



Snowsports
Industries
America

FOR ADDITIONAL DATA ON PARTICIPATION,
PLEASE SEE SIA'S 2024-25 PARTICIPATION STUDY.

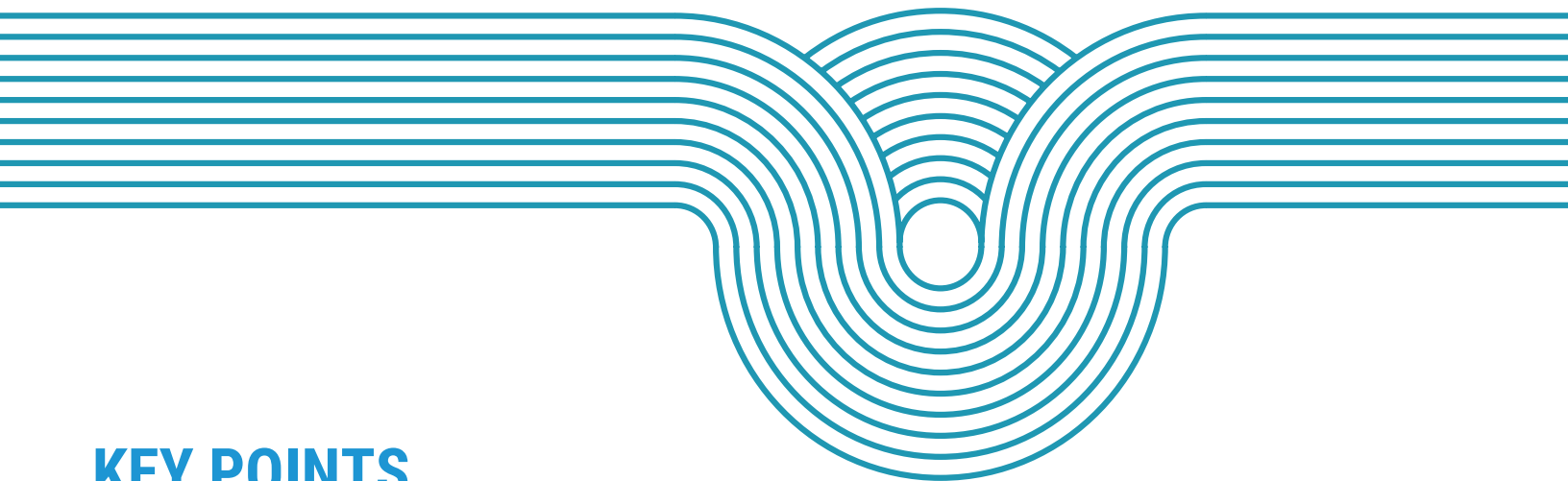
2024 PARTICIPATION 2025 DATA DEEP DIVE

A CLOSER LOOK AT PARTICIPATION TRENDS



PIC: STÖCKLI

The primary goal of SIA's annual participation report is to track changes in participation of wintersports. Our team reports results by snowsport including breakdowns of who those participants represent. In this special deep dive, we take a closer look in two key areas. First, we look at the different trends in participation versus visitation. Second, we look at broader trends in participation.



KEY POINTS

01

Visitation to resorts has been on an upward trajectory, but this is in part due to participants going more often (vs. there being more participants).

02

Overall snowsports participation has been growing, but not across all sports. Skiing, in particular, has been declining.

03

A challenge for both skiing and snowboarding is the declining number of “new” participants, especially among White participants.

04

Snowboarding on the whole has seen growth in part due to the growing number of Hispanic participants.

PARTICIPATION VS. VISITATION

WHAT IS A VISIT?

A visit is defined as a single person downhill skiing or snowboarding at a lift-served ski area for all or part of one day.

WHO IS A PARTICIPANT?

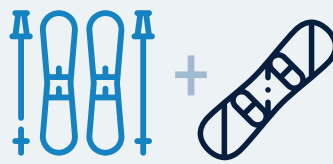
An individual person who participates at least once during a season.

One participant may account for multiple skier visits within a season.

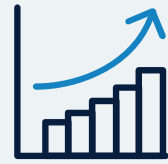
VISITATION IS STRONG



2024/25 was the second-best season on record in terms of resort visitation.

