

THE 50+ SKIER

Where they ski.
When they ski.
How they spend.

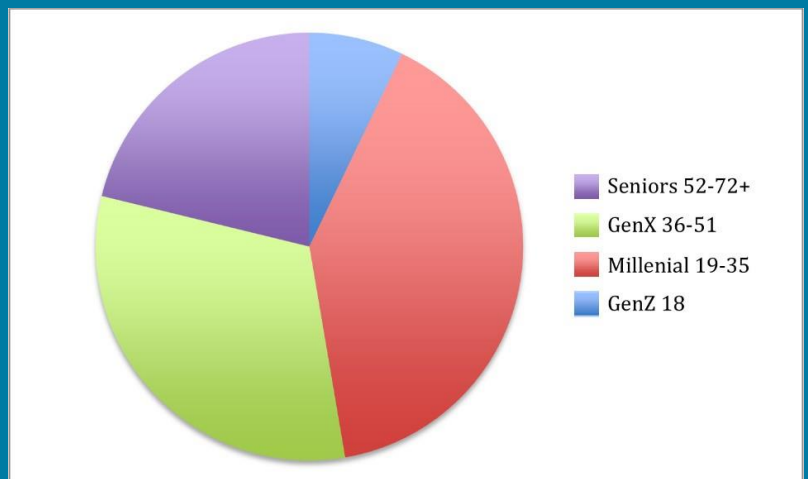


SENIORS  **SKIING**.COM
FOR THE 50+ SNOW ENTHUSIAST





Older skiers are a stabilizing but overlooked factor in the youth-oriented ski industry. According to National Ski Areas Association research, skiers and boarders aged 52 and up comprise 20% of the 8-10MM US skiing/boarding population.

