



2015-16 Summary

The Ski Challenge

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1985 to 2016

THE SKI CHALLENGE completed its 31st season this past winter. It 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 more than 1,500 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 120 events planned for the 2016-17 season. The Ski Challenge will have 14 ski leagues at two ski areas: Buck Hill and Wild Mountain. Each league has 10 to 16 teams, with 10 racers per team. In the 2017 regular season starting in January, races will be held once a week for seven weeks. Eight of our leagues include kids. We will also continue our pre-season leagues in December at both Buck Hill and Wild Mountain, with kids included in some leagues. Ski Challenge will also host a Charity Event (Charity TBD) at Buck Hill which will be combined with our Individual Championships in the upcoming season. We will also continue to support and contribute to Padraig's Place Charity. The season culminates with a championship race at Giants Ridge where close to 700 racers are expected to participate in one weekend with teams racing teams of similar point scoring during the season. We will continue to have our Open Race as well as our team events at our final weekend of 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.

Membership

Teams - Pre-season	25
Teams - Regular-season	140
Leagues - Pre-season	3
Leagues - Regular season	14
Ski Areas	4
Total Pre-Season Racers	204
Total Regular Season Racers	1,270
Pre-Season Racers no Dup	185
Regular Season no Dup	931
Mailing List (households)	2,687
E-mail List (households)	1,878

Events

Charity Events	2
League Events	107
Championships at Giants	9
Total Events	118

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Actual Racer Participation for the Season

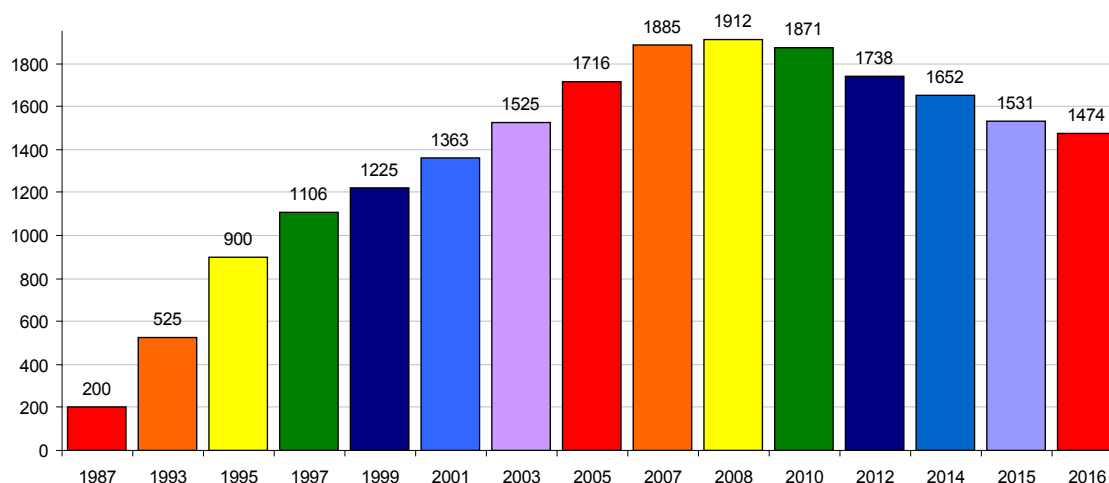
TOTAL RACER VISITS

	2016	2015	Difference	2014	2013	2012	2011	2010	2009	2008	2007
Pre-season	391	512	-121	490	527	605	523	528	594	572	435
Regular Season	7,331	7,799	-468	8,365	8,617	8,961	9,164	9,675	9,456	9,472	9,496
Individuals	55	56	-1	114	68	108	109	127	140	133	105
Championships at Giants Ridge	502	518	-16	470	599	622	653	657	507	570	542
Charity Race at Buck	27		27								
	8,306	8,885	-579	9,439	9,889	10,323	10,449	10,987	10,697	10,747	10,578