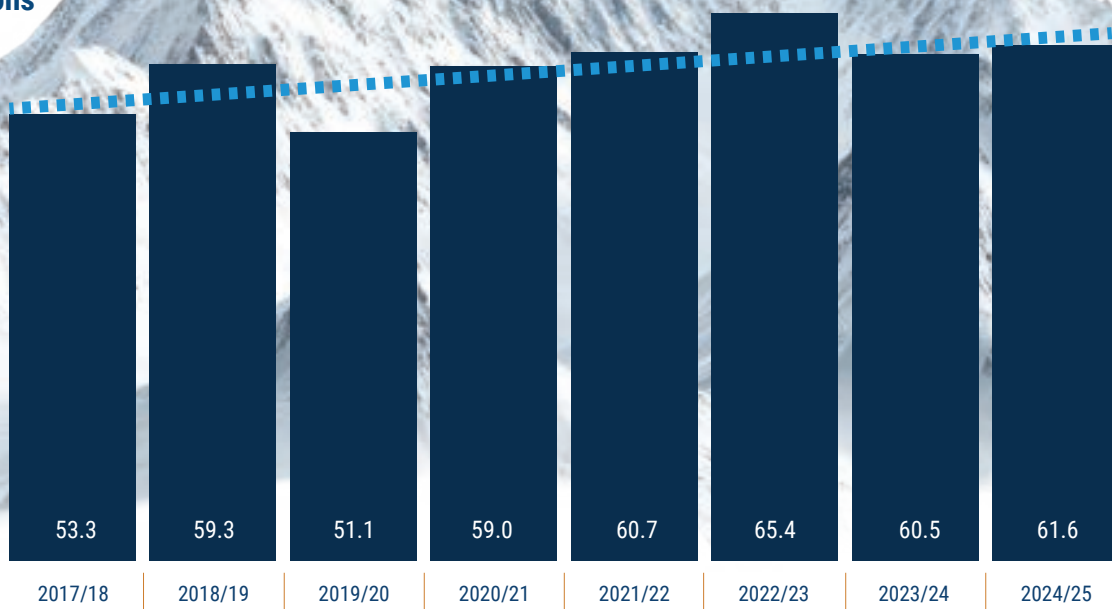


These numbers include both skiing and snowboarding.



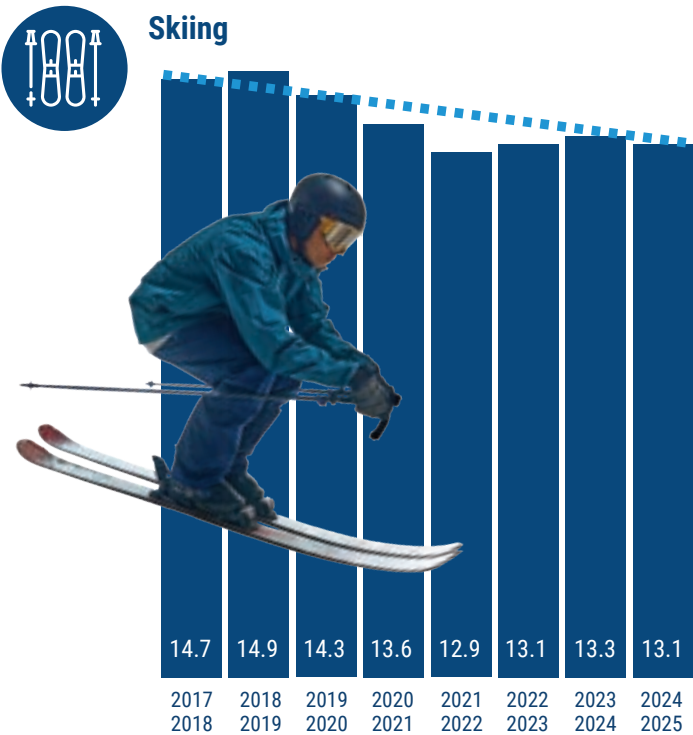
The trend over the past 8 seasons has been positive.

Ski Area Visits by Season (National)
All figures in millions



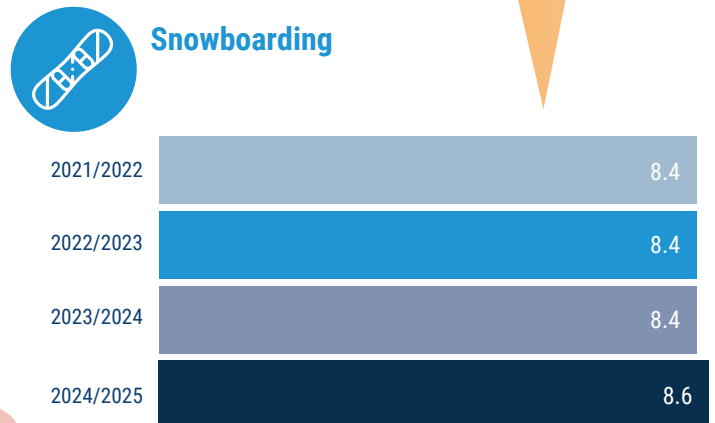
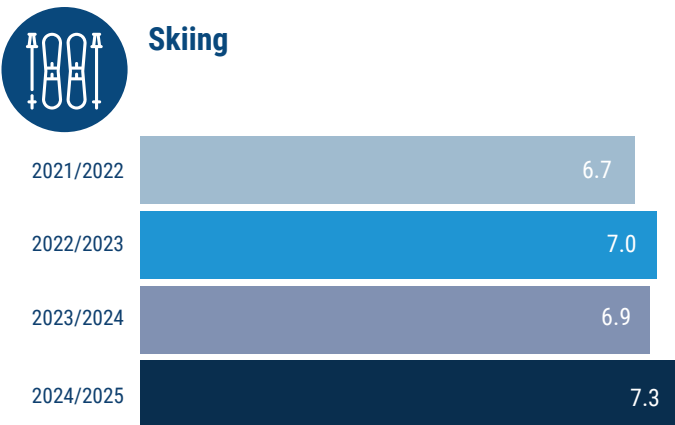
BUT, VISITATION MASKS THE NUMBER OF PARTICIPANTS IN INDIVIDUAL SPORTS

Participants by Season (National)
All figures in millions



FREQUENCY IS ALSO MASKING SOME DECLINES AS PEOPLE GO MORE ON AVERAGE

Average Days



Snowboarding participation has been increasing, but the average days have remained relatively flat.

