

17th January
2021

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Final Report

www.world-snow-day.com

Foreword

The 10th edition of World Snow Day was an exciting milestone for the Bring Children to the Snow campaign. Whilst the excitement was real it was imperative that we did not get ahead of ourselves.

Coming into the season it was evident there was a COVID-19 risk at World Snow Day events. As such we sent a clear message to all Organisers, that if the risk of COVID-19 could not be managed then World Snow Day events and actions should be postponed. Thankfully and to the credit of the Organisers this message was received and adhered to. The result was 110 events in 33 countries for World Snow Day 2021.

When one takes into consideration the fast pace of our world today, many would assume that this result spells the end of World Snow Day. However the reality is not so. As of writing this foreword, 4'475 World Snow Day events and actions have taken place over the course of 10 years with a conservative estimate of 2.5 million participants. Such numbers are only possible if Organisers have a long term commitment. It is this long-term commitment that motivates FIS to keep World Snow Day operational.

In addition to the commitment from Organisers, FIS has also had great support from partners. I would like to make a special thanks to Atomic Skis, Best of the Alps, Dinoski, Eurovision (EBU), Eurosport, Infront Sports and Media, Right to Play and the Preferred Suppliers. Moreover I would like to welcome the newest partners to World Snow Day. These include INTERSANDS, The International Ski Instructors Association, International Federation of Ski Patrollers, Special Olympics and World Para Snow Sports. Whilst these partners are only new it is to my knowledge that their impact is already being felt.

In conclusion the 10th edition of World Snow Day, whilst not celebrated in the grandest of fashions was still a success. World Snow Day has excellent support from Organisers and partners alike meaning that it has a healthy future ahead. My sincere thanks again to all involved, we look forward to seeing you on the 16th January for World Snow Day 2022.



FIS President

Gian Franco Kasper



Acknowledgements

The FIS World Snow Day 2021 Final Report would not have been possible without the support of the Event Organisers and the contributions of hundreds of participants whose feedback has been invaluable. Thanks are also due to the FIS member National Ski Associations and all partners and sponsors for their continued support.



A new experience

World Snow Day Jahorina 2021 - Jahorina (BIH)

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Making fun in dark times.

World Snow Day Vozdukh - Gorny Vozdukh (RUS)

Executive Summary



The 10th edition of World Snow Day took place on 17th January 2021 with 110 events in 33 countries. This year's World Snow Day Organisers once again staged excellent events and actions whilst respecting COVID-19 restrictions. Amongst the actions were 50% off children's lift passes at Stara Planina, Tornik and Kopanik Serbia's largest ski resorts, a kids snow festival at Igora (RUS), kids safety day at Furano Ski Resort (JPN), free access to cross country trails at Yellowknife (CAN), discounted private ski lessons at Levi (FIN) and much more.

World Snow Day 2021 also saw a large group of new events. These included fun family races and first time lessons at Ski Dubai (UAE), free lessons on sand dunes in Peru, Mexico and Brazil, free ski lessons for children with a physical disability in resorts throughout Russia and in Harghita Madaras (ROM) and free ski lessons at Saariselkä Ski Resort (FIN).

As well as new Organisers, World Snow Day signed five new partnerships. These include INTERSANDS, The International Ski Instructors Association, International Federation of Ski Patrollers, Special Olympics and World Para Snow Sports. Each of these partners have already begun opening new doors for World Snow Day and its stakeholders.

Finally, from survey conducted 94% of Organisers have stated they will host events and actions for World Snow Day 2022.

All in all World Snow Day is in a healthy position and ready to support Organisers despite the challenges.



Introduction



Who is the International Ski Federation (FIS) ?

As the governing body of international skiing and snowboarding, FIS manages the Olympic disciplines of Alpine Skiing, Cross-Country Skiing, Ski Jumping, Nordic Combined, Freestyle Skiing and Snowboarding, including setting the international competition rules. Through its 127 member nations, more than 7'000 FIS ski and snowboard competitions are staged annually. Specific initiatives are undertaken by FIS to promote snow activities as a healthy leisure recreation, notably for the young.

What is Bring Children to the Snow ?

The 'Bring Children to the Snow' campaign was launched in 2007 as an international, multi-year campaign to promote snow activities as the number one leisure choice for kids and the youth in winter. The campaign aims to encourage newcomers to the snow whilst adding additional value to those who already participate in the sport.

The campaign seeks to achieve this vision through two primary programmes, the FIS SnowKidz and FIS World Snow Day. The primary target group for the campaign is children between the ages of 4-14 and their families. Whilst targeting children and their families, FIS also hopes to motivate more teenagers and young adults. The campaign is not focused on generating competitors for any particular FIS discipline. 'Fun in the snow, fun on the snow' is the motto at the heart of the campaign.

