



Cross Country  
Ski Areas Association

2021

# Impact Report



Reese Brown

Cross Country Ski Areas Association



## **Overview**

CCSAA is the only industry association that is dedicated entirely to cross country skiing, snowshoeing and related summer business in both the US and Canada. We do not share our efforts with other snow sports and to that end have become the industry leader in everything Nordic. Join CCSAA and become part of the voice that supports our industry.

## **President's Message**

The last 18 months have been unprecedented for cross country skiing and all outdoor activities. Many Nordic Centers, retailers and suppliers have had record setting seasons for sales and participation. We've managed to navigate shutdowns, new rules, new practices and to welcome the many customers new to outdoor recreation.

CCSAA has been an outdoor industry leader over the past two years, working to make certain that our members in industry, our suppliers, our operators, our employees and our customers and guests have stayed safe and allowed us to stay open and thrive.

We've continued a nearly two year long series of on line gatherings to keep each other informed, share ideas, relate plans, share practices and share experiences in the cross country business. CCSAA was active immediately after the late season 2020 shutdowns working on ways to make certain that our industry could safely move forward for the coming seasons. We decided that communication early and often was going to be the key to surviving the unknowns ahead. We have continued, at a slightly less frantic pace, to discuss new ideas for passes, lessons, employee safety, food and beverage service, retail operations, destination tourism, industry market research and marketing

CCSAA also played an integral role in getting far greater cross country ski media coverage than at any time over the previous 20 years. We strive to promote our members in all media outreach and drive journalists to member ski, retailers and suppliers for inclusion in their pieces. Additionally, the CCSAA website viewers grew by over 300%, with most of those inquiries going to the on line directory.

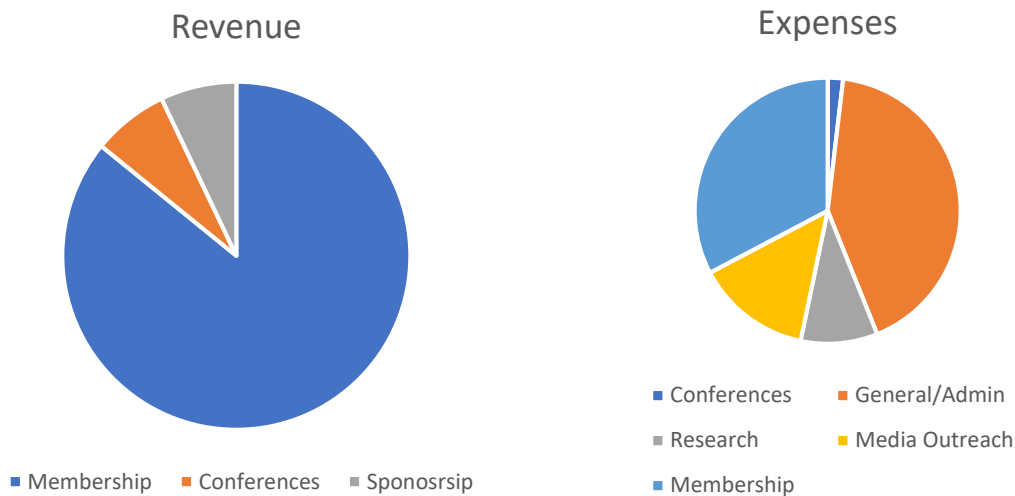
We are anticipating a very busy 2021/22 season with continued record growth in the industry. All indications are that participation and sales in cross country skiing, back country touring, snowshoeing and snow biking will continue to increase at record rates. We will continue to update and improve our contributions to this industry strengthening effort.

Richard Hodges

***Richard***

Board President, Cross Country Ski Areas Association  
Nordic Director, White Pine Touring Nordic Center, Park City, Utah  
President, 10weekwinter Consulting LLC

## Financials



### Top Initiatives for the 2020/21 Season

These last 5 years, CCSAA has been very active in listening to the members and providing new programming and initiatives to help move the industry forward during these changing times.

The below highlights current initiatives:

- Website - CCSAA maintains both a consumer and an industry website, each directed at very different audiences.
- Member Education
  - COVID - Member education became critical during COVID with the creation of the CCSAA Operating Guidelines for the 20/21 Season and the CCSAA Operating Best Practices. Both of these documents were available in September of 2020 to help guide member ski area operators and municipalities in safe operation.
  - COVID Zoom Calls - CCSAA convened bi-weekly Zoom calls beginning in early June, 2020, to discuss and share ideas around safe operation under COVID. These calls proved to be incredibly valuable in getting the membership together discussing ideas and operational best practices.
  - Grooming – CCSAA has been working with many of the grooming suppliers in providing access to curriculums to aid both the seasoned groomer and the new hire. Look for programs at the upcoming in-person conferences.
  - Summer Zoom Round Table Series – After the COVID calls, CCSAA changed the format of the calls to be more collaborative and interactive. These now give members the opportunity to discuss real issues affecting the industry and allow members to be an active part of the solutions.
  - Conferences - CCSAA Conferences have long been an integral part of membership. The ability to meet and spend time with other members is one of the biggest reasons for membership. Take advantage of these opportunities, they are critical to moving your business forward.
- Consumer Outreach – With the onslaught of new participants expected due to the Pandemic year, CCSAA refined its consumer outreach with greater emphasis towards the online directory and new cross country ski and snowshoe stories. We also partnered with the new Nordic lifestyle publication *The Nordic Approach*, doing state and regional member summaries.

- Research – CCSAA partnered with Snow Sports Insights in the fall of 2019, prior to the pandemic, to begin an aggressive research program including ski area, retail and consumer surveying. This initiative has illuminated some much-needed insight into the cross country market and has helped guide some of the new industry initiatives. The consumer surveys garnered over 1,500 responses providing a very accurate data set. Look for a continued effort on research for the coming season.
- Media Outreach – As the industry leader, the CCSAA office received many calls from media looking for expertise for cross country- and snowshoe-related stories. CCSAA also maintains a robust national and international media list with which many stories were seeded this year. This year proved to be exceptionally successful in garnering extensive content for cross country skiing and snowshoeing and our members.

## **Mission**

Cross Country Ski Areas Association is a non-profit organization representing member ski service providers. The Association's purpose is to promote the growth and improve the quality of cross country ski operations in North America.

## **Leadership**

### Executive Leaders

Richard Hodges, Chairman/Treasurer

Austin Weiss, Vice Chairman

Eric Rector, Secretary

### Board of Directors

Scott McGee

Mike Hussy

Ian Harvey

Nancy Colton

Nate Harvey

Rebecca Dayton

Daniel Charbonneau

Jonathan Wiesel

Dennis Kinsella

Matt Sabasteanski

Sue Foster

### Staff

Reese Brown, Executive Director

Kelly Davis, Research Director