SNOW SPORTS MARKET OVERVIEW

- 100M Americans active in winter (sledding, hiking, running, walking)
- 30M Ski and Snowboard
TOTAL SNOW SPORTS MARKET

- $4.6B in total retail sales
- 1,555 snow sports retail doors
  - Hard Goods Equipment and Accessories $2B
  - Soft Goods Apparel and Apparel Accessories $2.6B
Weather explains $\frac{3}{4}$ of the variance on snow sports participation and sales.
SPECIALTY SHOP SALES BY REGION

Specialty Sales by Region

- Grand Total
- Midwest
- Northeast
- South
- West

7 Months (Aug'12 - Feb'13)  7 Months (Aug'13 - Feb'14)  7 Months (Aug'14 - Feb'15)  7 Months (Aug'15 - Feb'16)
SNOW SPORTS CONSUMER TRAITS

• 70% of participants in downhill ski and snowboard are 35 or younger
• Most participate less than 15 times each season
• More than 50% have annual household income >$100K
• Majority of participants over 25 have a Bachelor’s Degree or higher level of education
• Most live in metropolitan centers on either Coast (Southern CA, San Francisco, DC metro, NYC, Boston)
• Typically are early adopters of technology
CURRENT SOCIAL TRENDS IMPACTING THE TYPICAL SNOW SPORTS CONSUMER

• Constant Connection to Social Media
• Smart Phone Shopping
• Wearable Tech and Smart Devices
• Farm to Table, Organic Food
• Festivals (Food and Wine, Music)
• Streaming Media
SNOW SPORTS OVER 20 YEARS

1994

• 12.1 million downhill participants (2x)
  • 10.6 million skiers
  • 2 million snowboarders
  • 453K crossover
• 1 million skis + snowboards Sold* (*1996)
• 56.7 million skier/rider visits
• 516 downhill areas

2014

• 12.6 million downhill participants (2x)
  • 8.3 million skiers
  • 6 million snowboarders
  • 1.7 million crossover
• 1 million skis and snowboards sold
• 56.6 million skier/rider visits
• 470 downhill areas
• Snow Sports Market Sales $4.6B
• Sales Down in the Eastern half of the U.S. this Season
• Sales Up in the Western half
• Sales Growth/Decline Highly Related to Snow Conditions
• Typically, Snow Sports Consumers are Young, Participate <15 Times a Season, are Well Educated, have High Income, are Early Technology Adopters, and Reside in Metropolitan Areas like L.A., D.C. and NYC
• Snow Sports Consumers are Going to Festivals, Want Their Food Farm to Table, use Smart Phones to shop, are Constantly Connected to Social Media, and Enjoy Streaming Media
• Overall, the Snow Sports Consumer Base has been Remarkably Stable
Thank You