What is World Snow Day ?

World Snow Day was launched in 2012 and looks beyond the FIS membership to the wider snow sports community. It seeks to encourage the snow industry stakeholders to be part of activities for children aged from 4-14 to celebrate all things snow. In short, World Snow Day is designed to be the biggest day on snow all year and will be staged annually for years to come.

This report summarises the key facts and figures from the 10th edition of World Snow Day which took place on 17th January 2021.

World Snow Day Goals and Analysis

Deadline to complete actions: World Snow Day 2025

Primary Goals:

Goal: To enable children and families to explore, enjoy and experience the fascination of snow through special events and activities organised as part of World Snow Day.

Measure: To average 500 events in 40 countries.

Status: On going - For 2021, World Snow Day saw 110 events and actions in 33 countries. The lower number of events were a direct result of COVID 19 restrictions.

Goal: To ensure Organisers are satisfied with their events and efforts to bring children to the snow.

Measure: To average an 85% retention rate of events.

Status: On track – According to surveys 94% of World Snow Day Organisers have stated they will host events for World Snow Day 2022. This is inline with the stated goal.



Bring the fun and the people will come.
World Snow Day Vatra Dornei - Vatra Dornei (ROM)

Secondary Goals:

Goal: Increase awareness about the need to protect and conserve the natural environment.

Measure: To have 50 events with environmental conservation activities inside their event programme.

Status: On going - This years activities were limited in terms of promotion of the environment as resources were diverted towards managing COVID-19 efforts.

Goal: To promote the health benefits of snow sports

Measure: To establish a partnership with an external body who focus on physical health.

Status: On going - Due to the focus of many health companies and organisations being COVID-19, discussions about a partnership were not a priority. Further attempts will be made in the coming seasons.

Goal: To emphasise the importance of snow safety and awareness of the rules of conduct.

Measure: To have 50 events with safety activities inside their event programme.

Status: On going - Whilst all support features to promote safety were made available implementation was average with 24 events promoting safety. The primary reason was that much of the effort was focused on managing COVID-19 protocols.



Safety first.

World Snow Day Furano - Furano (JPN)

The Numbers



World Snow Day 2021 Fast Numbers

- **1** day around the world
- **2** new nations, the United Arab Emirates and Mexico
- **4.8%** growth in social media
- **5** new partners: INTERSANDS, The International Ski Instructors Association, International Federation of Ski Patrollers, Special Olympics and World Para Snow Sports.
- **7** established partners: Atomic Skiing, Best of the Alps, Dinovski, Eurovision, Eurosport, Federation of the European Sporting Goods Industry and Infront Sports and Media.
- **10** editions of World Snow Day
- **33** participating countries
- **110** events in total
- **4'475** World Snow Day events since 2012.
- More than **27'000** event participants
- Over **63'000** visitors to www.world-snow-day.com
- More than **120'000** YouTube video views.
- Over **1.4 million** people reached across all social media channels.



Happiness.

World Snow Day Week - Ski Dubai (UAE)

World Snow Day by Continent and Country

The 10th edition of World Snow Day saw 110 events in 33 countries.

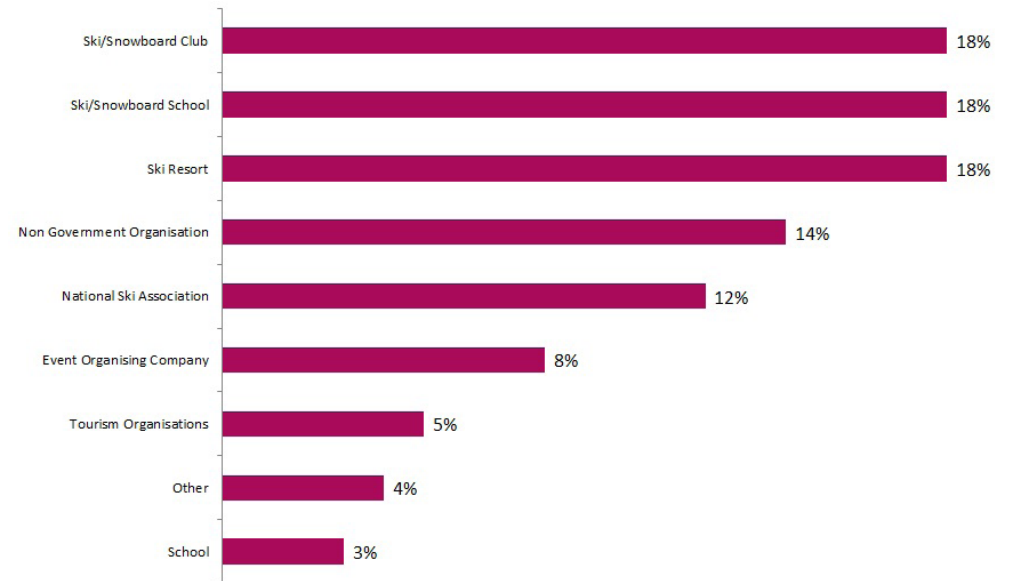


Types of Organisers

The 10th Edition of World Snow Day saw a more even distribution in the types of Organisers compared to last year. Clubs, Ski and Snowboard schools and Ski Resorts shared the top three positions equally.