Despite declines in ski participation, average days have actually increased. This helps boost visitation numbers.

COMBINING ALL THREE



Participants

The long-term trend is down, though the most recent years have been flatter.



Average Days

Trending upward in recent years.



Visitation

Despite fewer participants, an increase in average days is helping overall visitation stay strong.



Participants

The long-term trend is up with some of the highest participation in recent years.



Average Days

Relatively flat in recent years



Visitation

Despite the average days being unchanged, a greater number of participants is helping boost visitation.



BIG PICTURE TRENDS

THE OVERALL TREND FOR WINTER SPORTS IS UP, BUT NOT FOR SKIING



Participation overall is up, driven largely by sledding, cross country, snowshoeing, and snowboarding.

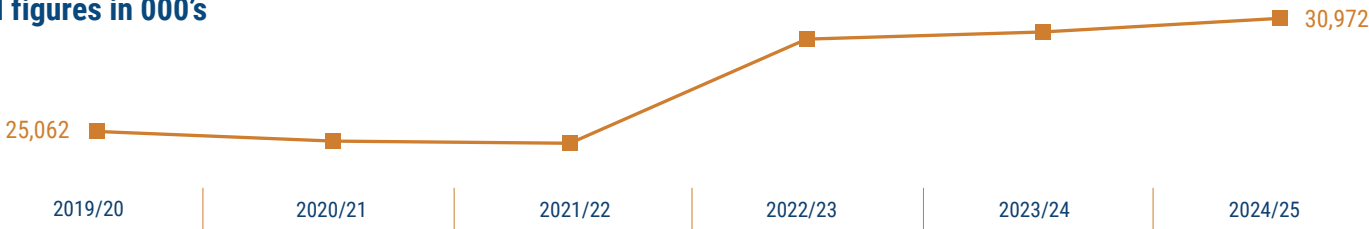


Skiing has declined (it has never fully recovered post-Covid).

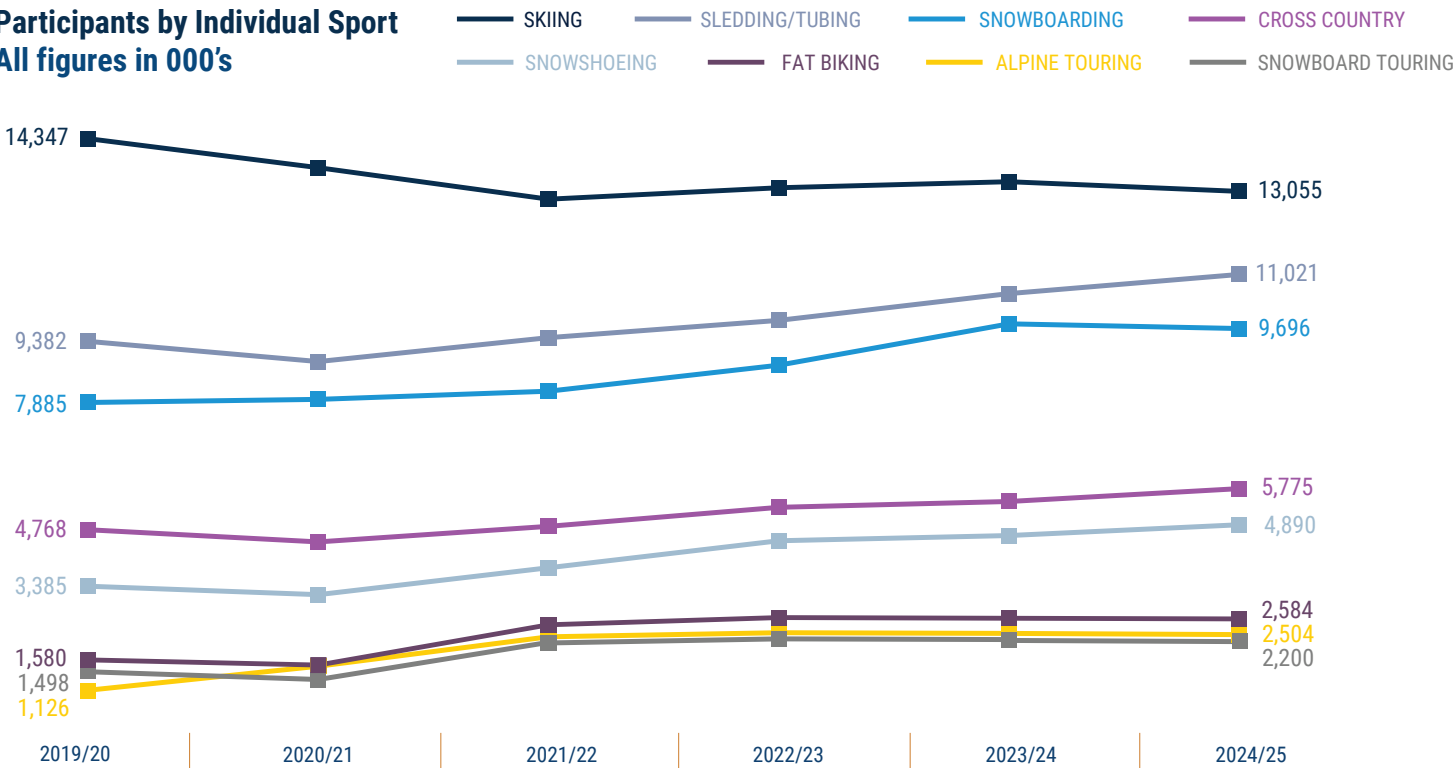


Snowboarding has seen steady growth until this past season.

