

16th January
2022

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Final Report

www.world-snow-day.com

Foreword

In 2012 I had the privilege of witnessing the first World Snow Day. At the time I knew the project was an excellent idea but I did not know how much passion and dedication it would draw out of the global snow sports community. Now in 2022 I see that passion and dedication on full show.

For the 2022 edition of World Snow Day we saw 148 events in 42 countries. This is an outstanding result when you take into consideration that the world is still combating the COVID-19 pandemic. Delving deeper into the results and we can see that in comparison to the previous World Snow Day there were 35 more events and 9 more countries. The global snow sports industry will not recover from the pandemic immediately however these are positive signs.

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, The International Ski Federation of Ski Patrollers, Infront Sports and Media, INTERSANDS, Right to Play, Special Olympics and the Preferred Suppliers. Together with these partners we launched new initiatives such as the Special Olympics 10 and continued fan favorites such as #atomicssnowday. Moreover partners such as INTERSANDS facilitated communications between FIS and local Organisers. These types of contributions are extremely valuable we are looking forward to continuing these co-operations.

In conclusion, when COVID-19 struck it was clear the world would face a lot of challenges and therefore stress. To combat this FIS decided to continue World Snow Day as the support it provides is free of charge and the happiness it has brought to Organisers as well as participants is invaluable. This decision was the correct decision and my full commendations go to the Organisers for their dedicated work.

FIS Secretary General
Michel Vion



Acknowledgements

The FIS World Snow Day 2022 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 Sofia 2022 - Sofia (BUL)

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It was a great day.

World Snow Day Cortina - Cortina d'Ampezzo (ITA)

Executive Summary



The 11th edition of World Snow Day took place on 16th January 2022 with 148 events in 42 countries. Organisers once again staged excellent events and actions whilst respecting COVID-19 restrictions. Amongst the actions were free lift passes for local residents in Åre (SWE), Sälen (SWE) and Vemdalen (SWE), free lift passes for local residents in Trysil (NOR) and Hemsedal (NOR), free ski lessons for person with a physical disability in Grandvalira (AND), Nordic kids festival at the 2018 Winter Olympics venue in Pyeongchang (KOR), free kids ski and snowboard lessons at Engadin, St Moritz (SUI), kids safety day at Furano Ski Resort (JPN), free discounted lift passes and free lessons for kids at Levi (FIN) and much more.

In addition to the events, World Snow Day also launched the Special Olympics 10. Together with Special Olympics, the Special Olympics 10 sets out ten steps that all skiers and snowboarders must follow to welcome persons with an intellectual disability into the sport. As well as the Special Olympics 10, World Snow Day introduced the Mountain 10. Put together in conjunction with the International Olympic Committee and United Nations, the Mountain 10 are ten steps all skiers and snowboarders must follow when visiting alpine environments. Finally, thanks to partners Atomic the #atomicssnowday contest returned. Two families won full family sets of skis in what has become a fan favorite of World Snow Day.

Looking ahead, from surveys conducted 100% of Organisers have stated they will host events and actions for World Snow Day 2023. This is a first for World Snow Day and positive sign for the future.



Focused on the fun.

World Snow Day Armenia - Tsaghkadzor (ARM)

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 is the second phase of the 'Bring Children to the Snow' campaign. World Snow Day looks beyond the FIS membership to the wider snow sports community. It seeks to motivate children aged from 4-14 by encouraging stakeholders to celebrate all things snow. In short, World Snow Day is the biggest day on snow all year. And World Snow Day is not a one-off event but is planned to be staged annually for years to come.

This report summarises the key facts and figures from the 11th edition of World Snow Day which took place on 16th January 2022.

World Snow Day Goals and Analysis

Deadline: 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 2022, World Snow Day saw 148 events and actions in 42 countries. The number was an increase from 110 in the previous edition.

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 100% of World Snow Day Organisers have stated they will host events for World Snow Day 2023. This places the goal on track to be completed.



Bringing children to snow at the Pyeongchang Olympic venue.

