

Ski Challenge Demographics Review

2020-21 Season



PO Box 70 - Savage, MN 55378 - 952/894-9220
e-mail: info@skichallenge.com - www.skichallenge.com

Introduction

1985 to 2021

THE SKI CHALLENGE completed its 36th season this past winter. With an unprecedented pandemic going on, we were relieved that we were still able to have somewhat of a season. Our program had to be modified with on awards ceremonies or gatherings. Racers were still able to compete with a few restrictions. All results were posted online as soon as possible.

The Ski Challenge began in 1985 as a Twin Cities Metro Area recreational ski racing program allowing adults to ski on teams in leagues, similar to softball or bowling leagues. Approximately 35 members raced in the first year of the program, today close to 1,000 racers of all ages participate in the leagues and as guests throughout the season. The Ski Challenge has evolved into the finest and largest team oriented recreational ski racing experience anywhere! As far as we can tell it is the largest league of its type anywhere in the world! Ski Challenge's size and long time commitment of its members is testimony to the exciting racing and quality experience that it provides.

THE SKI CHALLENGE has more than 100 events planned for the 2021-22 season. Twelve ski leagues at two ski areas will be offered for the upcoming season at Buck Hill and Wild Mountain. Each league consists of anywhere from 5 to 16 teams, with 10 racers per team. The regular season starts in January with races being held once a week for seven weeks. Other various non-league events will also be made available at both Buck Hill and Wild Mountain. All of our leagues welcome both adults and participants under 18. The season culminates with a championship race weekend at Giants Ridge which includes both team racing and individual racing.



What is the SKI CHALLENGE? “Serious Fun!”

Members ski through dual timed modified giant slalom race courses during each event to earn a handicap, medal, and score team points. A standardized handicap system is used to determine the handicap. That handicap is plugged into a Ski Challenge specific chart based on gender and age to determine medals and team scoring. The teams meet for socializing, awards, and door prizes after each event. No racing experience is necessary to participate in and enjoy the Ski Challenge.

Weekly printed results show team and individual standings along with Challenge news and information, sponsor information and advertising. This information can also be found on the web site. Individual scores are sent into NASTAR for each participant to gain a national ranking. The seven week League series is followed by a series of Championship events in which every member is eligible to participate. An individual championship event is also held which honors the fastest in each age group.

The Ski Challenge leagues are fun for the beginner, yet challenging for those seeking serious competition. The emphasis is on enjoying the sport and the camaraderie of fellow skiers. Most members join to have a reason to ski more, to meet with friends, and enjoy a healthy winter activity.

Ski Challenge sponsors and areas enjoy the benefits of high exposure to a direct target market through their association with a program that has a proven track record and outstanding reputation.

Summary



Membership

Teams Regular Season Buck	82
Teams Regular Season Wild	26
Total Teams - Regular-season	108
Leagues - Regular season	12
Ski Areas	3
Total Registered Pre-Season Racers	NA
Total Registered Regular Season Racers	925
Buck Hill Registrations	74%
Wild Mountain Registrations	26%
E-mail List (households)	1,838