Participants in Any Winter Sport
All figures in 000's



Participants by Individual Sport
All figures in 000's

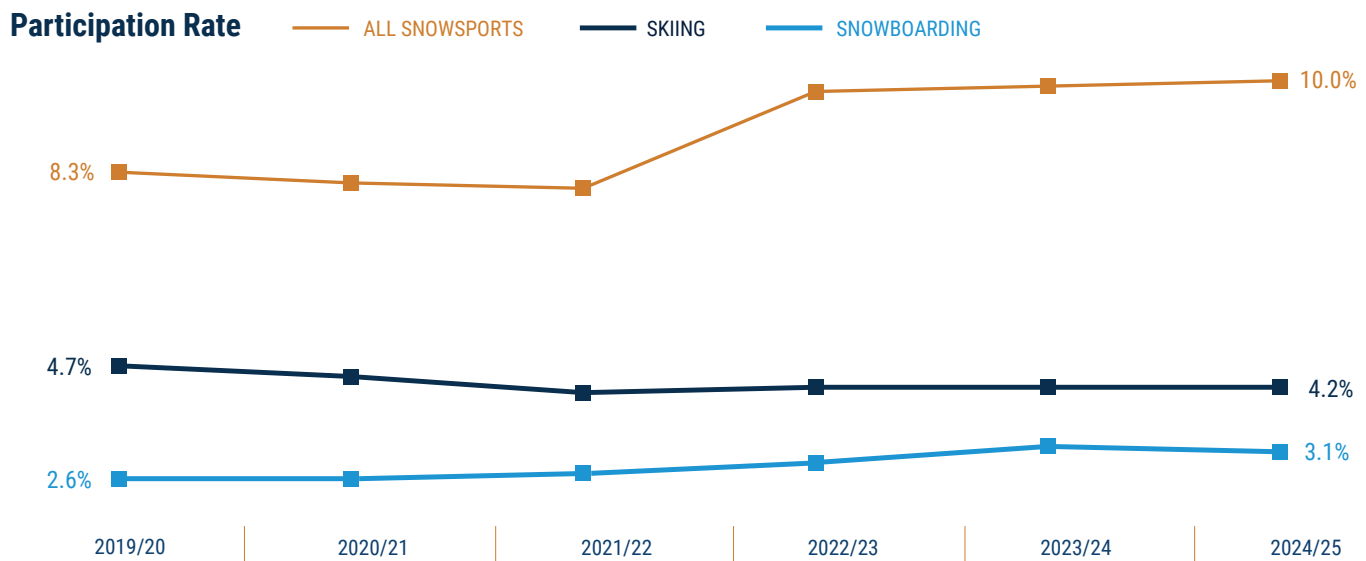


THE PARTICIPATION RATE FOR SKIING HAS BEEN DECLINING; SNOWBOARDING DECREASED LAST SEASON

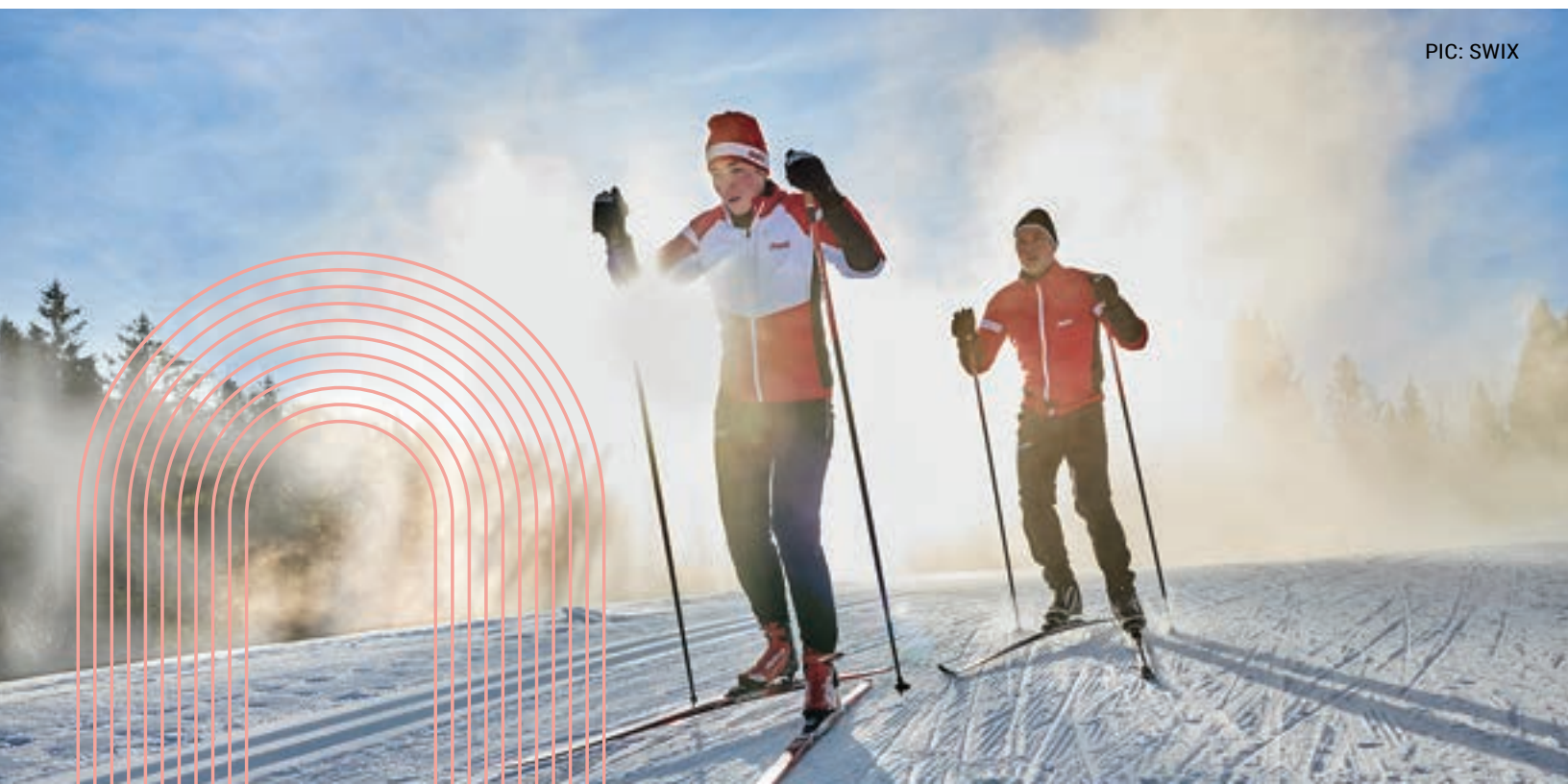
The participation rate is the proportion of the population (6 and older) that were a participant.

