

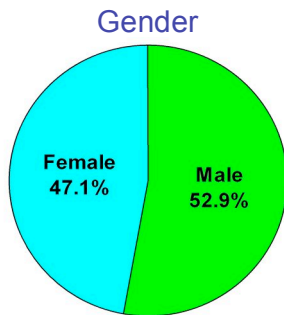
Demographics of Cross Country Skiers 2007 Calendar Year

Nordic Skier Profiles (courtesy of SIA, NSGA, and Leisure Trends Group)

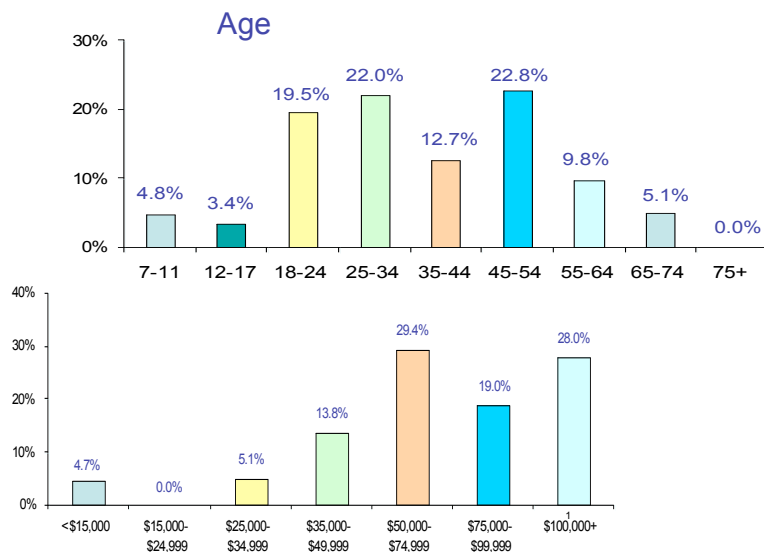
If we're going to make good operational decisions, we need to know our guests.

Here's the most recent information from National Sporting Goods Association, courtesy of SnowSports Industries America, covering skiers in the U.S. We would welcome comparable information on the Canadian industry.

- * 2.6 million Nordic skiers spent an average of 7.8 days skiing during the 2006-'07 season.
- * The typical Nordic skier is between 35 and 54 years old, has a college degree and lives in household with average earnings above \$100K per year.
- * Participation in Nordic skiing by gender is close to evenly split at 49.3 percent female, 50.7 male.



Household
Income



Source: NSGA Sports Participation Study, 2007 calendar year

It's worth noting that according to a private U.S./Canadian study, skiers who visit cross-country areas (as opposed to the whole gamut of tour skiers, skaters, telemarkers, etc.) don't quite fit this profile. The most significant difference is that they're more likely to be women than men (around 60/40 split) – which may suggest that area operators can profit from developing programs, facilities, staffing, and promotion that targets this vital market segment.

Leisure Trends Group has done extensive motivational research on what they call the Most Active Americans Panel (MAPPT), 15.5% of whom are Nordic skiers. Here's a profile of these highly desirable customers:

MAPP™ PANEL MEMBERS WHO NORDIC SKI

courtesy of Leisure Trends Group, 2007

RACE	Percent	EDUCATION	Percent	GENDER	Percent
Caucasian	93%	Some High School	1%	Male	59%
African-American	1%	High School Grad	3%	Female	41%
Hispanic	2%	Some College	16%	TOTAL	100%
Asian	2%	Trade/Technical	4%	MARITAL STATUS	Percent
American Indian	1%	College Grad	41%	Single	40%
Other	2%	Graduate School	36%	Partner	60%
TOTAL	100%	TOTAL	100%	TOTAL	100%
CENSUS REGION	Percent	LEISURE TRENDS TYPE	Percent	CHILDREN	Percent
Midwest	21%	Achiever	18%	Yes	32%
Northeast	30%	Healer	27%	No	68%
South	10%	Hubber	2%	TOTAL	100%
West	39%	Spectator	7%	AVERAGE INCOME	
Total	100%	Adventurer	46%		\$116,887
		TOTAL	100%	AVERAGE AGE	
					42

Document compiled as part of Nordic Network newsletter, an official publication of the Cross Country Ski Areas Association edited by Jonathan Wiesel. August 2008

CCSAA
259 Bolton Road, Winchester, NH 03470
603-239-4341 www.xcski.org ccsaa@xcski.org