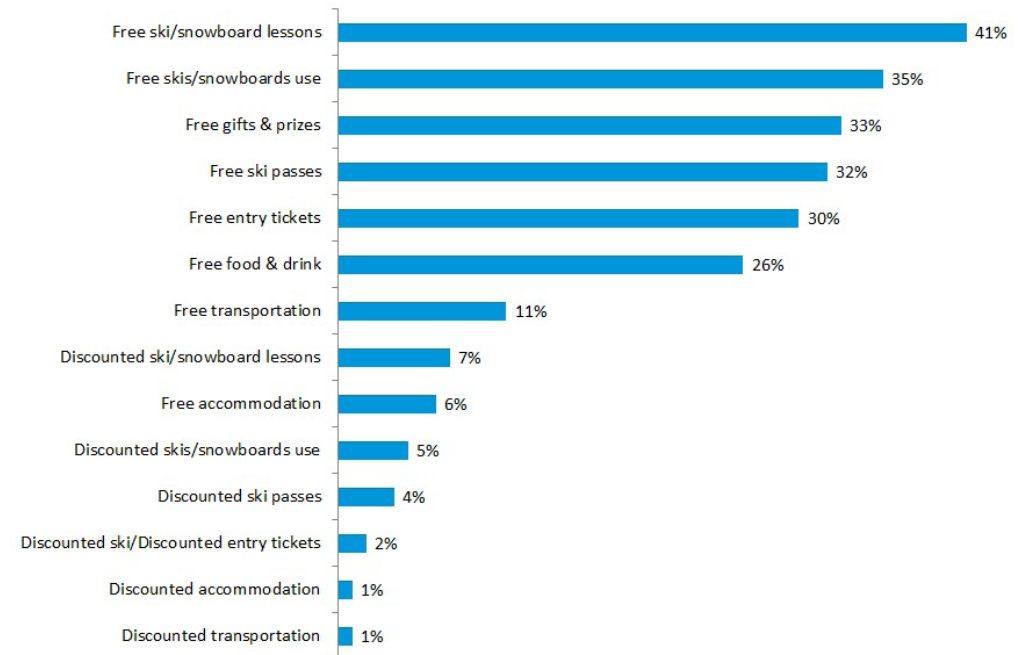
Example Events

- Yellowknife (CAN):** Open cross-country trails for all
- Throughout Korea:** Happy Snow Boxes delivered to participants stuck at home
- Engadin, St Moritz (SUI):** Free kids ski and snowboard lessons
- Levi Ski resort (FIN):** Free kids ski and snowboard lessons
- Arauco (CHI):** Free sandboarding lessons
- Mountain Resort Shymbulak (KAZ):** Kids snow festival
- Ski Dubai (UAE):** Three day kids extravaganza
- Sofia (BUL):** Free kids cross-country ski lessons
- Huacachina Oasis (PER):** Skiing and snowboarding on the sand dunes with free lessons
- Rosa Khutor (RUS):** Kids snow festival with free lessons, lift passes, equipment and on snow entertainment
- Furano (JPN):** Kids snow safety festival
- Csikszereda (ROM):** Free kids ski and snowboard lessons



Most popular types of promotions

“Free ski and snowboard lessons” (41%) and “Free ski/snowboard use” (35%) overtook “free gifts and prizes” as the most popular offers by World Snow Day Organisers.





Family time.

World Snow Day Sofia - Sofia (BUL)

World Snow Day Awards



The third edition of the World Snow Day Awards was carried out in 2021. This edition of the Awards continued the format of four categories to ensure all Organisers have an equal opportunity to win. The following are the winners of each category:

Category: Best World Snow Day

Description: Recognises the best World Snow Day event worldwide.

Winner: KidsSport and Kis Somlyó Ski (ROM)

Prize: 10'000CHF

Category: Best Small World Snow Day

Description: Recognises the best World Snow Day event under 500 participants.

Winner: Club Peruano SandSnow (PER)

Prize: 2'000CHF

Category: The Innovation Award

Description: Recognises the most creative and innovative World Snow Day actions.