Korea World Snow Day - Pyeongchang (KOR)

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 - Once again, this years activities were limited in terms of promotion of the environment as resources were diverted towards managing COVID-19 efforts. Despite this 12 events still hosted actions directed at conserving the natural environment. In the coming years this goal will be significantly boosted thanks to the introduction of the Mountain 10.

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 - In the lead up to World Snow Day 2022 it was clear efforts by many health companies were focused on 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 - This edition of World Snow Day saw an increased number of events promoting safety. According to reports 43 events implemented safety based actions into their event programme. This is up from 23 in the previous year.



Furano proving learning safety can be fun.

World Snow Day Furano - Furano (JPN)

The Numbers



World Snow Day 2022 Fast Numbers

- **1** day around the world
- **3.7%** growth in social media engagement
- **11** partners: Atomic Skiing, Best of the Alps, Eurovision, Eurosport, Infront Sports and Media, INTERSANDS, The International Ski Instructors Association, International Federation of Ski Patrollers, Right to Play, Special Olympics and World Para Snow Sports.
- **11** editions of World Snow Day
- **42** participating countries
- **148** events and actions
- **4'623** World Snow Day events since 2012.
- More than **32'000** event participants
- Over **73'000** visitors to www.world-snow-day.com
- More than **127'000** YouTube video views.
- Over **850'000** people reached across all channels.



Happiness.

Euroski World Snow Day- Vatra Dornei (ROM)

World Snow Day by Continent and Country

The 11th edition of World Snow Day saw 148 events and actions in 42 countries.

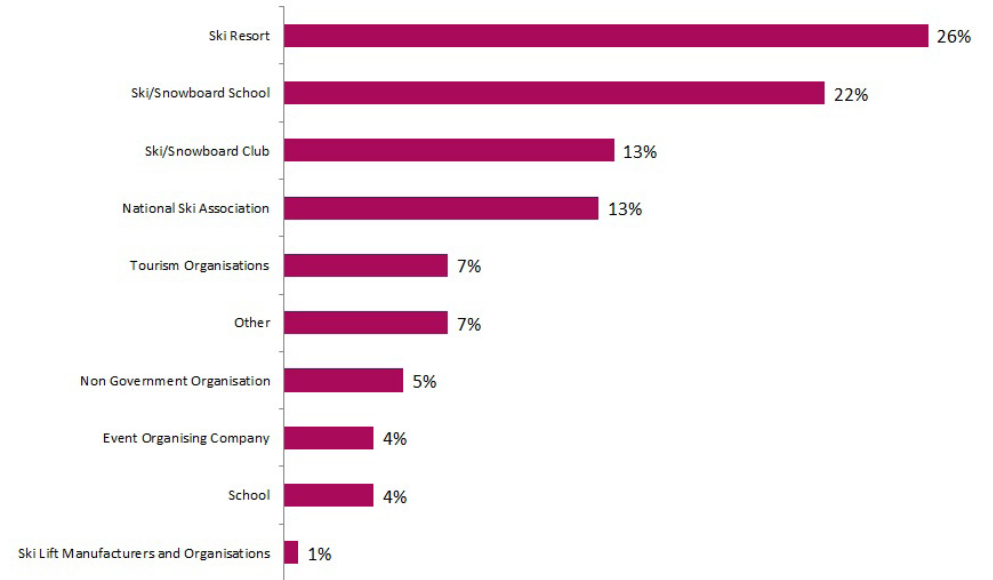


Types of Organisers

For the 11th edition of World Snow Day, Ski Resorts were the most active group of Organisers staging the most events and actions. The group saw a 8% increase on the previous edition.

