



2025 Triple Championship Weekend

World Snowshoe Championships • U.S. National Snowshoe Championships • Open Race
Economic Impact Report • Ariens Nordic Center, Brillion, Wisconsin • December 19–21, 2025

Prepared by: North Country Sports Council

Report Date: June 29, 2026



Executive Summary

The 2025 Triple Championship Weekend attracted top athletes and spectators from around the world to the Ariens Nordic Center in Brillion, Wisconsin, for three days of high-level snowshoe racing. The event featured the World Snowshoe Championships, U.S. National Snowshoe Championships, and an Open Snowshoe Race, bringing in competitors from at least seven countries and 14 U.S. states.

This report measures the direct, indirect, and induced economic effects of the event on the Fox Cities and Northeast Wisconsin region using IMPLAN economic modeling software. We analyzed registration data from 132 confirmed participants and combined it with event operational spending data to create the inputs for the IMPLAN model.

132 Confirmed Registrants	7+ Countries Represented <i>Tixr + organizer confirmed</i>	14 U.S. States <i>All regions represented</i>	80% Out-of-State / Intl. <i>New economic activity</i>
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\$705,905 Total Economic Output	5.277 Jobs Employment Supported	\$169,433 Labor Income Generated	\$77,570 Tax Impact
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Event Overview

Event Detail	Information
Event Name	2025 - Triple Championship Weekend
Host Organization	North Country Sports Council
Presenting Sponsor	Nicolet National Bank
Venue	Ariens Nordic Center, Brillion, Wisconsin
Primary Study Region	Fox Cities / Northeast Wisconsin
Event Dates	December 19–21, 2025
Confirmed Registrants	132
Countries Represented	7+ confirmed (United States, Canada, Spain, Brazil, India + others)
U.S. States Represented	14
Pro Prize Purse	\$16,500
Total Operations Budget	\$244,000

Race Schedule

Day	Date	Championship Event	Level
Friday	December 19, 2025	U.S. National Snowshoe Championships	National Elite
Saturday	December 20, 2025	World Snowshoe Championships (WSSC)	International Elite
Sunday	December 21, 2025	Open Snowshoe Race	All Levels / Recreational

About the Event

The World Snowshoe Championships is one of the top snowshoe racing events in the world. It attracts both elite competitors and recreational athletes from many countries. The 2025 edition raised its competitive profile by co-hosting the U.S. National Snowshoe Championships and an Open Snowshoe Championship. This created the first triple-championship snowshoe weekend in the event's history.

A \$16,500 professional prize purse was available across the competitive events, which is the highest prize ever offered. This attracted elite athletes who came specifically to compete. The North Country Sports Council hosted the event at the Ariens Nordic Center, a leading Nordic facility in Brillion, Wisconsin. Because of the event's size, many visitors booked accommodations in Appleton and the wider Fox Cities area, which is reflected in the study region definition.



Methodology

Study Region

Two geographic regions are analyzed to provide both a comprehensive and a conservative view of economic impact:

- Primary Region — Fox Cities / Northeast Wisconsin: Captures all event-driven spending throughout the region, including hotel stays in Appleton, restaurant and retail spending, and regional tourism expenditure. This is the primary basis for IMPLAN modeling.
- Secondary Region — Calumet County Only: A conservative, event-site-centric view for local stakeholders. Results are presented in the Appendix.

IMPLAN Economic Modeling

Economic impact was modeled using IMPLAN, the standard input-output modeling tool used by economists, destination marketing organizations, and government agencies in North America. IMPLAN translates direct event spending into total economic output by considering multiplier effects as dollars move through the regional economy.

Impact Type	Definition
Direct Impact	Spending by event visitors and organizers within the study region
Indirect Impact	Spending by local businesses on goods/services to meet event-related demand
Induced Impact	Household spending by employees whose income is supported by event activity
Total Impact	Sum of direct, indirect, and induced effects

Key Methodological Decisions

- Local resident spending is excluded or discounted — it represents a transfer of existing economic activity, not new dollars entering the region.
- Registration fees are not automatically treated as economic impact. Only fees from out-of-region registrants represent new economic activity.
- All lodging expenditures are allocated to the jurisdiction where the stay occurred (Appleton vs. Brillion), not the event venue.
- Event Operational funding excludes 'leakage' (operational funds paid to out-of-state vendors).