Winner: Korean Ski Association (KOR)

Prize: Camera crew to film their next World Snow Day event

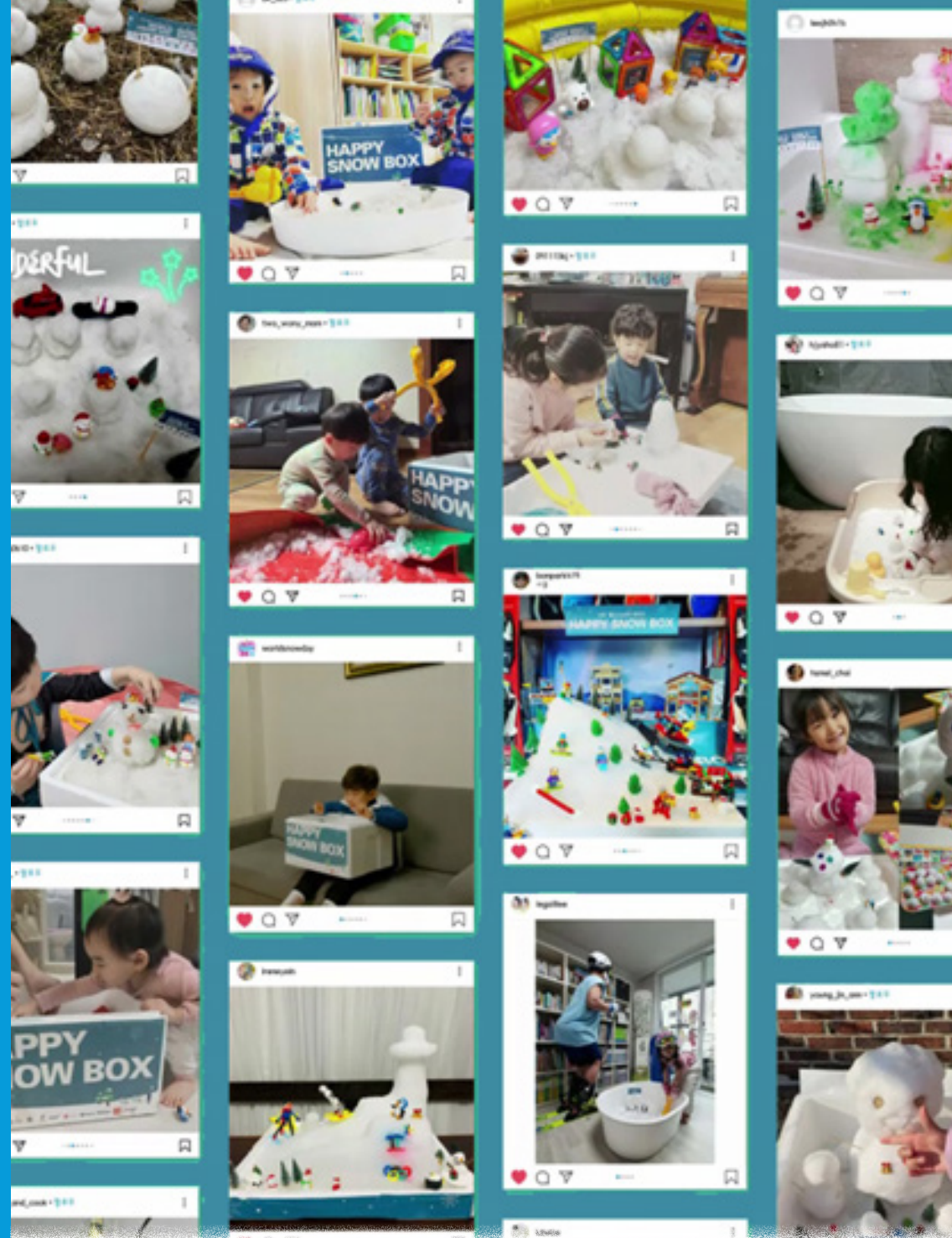
Category: Line Honors

Description: Recognises the first event to register for World Snow Day 2021.

Winner: Le Club de Ski de Fond d'Evain

Prize: 1'000CHF

The next World Snow Day Awards will take place for World Snow Day 2023.



Winners of “The Innovation Award”, World Snow Day Korea saw hundreds of packages delivered to kids who were stuck inside.

Timeline and Milestones





(20.01.2020)
World Snow Day
2021 confirmed

(19.01.2020)
Completion of the
9th Edition of World
Snow Day

(01.07.2020)
Opening of online
event registration
for World Snow Day
2021

(01.07.2020)
Le Club de Ski de
Fond d'Evain is the
first event to register
for World Snow Day
2021 thereby win-
ning the Line Honors
category in the 2021
World Snow Day
Awards.

