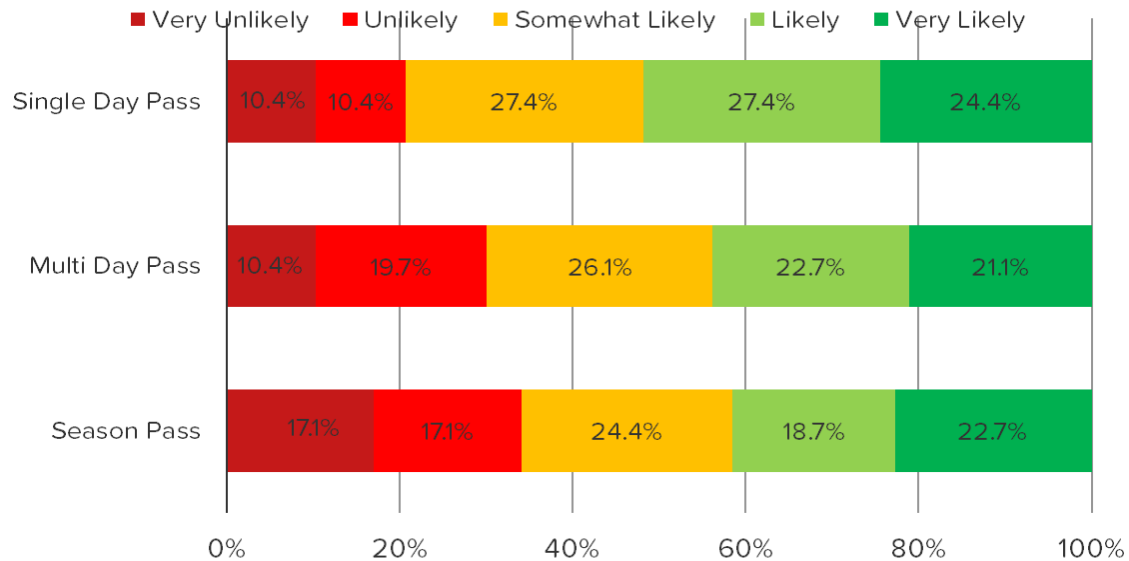
## How likely are you to buy the following this year?

*Posed to all respondents who are at least somewhat likely to go skiing or snowboarding this year.*