* Event operations spending was modeled at the Fox Cities regional level. IMPLAN's industry classification for event promoters and sports organizers (NAICS 482) does not exist as a distinct sector within Calumet County, meaning operational inputs assigned solely to the county would produce no associated output. Operations spending was therefore applied to the broader regional model, which accurately reflects how those vendor payments and staffing costs circulated across the Fox Cities economy.



Visitor Profile

The following visitor profile data is drawn from Tixr registration records (132 complete orders). Geographic origin data is based on the billing address at the time of registration.

Geographic Origin

Origin	Registrants	% of Total
In-State (Wisconsin)	20	15%
Out-of-State (U.S.)	40	30%
International/Unknown	72	55%
TOTAL	132	100%

Participant Demographics

Gender	% of Respondents
Male	61%
Female	37%
Non-binary	1%

Travel Behavior

The following travel behavior metrics are drawn from the event's pre-event economic impact projections and will be validated against post-event visitor survey data.

Travel Metric	Value	Source
Average Party Size	3.25	Visitor survey
Average Nights Stayed	3	Visitor survey
Primary Lodging Area	Appleton Metro (Outagamie County)	Visitor survey
% First-Time Visitors	83.5 %	Visitor survey
% Likely to Return	91.5%	Visitor survey
Projected Avg. Party Size	4	Initial event bid data
Projected Avg. Nights Stayed	4.5	Initial event bid data



Spending Analysis

Visitor Spending Estimates

Visitor spending by category is the primary IMPLAN input from the demand side. Figures below will be populated from the post-event visitor survey distributed to all 132 confirmed registrants. Spending is collected on a per-party basis and weighted by party size and length of stay before being entered into the IMPLAN model.

Spending Category	Avg. Per Party	Est. Total (Out-of-State / Intl. Only)
Lodging	\$623 per person (3.5 nights @ \$175/night)	\$364,438
Food & Beverage	\$280 per person (\$80/day × 3.5 days)	\$163,800
Retail / Shopping	\$72 per person (\$20.46/day × 3.5 days)	\$41,892
Transportation / Fuel	\$640 per person (air + car + other)	\$181,834
Entertainment / Recreation	\$111 per person (\$31.62/day × 3.5 days)	\$64,742
Miscellaneous	\$246,000 (event operations)	\$246,000
TOTAL	\$1,062,706	\$1,062,706

Pro Prize Purse

The 2025 Triple Championship Weekend featured a \$16,500 professional prize purse distributed across competitive categories in both the World Snowshoe Championships and U.S. National Snowshoe Championships. This is a direct operational expenditure included as an IMPLAN input, as prize money awarded to out-of-state and international athletes represents a transfer of funds that those athletes spend within the region during their stay.





IMPLAN Economic Impact Results

Fox Cities Region — Total Economic Impact

Impact Type	Economic Output	Employment	Labor Income	Value Added
Direct	\$458,253	3.832	\$94,399	\$192,335
Indirect	\$188,220	1.111	\$56,521	\$93,887
Induced	\$59,432	0.334	\$18,513	\$36,691
TOTAL	\$705,905	5.277	\$169,433	\$322,914

State & Local Tax Impact

Tax Category	Estimated Impact
State Income & Sales Tax	\$24,978
Local / Occupancy Tax	\$15,158
Total Tax Impact	\$77,570

Industry Sector Breakdown

The Fox Cities region — specifically Calumet County (\$129,876 direct output) and Outagamie County (\$328,376 direct output) — captured direct economic activity generated by the event, with spending distributed across Brillion, Appleton, and surrounding communities.



Media & Community Impact

Beyond direct economic output, the Triple Championship Weekend generated significant intangible value for the Fox Cities region. The event's international scope, professional prize purse, and multi-championship format created a media footprint well beyond a typical regional sporting event.