If the population overall is growing (as it is in the US), a flat participation rate will actually translate into more participants.

- A growing participation rate means participation is increasing faster than the population as a whole.
- A declining participation rate means participation is not keeping up with population growth.



PIC: SWIX



GAIN & LOSS DEFINITIONS



Participation grows through either:

- **Bringing new participants into the sport.** We call these “new” – they never participated before this season
- **Bringing previous participants back into the sport.** We call these “returned” – they took at least the previous season off but returned this season.



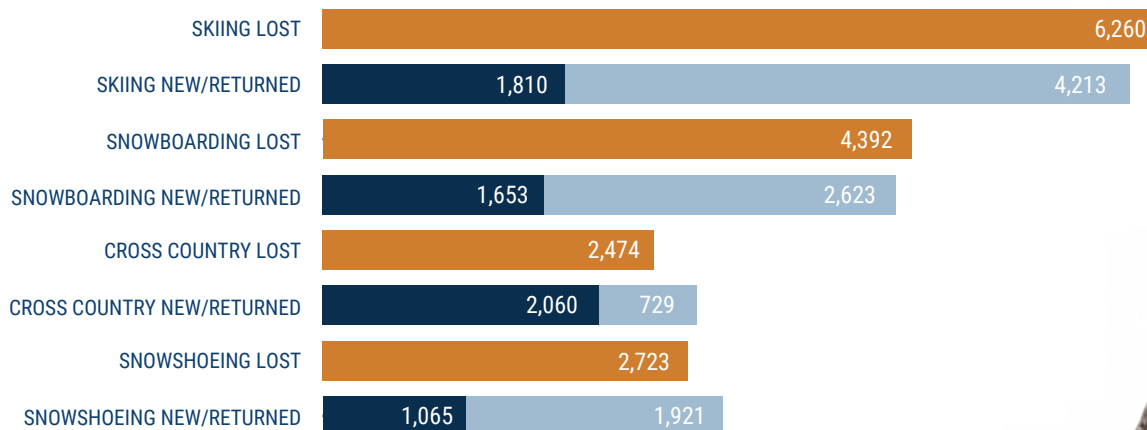
Participation declines through:

- **People leaving the sport.** We call these “lost” – they participated last season but not this season.

