



# American SkiBike Association

## Why Allow SkiBiking At Your Ski Area?

*Good financial sense! Another lift ticket sold!*

*Allowing SkiBikes at your ski area will create a niche market for you! Riding different alpine equipment can turn an old mountain into a new experience!*

*Get more family and friends off your sun deck and onto the slopes having fun together! SkiBiking is truly a unique experience for all ages from the novice through the expert!*

### Top Reasons to allow SkiBikes into your ski area

#### Growth in the Industry:

- Over the last 15 years, we have seen a steady growth in ski areas allowing SkiBikes on their mountain.
  - Example: The Vail Resort Group started allowing SkiBikes in the 2012-2013 season.
  - See attached PDF file showing SkiBike freindly resorts in the US.
- The ASA estimates thousands of SkiBikers in the US.
- SkiBikes have been proven safe enough to be allowed at ski areas all over the world.

#### Less Effort means More Skibikers:

- SkiBike lessons have more than a 95% success rate of allowing students to become proficient enough to ride down easy green runs with basic control with only 30 minutes of instruction.
- US skiers/riders are not as physically fit as they once used to be.

A person riding a SkiBike does not have to be in peak physical shape, they can be in any shape and age and still have a great time riding a SkiBike, allowing Baby Boomers to return to your resort.

  - Because of less effort and less impact on the body, a SkiBike allows the rider to be able to stay on the mountain longer each day with less fatigue, so he may be able to ride for multiple days (which means more lift tickets and revenue sales).

#### Keep your Long Time Customers:

- SkiBiking offers older participants a way to keep active and reduce the chance of additional injuries or reinjuring themselves while spending time in the alpine environment with family and friends.
- SkiBikes can be very intuitive for long time experienced skiers/boarders and bicyclist; the learning curve is faster than that of a novice. Just riding new alpine equipment can turn an old mountain into a new one!

#### Customers Don't Come by Themselves:

- Per our own ASA membership data, 38% of SkiBikers bring other skibikers, 34% bring skiers, and 28% bring snowboarders with them on ski trips.
- SkiBikers are known to encourage other family and friends to come out and try it for themselves.

#### Adaptive:

- SkiBikes are being utilized more and more in adaptive programs.
- SkiBikes give many disabled riders the ability to ride with more freedom and stamina.



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## How the American SkiBike Association can help your ski area

The ASA is here to help ski areas with questions, education and proven solutions to implement and run a successful SkiBike program. We are here to help you start, or even evaluate the possibilities of SkiBikes at your area.

The American SkiBike Association will gladly offer up the many years of combined experience of its board members and representatives as a resource for you. The ASA SkiBike Best Practices and SkiBike Instructor Certification Program were recently approved to help to easily integrate SkiBikes as an option at your resort.

Most people want 3 basic things when spending recreation or leisure time activities with family and friends.

- They all want to feel included.
- They want it to be fun!
- They want it to be easy.

SkiBiking is an option that opens doors for many that previously thought they had no options at a Ski Area.

### American SkiBike Association Membership Statistics

- Average SkiBiker age: 55 (ranging from 29 - 78 years old).
- Average years these members have been SkiBiking: 7 (ranging from 1 - 50).
- 22% were previous skiers/snowboarders.
- 39% are still current skiers/snowboarders.
  
- Average days they SkiBiked last season: 22 (ranging from 1 - 100 days).
- 38% bring other SkiBikers with them on ski trips.
- 34% bring skiers with them on ski trips.
- 28% bring snowboarders with them on ski trips.
- 89% are Male and 10% are Female.
- 30% average 3 or more days on a ski trip.
- 25% select Resort lodging.
- 35% select offsite lodging.
- 41% currently participate or want to participate in SkiBike race events.

(Note: These statistics are based on the data collected from the ASA membership questionnaires)

### A statement from the NSAA

*“Resorts need to understand the implications of significant demographic shifts that lie on the horizon. Simply put, as Baby Boomers - a generation that helped build the industry into what it is today - continues to age, they will begin dropping out of the sport at an alarming rate....”*

### We ask you a marketing question:

*Q: Is it easier to make a new customer into a loyal skier or rider, to bring back a previous customer, or to keep a current customer who is losing interest due to age, injuries or physical condition or is just board with the same alpine experience?*

*A: We feel that “All” solutions need to be addressed for the ski industry to continue to be successful.*

*Ski areas can increase their customer base if they offer unique alternatives for their guests who are unable to or chose not to ski or snowboard.*