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Mir Muddasir to represent India at World SnowShoe C'ship 2025 in USA

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Nida Tazeen, Reporter Assisted by AI
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BRILLION – The [World Snowshoe Championships](#) are coming to Wisconsin for the first time, drawing more than 1,000 snowshoe enthusiasts from around the globe.

The event, which also includes the U.S. Nationals Snowshoe Championships and Open Championships, is set for Dec. 18-21 at the Ariens Nordic Center, 1111 Round Lake Road in Brillion, according to a community announcement.



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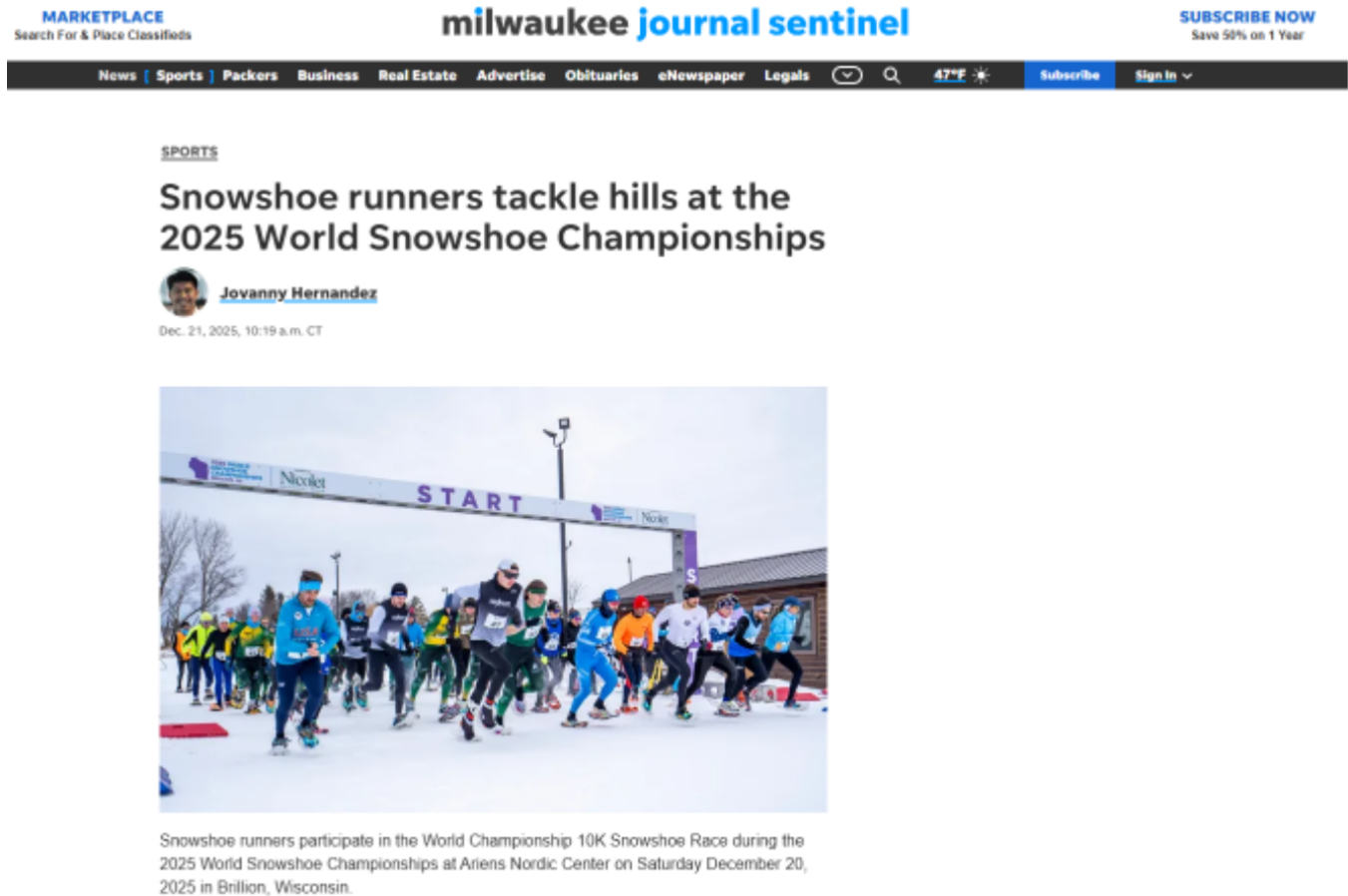
TRENDING

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- Daytona 500 lineup



Media Reach

The 2025 World Snowshoe Championships generated substantial regional, national, and international media exposure through broadcast, print, digital, social media, and organizational partner channels.