(01.10.2020)
Organiser Care
Package
applications open

(22.09.2020)
50th World Snow
Day event registered
- Family Fun Loppet,
Hudson Bay (CAN)

(03.10.2020)
All Organiser Care
Packages allocated,
applications close

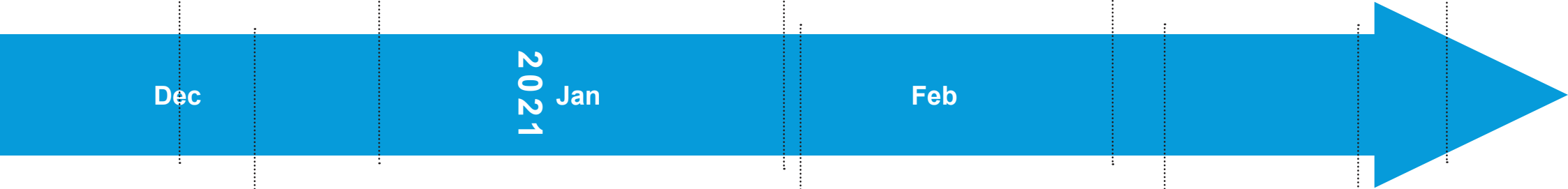
(15.10.2020)
FIS extends
partnership with
World Para Snow
Sports for World
Snow Day

(01.11.2020)
Distribution of
Organiser Care
Packages
commences

(02.11.2020)
100th World Snow
Day event registered
- World Snow Day
Sabiaguaba,
Sabiaguaba (BRA)

(17.11.2020)
#ATOMICSNOWDAY
competition launched

(24.11.2020)
INTERSANDS and
World Snow Day
sign new partnership
agreement



(01.12.2020)
World Snow Day
trailer released

(15.12.2020)
World Snow Day
Trailer integrated
into TV broadcasts
of the FIS World
Cups and released
to networks world-
wide.

(15.12.2020)
Event registration
for World Snow Day
2021 closes

(17.01.2021)
#ATOMICSNOWDAY
winners announced

**(17.01.2021)
10th Edition of World
Snow Day celebrated
with 110 events in 33
countries!**

(20.02.2021)
Nominations for
2021 World Snow
Day Awards close

(20.02.2021)
Reporting system
for World Snow Day
closes.

(03.06.2021)
Winners of 2021
World Snow Day
Awards announced

Dec

2021
Jan

Feb

(08.12.2020)
International Ski
Instructors Associa-
tion and World Snow
Day join forces

(18.01.2021)
Reporting system for
World Snow Day
opens.

(18.01.2021)
Nominations for
2021 World Snow
Day Awards open

(27.02.2021)
Federation of Ski
Patrollers partners
with World Snow
Day

(03.03.2021)
Special Olympics
and World Snow
Day partner

Communication Activities



To communicate World Snow Day, FIS engaged in numerous international communication activities. Local level communication and promotion activities were created by National Ski Associations and Event Organisers.

World Snow Day on TV

From 1st December 2020, the official World Snow Day promotional trailer was made available in 14 languages. Thanks to partnerships with Eurosport, EBU and Infront Sports & Media the spot was distributed globally. Broadcasters successfully integrated the spot into programming from the 15th December 2020 – 17th January 2021.

Estimated impact: 76 million

Integration into FIS World Cups

Whilst spectators were limited at FIS World Cup events, displaying the World Snow Day promotional trailer at FIS World Cups still proceeded. The act was more a symbolic gesture to give hope to viewers of the competitions.

Estimated impact: 1'000



No snow, no problem.

World Snow Day Aucallama - Aucallama (PER)



Free lessons, yes please!
World Snow Day Borovets - Borovets (BUL)

Traditional media

Despite global coverage of COVID-19 news World Snow Day was mentioned in traditional forms of media such as newspapers, radio and television.

Estimated Impact: 3'000

Social Media

World Snow Day 2021 saw a good number of people reached on social media. Across Facebook, Twitter, Instagram and YouTube more than 1.4 million people interacted with the World Snow Day communications.

Estimated impact: Over 1.4 million



Fans showed how they celebrated World Snow Day on social media using #worldsnowday



More fan photos from around the world.

The following statistics are taken from the World Snow Day social media platforms.

