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New President & CEO Announced

March 10, 2016 – Kelowna, BC – Canada West Ski Areas Association (CWSAA) is pleased to announce Christopher Nicolson as its new President and CEO.

CWSAA is a not-for-profit trade association that represents the ski areas of Western Canada. Nicolson’s primary role will be to represent the ski industry in the areas of government advocacy, safety & risk management, media relations, marketing, and industry conferences.

“Mr. Nicolson brings with him 30 years of direct ski industry and association experience,” describes Steve Paccagnan, Chair of the CWSAA Board of Directors. “He has worked at leading North American and European resorts as well as community ski hills, and is highly regarded by the industry. We feel pleased to have secured a CEO with his knowledge of association leadership, integrity, and infectious enthusiasm for our industry.”

“Serving the ski industry is an honour,” explains Nicolson. “We are privileged to work in some of the world’s greatest mountains. To the east, west, and north, are also community ski areas that provide essential social linkages to improve quality of life. We provide facilities to play in nature and teach healthy life skills. Skiing and snowboarding is more than a sport, it is an economic engine and an important part of our social fabric as Canadians.”

Nicolson comes to his role at CWSAA through many ski areas including Sun Peaks, Whistler Blackcomb, Silver Star, Forbidden Plateau and St. Anton, Austria. Most recently, he has been part of the leadership team achieving visitation and awareness objectives in winter and summer as the President of Tourism Sun Peaks. He has served as a Chair and or Director for many industry committees including the Canadian Ski Council International Marketing Committee, CWSAA Marketing Advisory Group, and BC Nordic Ski Society. Nicolson continues to be engaged with skiing at a grassroots level as a volunteer coach at a local ski club, sharing his childhood passion for sliding on snow first learned at the Kemano Ski Club in northern BC.

Nicolson will start with CWSAA on Monday, April 4, 2016.

CWSAA represents 275 members, including 133 ski areas and 142 suppliers to the ski industry. Its members in Western Canada generate 9 million skier visits and \$800 million in revenues annually, employs 19,000 people, and provides an economic cornerstone for the winter tourism industry.

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For media enquiries, please contact:

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