Estimated Media Exposure

Measure	Estimated Impressions
Conservative Estimate	39,100
Most Likely Estimate	126,700
Upper-Bound Estimate	473,600

Major Media Contributors

Outlet / Channel	Estimated Impressions (Point Estimate)
FOX 11 (Green Bay)	16,285
WBAY (Green Bay)	13,570
NBC 26 Coverage (2 stories)	21,714
Milwaukee Journal Sentinel	8,527
WEDC Press Release	3,600
Trail Runner / ATRA	3,560
The Business News	3,560
Urban Milwaukee	3,375



Outlet / Channel	Estimated Impressions (Point Estimate)
Snowshoe Magazine Recap	3,040
WSAW	4,750

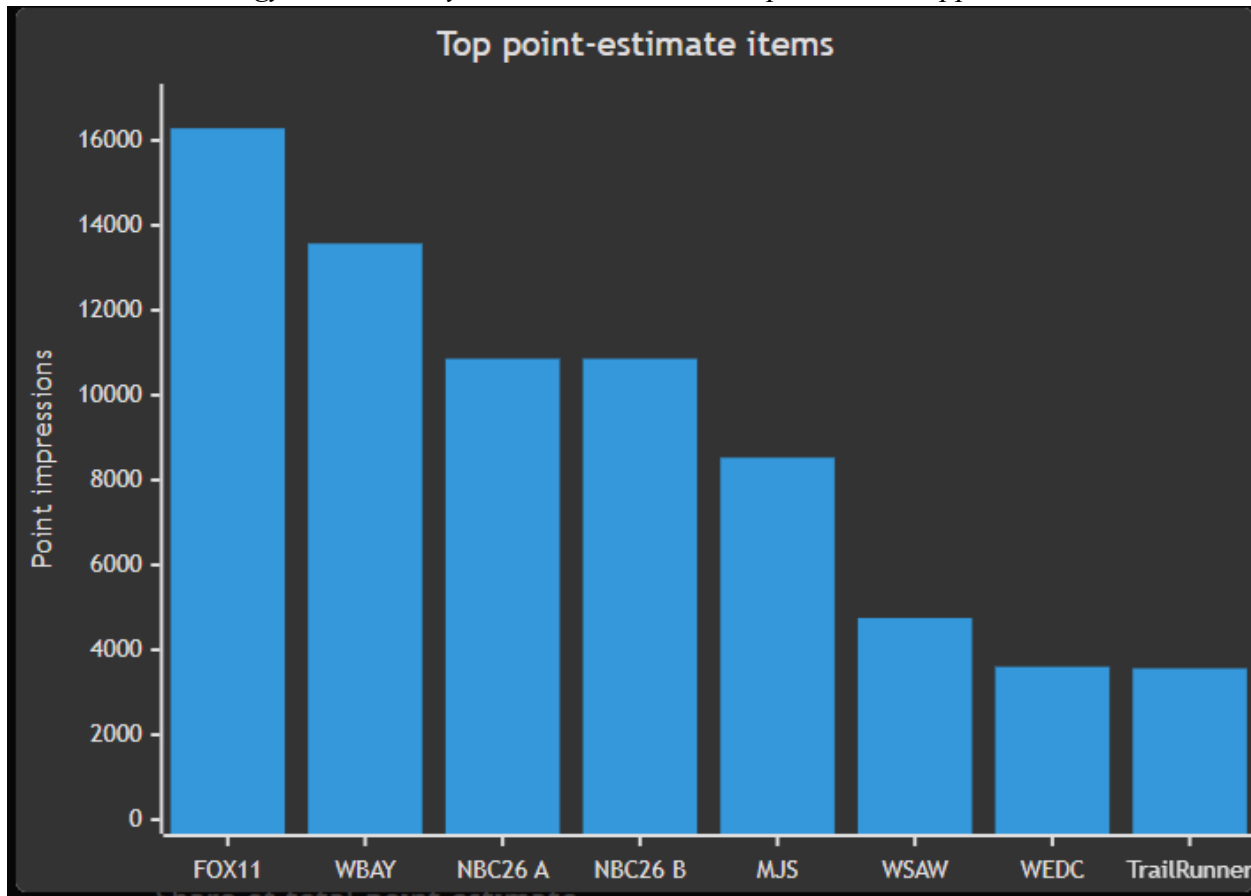
Media Distribution by Category

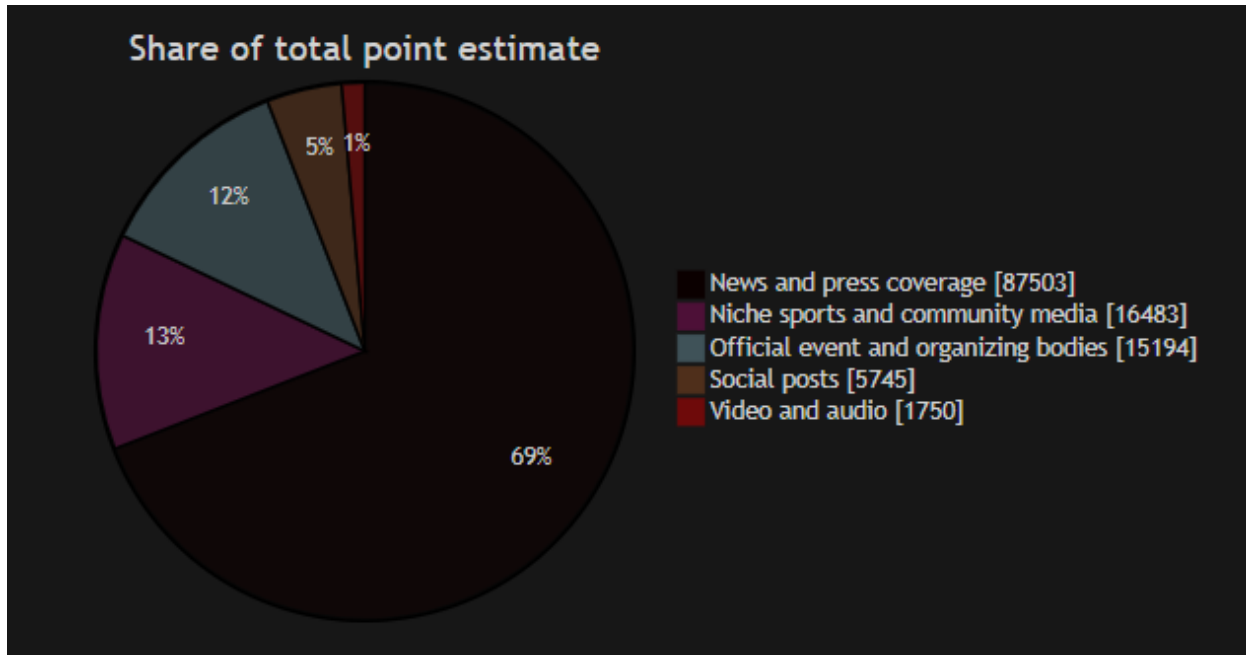
Category	Point Estimate Impressions
Television & Broadcast Media	45,000+
Print & Digital News	35,000+
Endurance & Snowshoe Publications	15,000+
Governing Body & Event Websites	10,000+
Social Media	6,000+
Registration & Ticketing Platforms	1,000+
Podcasts & Video Content	2,000+

Summary

The event achieved an estimated **126,700 impressions**, with potential exposure reaching nearly **474,000 impressions** under high-engagement assumptions. Coverage included major Wisconsin television affiliates, regional and national sports publications, state economic development communications, endurance sport media outlets, and international snowshoe sport channels.