Events

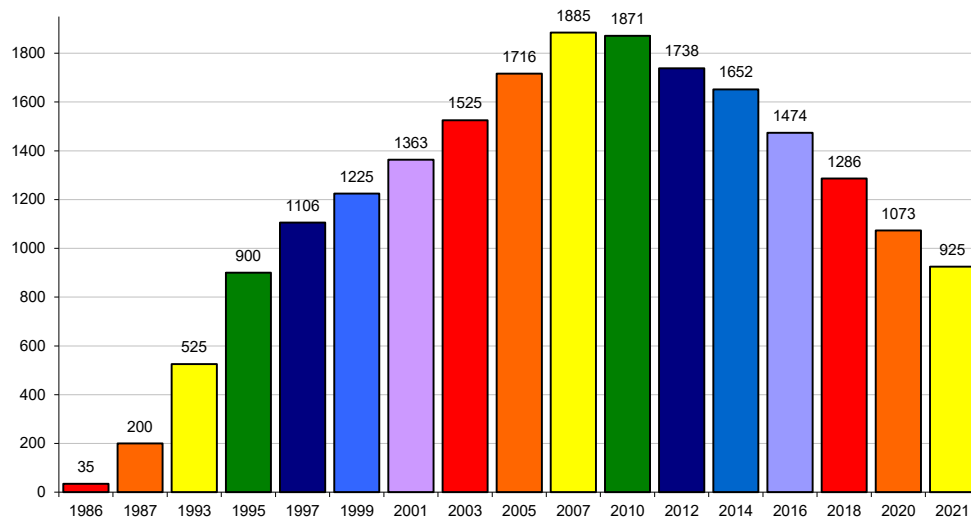
Other Races	4
League Events	84
Championships at Giants	8

