

## BACKGROUND:

- ❑ Survey of ~700 US Consumers balanced to census with follow-up questions for cohorts of respondents who skied/snowboarded last year and who intend to ski/snowboard this year.

## FINDINGS:

- ❑ Skiers are conflicted...
- ❑ **To the positive:** Consumers who skied/snowboarded last year indicate a strong desire to ski this year (78.1% say it is likely or very likely that they will ski. Only ~5% said unlikely or very unlikely).
- ❑ **To the negative:** 51.2% of those who are at least somewhat likely to ski/snowboard this year said that they would have normally purchased a season pass but they are waiting to see what happens with Covid before buying. Additionally, only 34.5% of likely skiers say that they will ski or snowboard no matter what, regardless of the status of Covid. Lastly, skiers/snowboarders were likely to say financial hardship due to Covid will impact how often they ski this season.
- ❑ Of the subset who will ski or snowboard, however, most indicated that they would purchase an Epic pass vs. an Ikon pass.



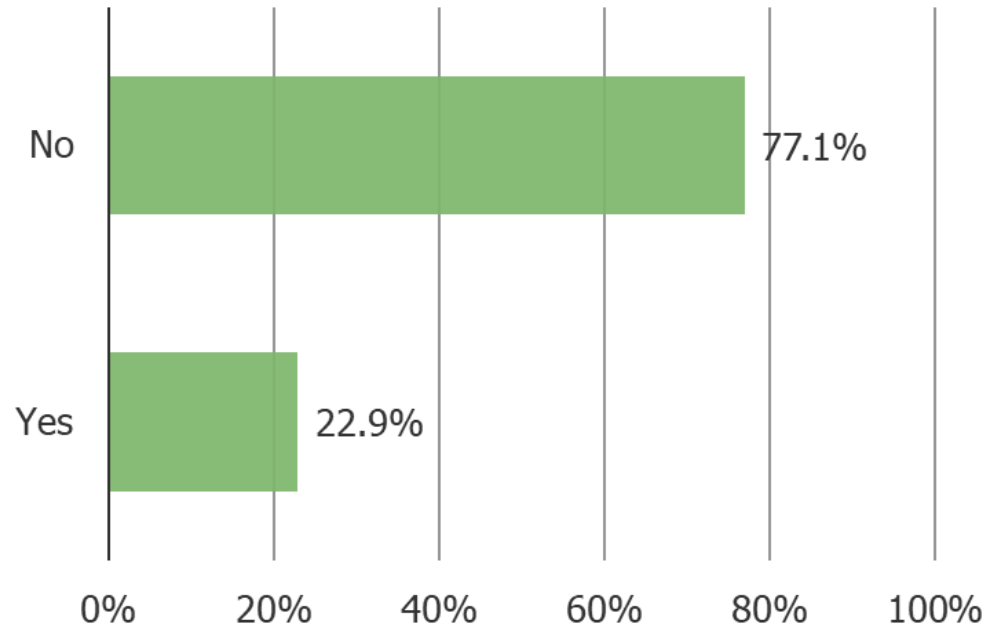
## **Ski Resort Operators**

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

*Posed to all respondents.*

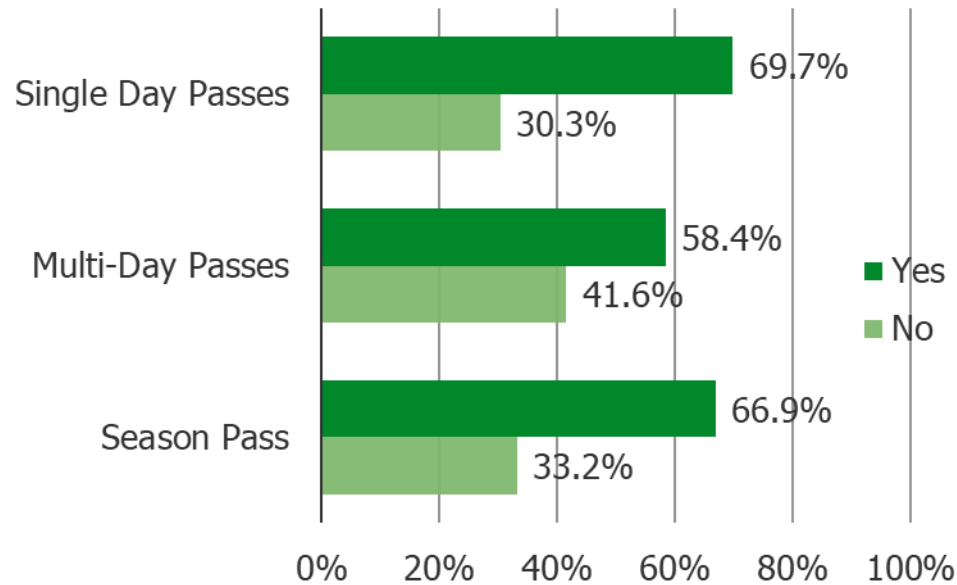


**N = 776**



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

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



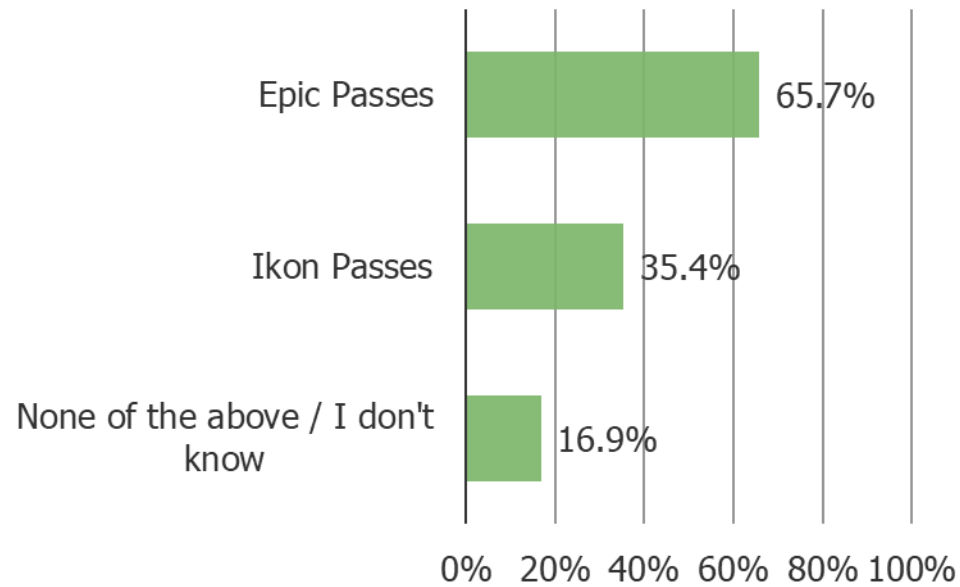
**N = 178**

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**Did you buy tickets or passes from any of the following last year? (Select ALL that apply)**

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



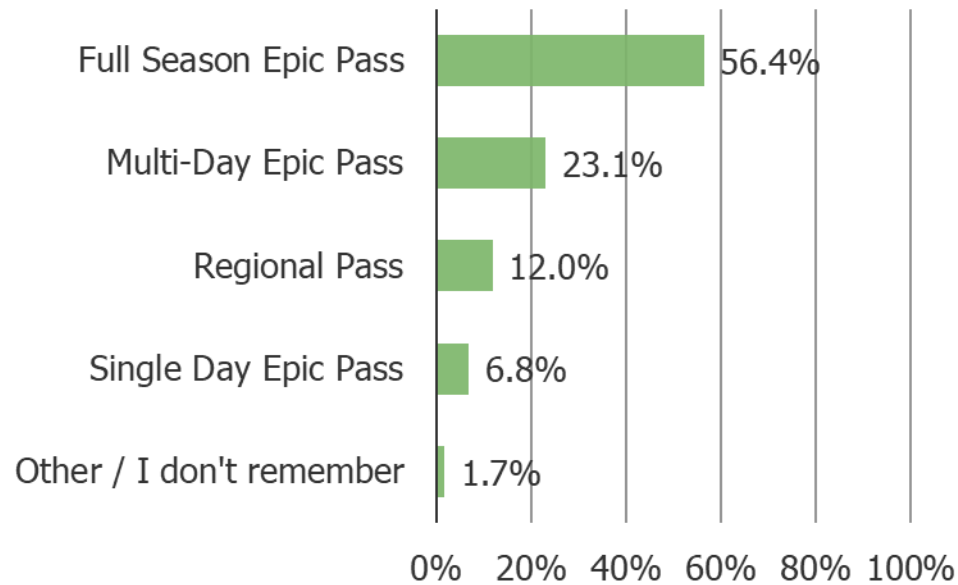
**N = 178**

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## Which did you buy?

*Posed to respondents who skied last year and said they bought passes from Epic.*



**N = 117**

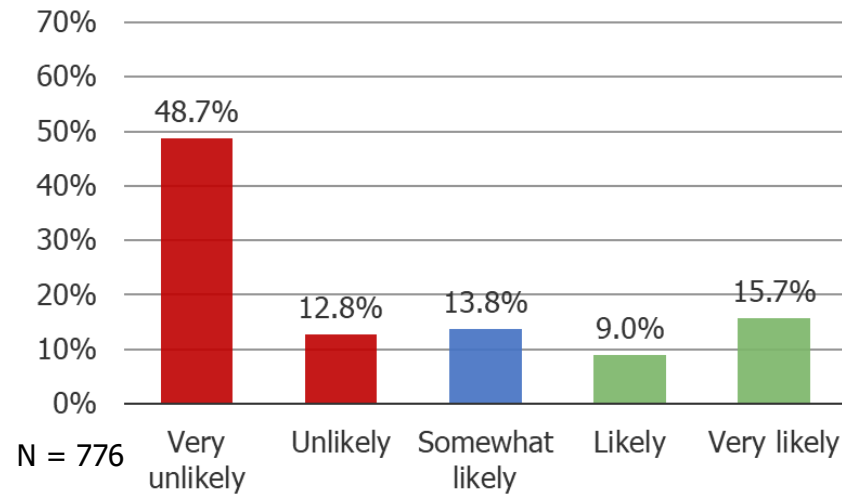
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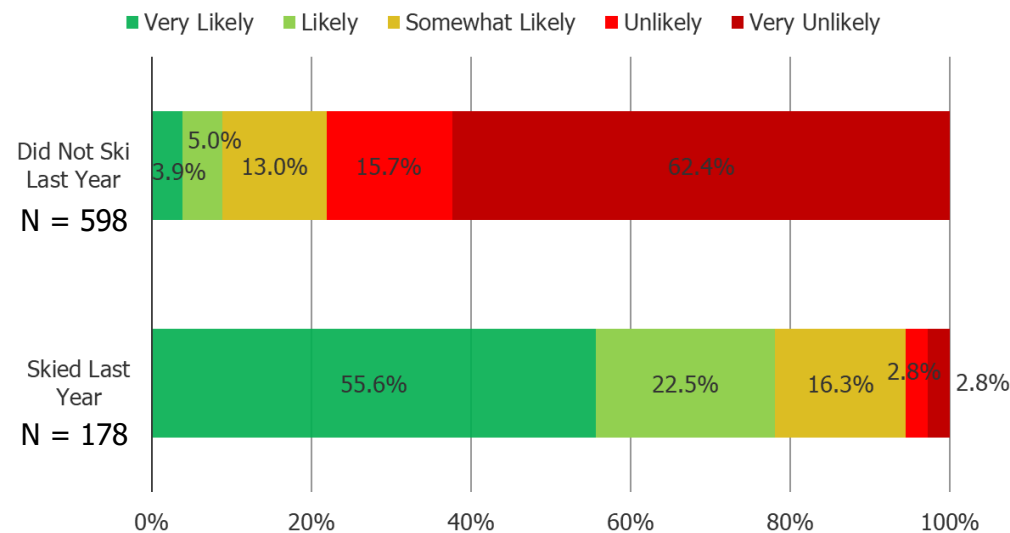
## How likely are you to go skiing or snowboarding this upcoming season?