Overall Growth: 4.8%

Facebook: <http://www.facebook.com/worldsnowday>

Total reach for World Snow Day 2021: 1'223'862

Twitter: <https://twitter.com/WorldSnowDay>

Total engagements for World Snow Day 2021: 190'225

Reach increase from December to January.: 63%

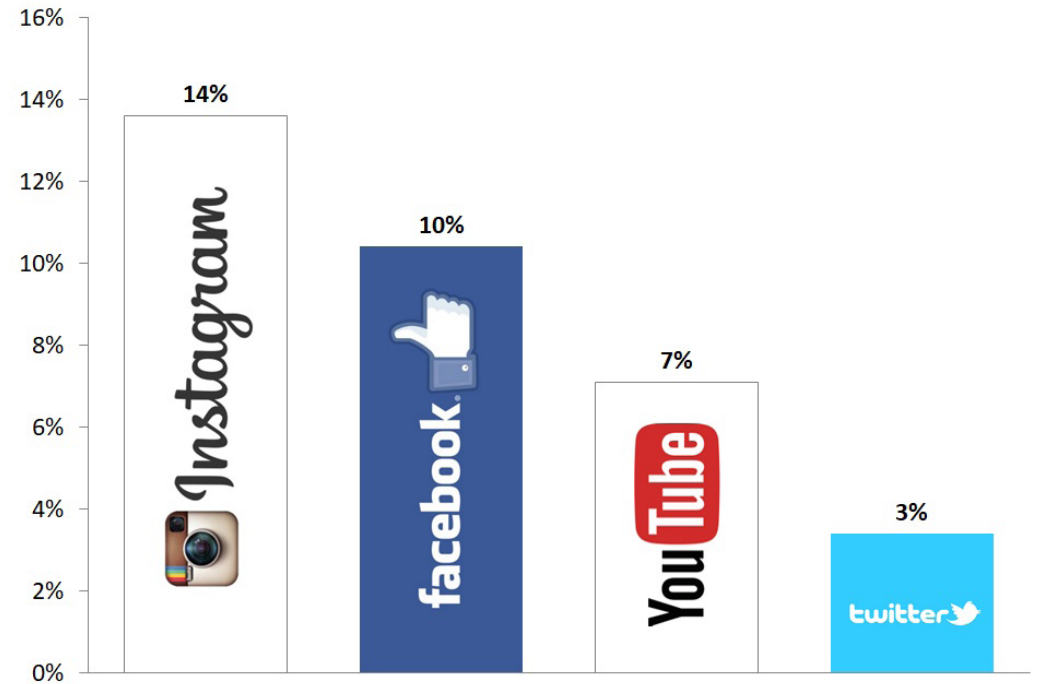
YouTube: <http://www.youtube.com/WorldSnowDay>

Most popular series: *World Snow Day & Me*

Instagram: <http://instagram.com/worldsnowday>

Number of followers: 1'959

Number of posts: 1'161





Explore, enjoy and experience.

World Snow Day Levi - Levi (FIN)

Website

www.world-snow-day.com is the official website for World Snow Day. In addition to releasing all related news and information, the website provides each registered Organiser with a dedicated page to promote their events and partners. The World Snow Day official website is cross-linked and promoted by all official FIS websites, pages and communication platforms.

Estimated reach: 63'153

Integration into FIS channels

On a weekly basis, news about World Snow Day was published on www.fis-ski.com. This was then further pushed through the FIS newsletter known as the Newsflash and on all FIS discipline social media channels.

Estimated reach: 4.1 million

FIS Youth and Children's Seminar

Due to COVID-19 restrictions, plans of presenting at the FIS Youth and Children's Seminar were postponed.

Estimated reach: 0

Partners Support





Chamonix Mont-Blanc
St. Anton am Arlberg
Crans-Montana
Kitzbühel
Seefeld
Davos

Garmisch-Partenkirchen
Lech Zürs am Arlberg
Cortina d'Ampezzo
Grindelwald
St. Moritz
Megève

World Snow Day 2021 was supported by seven exceptional partners: Atomic Skiing, Best of the Alps, Dinoski, Eurovision, Eurosport, Federation of the European Sporting Goods Industry and Infront Sports and Media. The existing partners were coupled with the addition of five new partners. They are INTERSANDS, The International Ski Instructors Association, International Federation of Ski Patrollers, Special Olympics and World Para Snow Sports. Their contributions have enhanced the event in many areas, the following is a summary of each of their contributions

Atomic Skis

The #atomicssnowday competition has become a staple in World Snow Day and something which fans look forward to. For this edition of World Snow Day two family sets of skis were up for grabs, 1 x set of alpine and 1 x set of cross-country. In total 186 persons participated in the competition with the winning families coming from the Austria and Germany.

www.atomic.com

Best of the Alps

Best of the Alps is the European collaboration of the top 12 tourist destinations in the Alps - Chamonix Mont-Blanc, Cortina d'Ampezzo, Davos, Garmisch-Partenkirchen, Grindelwald, Kitzbühel, Lech Zürs am Arlberg, Megève, Seefeld, St. Anton am Arlberg, St. Moritz and Crans Montana. For this season Best of the Alps focused on communications of World Snow Day.

www.bestofthealps.com

The logo for Dinoski, featuring the word "DINOSKI" in a black, hand-drawn, uppercase font. The letters are contained within a simple black rectangular border.