Total Events 96

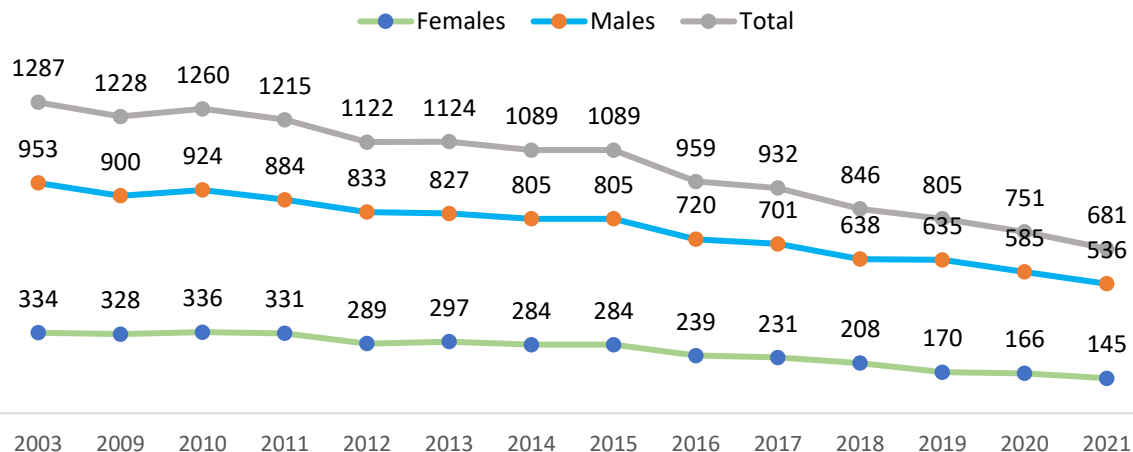
Leagues for 2020-21

Buck Hill - Regular Season	7
Wild Mountain - Regular Season	5

Total Registered Racers



Participating Individuals - No Duplicates

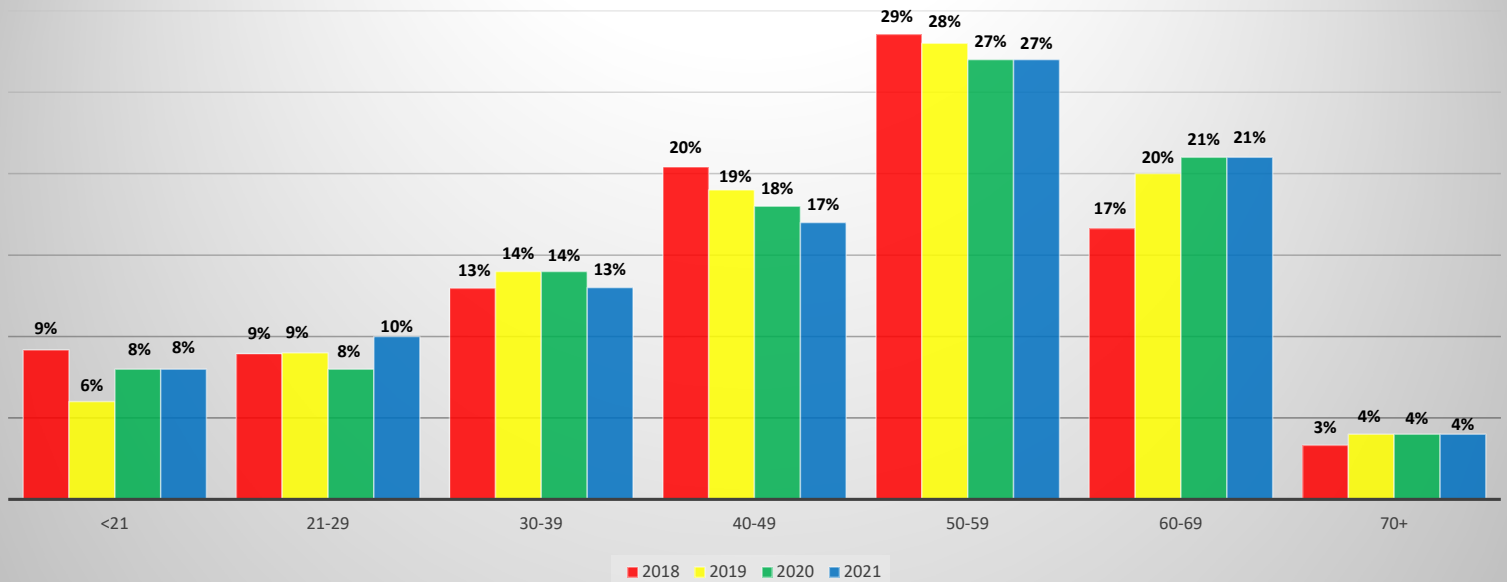


Demographics

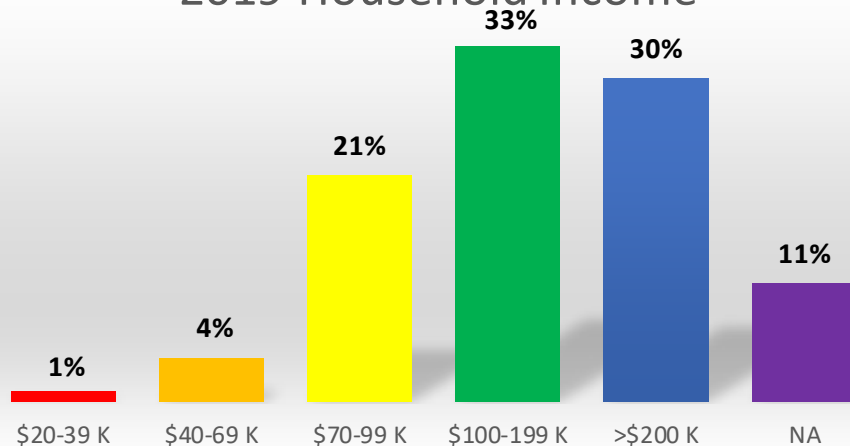
Racer Analysis ~ DEMOGRAPHICS

- The average age of participants in 2021 was 47.
- The highest concentration is in the 50-59 age group (27%).
- 22% Female racers / 78% Male racers.