*Posed to all respondents.*

*Note: 22.9% of all respondents said they skied last year.*



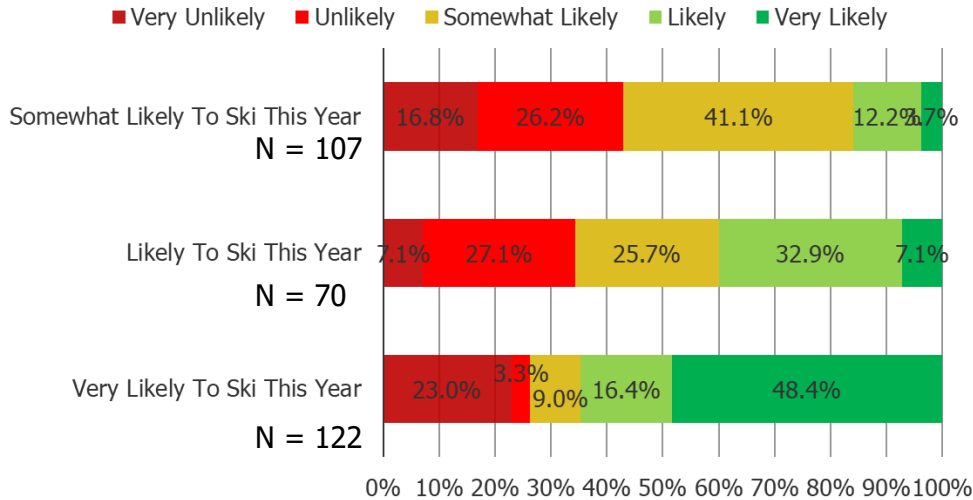
### *Cross-Tab: By if they skied/snowboarded last year.*



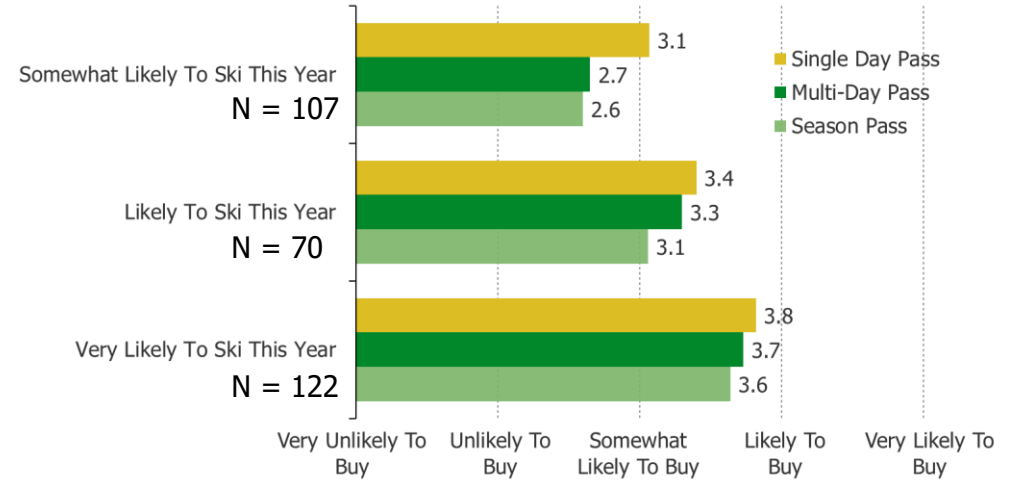
## How likely are you to buy the following this year?

*Posed to respondents who are somewhat likely, likely, or very likely to ski this year.*

*Likelihood of buying season pass, cross-tabbed:*



*Weighted Average: cross-tabbed*



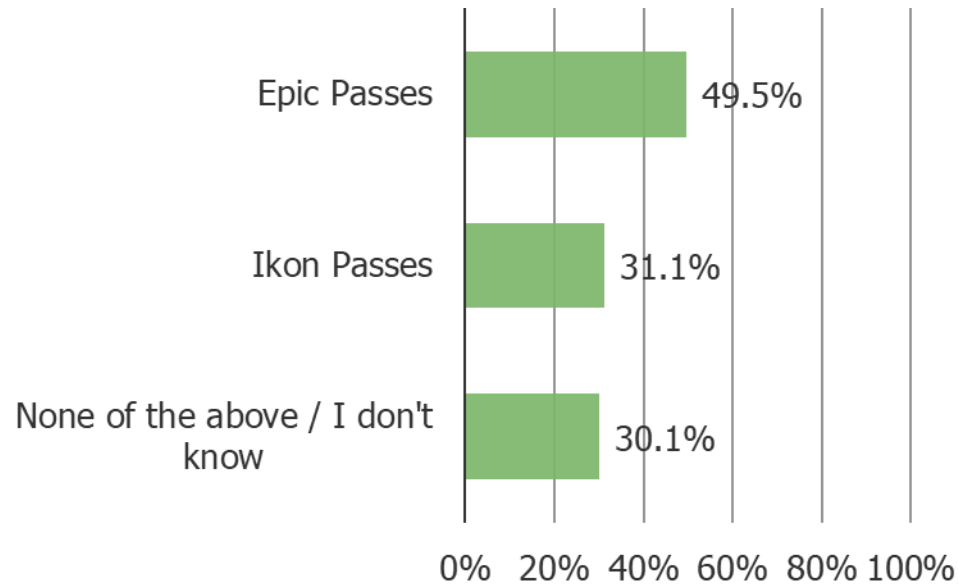
**Takeaway:** Respondents who are more certain that they will be skiing this year are considerably more likely to buy/consider buying a season pass.





