

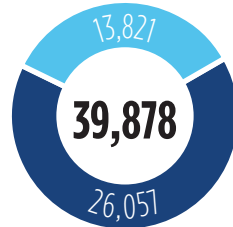
GRADE 4 & 5 SnowPass

www.snowpass.ca info@skicanada.org 905.856.4754

The SnowPass™ lets 9 and 10 year old children ski and snowboard three times at EACH of the 150+ participating ski area for \$29.95. That's a lot of skiing and snowboarding right across Canada!

The 2017/18 season was a record year for the program. Here's a quick overview:

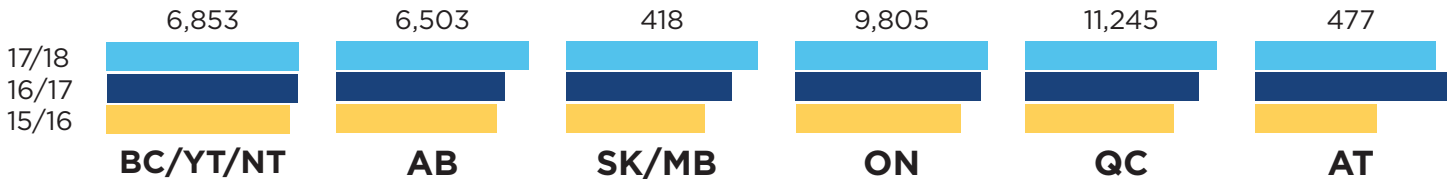
TOTAL ACTIVE VISITORS:



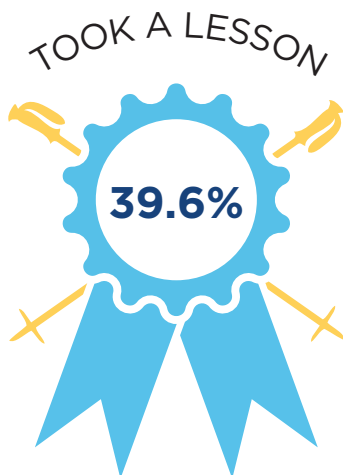
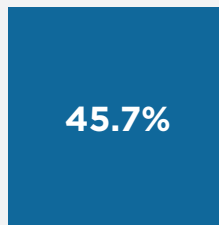
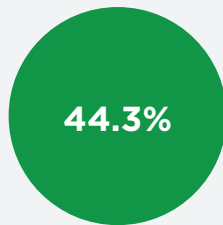
● STILL ACTIVE 16/17 ● ACTIVE 17/18



SALES BY REGION:



EXPERIENCE LEVEL:



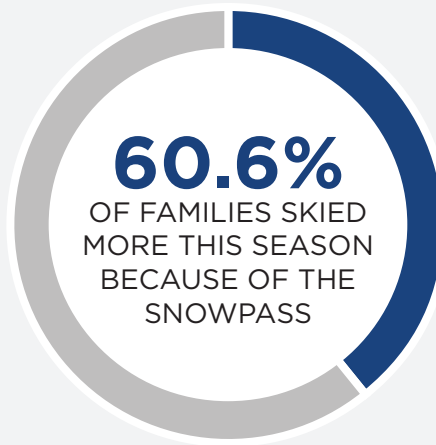
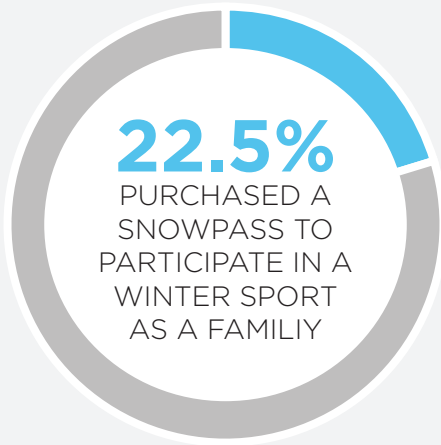
ABOUT THE SNOWPASS FAMILY...

3 PEOPLE ACCOMPANY
A SNOWPASS HOLDER



ASSUMING 3 PEOPLE
WENT EACH TIME,
THE SNOWPASS
ENCOURAGED OVER

265,000+
ADDITIONAL LIFT TICKETS



THE AVERAGE SNOWPASS FAMILY REPORTED
SPENDING BETWEEN **\$75 AND \$300** EACH TIME THEY
WENT SKIING OR SNOWBOARDING THIS SEASON