*December 2020*



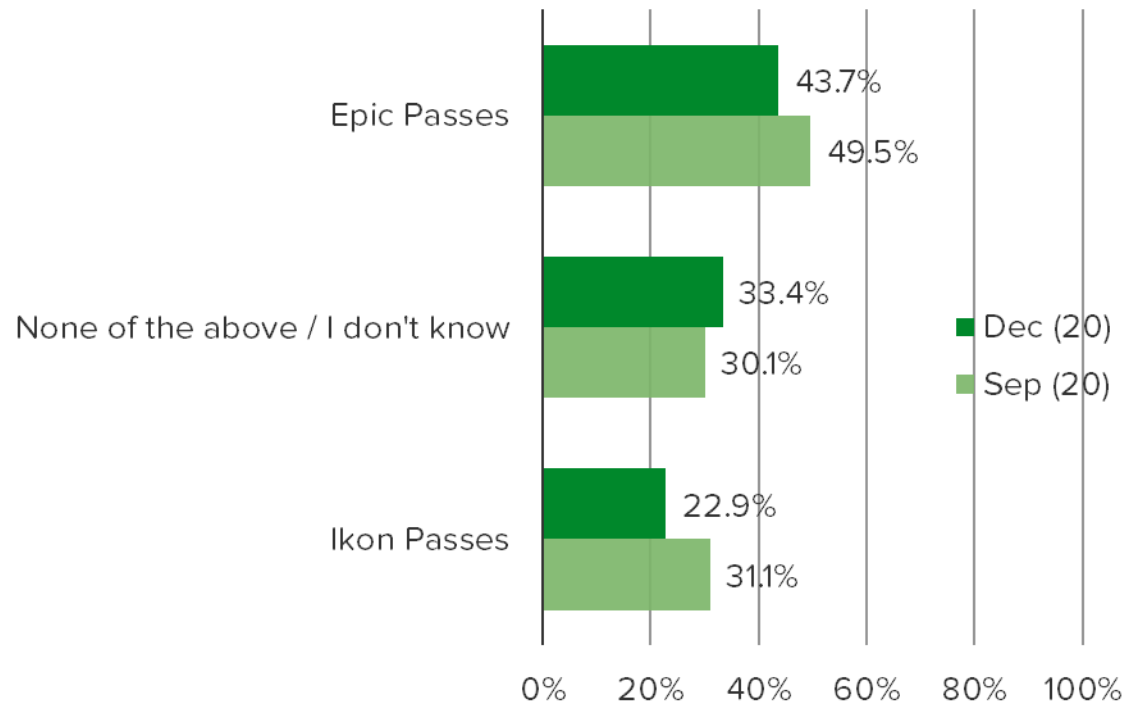
*September 2020*





### Will you buy passes from any of the following this year?

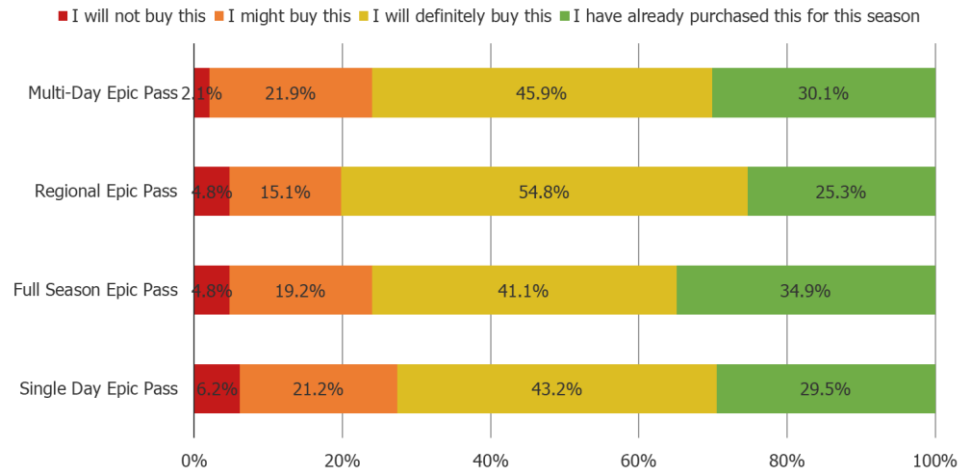
*Posed to all respondents who are at least somewhat likely to go skiing or snowboarding this year.*



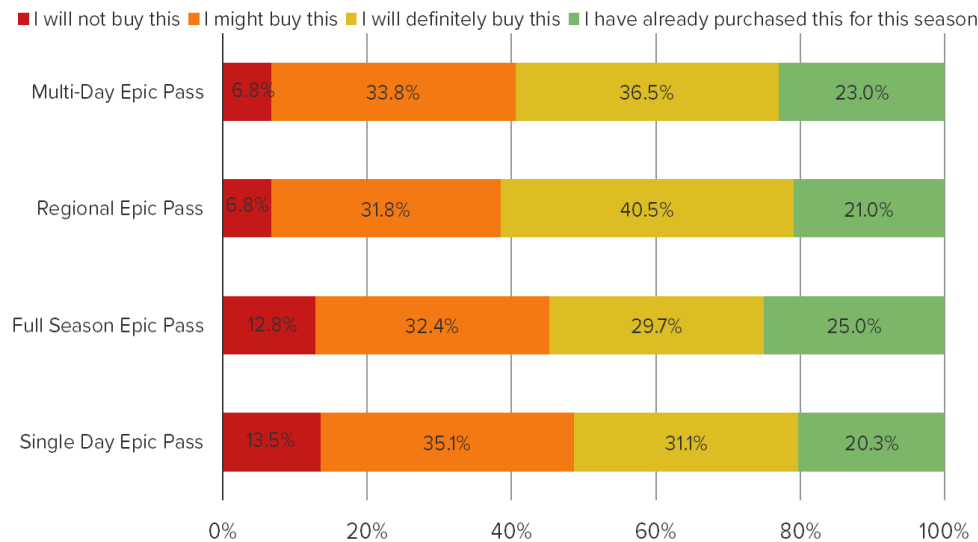
## Which will you / have you bought?

