

PRESIDENT'S MESSAGE

Financial Overview of the Western Canadian Ski Industry

Since 1987 CWSAA and Ecosign have been collaborating on an annual financial analysis of the Western Canadian ski industry. In recent years, we have implemented a number of enhancements to this analysis, including the incorporation of additional sectors (*heli / cat*), and geographic regions (*Eastern Canada*). On December 30, 2015 we published the *2014-15 Financial Analysis of Canadian Ski Areas*, which included financial data from 41 ski areas in Western Canada (*representing approximately 78% of total skier visits*).

Size of the Industry

The Western Canadian ski industry generated the following financial results in 2014-15 (*this reflects an extrapolation of the sample to the total industry, based on skier visits*). It should be noted that 2014-15 skier visits were significantly impacted by adverse weather conditions. Therefore, in a 'good year' these figures would be considerably higher (*e.g. in 2007-08 Western Canada reported 9.6 million skier visits*).

Metric	Western Canada Alpine Ski Areas	Western Canada Heli / Cat Ski Areas	Western Canada Total Ski Industry
Ski Areas	100	40	140
Skier Visits	7.3 million	0.1 million	7.4 million
Revenues	\$626 million	\$195 million	\$821 million
Employees	17,300	2,000	19,300

Industry Profitability

Profitability metrics highlight both the challenges and opportunities that exist within the Western Canadian ski industry. For example, EBITDA % of Revenues illustrate that economies of scale are critically important to alpine ski areas:

Western Canada Ski Sector	Annual Skier Visits	EBITDA % of Revenue 2013-14	EBITDA % of Revenue 2014-15
Alpine Ski	< 50,000	-2%	-28%
Alpine Ski	50,000 - 150,000	2%	-28%
Alpine Ski	150,000 - 250,000	17%	19%
Alpine Ski	250,000 - 650,000	19%	23%
Alpine Ski	All (<i>excl. Whistler-Blackcomb</i>)	15%	12%
Alpine Ski	All (<i>incl. Whistler-Blackcomb</i>)	26%	24%
Heli Ski	All	17%	13%
Cat Ski	All	27%	15%
Heli / Cat Ski	All	19%	13%

In 2014-15 45% of alpine ski areas reported positive net income, while 55% reported losses. These figures are fairly similar to the previous season, despite of the fact that poor weather resulted in a dramatic decline in total skier visits in 2014-15.

82% of the heli-cat ski areas reported positive operating profit in 2014-15. This figure is less than the corresponding figure from 2013-14 (100%), most likely as a result of less favorable weather conditions in 2014-15. In general, heli ski operators were better positioned than cat ski operators to adapt to higher freezing levels in 2014-15, by capitalizing on larger tenures offering more high elevation ski options.

Conclusions

It is readily apparent that larger alpine ski areas can capitalize on operating leverage and economies of scale to achieve higher levels of profitability than smaller ski areas. Indeed, many smaller ski resorts struggle to achieve break-even levels of profitability on an ongoing basis. What is more unsettling is that our analysis suggests that ski areas with less than 150,000 skier visits tend to experience negative EBITDA's. To put this in perspective, over half of British Columbia's 13 destination ski resorts operate between 100,000 and 200,000 skier visits. This highlights the need for CWSAA to continue to advocate for government policies that support incremental skier visits for existing ski resorts, which are typically operating well below capacity. We also need to dispel the illusion that new ski resorts will provide real benefits to the industry and economy. In addition to serious deficiencies in terms of financial and/or environmental viability, it is clear that the majority of proposed new ski areas would simply cannibalize skier visits from existing operations.

Within the heli / cat ski sector, heli skiing generates higher margins per skier visit, but cat skiing yields higher EBITDA %'s (*as a result of operating costs consuming a smaller percentage of total revenues*). The heli-cat sector exhibits similar levels profitability (EBITDA %'s) to the alpine sector, if we exclude Whistler Blackcomb from the alpine group (*In terms of skier visits, WB is more than triple the size of the next largest ski resort in Western Canada*).