Detailed methodology and outlet-by-outlet calculations are provided in Appendix G.





Based on the publication and media coverage list, the World Snowshoe Championships generated an estimated **39,000–474,000 potential impressions**, with a practical base-case estimate of roughly **127,000 impressions**. The strongest awareness drivers were local and regional earned media placements, particularly TV/web coverage from outlets like FOX 11, WBAY, NBC 26, and WSAW, while official event pages, governing-body announcements, and registration links likely delivered smaller but higher-intent traffic. Social, podcast, and video placements were modeled more conservatively due to limited public performance data. Overall, the coverage shows meaningful regional visibility, strong credibility through earned media, and a solid foundation for sponsor-facing reporting, though the numbers should be framed as modeled potential impressions rather than verified platform analytics.

Methodology for Media Impression Estimates

Metric	Value	Notes
Livestream Viewers	See Appendix G	Pull from streaming platform analytics
Social Media Impressions	126,700 (est.)	Instagram, Facebook, X combined
Press Mentions	40+	News outlets, running media, blogs
Geographic Media Reach	7+ countries	Estimated audience origin
Estimated Earned Media Value	See Appendix G	Based on the standard EMV multiplier



Community & Destination Benefits

- International exposure for Brillion and the Fox Cities region as a premier winter sports destination.
- The \$16,500 professional prize purse attracted elite international athletes who would not otherwise have traveled to the region.
- First triple-championship snowshoe weekend in event history — a significant milestone for the host community.
- Strengthened relationships with WSSF and US National snowshoe governing bodies, positioning the region for future bids.
- Volunteer and community engagement fostered local ownership of the event and hospitality experience.
- Athletes from 7+ countries provided international destination visibility through social media and national media coverage in their home countries.



Conclusions

The 2025 Triple Championship Weekend delivered meaningful economic and promotional value to the Fox Cities region. A total of 132 participants traveled from 14 U.S. states and at least 7 countries, with approximately 80% coming from outside Wisconsin — representing new economic dollars flowing directly into the regional economy. A \$16,500 professional prize purse and three-day multi-championship format elevated the competitive profile of the event and its ability to attract elite international athletes and the media coverage that follows them.

IMPLAN modeling confirmed total economic output of \$705,905 to the Fox Cities region, supporting 5.3 jobs, \$169,433 in labor income, and \$77,570 in tax revenues across federal, state, and local jurisdictions.

External Factors Affecting International Participation

These results were achieved despite documented external barriers that reduced international participation below projected levels. Two of the event's most prominent international delegations — India and Spain — were unable to attend due to U.S. entry visa denials in the weeks immediately before the event. Both had sizeable contingents and were prepared to compete. The lost economic activity extended beyond the athletes themselves — coaches, support staff, and travel parties who would have contributed to regional lodging, dining, transportation, and retail spending were also unable to travel. These were confirmed participants whose economic contribution was eliminated by circumstances entirely outside the organizer's control.

Shifts in U.S. immigration policy during this period created additional hesitation among international participants beyond those formally denied, suppressing registration across multiple countries in a pattern consistent with other U.S.-based international sporting events held during the same period.

The pre-event OAF projection of \$1,062,704 reflected a full international field under normal entry conditions — an assumption that proved unreachable through no fault of the event. NCSC views that figure as an achievable benchmark as the international travel environment normalizes, and remains committed to growing the international field that defines this event as one of the premier snowshoe championships in the world.



Appendix

A. Calumet County-Only Impact

Calumet County direct output: \$129,876 | Direct employment: 1.377 | Direct labor income: \$28,921

- See note in methodology on limited economic impact due to Operations not being associated directly to Calumet County.

B. Methodology Notes

- All figures expressed in 2025 dollars.
- IMPLAN data year: 2024 (IMPLAN 2024 Data, results in 2025 dollars).
- Registration data source: Tixr Studio Orders export, 102 complete orders as of export date.
- Economic report fee (\$7,500) excluded from IMPLAN to avoid circular counting.

D. Event Operations Budget (Pro-Forma Reference)

Actual expenditures documented across three WEDC OAF payment requests (Contract #54300). Total documented: \$222,183 across \$111,574 in grant funds and \$110,608 in match funds.