*Posed to all respondents who are at least somewhat likely to go skiing or snowboarding this year AND plan to buy passes from Epic.*

*December 2020*



*September 2020*



# II

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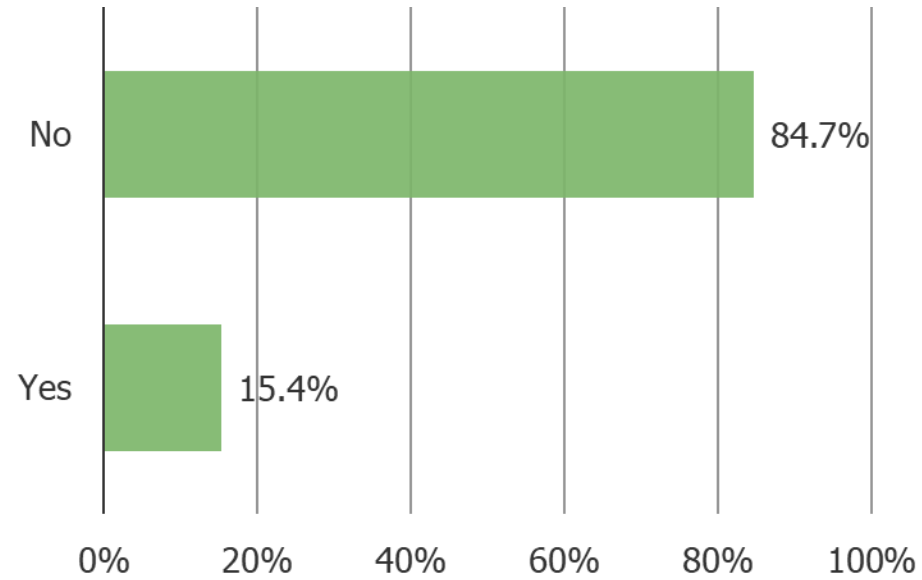
**This Season**

**Last Season**

**Demographics**

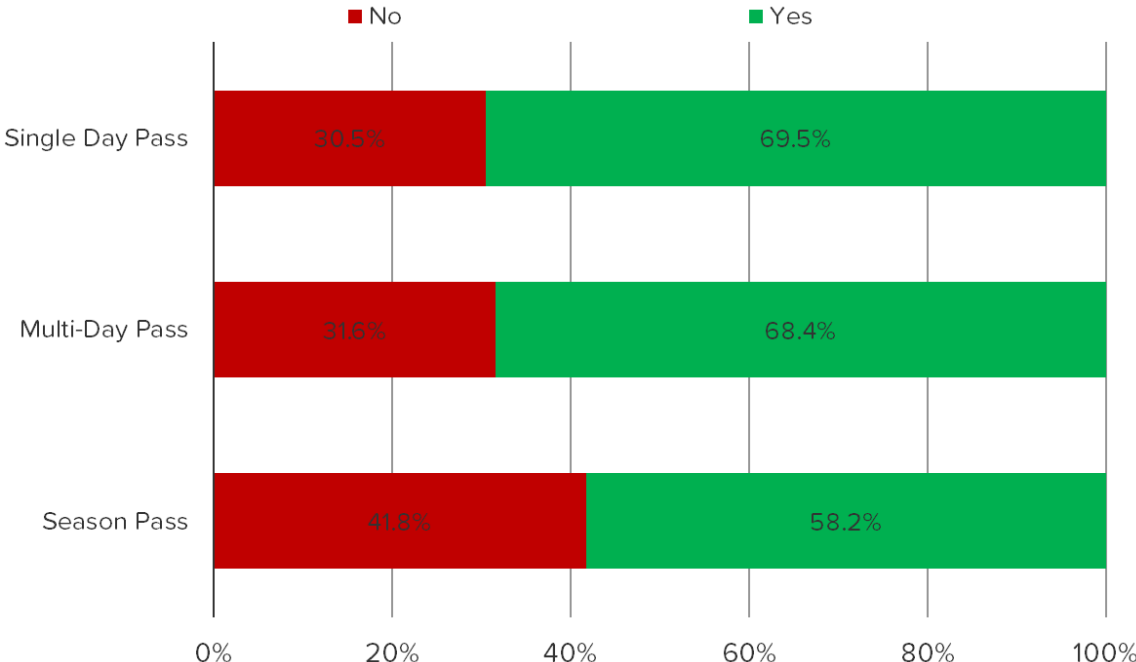
### Did you go skiing or snowboarding last year?