Individuals were at Giants Ridge in 2016 - making total at Giants Ridge 529

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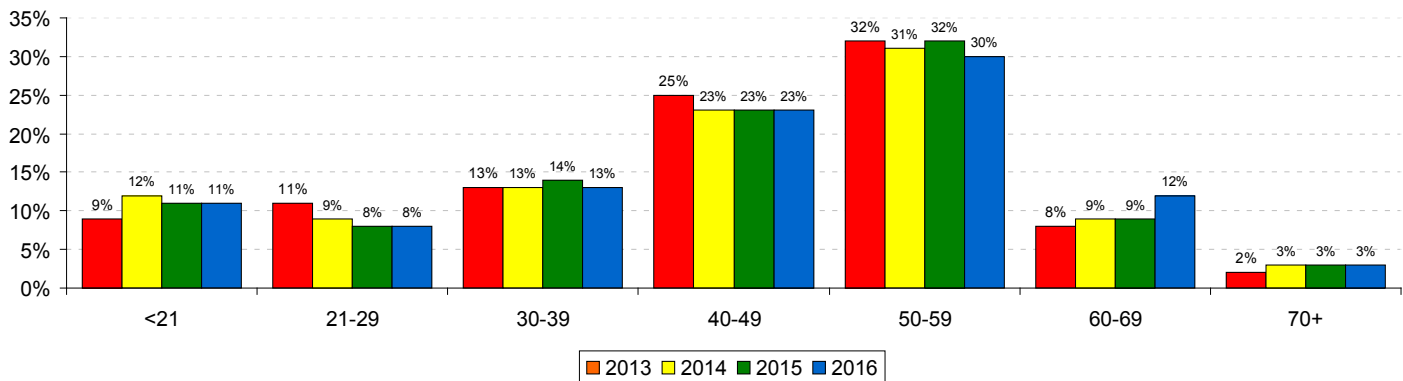
Total Registered Racers



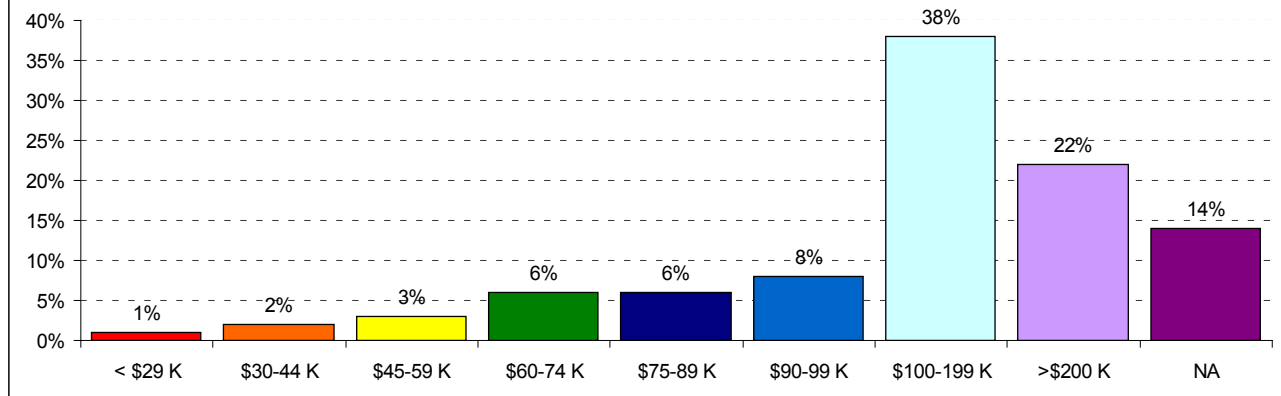
Racer Analysis ~ DEMOGRAPHICS

- The average age of participants in 2016 was 44.
- The highest concentration is in the 50-59 age group (30%).
 - 25% Female racers / 75% Male racers.
- 63% of our racers take a ski trip outside of Minnesota at least 1 time per year