DINOSKI

The logo for Eurosport, consisting of a dark blue star icon to the left of the word "EUROSPORT" in a bold, dark blue, uppercase sans-serif font.

★EUROSPORT

Dinoski

Dinoski are one of the worlds leading manufactures of kids snow outerwear. For this edition of World Snow Day, the partnership focused on communications and promotion.

www.dinoskiwear.com

Eurosport

Eurosport is a pan-European television sports network and a subsidiary of Discovery. Through Eurosport's extensive global network the World Snow Day promotional trailer was broadcast from the 1st January – 17th January 2021.

www.eurosport.com

EUROVISION



Federation of the European
Sporting Goods Industry

European Broadcasting Union

The European Broadcasting Union is the largest association of national broadcasters in the world. The World Snow Day promotional trailer was available on their global distribution channels for broadcasters to download and air.

www.ebu.ch

Federation of the European Sporting Goods Industry

The Federation of the European Sporting Goods Industry (FESI) is the representative body for the sporting goods sector in Europe. For World Snow Day 2021 FESI provided assistance with communications.

www.fesi-sport.org



International Sandboarding and Sandski Association

Infront Sports & Media

Infront Sports & Media is an experienced international full service sports marketing company with a capacity for innovation that is helping to transform the industry. Infront Sports & Media incorporated the World Snow Day promotional trailer into all FIS World Cup TV broadcasts managed by them.

www.infrontsports.com

INTERSANDS

INTERSANDS is sand sports international governing body. The cooperation with INTERSANDS commenced as it was recognised that the interest in snow sports is high amongst communities living in "sand environments". The intention of the partnership was to support those communities so that one day the children can go from sand to snow. For this season the partnership focused on providing physical support to the sand sports community for World Snow Day. A number of events were staged and thanks to the cooperation one new country, Mexico, was added to World Snow Day.

www.intersands.org



INTERNATIONAL SKI INSTRUCTORS ASSOCIATION
INTERNATIONALER SKILEHRERVERBAND
ASSOCIATION INTERNATIONALE DES MONITEURS DE SKI

The International Federation of Ski Patrollers

The International Federation of Ski Patrollers (FIPS) is the international organisation representing ski patrol and associated ski safety organisations with membership from throughout the world. These organisations comprise ski patrollers, physicians, lawyers, engineers, technicians, ski equipment manufacturers, snowsport instructors, ski area managers, policemen and women, ambulance officers, and a raft of other volunteers and professionals, who are involved in the multi-disciplinary activities of ski patrolling. The partnership is only new and concrete actions will come to fruition over the next editions of World Snow Day.

www.fips-skipatrol.org

The International Ski Instructors Association

The International Ski Instructors Association, known better by the acronym ISIA, is the world body for professional ski instructors. The ISIA was formed in 1971 and there are currently 37 member nations representing the very best in ski instruction around the world. For this edition of World Snow Day the partnership focused on communications. More concrete actions will develop for World Snow Day 2022 and beyond.

www.isia.ski



***Special
Olympics***



Special Olympics

Special Olympics is a global movement of people creating a new world of inclusion and community, where every single person is accepted and welcomed, regardless of ability or disability. For this edition of World Snow Day, the partnership focused on defining the actions with the roll-out taking place for World Snow Day 2022.

www.specialolympics.org

World Para Snow Sports

World Para Snow Sports is the snow sports branch of the International Paralympic Committee. Overseeing competitions in Alpine and Nordic skiing as well as snowboarding, the organisation has a large network of organisers and stakeholders. Working together, these stakeholders were invited to host World Snow Day events. Equally, World Snow Day organisers answered the call to open events to persons with a physical impediment. The cooperation is in its infancy and will grow over the years to come.

www.paralympic.org



Preferred Suppliers:

The Preferred Suppliers are the top level suppliers used by FIS. The aim of the program is to offer Organisers access to the suppliers who help make top level events, such as World Cups, possible. The Preferred Suppliers work directly with the Organisers without any intervention from FIS. For World Snow Day 2021 the suppliers included Snowsports by Amwerk, Liski Sport Equipment and TechnoAlpin.

www.amwerk.eu

www.liski.it

www.technoalpin.com



Its for the kids.