THE NUMBER OF LOST PARTICIPANTS OUTPALED NEW/RETURNED PARTICIPANTS FOR SKIING AND SNOWBOARDING

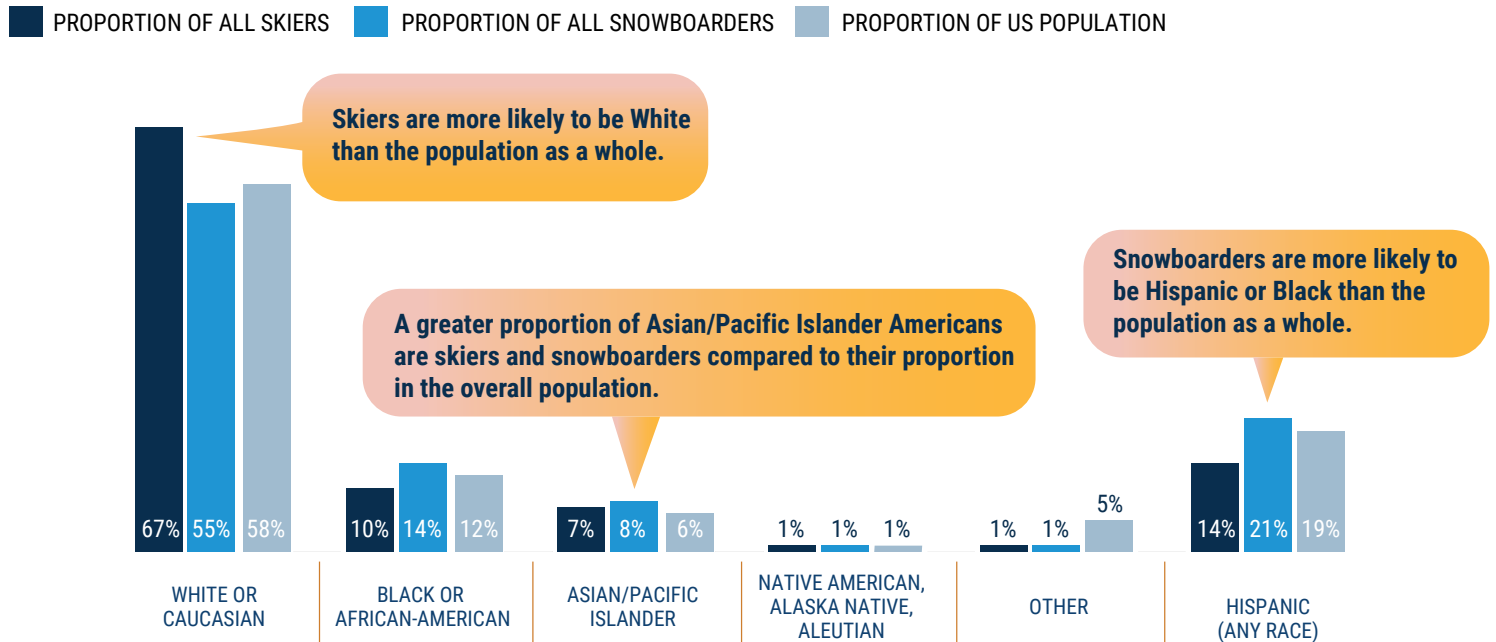
New & Returned vs. Lost (2024-2025)
All figures in 000's

NEW RETURNED



SNOWBOARDERS MORE CLOSELY MATCH THE RACE/ETHNICITY OF THE US POPULATION

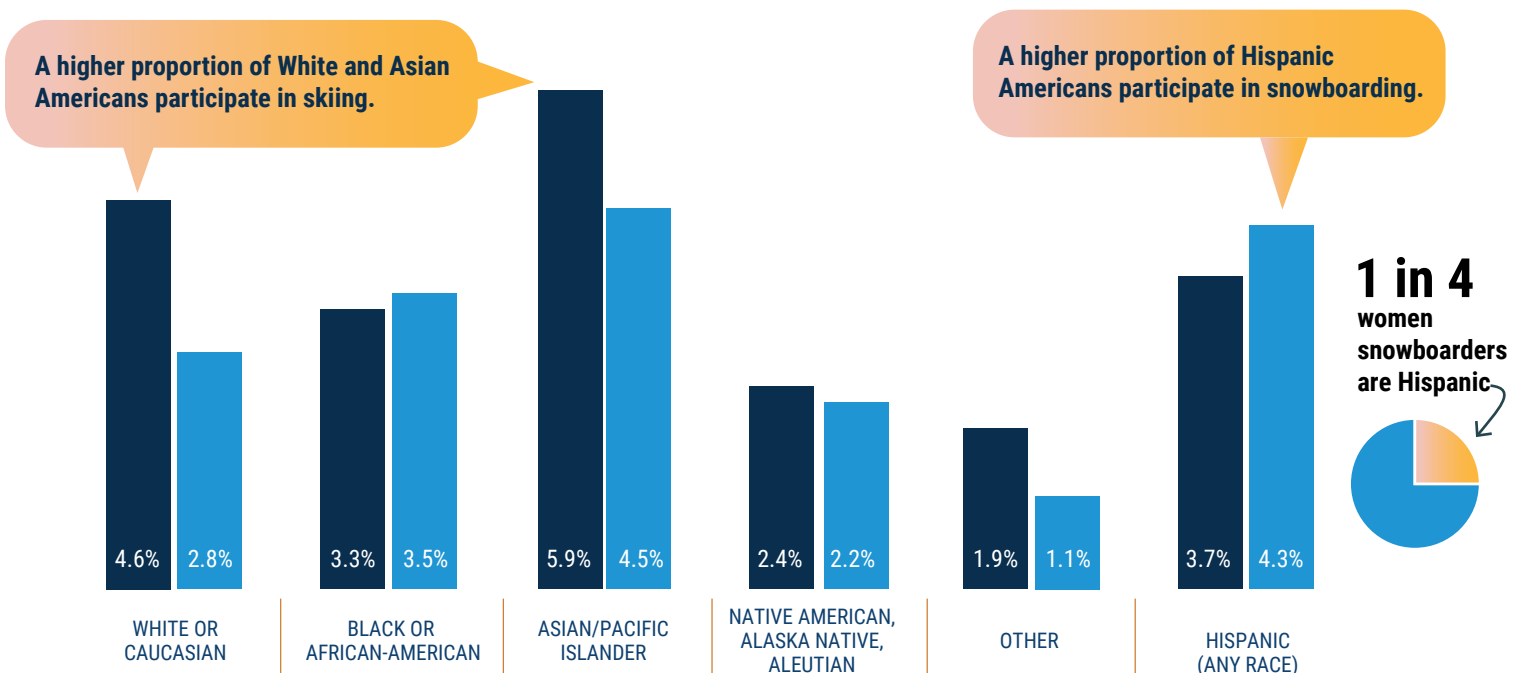
Race/Ethnicity of Skiers & Snowboarders Compared to the US Pop.