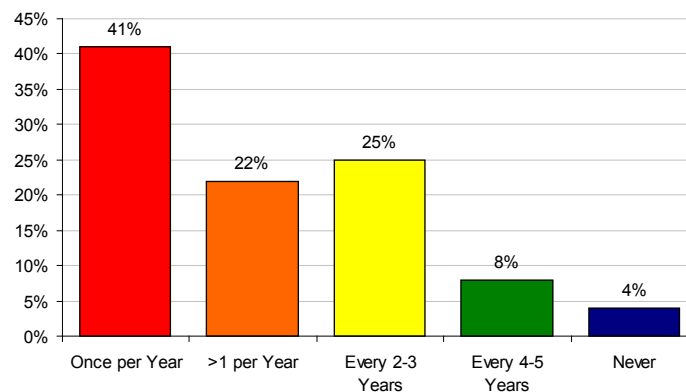
Ages of Racers - 2013-'16



2016 Household Income



Western Ski Vacations



Out of State Skiing

63% of our survey participants take a ski trip outside of Minnesota at least 1 time per year.
Destinations of our participants (of those who answered yes - they could pick more than one):

	2016	2015	2014	2013	2012	2011	2010	2009
Vail Resorts	34%	43%	42%	32%	26%	11%	20%	
Copper Mountain	24%	23%	29%	20%	18%	4%	14%	6%
Jackson Hole	19%	23%	21%	24%	8%	4%	9%	2%
Steamboat	19%	19%	21%	23%	9%	4%	7%	
Big Sky	17%	22%	25%	25%	7%	6%	9%	8%
Winter Park	15%	15%	13%	16%	16%	7%	15%	
Snowbird	14%	18%	19%					
Park City	13%	16%	19%	17%	15%	4%	12%	2%
Alta	12%	15%	17%	21%	14%	2%		7%
Aspen / Snowmass	12%	23%	27%	21%	8%	4%	7%	6%
Grand Targhee	9%	7%	8%					
Lake Tahoe	9%	8%	15%					
Bridger Bowl	8%	12%	11%	11%	3%	2%		9%
Whistler	8%	10%	14%	9%	3%	3%	4%	2%
Deer Valley	7%	5%	12%					5%
Telluride	3%	5%	5%	7%	1%	2%	2%	
Breckenridge	1%	22%	30%	25%	17%	5%	11%	9%
A-Basin	1%	8%	12%					14%
Beaver Creek	0%	18%	26%	19%	14%	4%	10%	8%
Crested Butte	0%	3%	3%					

Local Area Information

Season Pass Purchased

	2016	2014	2013	2012	2011
Yes	64%	56%	58%	60%	54%
No	32%	42%	40%	40%	42%
No Response	4%	2%	2%	0%	4%

Where did you purchase pass?	2016
Buck Hill	57%
Wild Mountain	26%
Welch Village	9%
Afton Alps	5%
Hyland	3%
Giants Ridge	3%
Other	17%

We asked participants how likely they would be to purchase a season pass if they did NOT participate in Ski Challenge.

The survey answered 2 - Somewhat Likely.

- 1 = Not Likely
- 2 = Somewhat Likely**
- 3 = Likely
- 4 = Very Likely

*Not every participant in our program filled out a survey. Results based on those who chose to participate in the survey.
Some results total more than 100% - this is because participants could choose more than one answer.*

Skis

51% of the people surveyed purchased one or more pairs of skis for their household this season.

Brand Skis purchased (of those who answered yes - respondents were allowed to pick more than one):

Purchased

	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
Rossignol	44%	24%	18%	20%	10%	9%	11%	11%	10%	11%
Atomic	20%	19%	23%	32%	27%	37%	36%	23%	24%	20%
Fischer	20%	20%	13%	14%	17%	15%	17%	13%	17%	14%
Blizzard	12%	13%	17%	11%	16%	6%	7%			
Head	12%	10%	12%	15%	13%	9%	7%	6%	8%	5%
Nordica	12%	15%	10%	5%	5%	8%	7%	6%	4%	6%
Volkl	12%	22%	18%	17%	22%	28%	9%	18%	21%	27%
K2	5%	5%	4%	5%	5%	5%	6%	6%	2%	3%
Other	3%	4%	3%	5%	3%	6%	3%	6%	4%	3%
Salomon	2%	3%	1%	0%	3%	1%	2%	4%	1%	3%
Dynastar	1%	4%	3%	5%	4%	3%	6%	3%	4%	5%
Elan	1%	2%	0%	2%	0%	3%	3%	4%	5%	3%