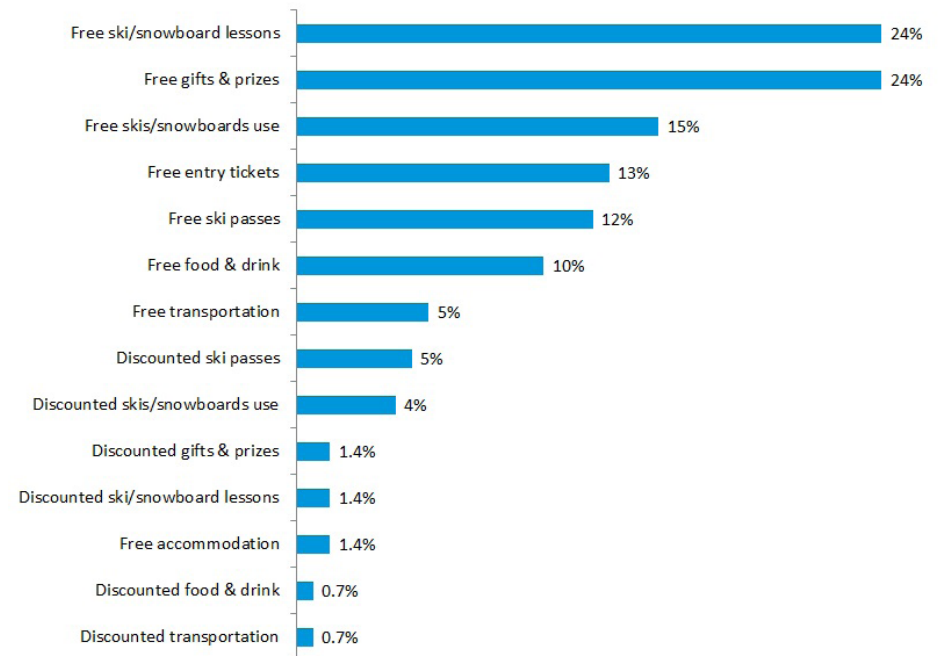
Example Events

- Åre, Sälen and Vemdalen (SWE):** Free lift passes for local residents.
- Trysil and Hemsedal (NOR):** Free lift passes for local residents.
- Grandvalira (AND):** Free lessons for person with a physical disability.
- Pyeongchang (KOR):** Nordic kids festival at the 2018 Winter Olympics venue.
- Engadin, St Moritz (SUI):** Free kids ski and snowboard lessons.
- Levi Ski resort (FIN):** Free kids ski and snowboard lessons.
- Lomas de Ancon (PER):** 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.
- Paracuru (BRA):** 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.
- Buscat (ROM):** Free kids ski and snowboard lessons for person with a physical disability.



Most popular types of promotions

“Free ski and snowboard lessons” (24%) retained the top spot but was tied with “Free gifts and prizes” (24%) as the most popular action.





Family time.

World Snow Day Grandvalira - Soldeu, Grandvalira (AND)

World Snow Day Awards

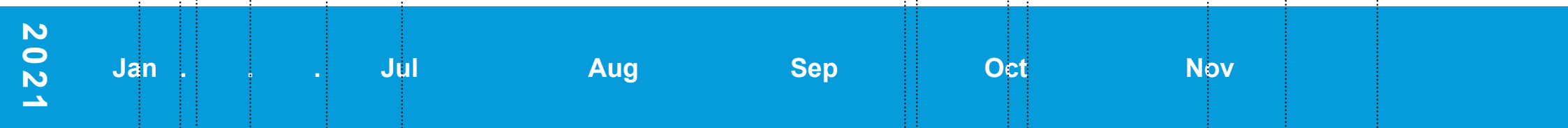


World Snow Day 2022 was a non-awards year. The next World Snow Day Awards will take place for World Snow Day 2023.



Timeline and Milestones





2021

Jan

Jul

Aug

Sep

Oct

Nov

(30.01.2021)
World Snow Day
2022 confirmed.

(27.02.2021)
The International
Federation of Ski
Patrollers and FIS
unite.

(03.06.2021)
Winners of the World
Snow Day 2021
Awards announced.

(17.01.2021)
Completion of the
10th Edition of World
Snow Day.

(03.03.2021)
FIS and Special
Olympics partner.