**Will you buy passes from any of the following this year? (Select ALL that apply)**

*Posed to respondents who said they are somewhat likely, likely, or very likely to ski this year.*

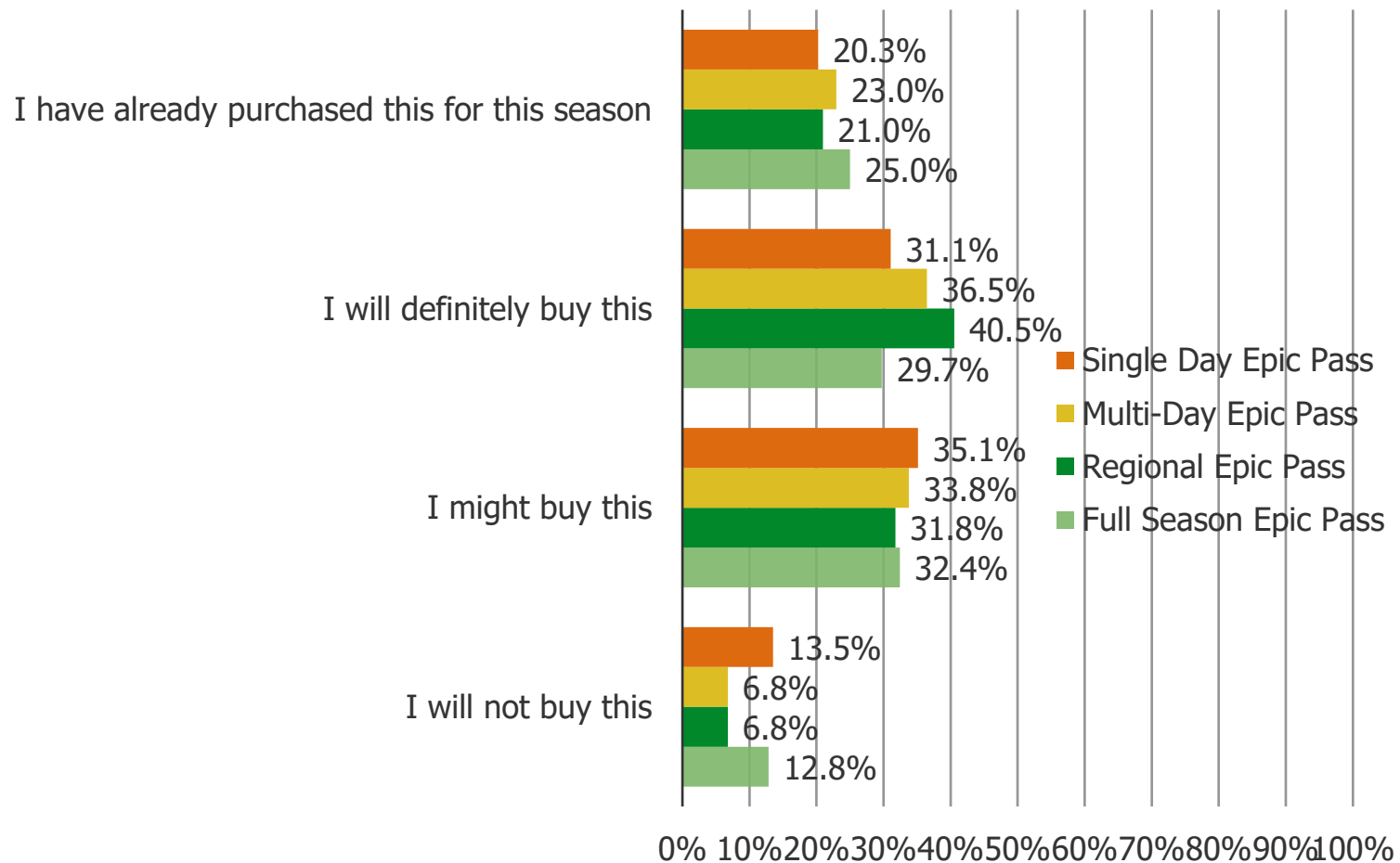


**N = 299**



### Which will you/have you bought?

*Posed to respondents who said they are somewhat likely, likely, or very likely to ski this year AND have purchased/will buy passes from Epic this year.*