The Western Canadian ski industry generates significant total revenues and employment. Most importantly, the ski industry is the primary driver of winter tourism in Western Canada; thus, it plays a key role in supporting \$88.5 billion tourism industry. However, the industry faces significant financial challenges that can be exacerbated by unfavourable weather, and, to a lesser extent, economic down turn (*e.g. the 'Great Recession' of 2008-9 and collapsing oil prices in 2015*). Canadian tourism is currently growing rapidly at a robust rate, driven by a combination of global tourism growth and a soft Canadian dollar. This supports a cautiously optimistic outlook for revenue and profit growth in the Western Canadian ski industry. However, our industry will continue to be vulnerable to adverse weather conditions, such as those experienced during the 2014-15 season.

Acknowledgements

CWSAA would like to thank all of the ski areas that contributed financial information to the 2014-15 Financial Analyses. We would also like to recognize Don Murray, Sue Stearns and Jill Almond (*Ecosign*) for their diligent work on the 2014-15 report.

All participating ski areas are provided with complimentary copies of the final report. These reports are provided in both hard copy (paper) and electronic (pdf) formats. CWSAA covers the costs associated with these analyses.

Survey data and financial information submitted by participating ski areas is held in the strictest confidence by Ecosign. Your proprietary financial and operational information is not shared with CWSAA, other ski areas, or any other parties outside the Ecosign team working on this initiative.

Goodbye & Thank You!

After five years at CWSAA I have made the difficult decision to leave the association in order to pursue an opportunity in the food & beverage industry. In light of this, I thought it would be appropriate to acknowledge some of the many people that have contributed to the success of the association over the past five years.

- ❑ **Staff:** We are fortunate to have a very dedicated and capable team working in the CWSAA Office. I would like to thank Dawn Sleiman (*Executive Assistant*), Cynthia Thomas (*Marketing & Communications Manager*) and Bruno Graziotto (*Accountant*) for their ongoing contributions to the association.
- ❑ **Board:** I would like to express my appreciation to all of the Directors that have volunteered their time and energy to support the association over the past five years. In addition to participating in various board meetings, the CWSAA Directors make significant contributions to a broad range of CWSAA initiatives.
- ❑ **Committee Chairs:** Over the past five years, Stewart Laver (*Sunshine Village*) has done an outstanding job managing the CWSAA Competitor Pass Program, the association's primary source of revenue. Ryan Stimming (*Panorama*) should be recognized for his leadership of the CWSAA Safety & Risk Management meetings. I would also like to thank Karen Bauckham (*Whistler Blackcomb*) and Emily Oxley (*Big White*) for co-chairing the CWSAA H/R Committee.
- ❑ **Legal Counsel:** Robert Kennedy (*Farris Law*) and Todd Lee (*Miles Davison*) have contributed countless hours in support of our industry. This pro bono work has been the cornerstone of our success on many of our safety & risk management initiatives.
- ❑ **Members:** CWSAA currently has 291 Members, including 134 ski areas and 157 suppliers to the ski industry. These members constitute the foundation of our association. CWSAA Members account for over 92% of Ski Areas and over 99% of skier visits in Western Canada. This outstanding level of member support allows CWSAA to provide a strong and unified voice for the Western Canadian Ski Industry.
- ❑ **Partners:** CWSAA receives support from a number of industry associations including: the CSC (*Paul Pinchbeck, CEO*), OSRA (*Bruce Haynes, President*), ASSQ (*Yves Juneau, CEO*), NSAA (*Michael Berry, CEO*), CSP (*Colin Saravanamuttoo, CEO*), Whistler Chamber (*Val Litwin, CEO*) and go2HR (*Arlene Keis, CEO*). I would also like to recognize our partners in the academic community, including Bob Falle & Bob Dodge (*Selkirk College*), Dr. Michael Pidwirny (*UBC*), Dr. Tracey Dickson (*University of Canberra*) and Anne Terwiel (*Thompson Rivers University*).
- ❑ **Government:** I would like to thank the teams at Destination BC (*Marsha Walden, CEO*), Travel Alberta (*Royce Chwin, CEO*), Destination Canada (*David Goldstein, CEO*), the BC Mountain Resorts Branch (*Norman Lee, ED*) and the BCSA (*Jason Gill, Manager*) for their valuable contributions to CWSAA and the Western Canadian ski industry.

In closing, I would like to express my sincere appreciation to all of the CWSAA members and partners for your support of the association. I wish you all the best of success in the future!