(01.07.2021)
Opening of online
event registration
for World Snow Day
2021.

(01.07.2021)
World Snow Day
Oberwiesenthal
(GER) by Vereinigte
Skischule
Oberwiesenthal is
the first event to
register for World
Snow Day 2022

(15.09.2021)
50th World Snow
Day event
registered - Devil's
Glen Celebrates
Snow (CAN)

(12.09.2021)
Zaugg extend part-
nership to include
Bring Children to the
Snow

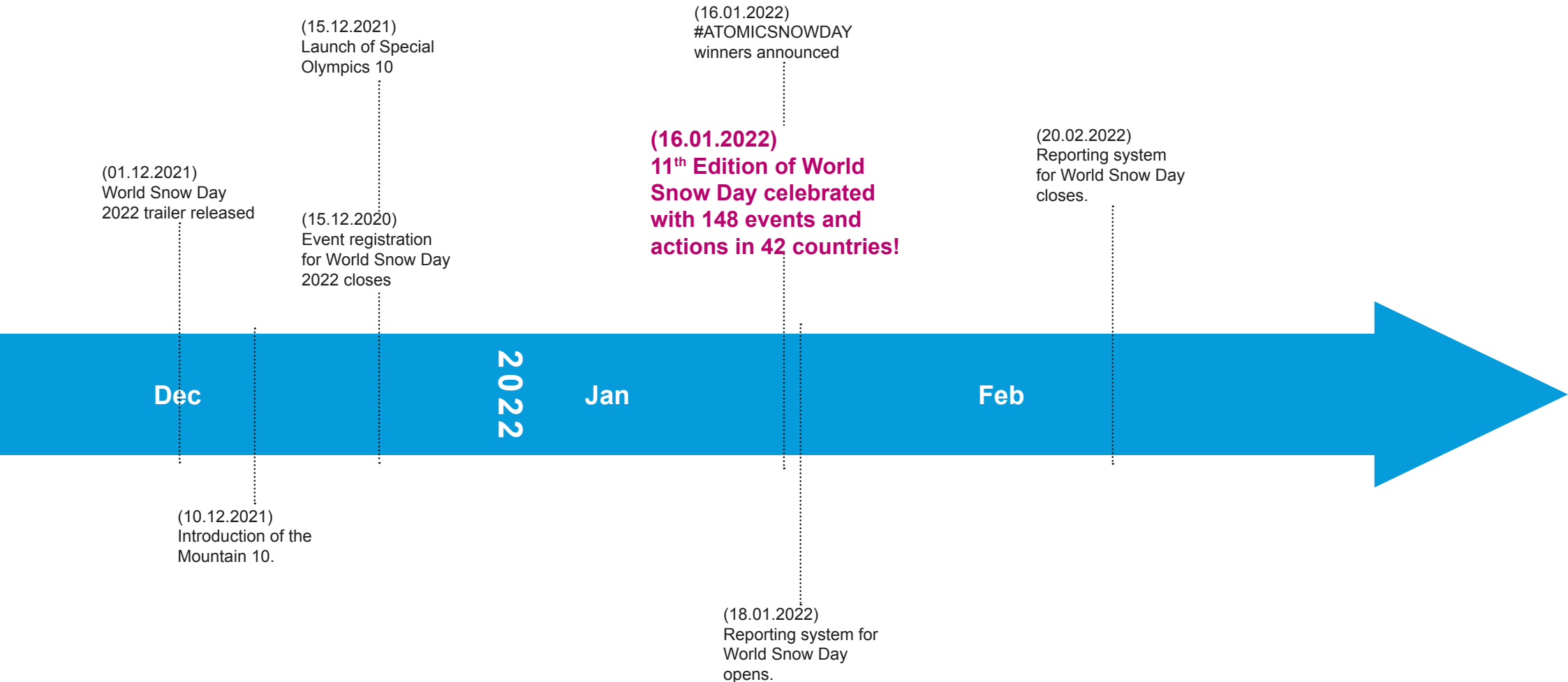
(05.10.2021)
All Organiser Care
Packages allocated,
applications close.