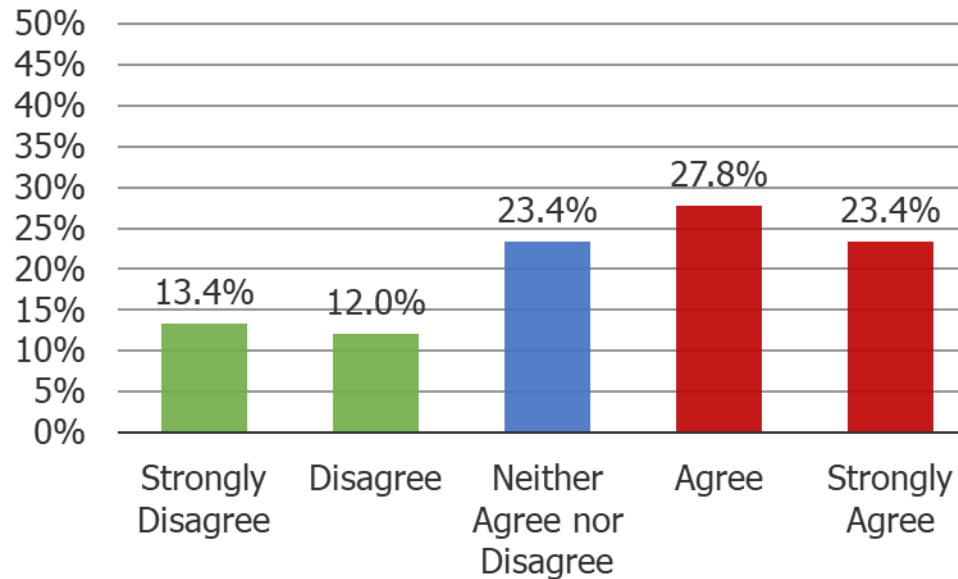


**N = 148**



**"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 respondents who said they are somewhat likely, likely, or very likely to ski this year.*

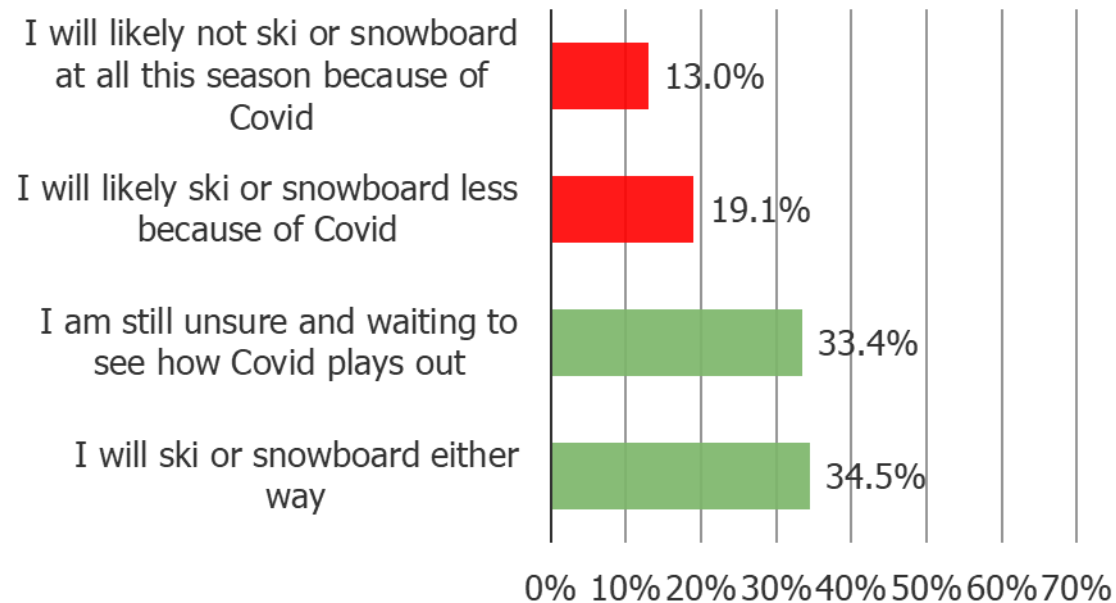


**N = 299**



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

*Posed to respondents who said they are somewhat likely, likely, or very likely to ski this year.*

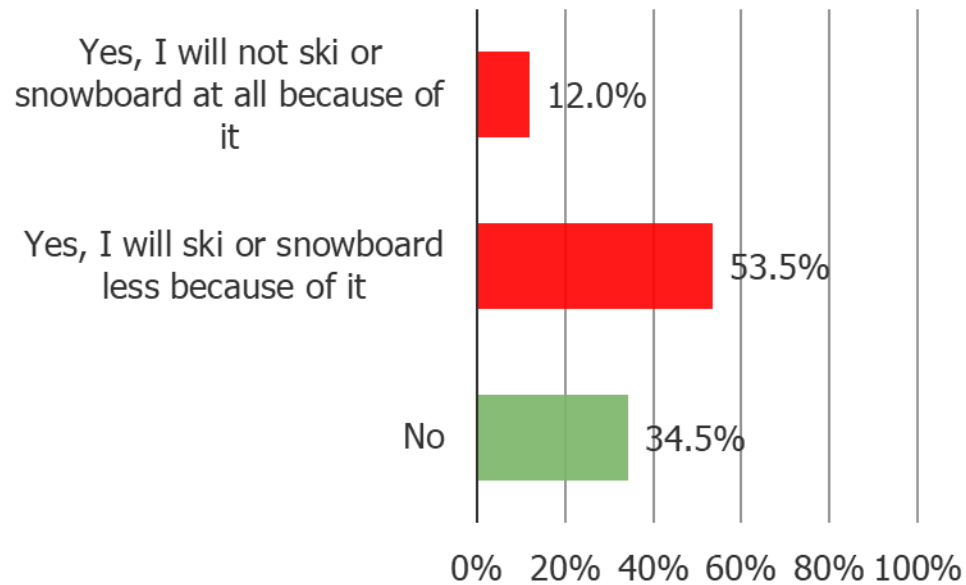


**N = 299**



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

*Posed to respondents who said they are somewhat likely, likely, or very likely to ski this year.*