Ages of Racers - 2018-'21



2019 Household Income



Racer Participation

Actual Racer Starts for all Events

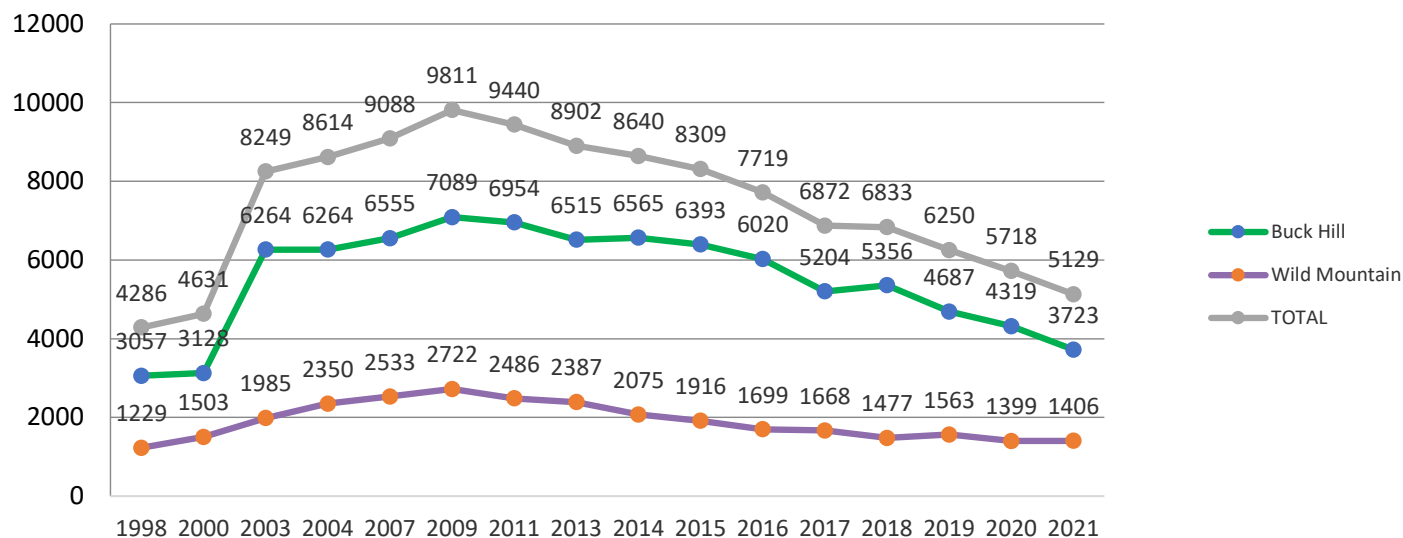
TOTAL RACER VISITS - STARTS

	2021	2020	Difference	2019	2018	2017	2016	2015	2014	2013	2012	2011
Pre-season	0	101	-101	226	218	302	391	512	490	527	605	523
Regular Season	5,127	5,717	-590	6,024	6,615	6,570	7,331	7,799	8,365	8,617	8,961	9,164
Cup Race at Buck	0	59	-59									
Open NASTAR	143											
Championships at Giants Ridge	459	532	-73	486	511	548	557	518	470	599	622	653
	5,729	6,409	-680	6,736	7,344	7,420	8,306	8,885	9,325	9,889	10,323	10,340

**Note: Buck Hill Friday and Saturday leagues were cut out in 2019. This made a huge impact on our numbers which also affected our Championship numbers. We had less teams to draw from for Championships at Giants Ridge. Also, we had no pre-season events this year due to the pandemic.*

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Racers Starts for Regular + Preseason Leagues



Racer Starts for Regular + Preseason:

2001 - Added Wild Mountain Sunday DAY
 2003 - Added Buck Hill Monday
 2004 - Discontinued Hyland Monday
 2004 - Added Buck Hill Saturday AM
 2004 - Went from 6 weeks of regular season racing to 7
 2005 - Added Buck Hill Friday
 2007 - Added preseason to Buck Hill and Wild Mountain
 2008 - Discontinued Buck Hill Sunday DAY

2008 - Added Wild Mountain Friday
 2015 - Discontinued Hyland Wednesday
 2017 - Three of week 7 leagues did not occur due to weather
 2018 - Did not have a Wild Mountain Preseason - only Buck Hill
 2019 - Discontinued Buck Hill Friday and Saturday Regular Season
 2020 - Preseason was cut back due to weather
 2021 - Pandemic - no racing allowed in December - Cold week mid season caused cancellations