(01.10.2021)
Organiser Care
Package
applications open.

(01.11.2021)
Distribution of
Organiser Care
Packages
commences

(10.11.2021)
#ATOMICSNOW-
DAY competition
launched

(19.11.2021)
100th World Snow
Day event registered
- World Snow Day
2022 at Glencoe
Mountain Resort
(GBR)



Communication Activities



Communications of World Snow Day is divided into two parts, local and international. Local communications resides with the Organisers whilst international communications is the responsibility of FIS. To communicate World Snow Day internationally, FIS engaged in the following actions.

World Snow Day on TV

On the 1st December 2021, the 11th 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 2021 – 16th January 2022.

Estimated impact: 81 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.

Estimated impact: 73'000





The best part? Sharing the fun with friends.

World Snow Day Dubai - Ski Dubai (UAE)

Social Media

World Snow Day 2022 saw a good number of people reached on social media. Across Facebook, Twitter, Instagram and YouTube more than 700'000 people interacted with the World Snow Day communications.

Estimated impact: Over 700'000

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

Overall Growth: 3.7%

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

Total reach for World Snow Day 2022: 658'004

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

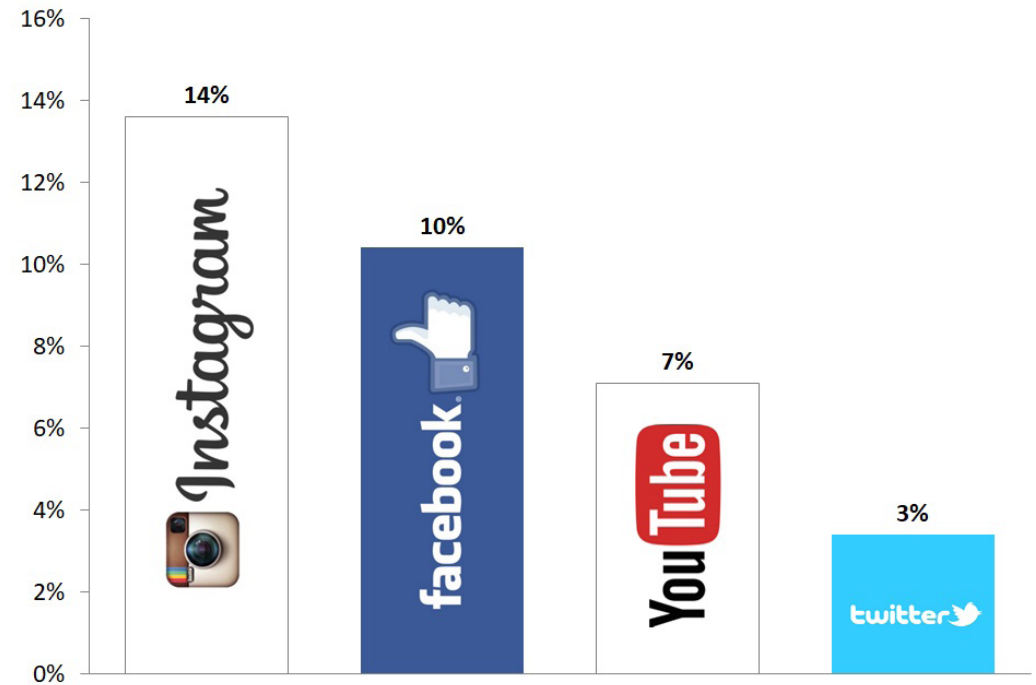
Total engagements for World Snow Day 2021: 4'262

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

Most popular series: *World Snow Day & Me*

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

Total reach for World Snow Day 2022: 32'129





@skiteam_oberhaching



@port_aine



@springfamily



@listaax



@luiskiztri



@courtney.st.john

Fans posted their World Snow Day photos to social media with the hashtag #worldsnowday



@vidrarnorrut



@deuterbenelux



@grauroighotel



@edubastus5



@intersport.dk



@by_iiru

More fan photos from around the world.