No Purchase this year - Owned Skis

	2016	2015	2014	2013	2012	2011
Atomic	33%	29%	29%	37%	32%	29%
Volkl	29%	24%	32%	31%	30%	23%
Fischer	26%	23%	25%	30%	27%	26%
Rossignol	15%	9%	22%	11%	16%	19%
Blizzard	14%	15%	11%	5%	5%	0%
Head	11%	9%	10%	7%	10%	6%
K2	9%	10%	10%	9%	10%	10%
Nordica	8%	10%	5%	5%	6%	4%
Dynastar	7%	3%	9%	3%	4%	3%
Other	2%	3%	7%	3%	5%	3%
Salomon	2%	3%	6%	3%	7%	4%
Elan	0%	7%	4%	3%	5%	5%

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Some results total more than 100% - this is because participants could choose more than one answer.*

2015-16

Brand Preference



Boots

27% of the people surveyed purchased boots this season.

Brand Boots purchased (of those who answered yes):

Purchased

	2016	2015	2014	2013	2012	2011	2010	2009	2008
Lange	32%	30%	21%	32%	24%	16%	10%	11%	6%
Head	29%	25%	12%	6%	15%	3%			
Nordica	14%	13%	16%	8%	13%	25%	22%	21%	39%
Atomic	12%	11%	8%	17%	14%	13%	22%	17%	11%
Rossignol	8%	6%	7%	3%	10%	5%	6%	8%	5%
Fischer	6%	3%	11%	6%	8%	4%	3%	4%	1%
Tecnica	6%	13%	12%	18%	21%	25%	16%	16%	23%
Salomon	4%	6%	12%	8%	6%	9%	6%	12%	9%
Other	2%	6%	5%	8%	1%	7%	15%	11%	6%
Dalbello	0%	3%	4%	3%	3%				



No Purchase this year - Owned Boots

	2016	2015	2014	2013	2012	2011
Lange	23%	20%	20%	13%	15%	13%
Nordica	23%	23%	27%	29%	28%	29%
Atomic	16%	11%	13%	18%	11%	11%
Tecnica	15%	18%	20%	23%	22%	24%
Head	14%	11%	8%	8%	9%	4%
Salomon	11%	14%	11%	12%	12%	14%
Fischer	5%	4%	4%	3%	4%	3%
Rossignol	4%	3%	7%	3%	5%	4%
Other	2%	5%	4%	1%	5%	3%

Vehicles

27% of our respondents purchased a new vehicle this year.

Purchased - our respondents could choose more than one answer

Purchased	2016	2015	2014	2013	2012	2011
Ford	24%	16%	9%	9%	10%	19%
Honda / Acura	12%	10%	8%	1%	4%	5%
Chevrolet	10%	15%	12%	9%	8%	10%
Subaru	8%	12%	12%	9%	7%	6%
Jeep	8%	3%	4%	4%	4%	5%
Other	8%	8%	5%			
Mercedes	6%	0%	5%	4%	6%	4%
Audi	4%	8%	7%	7%	6%	4%
BMW	4%	3%	8%	9%	8%	5%
Dodge	4%	3%	3%	3%	1%	0%
Volkswagen	4%	6%	13%	4%	8%	10%
Volvo	4%	2%	1%	1%	2%	
Mazda	2%	2%	0%	3%	7%	4%
Nissan / Infinity	2%	3%	5%	4%	7%	5%
Toyota/Lexus	2%	10%	9%	18%	10%	8%
Cadillac	2%	0%	1%	1%		
Hyundai	0%	2%	1%	3%	1%	1%



No Purchase this year - Currently Owned Vehicles - our respondents could choose more than one answer

