



**Cross Country  
Ski Areas Association**

# Annual Conference 2021 Zoom

**Supply Chain – How Will It Affect Participation**

# Supply Chain

A **supply chain** is defined as the entire process of making and selling commercial goods, including every stage from the **supply** of materials and the manufacture of the goods through to their distribution and sale. Successfully managing **supply chains** is essential to any company hoping to compete.





# Outside

**BUSINESS JOURNAL**

With a rise in imports to the U.S., shipping lanes clogged, ports became congested, container ships were delayed at sea, and costs increased. What's more, because so many ships have been sitting idle off the West Coast or stuck in port, there's now a container shortage in Asia, further crimping the supply chain. Toss in the ongoing lack of truck drivers here and it's easy to see why orders are taking so long—and why retailers are so frustrated.



## Ed Wray - NPD

- State of the Outdoor Retail Market

# What we're seeing

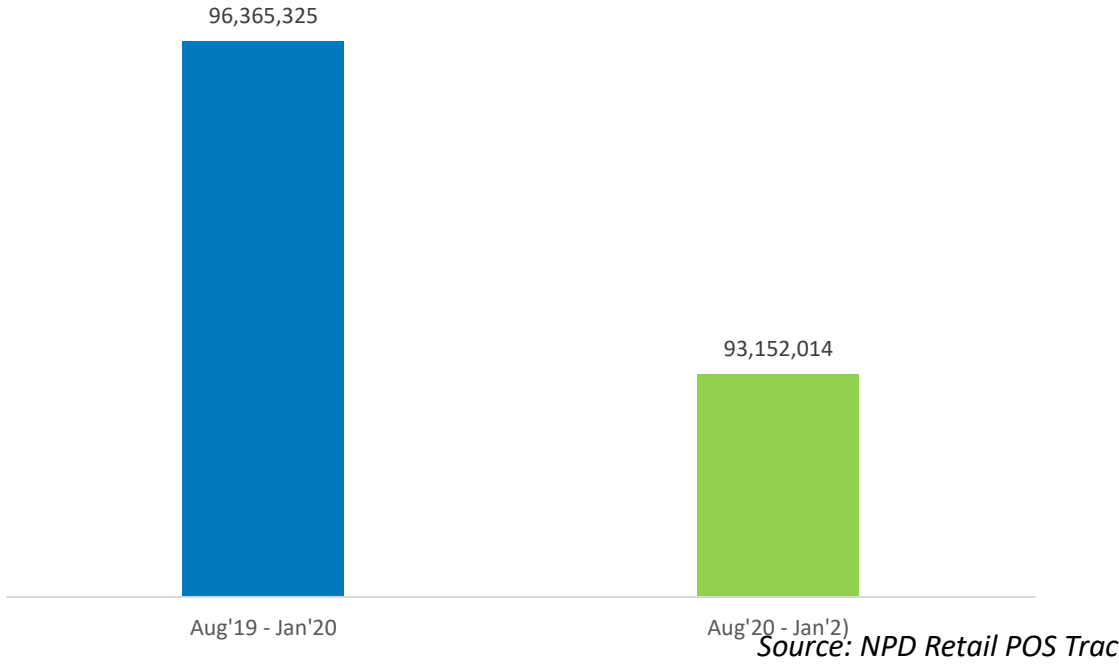
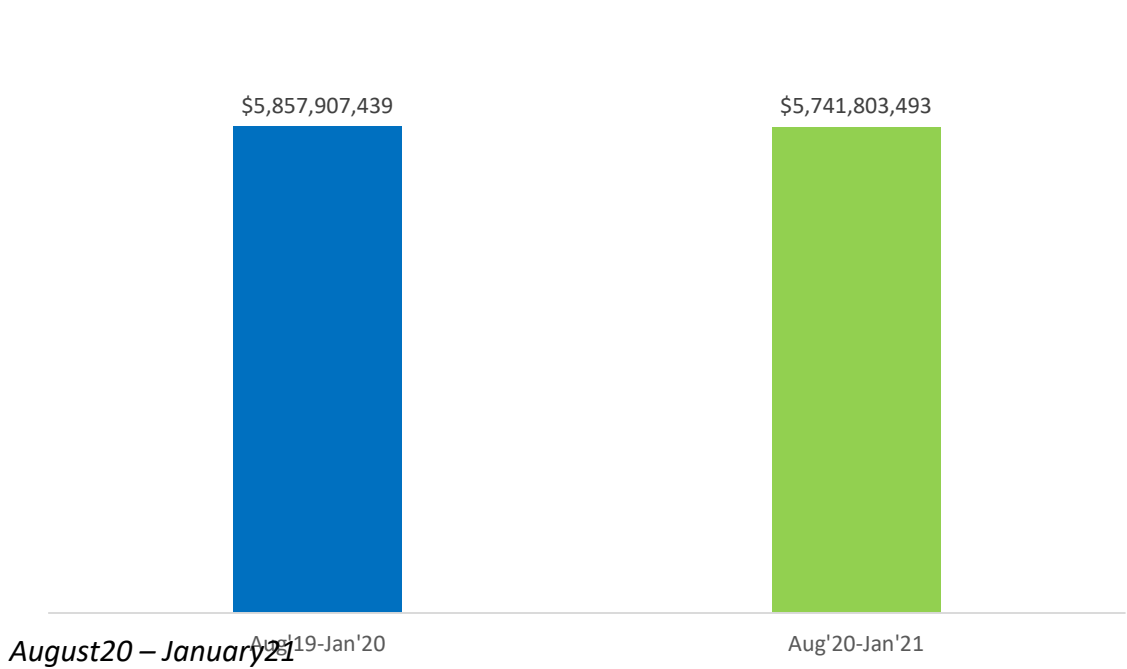
- During COVID-19 consumers were willing to adopt higher-priced and upgraded product options driving an **increase in average selling prices (ASPs)**
- As digital shopping increases, brands and retailers will have access to new touchpoints to **better engage with consumers**
- In 2020 consumer engagement with the outdoor and fitness equipment categories not only translated into sales, but into the formation of an **entirely new expanded consumer base**