David

David Lynn

In Memory of David Frederick “Rick” Balfour

March 31, 1950 - January 25, 2016



On behalf of the CWSAA Board and our members, our deepest sympathies go out to Rick's family and friends. Rick dedicated a tremendous amount of time and hard work as the Treasurer for the CWSAA for over 20-years and he will be deeply missed.

As per Rick's wishes, there will be no public service at this time. A celebration of his life will be announced at a future date.

Message from the CWSAA Board Chair

This season continues to see tremendous success stories from many ski areas in Western Canada. Records for snow, skier visits, occupancy are being broken at several ski areas, as a result of great early season conditions.

I would like to extend my appreciation to David Lynn for moving the organization forward over the past five years. David's last day was January 17.

The board is currently working with BluEra Recruiting to hire a new President & CEO for the organization. The position was posted in early January, and potential candidates are being shortlisted. Ideally the new President will be in place prior to our Spring Conference in Whistler. Any questions about the position or suggestions for potential candidates should be referred to [BlueEra](#).

In the meantime, Cynthia Thomas, Dawn Sleiman and Bruno Graziotto are doing an excellent job managing the office.

Steve Paccagnan, Board Chair

Marketing Message

This is my favourite time to ski. The snow is amazing, the legs are cooperating and usually we are in-between the Christmas and February madness. However, this year it feels like everyone is hitting the slopes and many of our ski areas are having record starts to the season.

Not only is it great for business, but it is resulting in great media coverage. David and I have both conducted numerous media interviews this season, and also brought the story directly to them with a News Release on January 6, 2016 (see next page “Skiing at its best this year”). Our [facebook](#) page is buzzing with amazing photos, videos and reports from our member ski areas. This great news is making my job a lot easier to represent the industry as the current spokesperson for CWSAA. This is a role I’ve been transitioning into upon David Lynn’s announcement.

Program Updates

Experiences BC Alpine program Update: The advertising for this program is wrapping up. If you’d like to check out all the great ads and features we developed this year, go to our [website](#).

Go Ski Alberta, Alberta’s Marketing Campaign: This program is still mid-season concentrating on contests and digital advertising. Some new videos were shot in mid January focusing on the accessibility of snow sports. These videos, along with some [feature stories](#) will be the focus of our promotions over the next few months.

Experiences BC Nordic program: We recently added an [events calendar](#) to the website, to promote recreational Nordic events at our participating ski areas.

BC Family Day: A joint News Release regarding the 50%-off day tickets offer was circulated by Destination BC on January 13. We have [30 participating ski areas](#) this year, the largest participation yet.

CWSAA Spring Conference: Our conference is being held on May 3-5, 2016 in Whistler. We are currently accepting sponsors and event registration will open in early February. Stay-tuned, a notice will be sent out prior to the registration opening.

David Lynn has been a great leader of our organization. His movie references, stories and daily subway sandwiches will surely be missed in this office. Dawn Sleiman, Bruno Graziotto and myself are holding down the fort, while the recruitment process for a new President & CEO is underway. Given all of us work part-time, the temporary office hours will be 8am to 2pm Monday to Friday. Please don’t hesitate to call us, as we always enjoy speaking with our members.

Cynthia Thomas
Marketing and Communications Manager

NEWS RELEASE

For Immediate Release

2016-01

January 13, 2016

Destination British Columbia
Canada West Ski Areas Association

Skiing and Snowboarding becomes a BC Family Day tradition

Vancouver – On Monday February 8, BC residents can ski and ride for half price at participating ski areas in celebration of BC Family Day. This offer is a partnership between 30 BC ski areas, Canada West Ski Areas Association (CWSAA) and Destination BC, to make family snow sports more accessible to all British Columbians.

Each year the program has grown and this year, a record 30 ski areas will offer BC residents 50% off day tickets (lift and trail passes) on Family Day. This discount will be based on the regular ticket window prices and covers downhill skiers and snowboarders at 23 ski areas, plus cross-country skiers at six Nordic ski areas. Many ski areas have extended their offers to other activities and services. This is the fourth year BC ski resorts have offered this special promotion for BC Family Day.

“Enjoying the snow in BC’s beautiful mountains is becoming a tradition for BC residents on Family Day,” says Cynthia Thomas, Marketing & Communications Manager at the Canada West Ski Areas Association. “Skiing is a great way to connect with family, friends and nature. If you’ve never tried skiing or if you’re thinking of getting back into it, the Family Day offers provide a great opportunity.”