A HIGHER PROPORTION OF HISPANICS SNOWBOARD THAN SKI

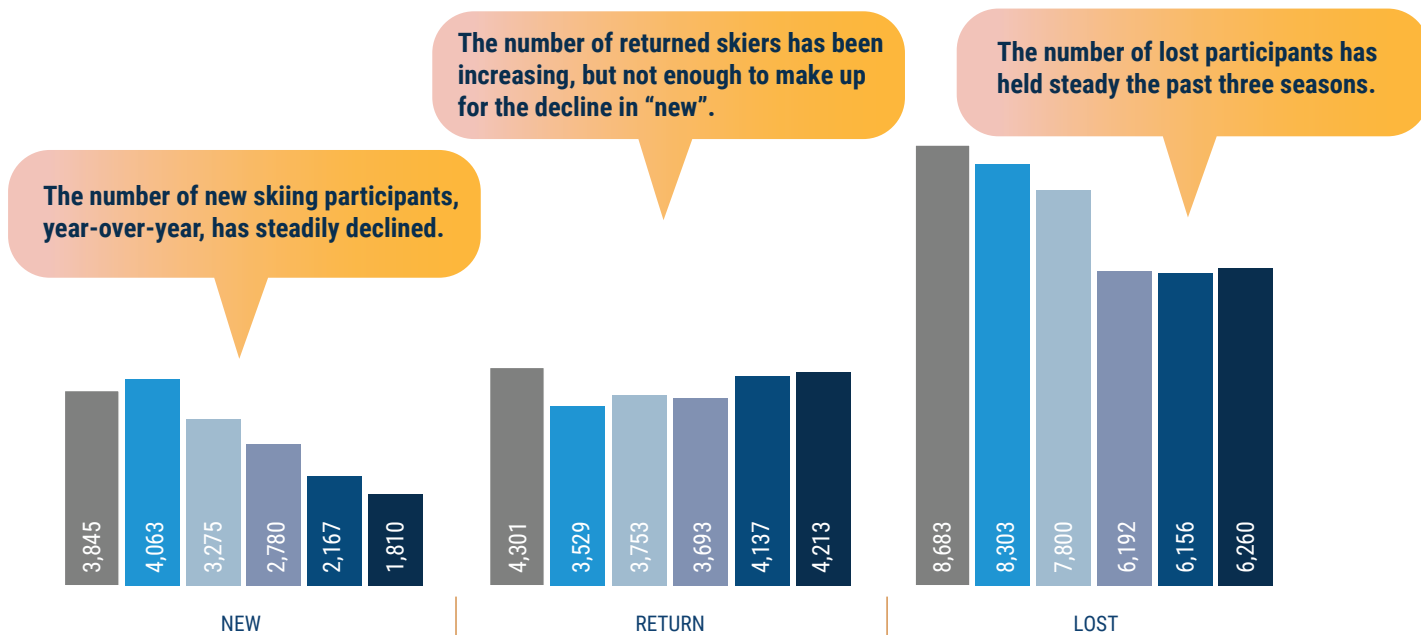
Participation Rate (by race/ethnicity)

■ SKI PARTICIPATION RATE (OF US POP) ■ SNOWBOARD PARTICIPATION RATE (OF US POP)