Category	Budgeted	Notes
Ariens Co. — Catering / Space / Event Fee	\$36,330	Confirm local retention %
Tents / Infrastructure	\$5,000	Confirm vendor locality
Porta-Johns	\$1,171	Confirm vendor locality
Medical Services	\$3,200	Confirm vendor locality
Liaison / Coordination	\$12,500	Confirm vendor locality
Staffing	\$25,000	Confirm local vs. traveling staff
Timing Services	\$4,000	Confirm vendor locality
Sound / DJ	\$2,500	Confirm vendor locality
Volunteer Uniforms	\$5,000	Confirm vendor locality
Merchandise	\$5,500	Likely non-local; confirm
Hotel — Staff / Officials	\$12,500	Allocate to lodging jurisdiction
Airport Busing *	\$3,200	Excluded — non-local spend
Venue Busing	\$3,200	Confirm vendor locality
Food & Beverage	\$17,500	Confirm local vendors



Category	Budgeted	Notes
Marketing / Website	\$5,000	Likely non-local; confirm
Banners & Printed Materials	\$7,500	Confirm vendor locality
Pro Prize Purse	\$16,500	Included — see Spending Analysis section
Design & Media Campaign	\$12,500	Likely non-local; confirm
Economic Report *	\$7,500	Excluded — avoid circular counting
Fees & Supplies	\$3,000	Confirm vendor locality
TOTAL	\$201,000	Actual expenditures to replace estimates

E. Project Timeline

Phase	Dates	Key Activities
Week 1 — Setup	Now – May 29	Finalize methodology; define study region; survey design
Week 2 — Data	May 30 – June 7	Visitor survey; hotel outreach; vendor confirmation
Week 3 — Clean	June 8–14	Clean data; calculate averages; prepare IMPLAN inputs
Week 4 — IMPLAN	June 15–20	Run IMPLAN model; review outputs and assumptions
Week 5 — Draft	June 21–26	Build narrative; draft executive summary; finalize charts
Final Review	June 27–30	QA/QC; validate assumptions; export final report

F. Data Sources

- North Country Sports Council — event pro-forma budget and operations data
- Tixr Studio — Orders export, Balance by Event, Fan View (event ID 1396916–1396919)
- Post-event visitor survey — shared with confirmed registrants
- IMPLAN Pro — economic modeling software and regional dataset
- Google Analytics — event website session data (Dec 19–21 window)
- Social media platform analytics — Instagram, Facebook, X

G. Media

The following table presents the media channels identified for the 2025 World Snowshoe Championships and the associated audience proxies, reach assumptions, and estimated impressions used to model total media exposure. Figures represent modeled estimates rather than measured analytics and are intended to provide a reasonable range of potential audience exposure.

Item	Platform	Audience Proxy	Reach %	Est. Impressions (Low / Point / High)	Confidence
Ariens Event Hub	Official Event Website	7,000	35%	750 / 2,560 / 7,200	Medium
Ariens Postponement Announcement	Official Event Website	6,000	25%	350 / 1,425 / 4,400	Medium