Own	2016	2015	2014	2013	2012	2011
Toyota / Lexus	25%	21%	22%	17%	16%	15%
Ford	20%	25%	23%	21%	24%	17%
Honda / Acura	18%	13%	15%	19%	15%	16%
Other	18%	14%	15%			
Chevrolet	16%	21%	21%	21%	18%	16%
Subaru	13%	11%	9%	12%	10%	10%
Jeep	8%	8%	7%	10%	8%	8%
Nissan / Infinity	7%	8%	10%	7%	8%	7%
Volks Wagon	7%	7%	9%	8%	7%	5%
Audi	6%	6%	7%	9%	10%	3%
Mazda	6%	5%	5%	4%	5%	5%
BMW	5%	6%	9%	5%	6%	2%
Dodge	5%	6%	6%	12%	9%	6%
Volvo	4%	6%	4%			
Lincoln/Mercury	3%	3%	3%	1%	2%	
Mercedes	3%	3%	3%	4%	4%	2%
Porsche	3%	2%	3%	1%	2%	
Cadillac	2%	1%	0%	1%		
Pontiac	1%	1%	1%	1%	1%	

Helmets

99% (88% in 2009 - 78% in 2004 - 66% in 2003) of our survey participants wear helmets when they race.

Brand Helmet worn (of those who answered yes):

	2016	2015	2014	2013	2012	2011	2010	2009	2008
POC	31%	26%	21%	15%	21%	9%	9%	6%	
Giro	27%	27%	28%	31%	31%	27%	28%	27%	34%
Boeri	8%	11%	10%	11%	14%	18%	15%	26%	28%
Carrera	6%	4%	5%	4%	4%	3%			
No Response	5%	5%	5%	10%	2%	11%	11%		
Other	5%	5%	7%	7%	11%	12%	20%	21%	19%
Smith	5%	7%	9%	2%	5%	1%			
Briko	4%	4%	4%	4%	5%	5%	5%	7%	9%
Uvex	4%	6%	8%	8%	4%	5%			
Shred	3%	3%	1%						



GS Suits

77% of our survey participants wear GS Suits (60% in 2012)

Brand GS Suit worn (of those who answered yes):

	2016	2015	2014	2013	2012	2011	2010	2009	2008
Spyder	51%	45%	45%	48%	41%	38%	37%	60%	69%
No Response	21%	26%	32%	31%	34%	40%	40%		
Descente	7%	10%	7%	7%	9%	9%	9%	17%	16%
Other	7%	8%	10%	7%	9%	8%	10%	17%	9%
Mt Borah	6%	3%							
Artica	6%								
Fuxi	5%	5%	3%	4%	3%	1%	1%		
Karbon	2%	3%	1%	3%	4%	3%	1%	2%	3%

The Ski Challenge participates in various promotions throughout the fall season. Program information is displayed at various Ski Areas and participating Ski Shops.



Hoigaard's Tent Sale



Joe's Ski Shop Tent Sale

2015-16

Official Ski Challenge Vehicle



The Ski Challenge "Official Vehicle", with the colorful logo of every sponsor, is on the road every day of the year and is visible at various ski events throughout the season from September to March.



2015-16

Jackson Hole Race Camp



2015-16

Pre Season League Events



December 2015 was the tenth season of the "Pre-Season" leagues. We had two leagues at Buck Hill and one league at Wild Mountain. These leagues brought in close to 400 skier visits in December. It was a mild December making it somewhat difficult to have all of our scheduled races.



2015-16

Regular Season League Events



The Ski Challenge Regular Season starts the first week in January and runs for seven consecutive weeks. There are 14 race events held each week with anywhere from 90 - 160 participants in each event.



2015-16

Team Photos



Professional Team Photos are taken and made available for each member.



2015-16

Individual Championships



The 2016 Individual Championship Race was held at Giants Ridge During our Chamionship Weekend. 55 racers participated in this event.



2015-16

Championships at Giants Ridge



The 2016 Championships were held at Giants Ridge in Biwabik, Minn.
We had 557 Individuals participating and had 626 racers starts.



This was the second year of our "Friday Open Race". Great prizes were won from our various sponsors.
Teams of six were formed to try and win the cup!



2015-16

Charity Races



The Ski Challenge is involved in and supports various Charity Events.
The Ski Challenge Donates time and resources to put on the Race Element of the Padraig's Ski Race Benefit.
We also supported the Hannah Kiresuk Fund by holding a fun, charity race at Buck Hill.



Race to Help Hannah

We raised \$455 to donate to Hannah's fund despite the warm weather and sketchy conditions!
We reached a high of close to 60 degrees that day.