*Posed to all respondents.*



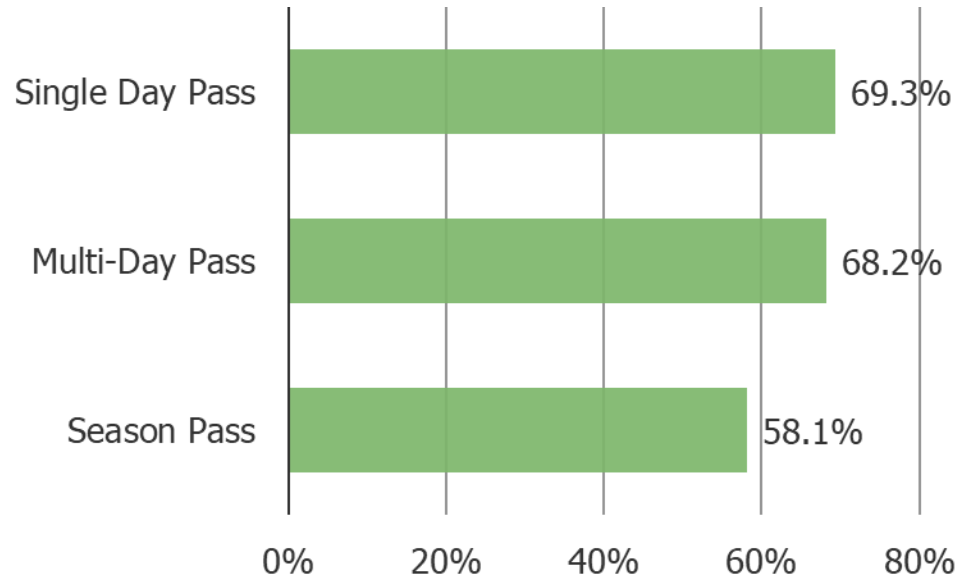
### Did you buy any of the following last ski/snowboard season for lift tickets?

*Posed to all respondents who went skiing or snowboarding.*



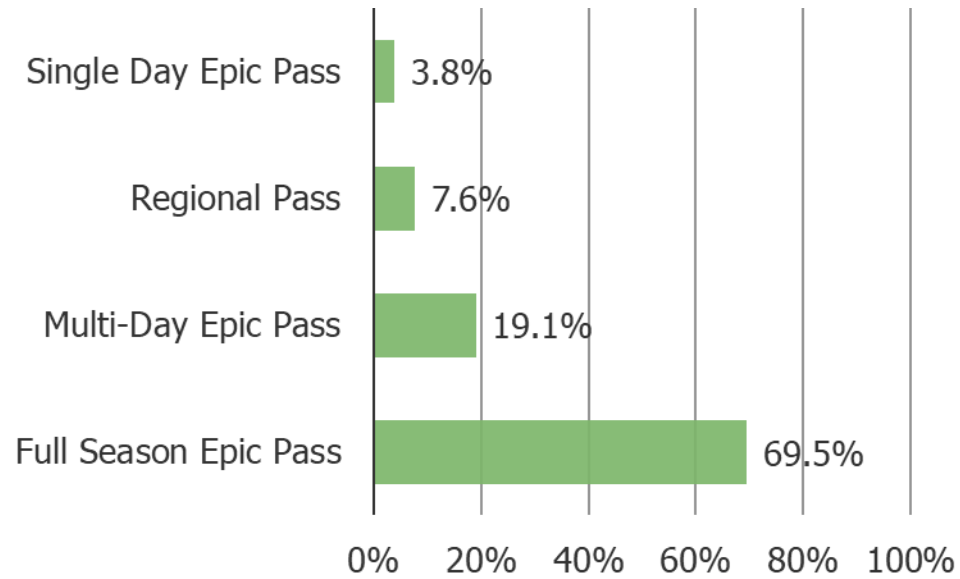
### Did you buy tickets or passes from any of the following last year?

*Posed to all respondents who went skiing or snowboarding.*



### Which did you buy?

*Posed to all respondents who went skiing or snowboarding and bought Epic tickets/passes.*