**N = 299**



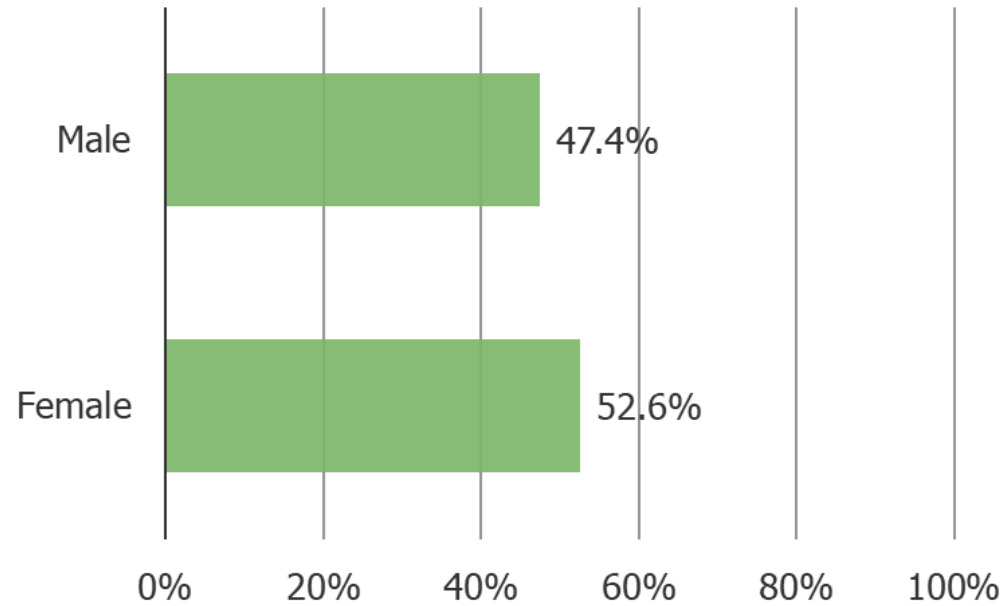
## Demographics

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## What is your gender?

*Posed to all respondents.*



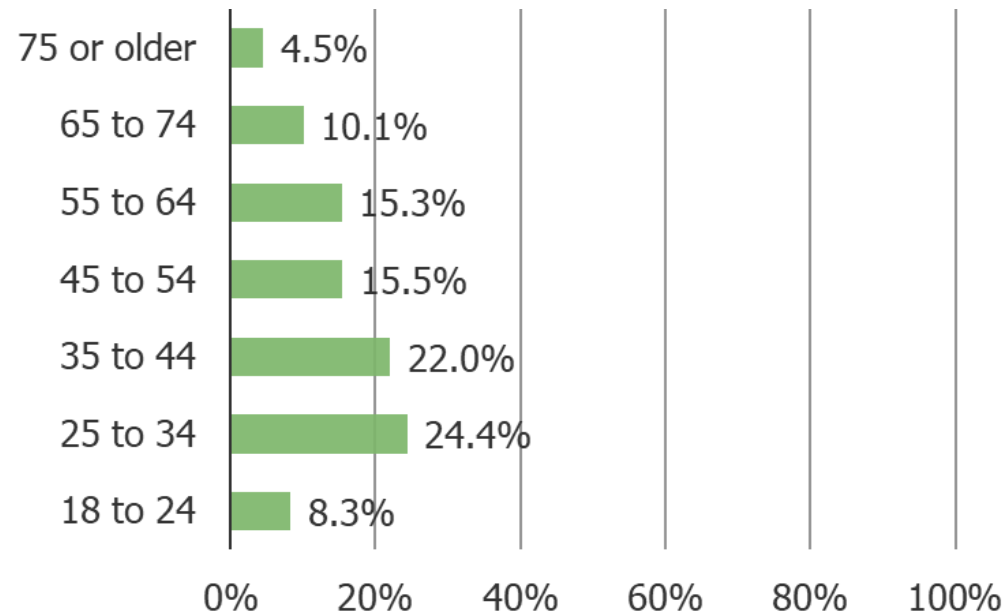
**N = 776**

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## What is your age?