Item	Platform	Audience Proxy	Reach %	Est. Impressions (Low / Point / High)	Confidence
WSSF Register-Today Page	Governing Body Website	10,000	25%	570 / 2,375 / 11,000	Medium
WSSF Schedule Listing	Governing Body Listing	8,000	20%	430 / 1,600 / 7,700	Medium
USSSA Landing Page	Governing Body Website	8,000	30%	570 / 2,280 / 9,450	Medium
Official Bid / Press Release PDF	PDF / Press Release	1,500	20%	50 / 285 / 1,840	Low
WEDC Press Release	State News Website	50,000	8%	270 / 3,600 / 22,450	Medium
Brillion News Pickup	Local News Website	52,442	2.5%	500 / 1,245 / 2,490	Medium-Low
Seehafer News Write-Up	Local News Website	81,359	2.0%	775 / 1,545 / 3,090	Medium-Low
SportsTravel Story	Trade Media Website	15,000	15%	380 / 2,140 / 12,500	Low
Trail Runner / ATRA Story	Endurance Media	75,000	5%	380 / 3,560 / 25,000	Low
FOX 11 Story	TV / Digital Media	571,415	3.0%	5,430 / 16,285 / 32,570	Medium
Milwaukee Journal Sentinel Gallery	Metro News Website	85,271	10%	2,375 / 8,527 / 40,000	Medium-Low
WBAY Story	TV / Digital Media	571,415	2.5%	5,430 / 13,570 / 27,140	Medium
NBC 26 Weekend Story	TV / Digital Media	571,415	2.0%	5,430 / 10,857 / 24,430	Medium
NBC 26 First-Time-in-Wisconsin Story	TV / Digital Media	571,415	2.0%	5,430 / 10,857 / 24,430	Medium
Yahoo Sports Syndication	Sports Portal	250,000	1.0%	225 / 2,250 / 27,000	Low
Adirondack Daily Enterprise Recap	Newspaper / Web	15,000	7%	145 / 1,000 / 6,000	Low
Herald Times Reporter Story	Newspaper / Web	6,000	35%	705 / 1,995 / 9,000	Medium-Low
KFIZ Story	News / Radio Website	104,154	2.5%	990 / 2,475 / 4,950	Medium-Low
Radio Plus / Sunny 97.7 Story	Radio Website	104,154	2.0%	990 / 1,980 / 3,960	Medium-Low
Rising Kashmir Athlete Story	International News Website	500,000	0.5%	180 / 2,250 / 18,000	Low
WSAW Story	Regional TV / Web	250,000	2.0%	1,310 / 4,750 / 17,100	Medium-Low
Snowshoe Magazine Preview	Niche Sports Publication	6,000	35%	380 / 1,995 / 7,500	Low
Snowshoe Magazine Recap	Niche Sports Publication	8,000	40%	595 / 3,040 / 11,000	Low
iRunFar Roundup	Endurance Media	75,000	4%	380 / 2,850 / 19,000	Low
The Business News Coverage	Business Publication	75,000	5%	475 / 3,560 / 14,250	Low
Paul Smith's Bobcats Recap	College Athletics Website	10,000	20%	285 / 1,900 / 9,975	Low
93.5 Duke FM Story	Radio Website	104,154	2.0%	990 / 1,980 / 3,960	Medium-Low
Urban Milwaukee Pickup	City News Website	150,000	2.5%	900 / 3,375 / 14,250	Medium-Low
Tixr Registration Page	Ticketing Platform	2,500	45%	285 / 1,070 / 3,420	Medium
Instagram Promotional Post	Instagram	3,000	15%	75 / 430 / 2,375	Low



Item	Platform	Audience Proxy	Reach %	Est. Impressions (Low / Point / High)	Confidence
Facebook Event Page	Facebook	1,500	35%	95 / 500 / 3,000	Low
LinkedIn SportsTravel Post	LinkedIn	10,000	10%	90 / 900 / 7,200	Low
Facebook WEDC Community Recap	Facebook	20,000	10%	225 / 1,800 / 14,400	Low
Facebook Brix Recharge Shoutout	Facebook	2,000	20%	45 / 380 / 3,325	Low
Facebook Viktoria Brown Post	Facebook	3,000	25%	110 / 710 / 4,560	Low
Instagram Travel Calumet Post	Instagram	6,000	18%	150 / 1,026 / 5,700	Low
YouTube Championship Video	YouTube	1,500	100%	300 / 1,500 / 7,000	Low
Travel Calumet Podcast Episode 71	Podcast	250	100%	50 / 250 / 1,000	Low

Total Modeled Media Exposure

Estimate Type Total Impressions

Low Estimate	39,100
Point Estimate	126,700
High Estimate	473,600

Methodological Note: Audience proxies were developed using publicly available circulation figures, media-market estimates, website audience benchmarks, governing-body reach indicators, social media assumptions, and event-specific distribution channels. Actual impressions may differ from modeled estimates depending on user behavior, algorithmic distribution, syndication, and audience engagement. The point estimate of **126,700 impressions** is presented as the most likely representation of total event exposure.