# Season to date market changes

Dollars sold -2%. Units sold -3.3%

## Dollars Sold

## Units Sold



Source: NPD Retail POS Tracking

# Top 5 Categories by Channel

Top 5 Snow Chain category sales are attributed to Apparel Products. The Top 5 in Specialty are Equipment related.

43%

SNOW CHAIN

68% of Winter Boots

54% of Apparel Accessories

50% of Snow Tops

August20 – January21<sup>belayer</sup>

29% of Snow Bottoms

37%

SNOW SPECIALTY

70% of Alpine Equipment

60% of Snowboard Equipment

60% of Nordic Equipment

58% of AT Equipment

42% of Snow Bottoms

20%

SNOW ECOMMERCE

42% of Backpacks

35% of Baselayer

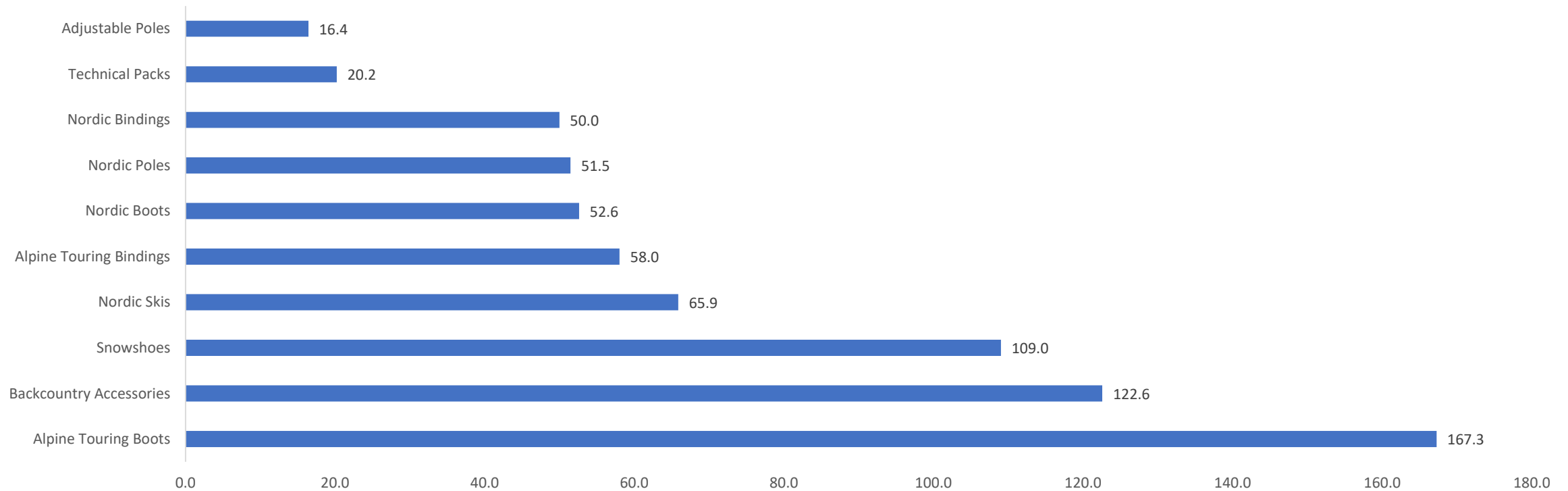
34% of Snowboard Equipment

30% of Snow Tops

Source: NPD Retail POS Tracking

# Top 10 Specialty Growth Sub-categories

**AT Boots leads the growth at 167%. All four Nordic products made the cut.**



August20 – January21

Source: NPD Retail POS Tracking



## The Panel

Robert Lazzaroni – Salomon Sports

Andrew Gerlach – Endurance  
Enterprises

Marci Dyer – Sylvan Peak Mountain  
Shop, MT

Nick Mahood – Woodstock Nordic  
Center, VT