



## About the SnowPass Program

The **SnowPass** has consistently proven itself to be a strong product to introduce Canadian children into snow sports.

The SnowPass is available to customers at the **Go Skiing Go Snowboarding storefront**. With the SnowPass, children have access to three complimentary lift tickets at all the participating ski areas for one season. Research has shown the SnowPass to be effective at introducing new skiers/riders and their families to the sport, re-engaging lapsed skiers and their children and increasing the participation of infrequent skiers/riders by converting them to lifetime participants.

The SnowPass supports the growth of participation in snow sports to a rate higher than the population growth in Canada. The SnowPass is an introductory investment for your ski area, NOT a discount.

### Program Now Open to Grades 1 – 6

Over the past 27 years the SnowPass has operated for a long time with little change. The program started with Baby Boomers and their children. Now Millennials are the new parents, and the data shows they account for the largest share of participants in skiing/riding today. Recognizing the distinctive parenting style of this group is the reason for this new approach.

- Flexibility: Open program to a larger age group to offer flexibility for parents to start participating when their family is ready.
- Tech Savvy: Provide on-line resources to educate, inform and ultimately guide the parents.
- Community: Start a SnowPass Parents Facebook Group for community connection.
- Budget Conscious: Offer 3 visits (conversion, conversion, conversion)

### Benefits to Ski Areas

Ultimately there is **no** change for the ski areas.

- Only a fixed number of units will be made available for sale ~ based on board approval.
- Better chance of recruiting true beginners because it is an “Intro to skiing” program.
- More touchpoints with the participants during the season to keep them engaged.
- Customers must review and agree to the Exclusion of Liability and Assumption of Risk notice prior to booking.
- Barcodes are redeemed in the SnowStorm software for accurate tracking.

### Benefits to Customer

Technology has provided us an opportunity to share information and create communities. This approach allows us to engage with the customer in a way that was not possible when we started the Grade 4 & 5 SnowPass product 27 years ago.

With more customer engagement, we have an opportunity to:

- Control the narrative on “weather” and “too expensive” as perceived barriers to participation.
- Be supportive and encouraging.
- And, ultimately make them feel like they belong in the culture



## The Program for a New Generation

With this new approach the product will become a one-year program that provides parents with the support to successfully navigate entry into the sport.

- Open to Canadian children in Grades 1 – 6
- 3 visits at each participating ski area
- Parents will have on-line access to a Resource Center of curated articles, videos and podcasts.
- Parents will be invited to join the SnowPass Facebook group for community connection.

## Frequently Asked Questions

### How is the SnowPass redeemed at my ski area?

The passes are scanned and tracked through SnowStorm (the proprietary software program of the CSC). This is the same software used for the Canadian Lift Pass program and Never Ever Day program.

### How can I receive more information on SnowStorm and how it will integrate with the software at our ski area?

Ski areas can use [programsupport@skicanada.org](mailto:programsupport@skicanada.org) to get immediate support on CSC programs and software. This email is monitored regularly and was set up exclusively for ski areas. If you are new to the software, we are available to answer your questions and provide a demonstration.

### Will our staff be trained on how to use SnowStorm?

Yes, we provide Training Manuals and offer individual or group training before the season starts and during the season. Ski areas have access to support through the email [programsupport@skicanada.org](mailto:programsupport@skicanada.org) which is regularly monitored.

### Is there support for customers?

The CSC has a team of customer service agents using the robust Zendesk Help Desk software. Customers can contact us at [help@skicanada.org](mailto:help@skicanada.org). Our social media channels are also monitored to assist customers.

### Can ski areas restrict customers from using the SnowPass during our peak periods of Christmas, New Years and Family Day?

Ski areas have the option of using Blackout Days at two specific time periods. They are:

- Any days up to and including January 3, 2025, which takes care of the Christmas and New Year's period.
- Family Day and up to 7 days surrounding February 17, 2025

## Statistics Worth Noting

- On average, 3 people accompany the SnowPass holder on every visit.
- **40%** of SnowPass customers take a ski/snowboard lesson.
- **65%** of parents and 62% SnowPass customers are a new, lapsed, or infrequent skier.
- **68%** of families report skiing/snowboarding more because the child had a SnowPass.
- **82%** of SnowPass customers had a paying adult accompany them on ALL visits.
- **21%** of family members, other than the SnowPass holder, skied or snowboarded for the first time as a direct result of the SnowPass holder owning a SnowPass.
- **23%** identify as non-white/Caucasian.