BC residents account for 56% of skier visits in BC. Over the past three years, BC Family Day has been a significant economic driver for the BC ski and tourism industries.

“Destination BC is pleased to partner with CWSAA on the 4th annual BC Family Day ski promotion,” said Destination BC President and CEO Marsha Walden. “We’ve already had a strong start to the ski season and our province has a glittering array of world-class ski resorts to choose from. This promotion gives families another great reason to spend time together, to refresh and reconnect. We hope everyone will enjoy all that BC has to offer at this time of year: skiing, boarding, winter festivals, and so much more.”

For more information on participating BC ski areas and additional ski offers, visit www.BCFamilySki.com and <http://skiittobelieveit.com/SKI-OFFERS-CA>

Participating Areas:

- Apex Mountain Resort
- Big White Ski Resort
- Callaghan Country*
- Dakota Ridge*
- Fairmont Hot Springs Resort
- Golden Nordic Club*
- Grouse Mountain
- Harper Mountain
- Hemlock Resort
- Hudson Bay Mountain
- Manning Park Resort
- Mount Cain
- Mount Washington Alpine Resort
- Mt Timothy Ski Area
- Murray Ridge Ski Area
- Panorama Mountain Village
- Phoenix Mountain
- RED Mountain Resort
- Revelstoke Mountain Resort
- Revelstoke Nordic Ski Club*
- Salmo Ski Hill
- Sea to Sky Gondola**
- Shames Mountain
- SilverStar Mountain Resort
- Sun Peaks Resort
- Troll Resort
- Whistler Blackcomb
- Whistler Lost Lake Park*
- Whistler Olympic Park*
- Whitewater Ski Resort

**Nordic ski areas (no lifts) **Non-skiing lift company*



CWSAA NEWS RELEASE

Skiing at its best this year

January 06, 2016 - Kelowna, BC – Ski resorts across Western Canada are buried in record breaking snowfalls, and it keeps coming. Skier visits and revenues are up dramatically at most ski resorts across Western Canada. This is particularly great news for B.C.'s Lower Mainland ski areas and Mount Washington who took the brunt of last season's warm weather, and are all reporting copious amounts of snow and record visitation.

With early November snowfalls many ski areas opened weeks ahead of schedule. Mt. Norquay was the first Canadian ski resort to welcome skiers and boarders this season, opening on November 5, 2015. The first to open in B.C. was Big White Ski Resort with its earliest start since 1997 on November 13. Kicking Horse Mountain Resort recorded its first November opening ever for skiing and riding. Helicopter and Snowcat ski areas are also enjoying excellent snow conditions and receiving strong early bookings for the 2016-17 season.

The record snow fall and early season openings mean big business for Western Canadian ski resorts. "We've had a record setting December in both revenue and skier visits in the entire 67-year history of RED Mountain Resort," said Don Thompson, President and General Manager of RED in Rossland B.C.. Skiers and boarders were flocking to Apex Mountain Resort near Penticton this December. "Not only did we have the best revenues and skier visits but we beat the previous record by 51%," said James Shalman, General Manager at Apex Mountain Resort. Whistler Blackcomb is also reporting record visitation this season. Dave Brownlie, President and Chief Executive Officer of Whistler Blackcomb commented: "Considerable momentum from both destination and regional markets combined with excellent winter conditions resulted in a busy Christmas holiday period and the highest year to date visitation in our history."

The soft Canadian dollar is also having a positive impact on the ski and tourism industries. U.S. overnight tourist visits to Canada increased 8% over the first ten months of 2015 (compared to 2014). Resorts of the Canadian Rockies, which owns Fernie, Kicking Horse, and Kimberley Ski Resorts, report that U.S. business to their resorts is up 200% over last year. At Sun Peaks Resort in Kamloops, "increased visitation from the US has driven more than just Christmas numbers," says Christopher Nicolson. "A significant rise in Presidents' week vacationers has boosted February bookings by 16%." In Alberta, favourable exchange rates coupled with fantastic early season conditions has boosted early season visits for Mt. Norquay, Lake Louise Ski Resort and Sunshine Village.

It's clear Canadian skiers are staying north and visitors, especially from the U.S., are jumping at the opportunity to take advantage of the huge savings and fantastic snow.