*Posed to all respondents.*



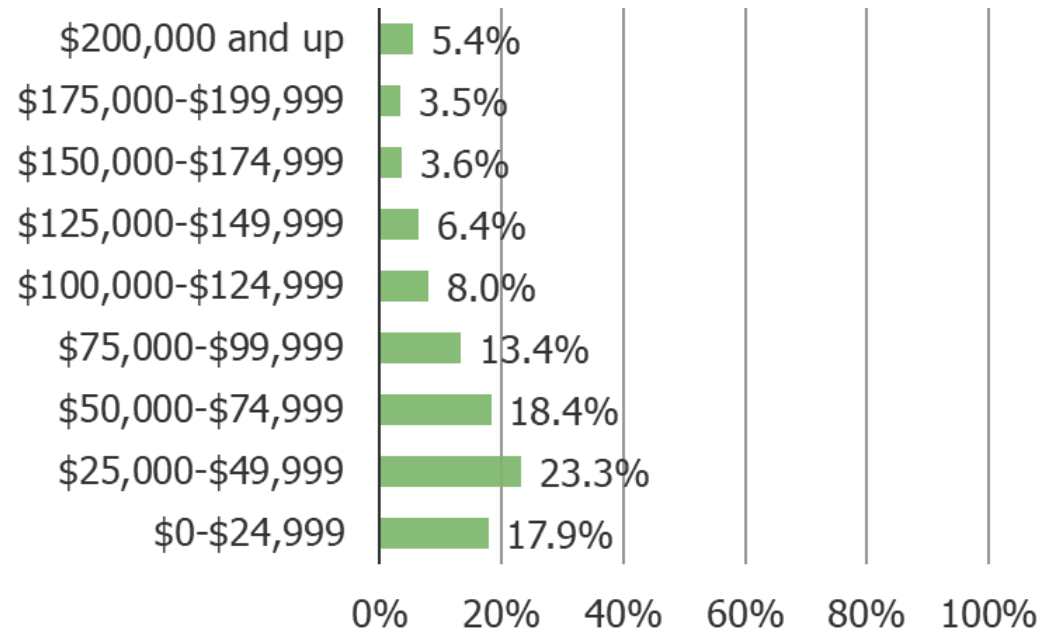
**N = 776**





### What is your approximate average household income?

*Posed to all respondents.*

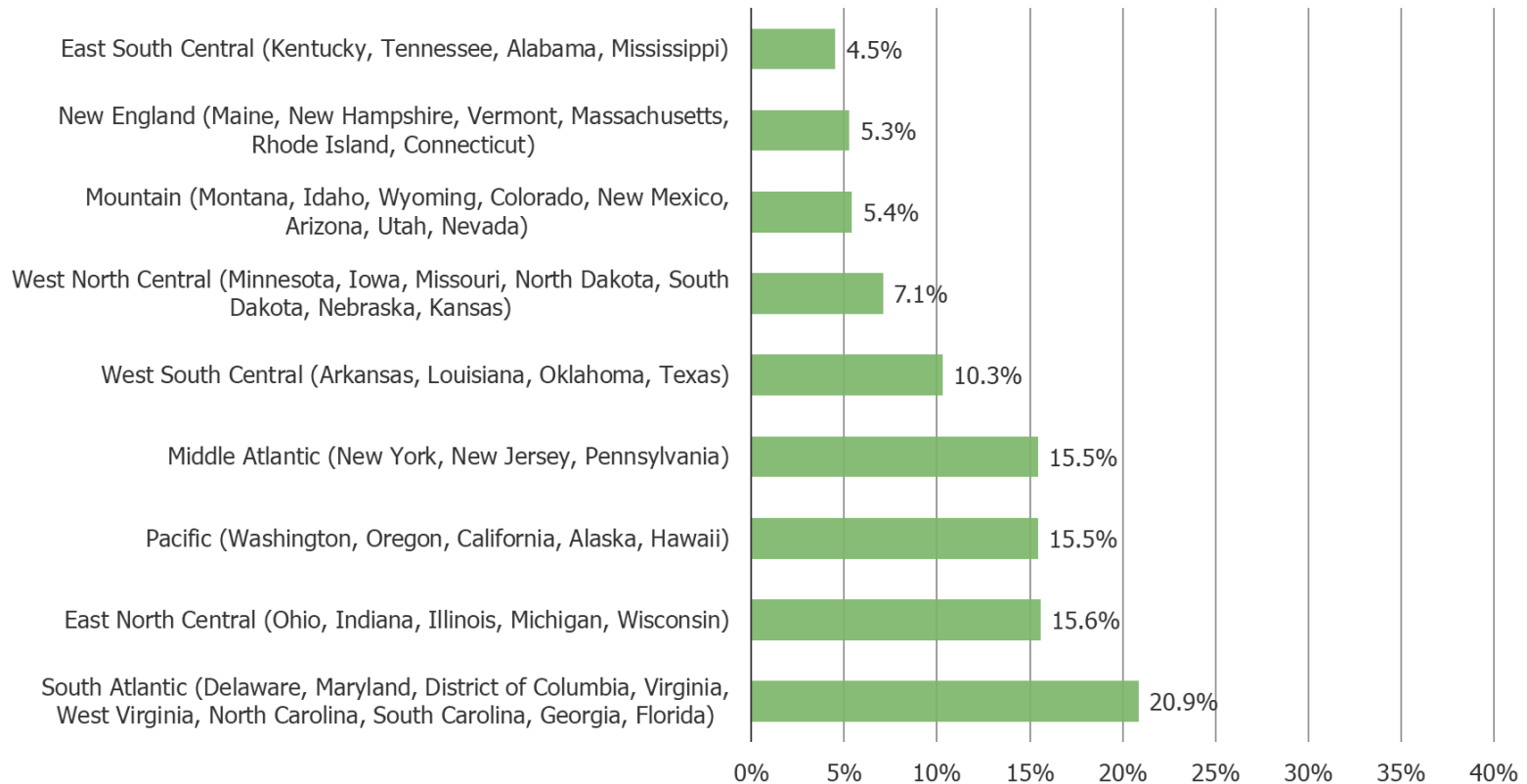


**N = 776**



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

*Posed to all respondents.*

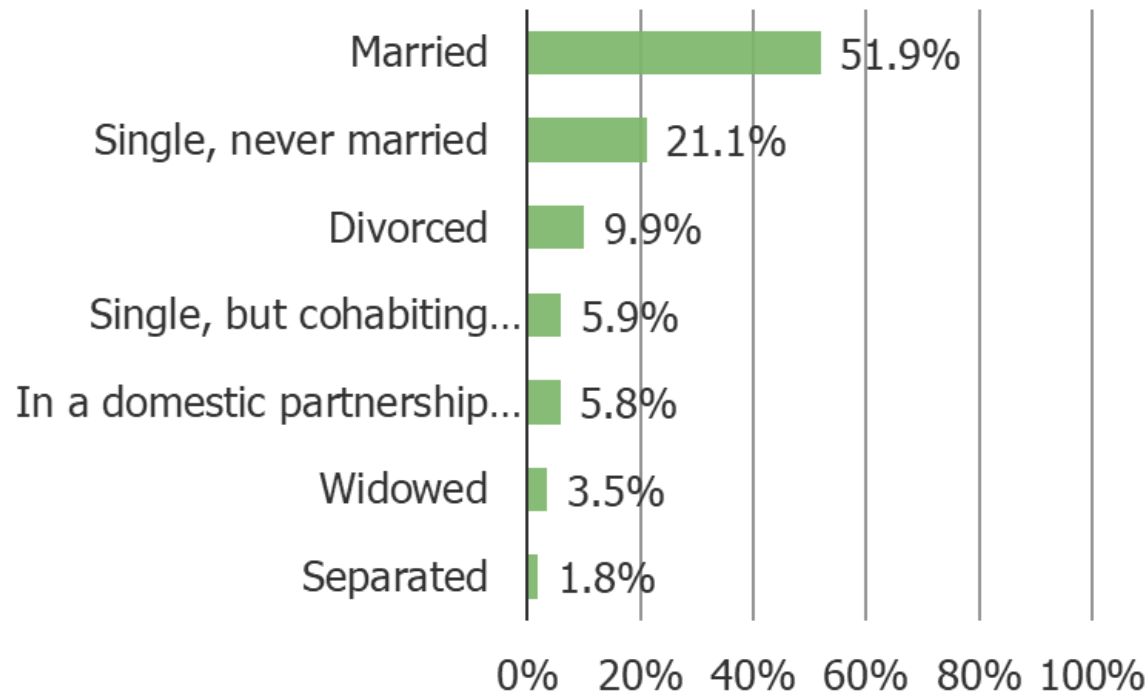