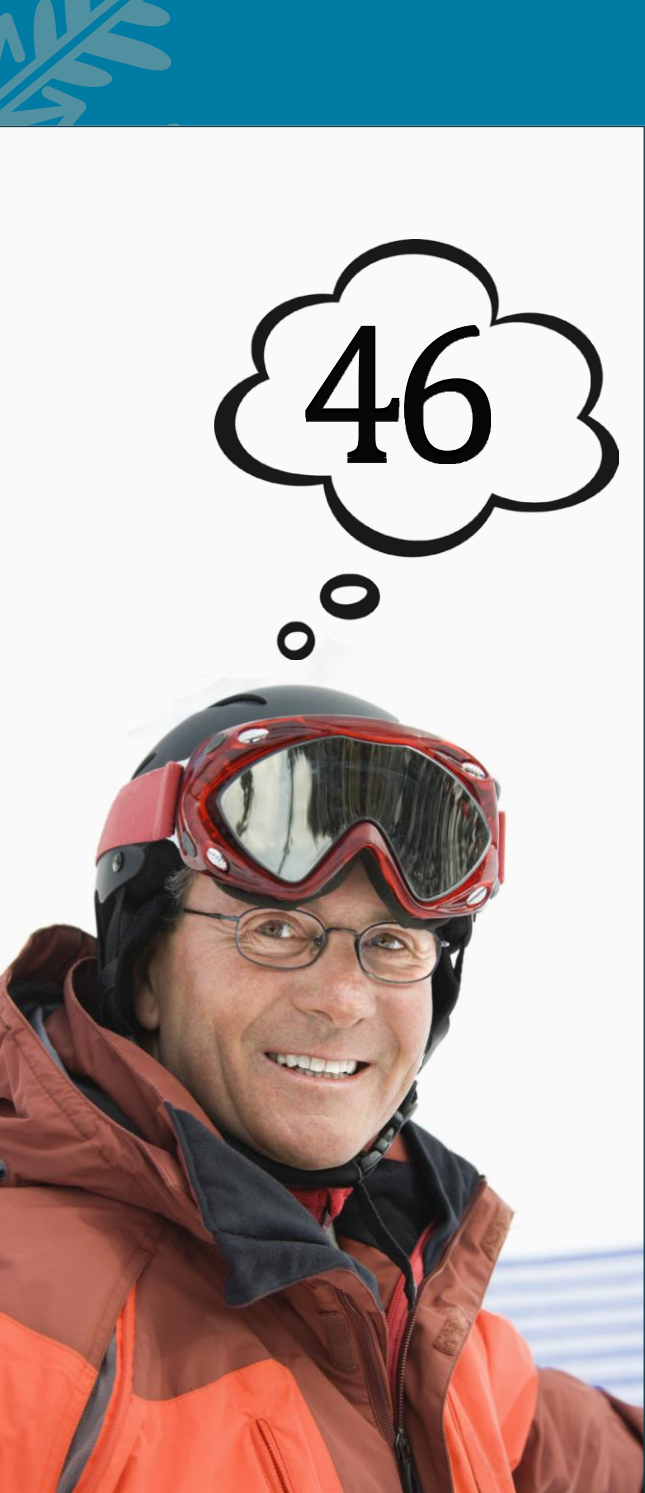


Older skiers have more time and disposable income to enjoy winter sports. They make equipment and ticket/pass purchases for themselves and others.

SeniorsSkiing.com is the only comprehensive source of information about the interests and purchasing behaviors of older skiers. Our reader surveys have an average response rate of 27.5%.

If you are involved in the business of skiing (resort management, equipment or soft goods manufacturing/ sales; travel services, lodging, etc.), the following information may encourage you to allocate a portion of your budget to reaching older, affluent, and influential participants.





Who reads SeniorsSkiing.com?

- Average actual age: **66**
- Average perception of age: **46**
- Financially independent, retired and financially independent, or semi-retired and “working a bit to keep busy”: **68%**
- Married: **73%**

Most are Alpine skiers, averaging 16+ days a season

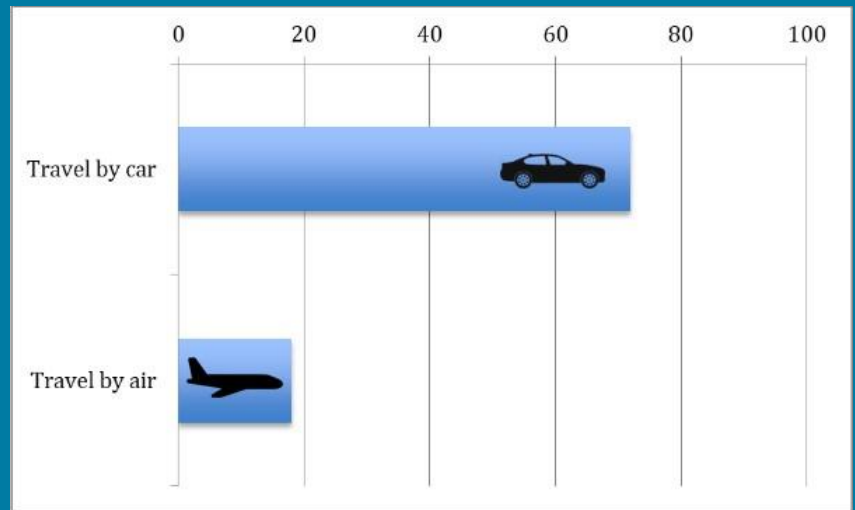
- Alpine skier: **91%**
- Skied 16+ days: **53%**
- Skied 25+ days: **34%**
- Most prefer to ski midweek
- Most frequent secondary winter sports:
 - Snow shoe (31%)
 - X-country (29%)

They travel for day and extended trips

For day trips, they visit an average of six resorts per season.

For weekend and vacation trips they visit an average of two resorts per season.

72% travel to resorts by car
18% travel to resorts by air



The majority buy season passes



- 51% purchased season pass or planned to purchase a season pass by Oct 1
- 45% do not purchase season passes

They buy online

- 93% of those who purchased tickets online were somewhat highly satisfied
- 51% purchased tickets online from resort
- 10% purchased tickets online from aggregator *e.g. Liftopia*
- 38% purchased tickets at ticket window



They spend at ski areas

Home resort: 33% spend \$100+ per day

Away from home multi-day ski vacation: 50% spend \$200+per day

Purchase lunch at day lodge: 53%

Purchase après ski beverage/snack: 33%

They ski with others

35% ski with friends

25% ski with spouse

18% ski with children or grandchildren

15% ski alone

Lessons

29% take lessons at the beginning of season

They take lessons to adapt to their changing physical needs or for continuous improvement.

