

Executive Summary

2004/2005 CCSAA Cross Country Ski Area Visits Study Executive Summary

In 2004/05, the ninth year of the *CCSAA Cross Country Ski Area Visits Study*, there were 135 CCSAA members that reported to the study (115 US and 20 CAN), which was the same number of areas that reported last year.

COLLECTING MEMBER SKIER VISITS

The CCSAA staff made efforts to collect the skier visit numbers at the annual conference in April, the summer and through the fall. For the second year in a row, both Vermont and Colorado had the highest number of areas participating. The best states and provinces to target to increase the study participation would include Maine, Minnesota, New Hampshire, New York and Quebec. With more effort, the participation level could increase to above 150 members annually. It is significant to remember that the statistics for the study only tally the cross country ski areas that are CCSAA members.

SKIER VISITS

Actual skier visits reported were 1,825,373. In the US the skier visits tally was 1,265,453 (up 9 percent) and in Canada it was 559,920 (down 7.5 percent). Regional increases for 2004/05 were reflected in four of the seven regions including the Mountains, New England, Mid Atlantic and Canada East regions. The direct comparisons of actual skier visits are always reliable but it must be remembered that there are different areas and inconsistent numbers of areas that report from year to year.

ROLO INDEX

To address the inconsistency we have created the ROLO Index, which uses a select group of members that have annually provided skier visitation statistics. There are 38 cross country ski areas selected for the index, which include a representative number of areas from each region and from different skier visit range categories (such as 1,001-5,000 skier visits per year). By tracking the same ski areas each year, we are able to see the seasonal changes in skier visitations nationally and regionally. The challenge is to find ski areas that have reported in each of the study's nine years. In Canada there are only four areas that participated every year. We might want to consider comparing more areas from two consecutive years. Additionally, an average of the nine years could be developed to compare to the most recent year.

The ROLO Index revealed that there was a 13% decrease in skier visits in 2004/2005 compared to the previous year. The Canadian ski areas had a substantial 53 percent decrease while the US decreased 1 percent. The biggest factors to the decreases were the 53 percent decline in the Canada West region and the 29 percent drop in the Midwest visits. The only region that had an increase in the Index was the New England region. The Canada East region also improved from the previous year, but Canada is not split into separate regions in the Index.