World Snow Day Napocatrio - Buscat (ROM)

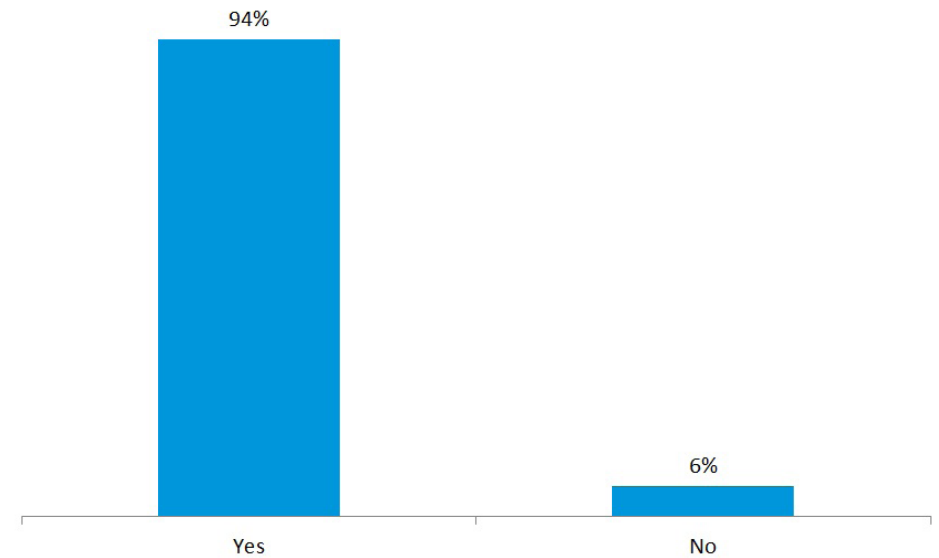
Feedback



From 18th January to 18th February 2021, World Snow Day Organisers submitted event reports in the form of text, photos and videos through the World Snow Day Live Profile system. The individual 2021 World Snow Day event reports can be viewed here www.world-snow-day.com/Reports/2021. As well as the reports, a survey was carried out. Given the circumstances the survey was simplified to two questions. Firstly if there is intention to stage World Snow Day events in 2022 and secondly an opportunity for Organisers to obtain customized support in what has become known as the “Wishlist”. The results from the first question are as follows:

Do you plan to Organise an event for the next edition of World Snow Day (16th January 2022)?

94% of Organisers said they will stage a World Snow Day event in 2022.



Suggestions for 2022 Event Organisers





We're looking forward to returning to normal.
World Snow Day Evolution3Lands, Tarvisio (ITA)

Based on qualitative research and feedback from Organisers, FIS has compiled a list of suggestions for current and future World Snow Day Organisers.

Keep it simple:

It is suggested that actions be kept simple. For example just free lift passes for children instead lift passes, lessons and equipment rental. Such a move will place less pressure on resources.

Hint: Check out the World Snow Day Event Ideas Guide for more ideas on what to do on World Snow Day.

Know that World Snow Day support will be available:

The full support features of World Snow Day will be active in 2022. This includes the event ideas guides, event consultation and onsite materials. Planning of events and actions can therefore take into consideration that this support will be on offer.

Hint: Applications for the Organiser Care Packages opens on the 1st October 2021.

SnowKidz:

Snowkidz is the twin programme to World Snow Day. It provides all the same support but is flexible with event timing. Given that events and actions may need to be postponed, SnowKidz can accommodate these changes.

Hint: Go to www.snowkidz.com for information and to register.

Concluding Remarks



Whilst the 10th edition of World Snow Day was not able to be celebrated to its fullest, there were many silver linings. Amongst these were the addition of two new countries, the welcoming of five new partners and the welcoming of a slew of new Organisers. Such achievements are positive signs in the short term but also for the long term as World Snow Day seeks to achieve its primary goal which is bringing as many new children to snow sports.

Looking ahead, World Snow Day will celebrate its 11th edition on the 16th January 2022. 94% of Organisers have stated that they intend to stage events and actions on this day. The high interest motivates the World Snow Day team to ensure all possible support is available. FIS would like to thank all of the World Snow Day partners for making the delivery of this support easier and for communicating the event despite the tricky circumstances.

**See you for the 11th edition of
World Snow Day on
16th January 2022!**



See you next year.

I Grow On Snow - Planinarski dom (SRB)







EXPERIENCE THE
EXPERIENCE THE

WORLD'S
SNOW DAY

World-s

ENJOY
THE
RACE

FIS
World
Snow
Day

PIONEER
MOUNTAIN RESORT

KATYUSHA
Ordinary Miracle

PIONEER
MOUNTAIN RESORT

KATYUSHA
Ordinary Miracle













GASTEIN
Ski amadee
www.skiamadee.com

saalbach.com

saalbach
HINTERGLAM - LEOGANG - FIEBERBRUNN

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World Snow Day

КАТЮ
ОСМКОБЕННОЕ

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World Snow Day

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tion. Without them this would not be possible

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National Ski Associations
World Snow Day Event Organisers
Agence Zoom
I-stock photos