**N = 776**



### Which of the following best describes your current relationship status?

*Posed to all respondents.*

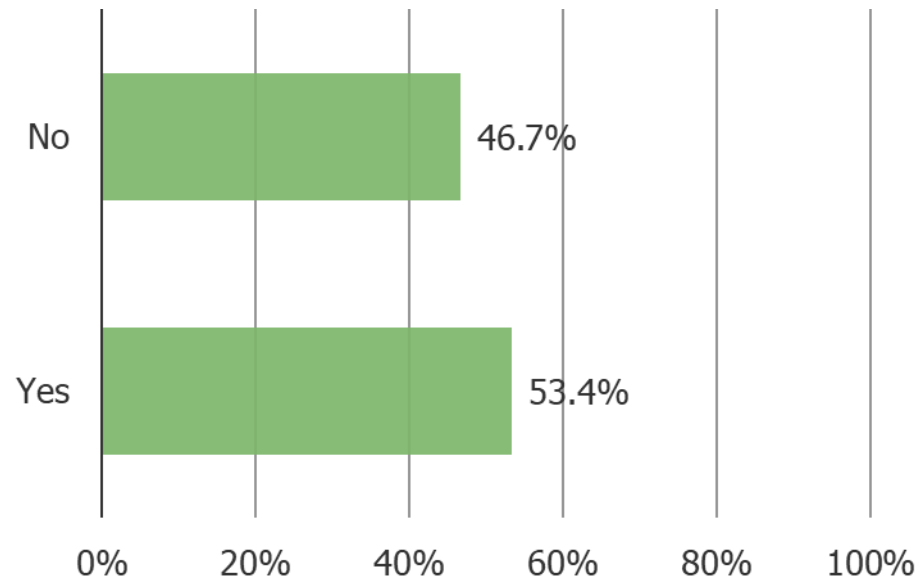


**N = 776**



### Are you a parent or caretaker of children?

*Posed to all respondents.*

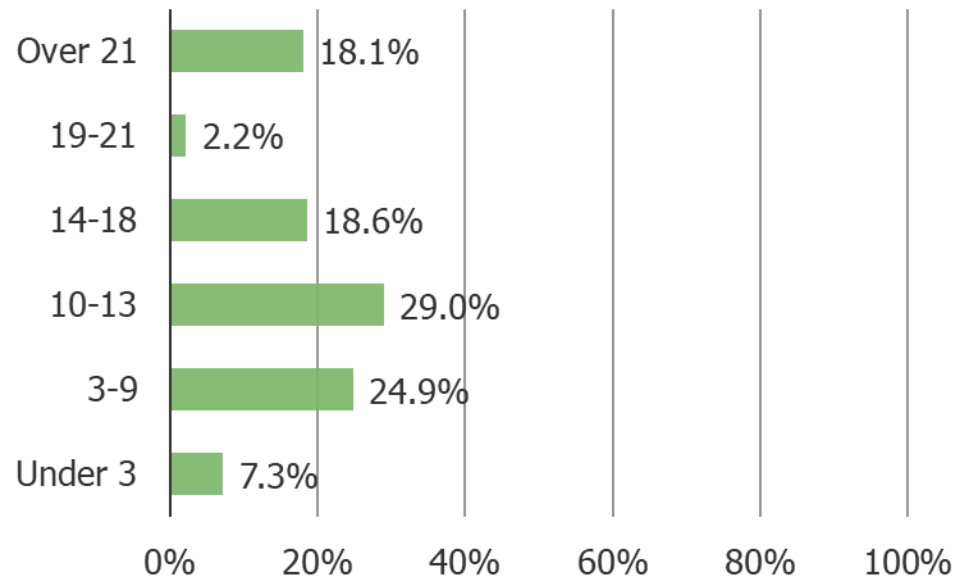


**N = 776**



**Do you have children who are the following ages? (Select ALL that apply)**

*Posed to all respondents.*



**N = 776**