# III

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**This Season**

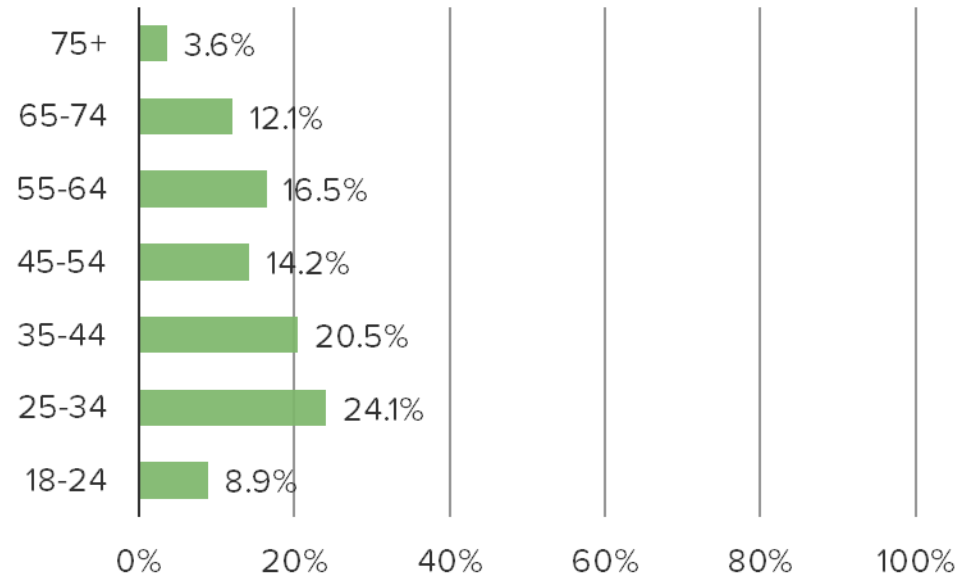
**Last Season**

**Demographics**



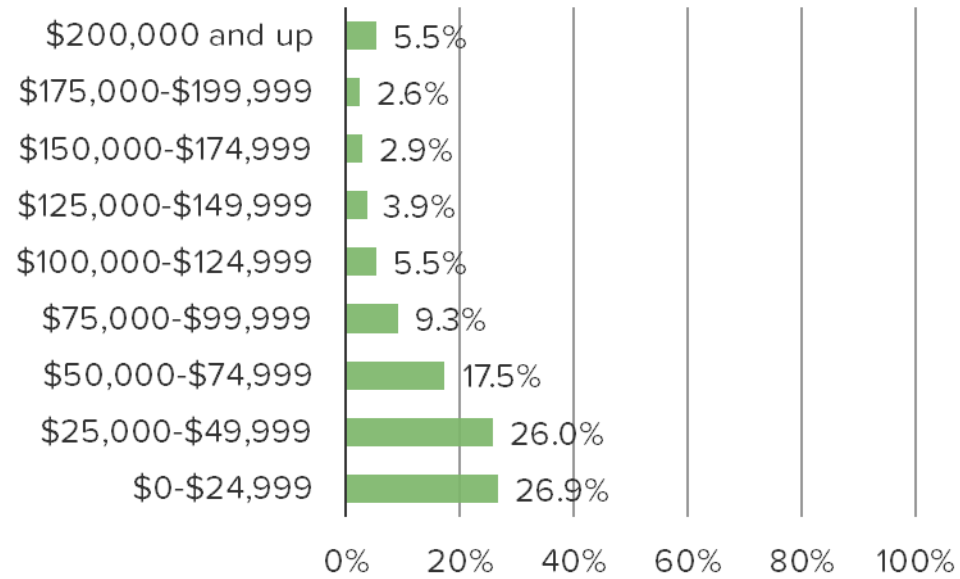
### What is your age?

*Posed to all respondents.*



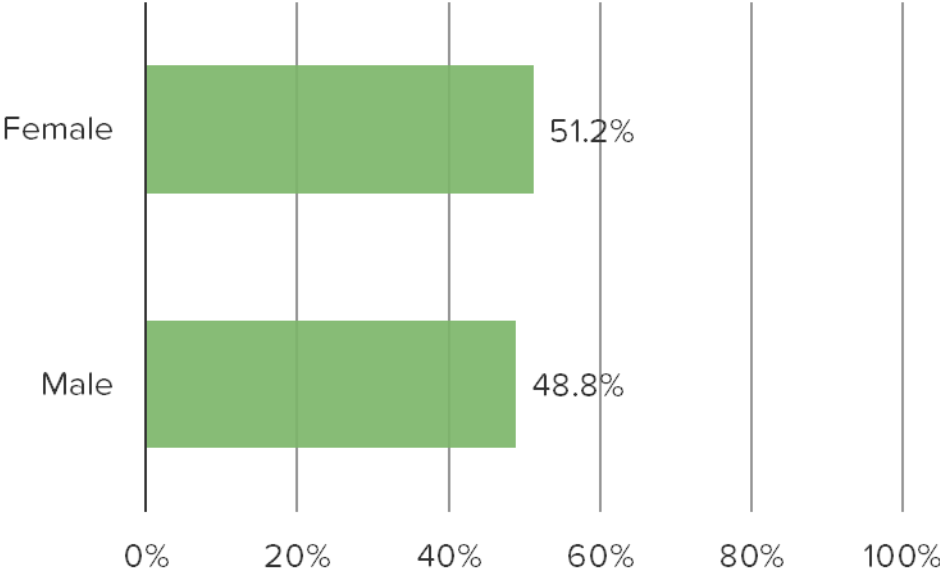
### What is your approximate average household income??

