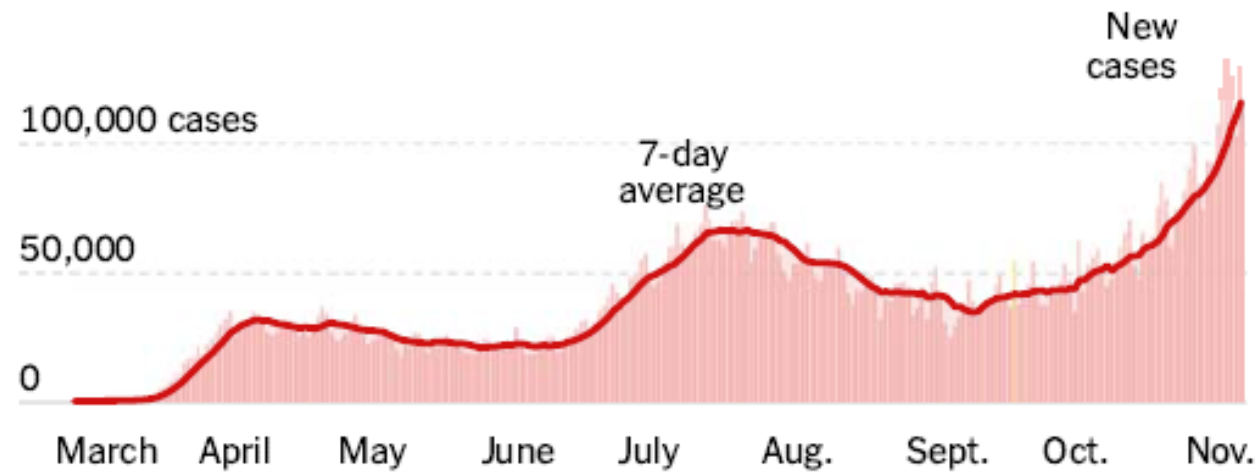


2020/2021 Season

- Covid-19
- La Nina Conditions with Polar Vortex
- Low bar for entry
 - Financial
 - Learning curve
 - Access

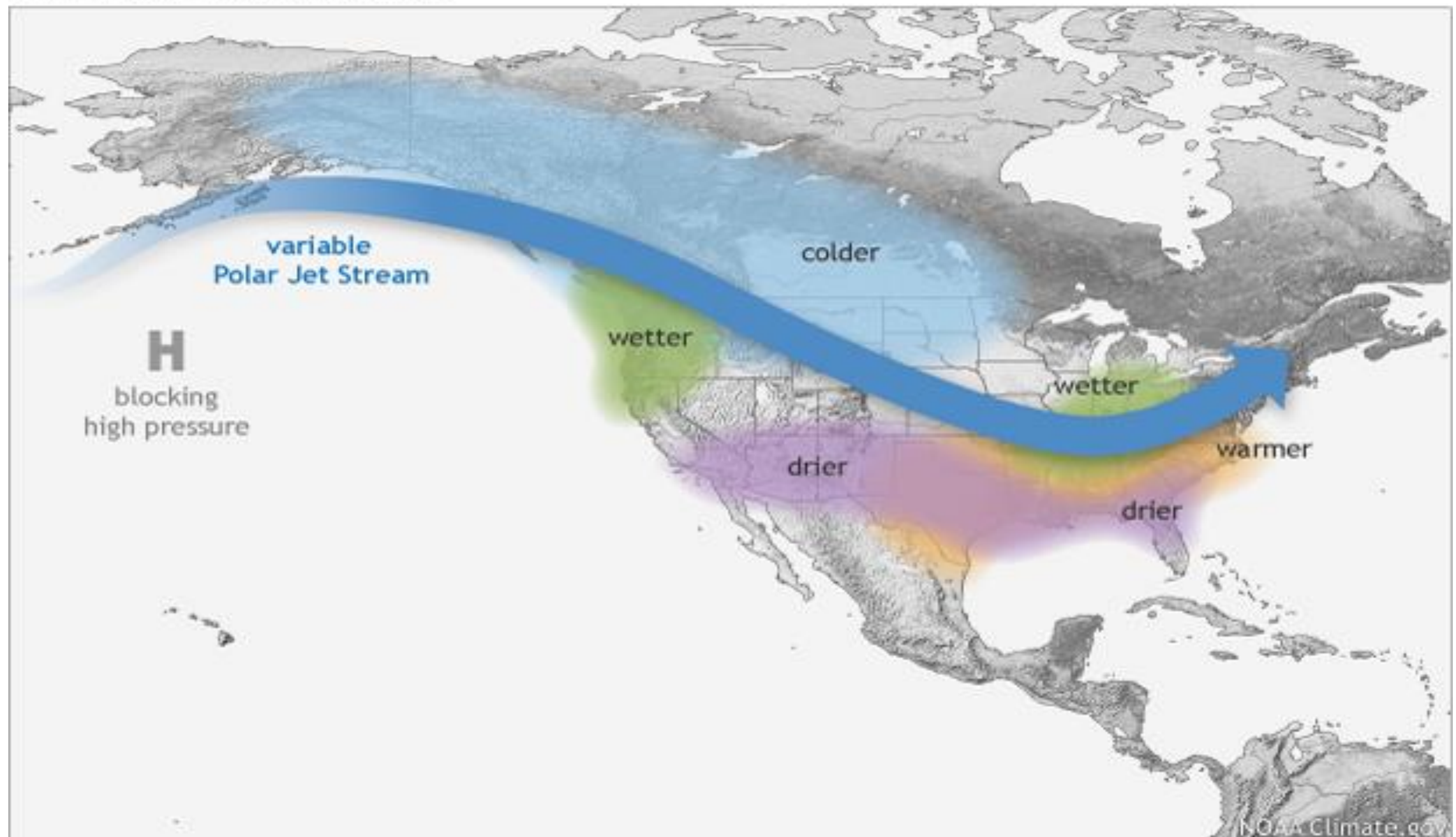


By The New York Times Updated November 10, 2020, 8:06 A.M. E.T.



	TOTAL REPORTED	ON NOV. 9	14-DAY CHANGE
Cases	10.1 million+	130,553	+64% →
Deaths	238,776	745	+18% →

WINTERTIME LA NIÑA PATTERN





The *polar vortex* is a large area of low pressure and cold air surrounding the Earth's North and South poles. The term *vortex* refers to the counter-clockwise flow of air that helps keep the colder air close to the poles (left globe). Often during winter in the Northern Hemisphere, the polar vortex will become less stable and expand, sending cold Arctic air southward over the United States with the jet stream (right globe).



Covid-19 and Lift-Served Participation

- Reservations required – weekend capacity limited
- Lift capacity decreased due to restrictions
- Ski school capacity limited
- No Apres or lodge festivities
- High Risk, High Cost, Limited Experience

Cross Country Ski and Snowshoe Participation Trends

Cross Country Ski and Snowshoe Participation (millions of participants)

■ Cross Country Ski ■ Snowshoe

