



## Snowsport Market Profiles

Gain insights 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)
- Snowsport Characteristics
  - Equipment type used (ski, snowboard, telemark)
  - Ability level
  - Day or overnight visit
  - Regions where residents take snowsport 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.

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

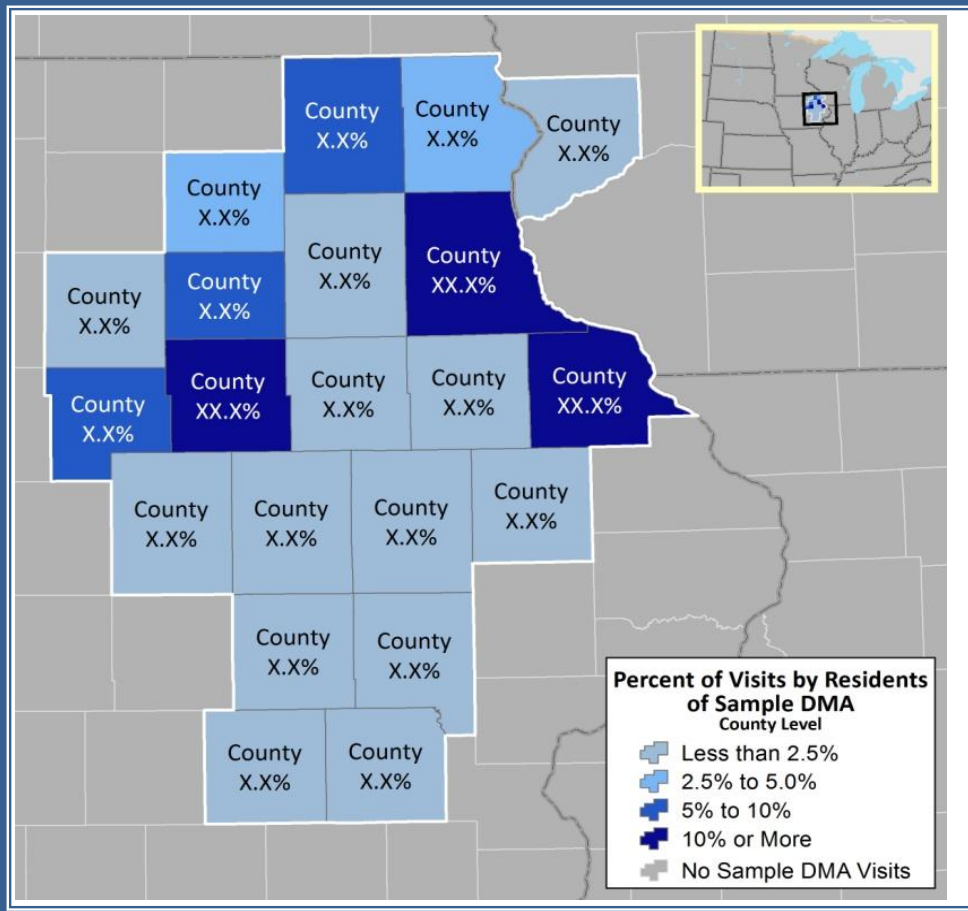
Pricing is based on the number of market reports ordered. Discounts are available for multiple reports, and current RRC Associates clients also receive an additional discount.

Single Market	\$325
Multiple Markets (2 to 5)	\$300 each
Multiple Markets (6 to 10)	\$275 each
Multiple Markets (11+)	\$250 each

# 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+)	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)	Northeast	11.4%
	Southeast	1.7%
	Midwest	14.1%
	Rocky Mountain	31.0%
	Pacific Southwest	26.1%
Pacific Northwest	15.7%	

Sex	Male	55.0%
	Female	45.0%

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	

Household Income	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	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	First Time	11%
	Beginner	16%
	Intermediate	40%
	Advanced/Expert	33%

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

Visitor Type	Day visitors	50.5%
	Overnight visitors	49.5%

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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