*Posed to all respondents.*



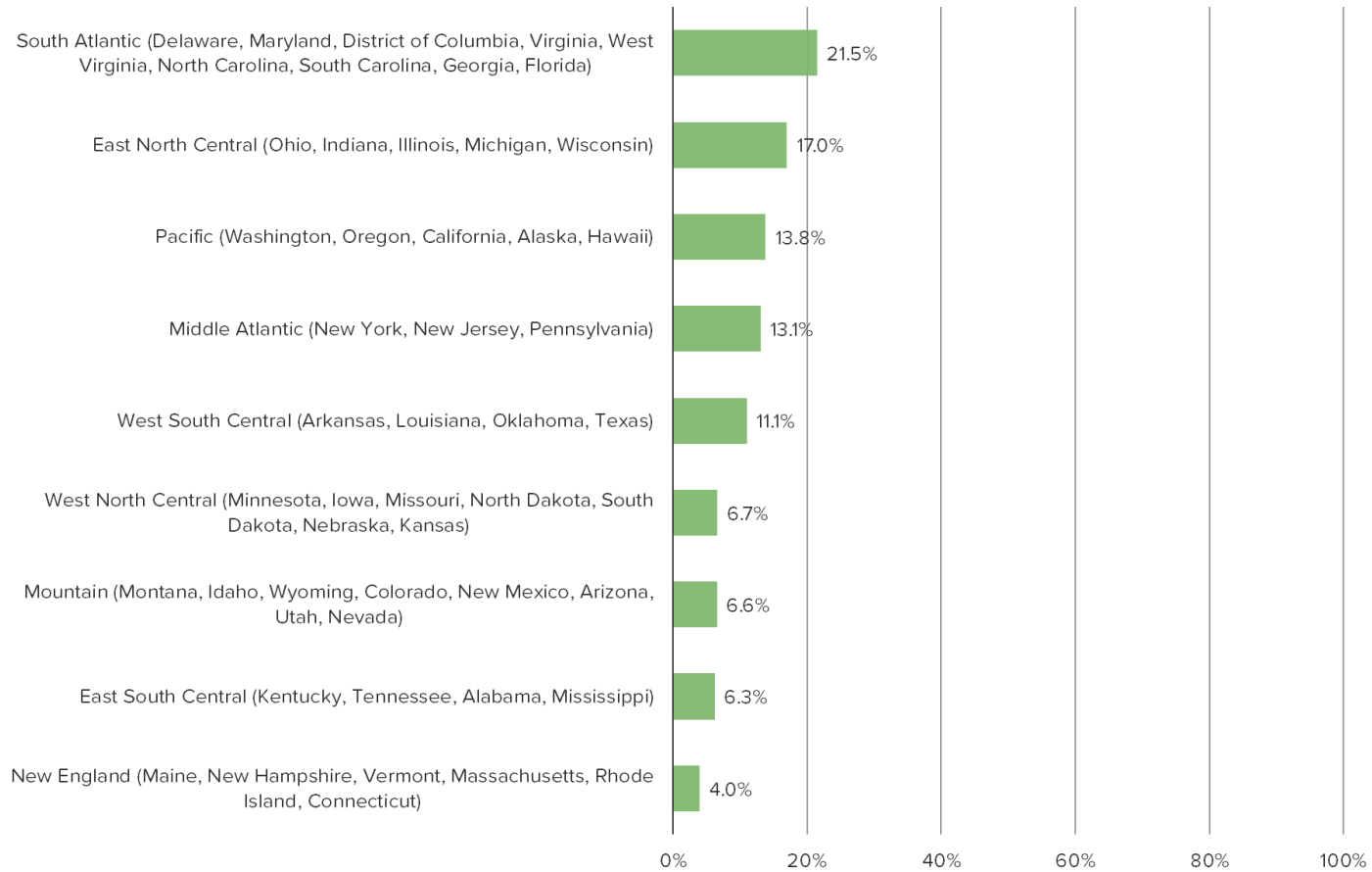
### What is your gender?