Welcome to SROAM 2016

The beginning of a new year for the Ski Resort Operations and Management course at Selkirk College has begun. Looking back on 2015, this year's SROAM class has a lot to be proud of. A field trip that saw some important pre-season operations at four different ski areas. A successful morning making snow outside of the Selkirk College cafeteria (a SROAM first!) All the while gaining valuable, field-specific knowledge and experience that will help us shape the industry in the future.

2015 Field trip

Certainly a highlight of the year for a lot of students, the 2015 SROAM field trip was a great success! Having the unique opportunity to visit 4 different resorts to get a first-hand look at some of their pre-season operations was invaluable.

The students jumped at the opportunity to

speak with a number of people who have been in the industry a long time. The SROAM class would like to express its very sincere gratitude to everyone at Phoenix, Red, Silver Star, and Big White mountains. Your patience with our many questions, and eagerness to share your knowledge, made this trip really fantastic. Finally, the class got the chance to stop in and visit the very kind people at Inter-Mountain. It was very interesting touring their facility and learning about an incredibly important, off-hill snow sport business. A big thank you to everyone who took the time to speak with us, and of course, to SROAM instructor Bob Dodge for organizing the trip. We're all looking forward to the March trip!

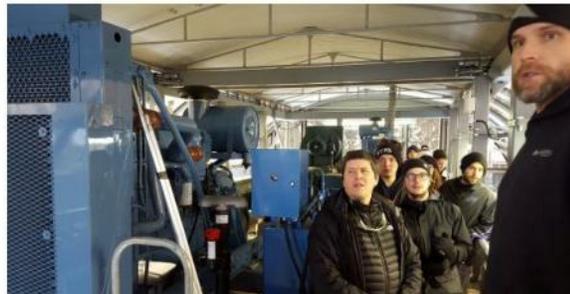


SROAM students making snow

Snowmaking

2015 was an exciting year for the Selkirk College SROAM program for many reasons, very high among them was the class firing up their

very own, fan-type snow gun. Although the temperatures were not quite low enough to make it stick, snow was indeed made. For some students, this will be a first in a very long and storied career working with all kinds of snowmaking equipment, possibly because of this experience. Big thank you to Selkirk instructor Ross White for having the technical know-how to get that going, and for doing his best to pass that along to the class.



SROAM Students see a detachable lift at Big White

AST and Cat Skiing

Undoubtedly the highlight of the year so far

for most students was the Avalanche Safety Training (AST) course,

2015/16 Advisory Committee
January 2016

and associated cat ski trip. A huge thank you is due to everyone over at Selkirk Snowcat Skiing, the whole class had an unforgettable trip! Apart from getting some of the best turns of their lives, the SROAM class finished some field training as part of the AST course. We were checking snowpack conditions and evaluating risks. We were also practicing rescue scenarios. All of this will be very crucial knowledge for backcountry trips, or even a possible career in Ski Patrol or backcountry guiding.

2015 was a great year for the SROAM program at Selkirk College, and if it continues the way it started, 2016 will be even better. Whitewater has been getting hammered all winter, and the SROAM class couldn't be happier. Upcoming courses for the semester include very important subjects including retail/rental shop operation, snow school, facilities maintenance, grooming, and many others. Spirits are very high going into second semester and we're all incredibly excited to see what the future holds.

Happy new year!



AST instructor and back country guru, Martin Keyserlingk passes on his wealth of knowledge



Learning all about the weather station with Whitewater's Patrol



Gearing up for an unforgettable trip at Selkirk Snowcat Skiing



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NEWS RELEASE



Selkirk College Connects to China's Massive Ski Industry

Bob Falle doesn't mind seeing his students daydream about skiing.

"You walk into the classroom, and if it's snowing outside, you can see the students looking out the window, dreaming the same thing," says Falle, the Chair of the School of Hospitality & Tourism at Selkirk College. "They're thinking about being on the slopes, running a business. You can see the passion they have for the industry, for what their role could be in it."

Now in its 35th year, the Ski Resort Operations & Management (SROAM) Program has been building connections with industry in Canada and around the world. Increasingly, SROAM is attracting students from other countries to its home in Nelson.

Yue "Max" Liang is one of 10 international students in the SROAM program and a relative newcomer to the world of winter sport. He remembers how lousy winters were growing up in Beijing.

"It is too cold to stay outside, it is grey, and snow is rare," says the 26-year-old. "People didn't do much outside the in winter. I just hated the cold."