Lodging

38% stay in their own or a rented home or condo

32% stay at a hotel, motel, or inn



In a given season they make these purchases:

57% underwear/other forms of layering

33% skis

25% boots

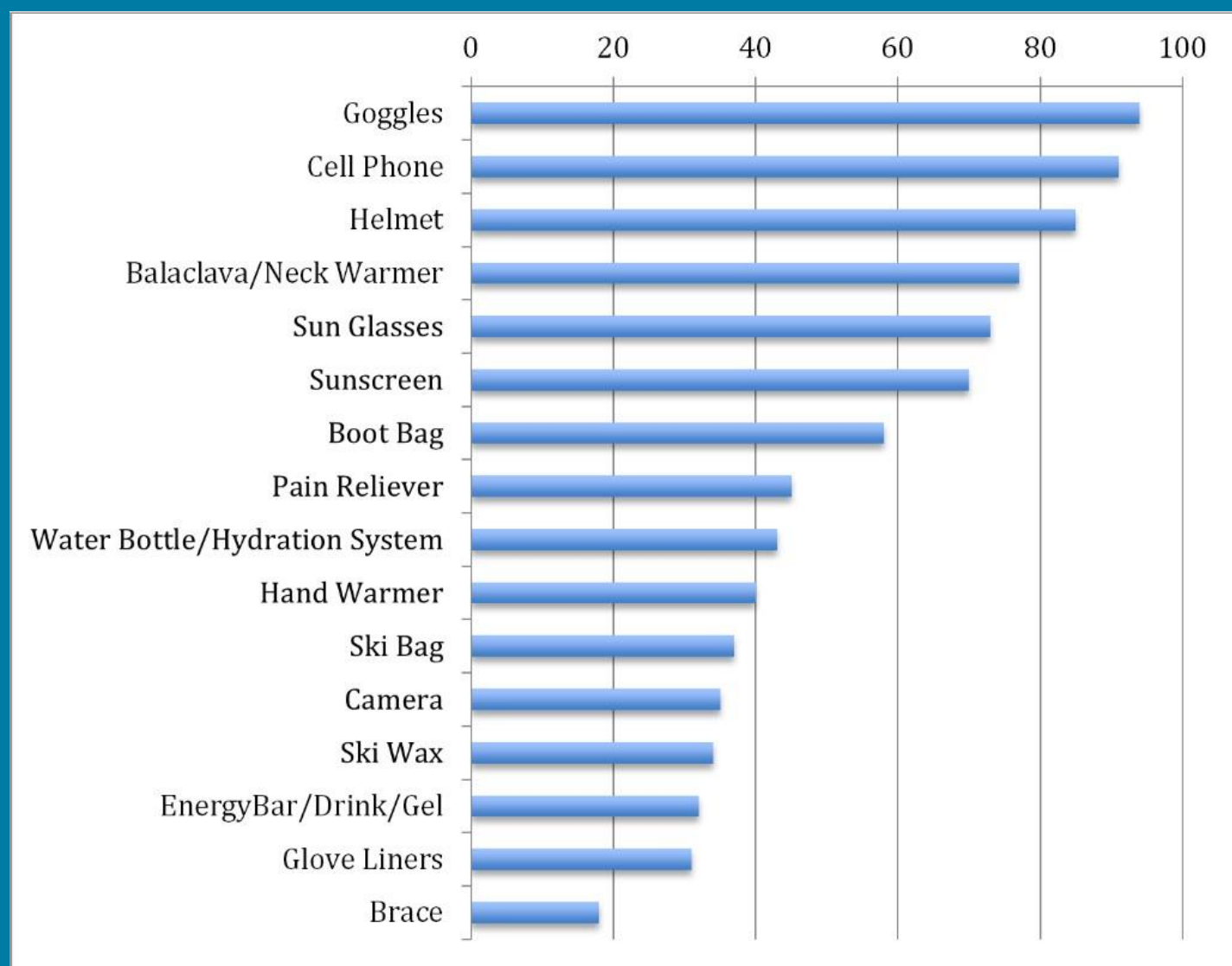
25% gloves

25% parkas and/or pants

29% goggles

What they take to the hill

(in addition to skis/bindings/boots/poles)





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