



## Snowsports Market Profiles

**Gain insight into the top US markets for snowsports participants with RRC Associates' new Snowsports Market Profiles**

Each Snowsports Market Profile report provides a snapshot of the most important characteristics of the residents of that market who ski and snowboard. Information includes:

- Total number of snowsports visits generated (allows you to calculate your market share)
- Total active participants (shows the overall size of the market opportunity)
- Demographic characteristics
  - Gender
  - Age (Adults 18+)
  - Household Income
  - Household Status (Adults 18+)
- Top 20 ZIP codes for snowsports visits (allows for direct mail and other geo-targeting)
- Snowsports characteristics
  - Equipment type used (ski, snowboard, telemark)
  - Ability level
  - Day or overnight visit
  - Regions where residents take snowsports trips

### Markets Covered

Snowsports Market Profile reports are available for a variety of markets and states, subject to certain limitations. By way of example, the following are the top 35 US markets for snowsports visits. Other markets and states are also available.

Snowsports Market Profiles			
Albany, NY	Dallas/ Fort Worth, TX	Milwaukee, WI	Rochester, NY
Albuquerque - Santa Fe, NM	Denver, CO	Minneapolis/ Saint Paul, MN	Sacramento/ Stockton, CA
Atlanta, GA	Detroit, MI	New York City, NY	Salt Lake City, UT
Boise, ID	Grand Rapids - Kalamazoo - Battle Creek, MI	Philadelphia, PA	San Diego, CA
Boston/ Manchester, MA/NH	Hartford/ New Haven, CT	Pittsburgh, PA	San Francisco/ Oakland, CA
Buffalo, NY/PA	Houston, TX	Portland, OR	Seattle/ Tacoma, WA
Burlington, VT	Kansas City, KS/MO	Portland/ Auburn, ME/NH	Spokane, WA/ID
Chicago, IL	Los Angeles, CA	Providence/ New Bedford, MA/RI	Washington, DC
Cleveland, OH	Madison, WI	Reno, CA/NV	

### Pricing

Pricing is based on the number of market reports ordered. Discounts are available for multiple reports, and current RRC Associates clients also receive an additional discount.

Number of Market Profiles	Price
<b>Single Market</b>	\$325
<b>Multiple Markets (2 to 5)</b>	\$300 each
<b>Multiple Markets (6 to 10)</b>	\$275 each
<b>Multiple Markets (11+)</b>	\$250 each

Note: Existing RRC Associates customers receive a \$50 discount per market profile on the above pricing.

### Example

See the attached sample report for an example of what is included in a Snowsports Market Profile.