Then one day a friend showed him a snowboarding video and the two went to a small ski hill near the city to give the sport a try.

"There were very few people on the hill, hardly any snowboarders," Liang recalls.

It was a nice break from the crowded city. A day on the slopes, the fun and fresh air, sold him on the sport. "I came home thinking, 'I want to do more of this,'" he says.

It didn't take long for Liang's enthusiasm to turn to thoughts of a career in the industry. He already had a master's degree in engineering, but that future just didn't appeal to him.

"I decided I wanted to come to Canada, there was the clean environment, low population and good ski resorts," he says. "I did some research looking at colleges and universities when I found Selkirk's Ski Resort Operations & Management Program. I thought, 'oh, this is what I want to try.'"

In recent years, the two-year program has been attracting more experienced, higher-educated, mature students like Liang, says Falle. Many are looking for a change or a new direction. About one-third of the program's 30 students are international, arriving from places as diverse as Brazil, Chile, Ukraine, Australia and Europe.

“It’s exciting to have students like Max here,” says Falle. “They bring such energy and drive to the program, a desire to succeed.

“They see it’s both a business program—with courses in accounting, leadership, human resources, etc.—and it has ski-industry specific elements like snow-making, ski lift maintenance, heli- and cat-skiing, ski school and events management. That really appeals to people looking for a solid grounding in the industry.”

The solid grounding SROAM provides is just what ski resorts and tour operators need, says one industry spokesman.

“This industry suffers from an ongoing labour shortage of skilled workers, especially in good years, like this one,” says David Lynn, the CEO of the Canada West Ski Area Association. “Selkirk’s program is an important partner in providing a much-needed stream of young people educated for management skills.”

Lynn says the SROAM program has played a “pivotal” role in building relationships with Chinese resorts and Canadian companies looking to develop inroads in that country.

And the potential for growth in the industry in China is staggering. The 2012 China Ski Study (a government and industry-sponsored survey) estimates that in 1996 there were just 10,000 skiers in China. In 2010 the number jumps to more than five million. From a handful of resorts in 1980, the country now has more than 75—many of them massive, multi-billion dollar projects. With China now set to host the 2022 Winter Olympics, the sport’s popularity is only expected to grow.

That growth, however, has also created significant challenges. There are critical shortages in trained resort managers and many workers remain seasonal hires, with little or no training in hospitality service.

“Many people in China now have money and the time for leisure,” says Falle. “They know what service levels they want. But if they don’t have an enjoyable time skiing or snowboarding they are going to try it once, then go on to do something else.”

Falle says the school is working with industry connections in China to increase opportunities for partnerships with resorts for training and business development. He’s helped organize a trade delegation to China in February 2016 to build connections between Chinese resort operators and Canadian companies looking for business in the booming—but complex—market.



PHOTO CUTLINE: Yue “Max” Liang is a Selkirk College student who is in his first year of the Ski Resort Operations & Management Program (SROAM) based out of Nelson’s Tenth Street Campus. Liang arrived to Canada from Beijing, China with a bachelor’s degree in engineering and is looking to change course to a career that brings new challenges and opportunities.

For more information please contact:

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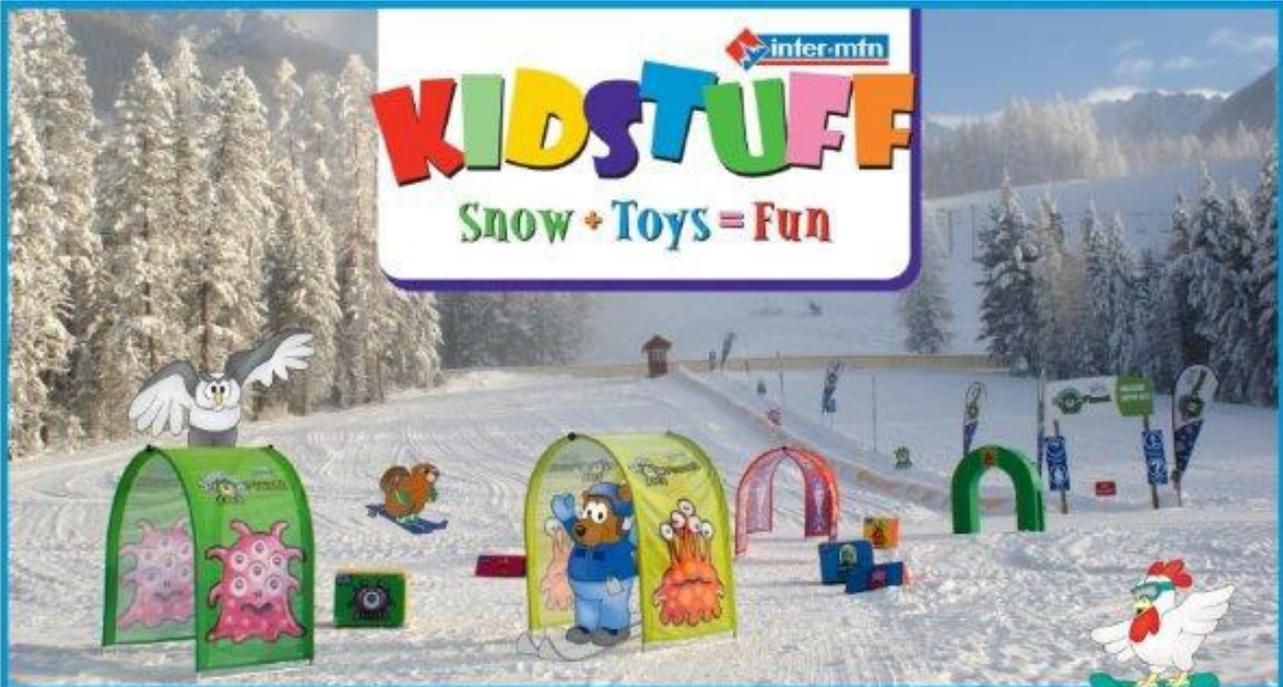
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For ski & lift tickets of every kind and superior service!

INDUSTRY EXPERIENCE

Since 1979, Canada Ticket has been serving the Ski Industry and understands the attention to detail that is required. As a result we are the prime lift ticket supplier in Canada. We continually work with paper and ink manufacturers to ensure we provide the most up to date and best suited materials for the Ski Industry. As well, the Ski Associations Legal Representative informs us immediately of any changes to the liability waiver wording. Our fully equipped manufacturing plant is capable of producing all of your ticket, tag and label needs and our experienced staff will ensure that your requirements are met to every specification.

PERSONALIZED SERVICE

From quote, to delivery. Our goal is to make your ticket ordering a pleasant experience. We are Dedicated to Superior Service.

QUALITY PRODUCTS

Your tickets are a reflection of your image. We take care to create tickets everyone will be proud of. We work with you to assure that we provide you with just the right stock for trouble free tickets. We make sure your tickets are produced to your equipment manufacturer's specifications. Accuracy is standard procedure.

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Canada West Ski Areas Association
204 - 1460 Pandosy Street
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Phone: 778.484.5535
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APRIL 3 - 9, 2016, KEystone, COLORADO

Grow your business

at the most important ski industry event in the world.

Mountain Travel Symposium is the single largest and longest-running annual gathering of mountain travel professionals in the world. Representatives from over twenty countries establish relationships, build their business and create a stronger mountain business community.

A YEAR'S WORTH OF BUSINESS IN JUST A FEW DAYS

Reach your ideal client, build brand awareness, introduce new and improved products, and – most importantly – create relationships with key industry leaders.

Participate in:

- **Trade, Meetings & Group Exchange** one-on-one appointments
- **Forum** professional development sessions
- **Targeted networking** events

MAKE YOUR MARK

Leave a lasting impression with a customized sponsorship to meet your goals.

Options include:

- **Platinum Level:** starting at \$20,000
- **Gold Level:** starting at \$7,500
- **General Session:** starting at \$15,000
- **Workshops:** starting at \$3,500
- **Mountain Marketplace:** starting at \$1,500
- **Meal Function Host:** starting at \$3,500

And much more!

A WORLDWIDE AUDIENCE

Mountain Travel Symposium attracts a worldwide audience and over the past five years has consistently produced more than 1,100 attendees per conference. Nearly 35% of attendees are from outside the U.S. and represent more than 20 countries.