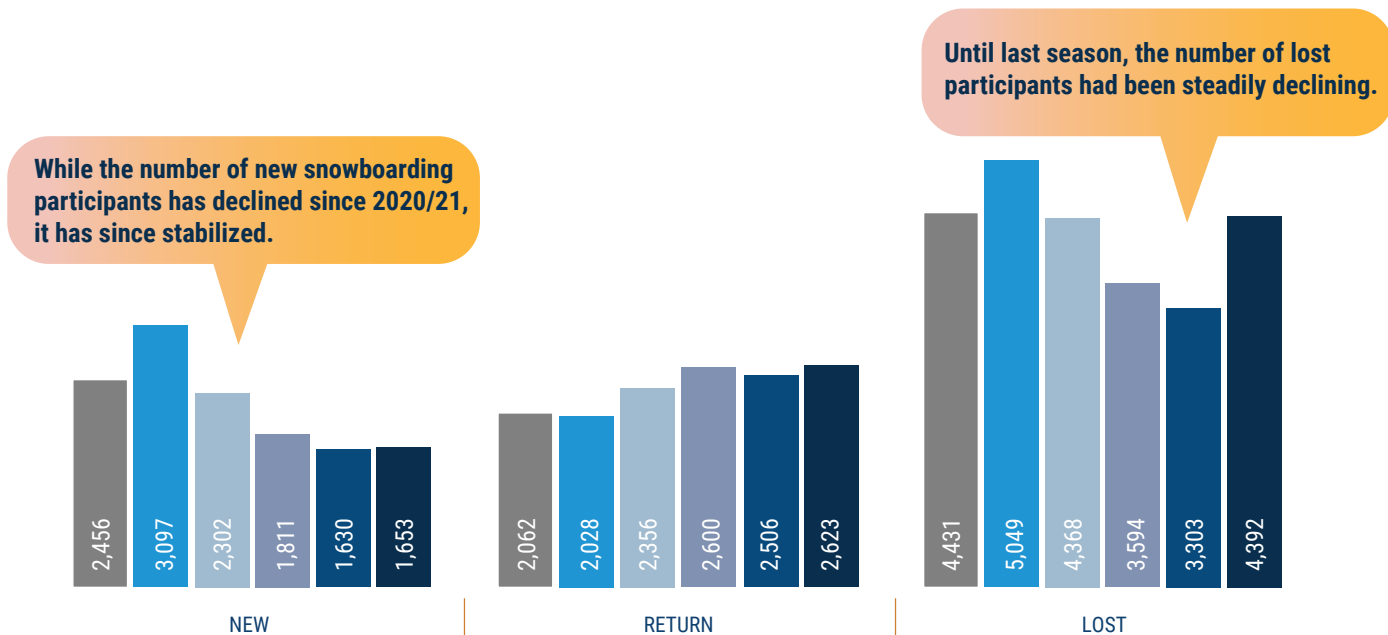
THE NUMBER OF "NEW" SKIING PARTICIPANTS CONTINUES TO DECLINE

2019/2020 2020/2021 2021/2022 2022/2023 2023/2024 2024/2025



THE NUMBER OF "NEW" SNOWBOARDING PARTICIPANTS HAS ALSO DECLINED, BUT AT A LOWER RATE

2019/2020 2020/2021 2021/2022 2022/2023 2023/2024 2024/2025



THE NUMBER OF NEW PARTICIPANTS HAS BEEN DECLINING, EXCEPT FOR HISPANIC SNOWBOARDERS

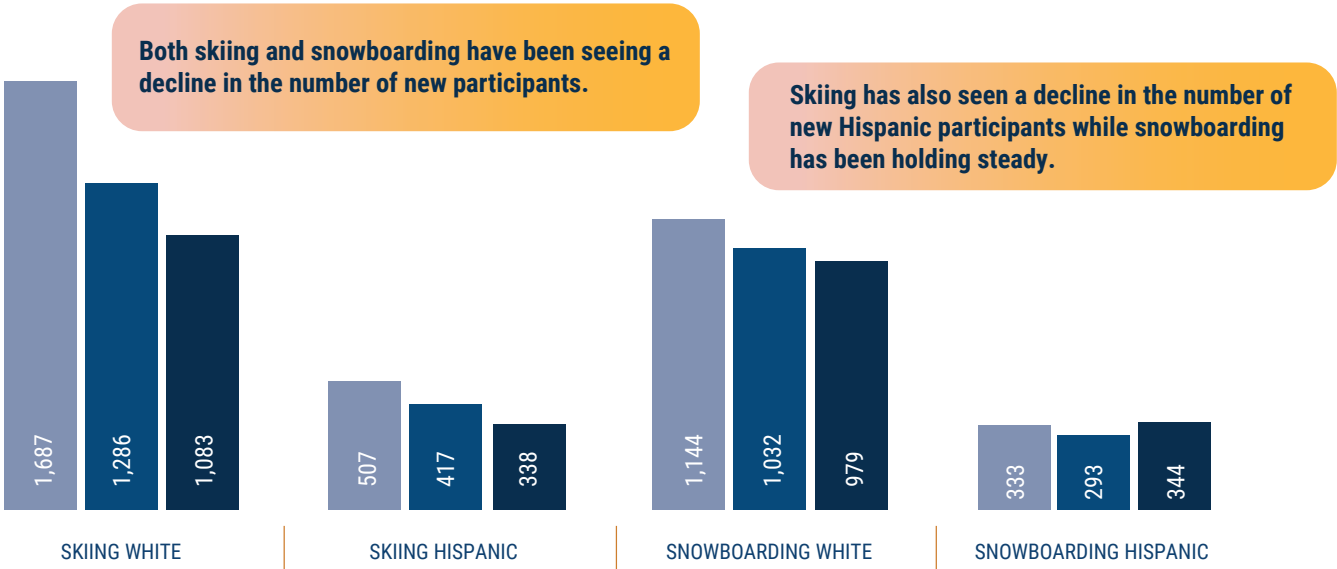
2022/2023 2023/2024 2024/2025



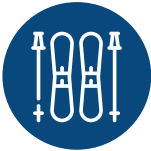
Skiing



Snowboarding



NEW PARTICIPANTS ACROSS SPORTS ARE MALE AND MOST COMMONLY 18 TO 34



SKI



SNOWBOARD



CROSS COUNTRY



SNOWSHOE

PERCENT WHO ARE NEW	14%	17%	36%	22%
GENDER				
MALE	65%	65%	65%	64%
FEMALE	35%	35%	35%	36%
AGE				
6 TO 17	32%	36%	28%	26%
18 TO 34	38%	45%	48%	41%
35 TO 54	27%	17%	19%	26%
55 AND OVER	3%	2%	6%	6%