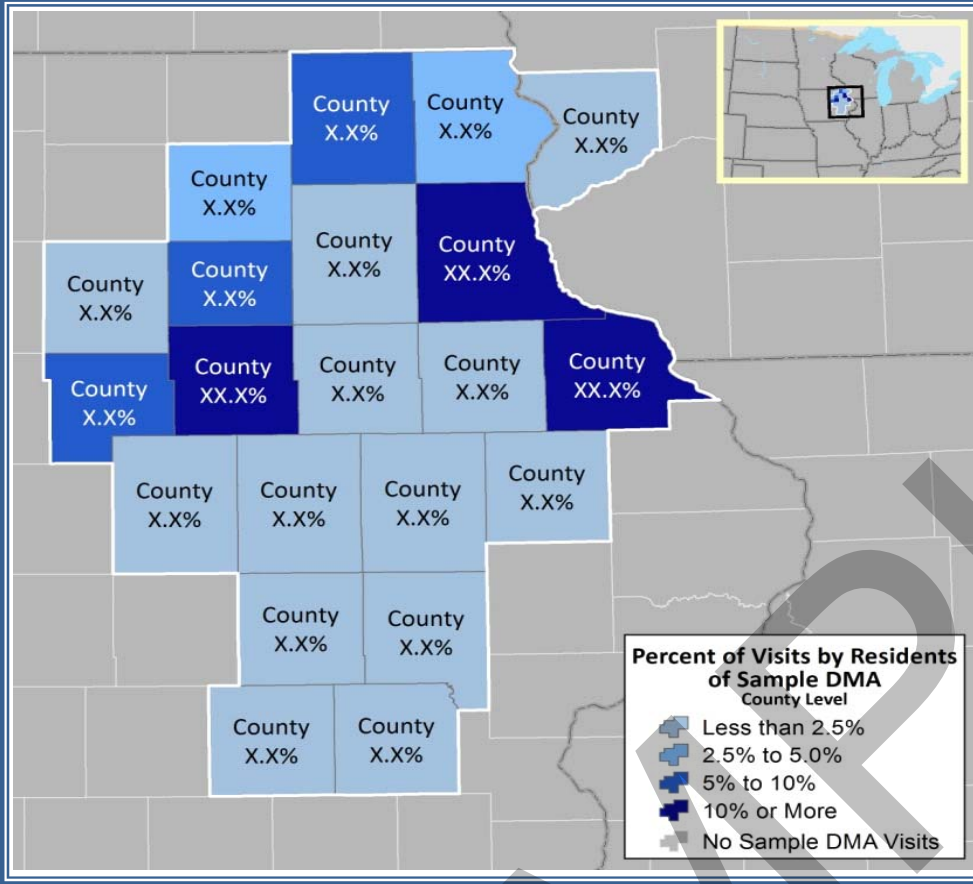
### Contact

Contact us at [info@rrcassoc.com](mailto:info@rrcassoc.com) or 303-449-6558 to order a Snowsports Market Profile.

# Designated Market Area (DMA) Snowsports Participant Profile

Sample DMA:

Ranked # - in Percentage of Total US Visits (3-Year Average: 2010/11 to 2012/13)



3-Year Average: 2010/11 to 2012/13	
% of Total US Visits:	3.41%
Total # of US Visits:	1,909,791
# of Active Participants:	258,918

### 3-Year Demographic Averages 2010/11 to 2012/13

Age (Adults 18+)	Percentage
18 - 24	15.3%
25 - 34	20.2%
35 - 44	22.7%
45 - 54	22.5%
55 - 64	12.4%
65 and over	7.0%
Average Age	39.6
Median Age	42

Trip Destination (NSAA Regions)	Percentage
Northeast	11.4%
Southeast	1.7%
Midwest	14.1%
Rocky Mountain	31.0%
Pacific Southwest	26.1%
Pacific Northwest	15.7%

Sex	Percentage
Male	55.0%
Female	45.0%

Household Income	Percentage
Under \$25,000	9.4%
\$25,000 - \$49,999	9.5%
\$50,000 - \$99,999	23.9%
\$100,000 - \$149,999	21.1%
\$150,000 - \$199,999	13.2%
\$200,000 - \$249,999	8.5%
\$250,000 or above	14.3%

Marital Status	Percentage
Single, no children	31.7%
Couple, no children	15.7%
Household with children	40.6%
Household with children no longer at home	11.9%

Ability Level	Percentage
First Time	11%
Beginner	16%
Intermediate	40%
Advanced/Expert	33%

Equip. Type	Percentage
Alpine	62%
Snowboard	23%
Telemark	11%

Visitor Type	Percentage
Day visitors	50.5%
Overnight visitors	49.5%

Top 20 ZIP Codes within Sample DMA 3-Year Average: 2010/11 to 2012/13	Rank	ZIP Code	% of Total Visits within DMA	City, ST
	1.	99999	4.1%	City, ST
	2.	99998	4.0%	Town, ST
	3.	99997	3.8%	Village, ST
	4.	99996	3.7%	Hamlet, ST
	5.	99995	3.5%	City, ST
	6.	99994	3.4%	City, ST
	7.	99993	3.2%	City, ST
	8.	99992	3.1%	Hamlet, ST
	9.	99991	3.0%	Village, ST
	10.	99990	2.8%	Town, ST
	11.	99989	2.7%	Town, ST
	12.	99988	2.5%	City, ST
	13.	99987	2.4%	Village, ST
	14.	99986	2.2%	City, ST
	15.	99985	2.1%	City, ST
	16.	99984	1.9%	Town, ST
	17.	99983	1.8%	Village, ST
	18.	99982	1.7%	Hamlet, ST
	19.	99981	1.5%	City, ST
	20.	99980	1.4%	City, ST
-	-	45.3%	All Other ZIP Codes	

Note: All data in Sample DMA Profile (including geographic positioning) are example data only and not based on any actual DMA.



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