REACH A DIVERSE GROUP OF DECISION-MAKERS



- **42%** Manager or Senior Manager
- **26%** Director or Senior Director
- **17%** C-Level, General Manager, President or Owner
- **7%** Vice President, Senior Vice President, or Executive Vice President
- **8%** Other



Learn more at MTNTRVL.COM

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Mountain Travel Symposium Explained

Mountain Travel Symposium includes three separate business exchanges offering individual appointments for Trade, Group, and Meeting and Incentive planners. The two-day educational Forum combines thought leadership general sessions with personal development workshops presented by travel, marketing and technology experts.

TRADE EXCHANGE

Fast. Intense. Practical. Productive.

This two-day session is the mountain resort industry's largest planning and contracting event. More than 8,000 pre-scheduled face-to-face appointments are up for grabs between more than 600 buyers and sellers.

GROUP EXCHANGE

Secure your group business. The

Group Exchange brings more than 125 decision makers from North America's top ski clubs and councils, as well as other active groups planning ski trips, together with suppliers.

MEETINGS EXCHANGE

Connect with meeting and incentive planners. The Meetings Exchange

brings meetings buyers face-to-face with destination suppliers for a wide variety of business, social and networking opportunities.

THE FORUM

Innovation and thought leadership. The hard-hitting, two-day Forum includes general sessions, workshops, keynotes, one-on-one interviews and TED-style talks that provide education, inspiration and entertainment.

MTS Registration Packages & Products

MTS REGISTRATION PACKAGE	HOLIDAY RATE 12/19/15 - 1/29/15	STANDARD RATE 1/30/15 - EVENT CLOSE
Full Week (All three Exchanges and Forum)	\$3,695	\$3,795
Trade Exchange + Meetings Exchange + Forum	\$3,045	\$3,145
Trade Exchange + Group Exchange + Forum	\$2,395	\$2,495
Meetings Exchange + Group Exchange + Forum	\$2,745	\$2,845
Trade Exchange + Forum	\$2,095	\$2,195
Group Exchange + Forum	\$1,895	\$1,995
Meetings Exchange + Forum	\$2,395	\$2,495
Meetings Exchange Only	\$2,195	\$2,295
Trade Exchange Only	\$1,795	\$1,895
Group Exchange Only	\$1,495	\$1,595
Forum Only	\$695	\$695
Destinations@MTS - Forum Purchase Required (For DMOs, CVBs, Tourist Offices, Ski Resorts)	FREE	FREE
Destinations@MTS - Forum Purchase Required (For All Others)	\$495	\$495

Sponsorship pricing varies on package and subject to change. All prices subject to change.



Mountain Travel Symposium is a fully owned subsidiary of Northstar Travel Media.

Learn more at MTNTRVL.COM

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Ecosign Mountain Resort Planners Ltd. is one of the world's most experienced mountain resort planning firms celebrating 40 years of design excellence in 2015.

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Projects in BC and Alberta that have been designed by Ecosign, built and are operating successfully include:

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Fairmont Hot Springs Resort
Ferne Alpine Resort
Kicking Horse Mountain Resort
Kimberley Alpine Resort
Mount Washington

Panorama Mountain Village
Sun Peaks Resort
Troll Resort
Whistler-Blackcomb

ALBERTA

Canada Olympic Park
Kinosoo Ridge
Nakiska Mountain Resort
Nitehawk Recreation Area
Ski Marmot Basin
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Calendar

PNSAA 2016 CONFERENCE

April 26-28, 2016

Wenatchee Conference Center

Wenatchee, Washington

www.pnsaa.org/

CWSAA 2016 SPRING CONFERENCE

May 3-5, 2016

Whistler Conference Centre

Hilton Whistler Resort & Spa

Whistler, BC

www.cwsaa.org/

SAVMI 2016

May 9-12, 2016

SAVMI Conference & Tradeshow

www.savmi.org/conference-tradeshow/

NSAA 2016 CONVENTION

May 18-21, 2016

NSAA National Convention & Tradeshow

Omni Hotel

Nashville, Tennessee

www.nsaa.org

CWSAA ASM DIVISION MEETING

September 28-29, 2016

Mount Norquay

Banff, Alberta

www.cwsaa.org/

CWSAA BC-YUKON DIVISION MEETING

October 5-6, 2016

Sun Peaks Grand

Sun Peaks, BC

www.cwsaa.org/

TORONTO SNOW SHOW

October 13-16, 2016

International Centre, Hall 5

Mississauga, Ontario

www.torontosnowshow.com/