*Posed to all respondents.*



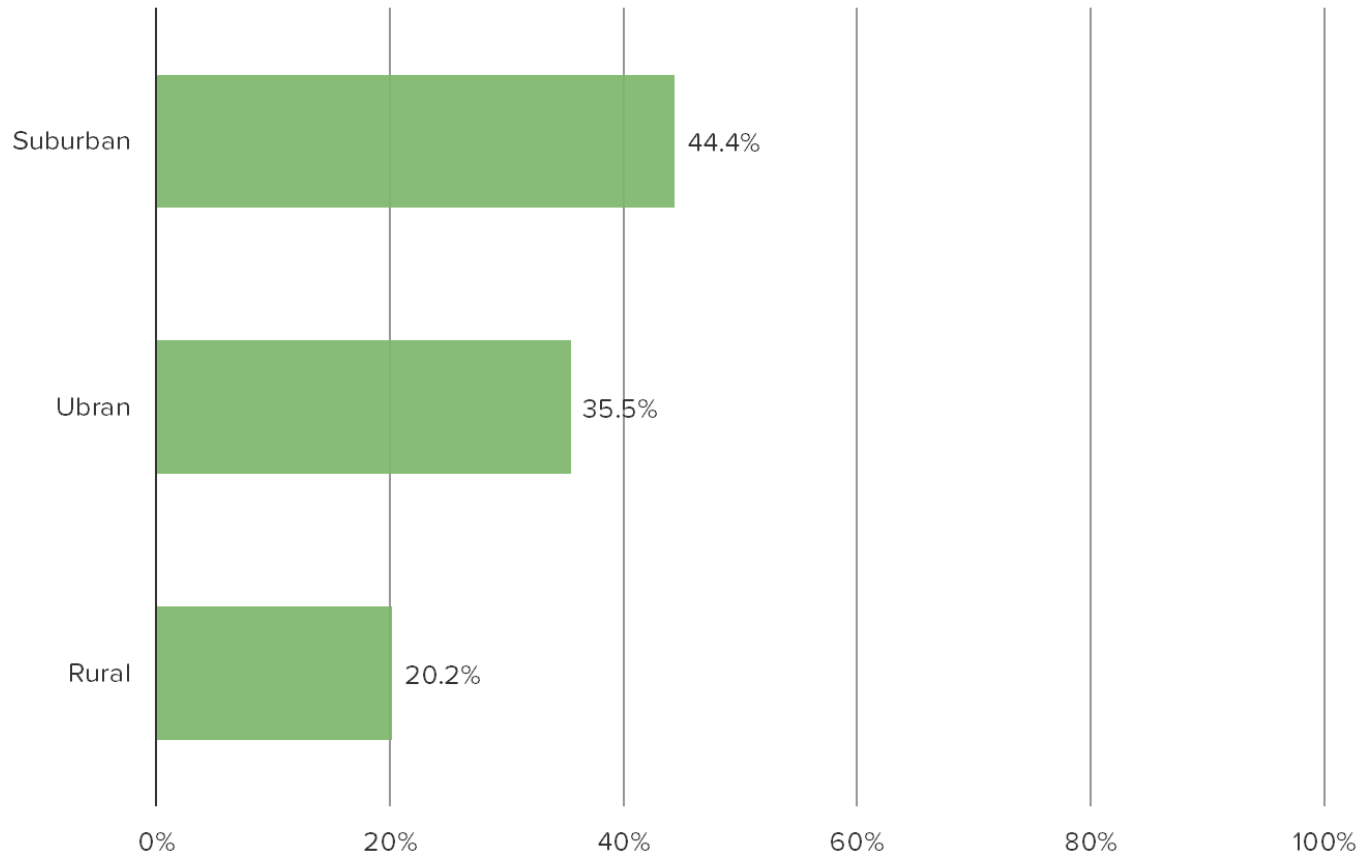
### In which region of the United States do you live?

*Posed to all respondents.*



### Do you live in an urban, suburban, or rural area?

*Posed to all respondents.*



### What is your race or ethnicity?

*Posed to all respondents.*