High fives all round.

World Snow Day Engadin - Suvretta, Engadin (SUI)

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: 73'228

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: 4.3 million

Partners Support





World Snow Day 2022 was supported by 12 partners: Atomic Skis, Best of the Alps, Dinoski, Eurovision, Eurosport, Infront Sports and Media, INTERSANDS, The International Ski Instructors Association, International Federation of Ski Patrollers, Right to Play, Special Olympics and World Para Snow Sports.

Atomic Skis

A fan favorite, the #atomicssnowday competition returned for World Snow Day 2022. The competition asks families to post their best family ski photos with the hashtag #atomicssnowday. There are two winners of the competition with one family winning a full family set of cross country skis and the other alpine skis. In total 173 persons participated in the competition with the winning families coming from the Poland and Switzerland.

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

EUROSPORT

EUR(O)VISION

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 – 16th January 2022.

www.eurosport.com

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



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. For this edition of World Snow Day INTERSANDS were integral in coordination of Organisers in South America. As well as communicating information INTERSANDS answered questions from Organisers and assisted with various issues.

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. For this edition of World Snow Day, FIPS assisted with communicating information directly to ski patrol teams around the world.

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 ski instruction around the world. For this edition of World Snow Day the partnership was not activated.

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 Special Olympics 10 was introduced globally. The Special Olympics 10 are ten steps any person in skiing or snowboarding should take to included persons with an intellectual disability.

www.specialolympics.org

World Para Snow Sports

Currently FIS and World Para Snow Sports are in talks for a merger. As such activations involving this partnership were placed on hold.

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 Amwerk, Liski Sport Equipment, TechnoAlpin and Zaugg AG.

www.amwerk.eu

www.liski.it

www.technoalpin.com

www.zaugg.swiss



Planica's World Championship mascot was unveiled during World Snow Day. He had an immediate impact.

World Snow Day Planica - Planica (SLO)

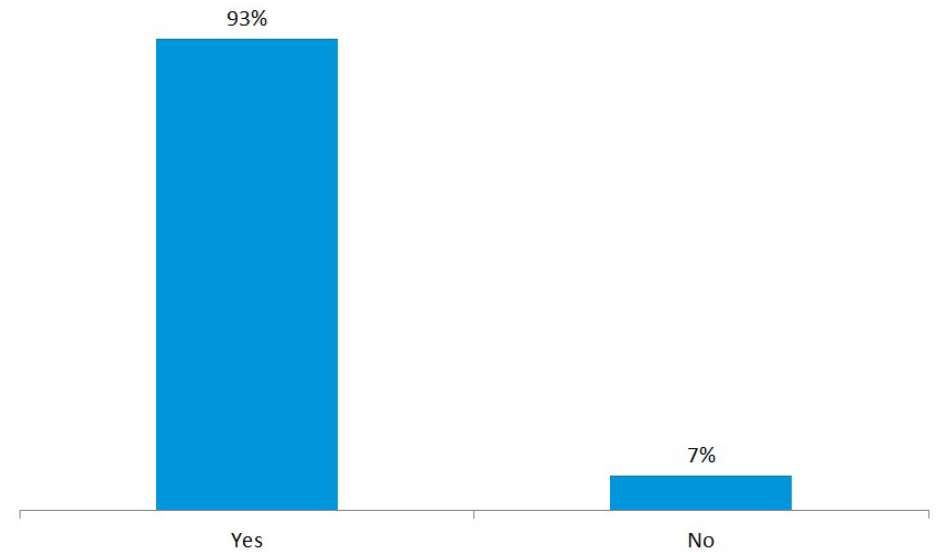
Feedback



From 17th January to 20th February 2022, 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 2022 World Snow Day event reports can be viewed here <https://world-snow-day.com/Reports/2022>. As well as the reports, a survey was carried out. These are the results of the surveys.

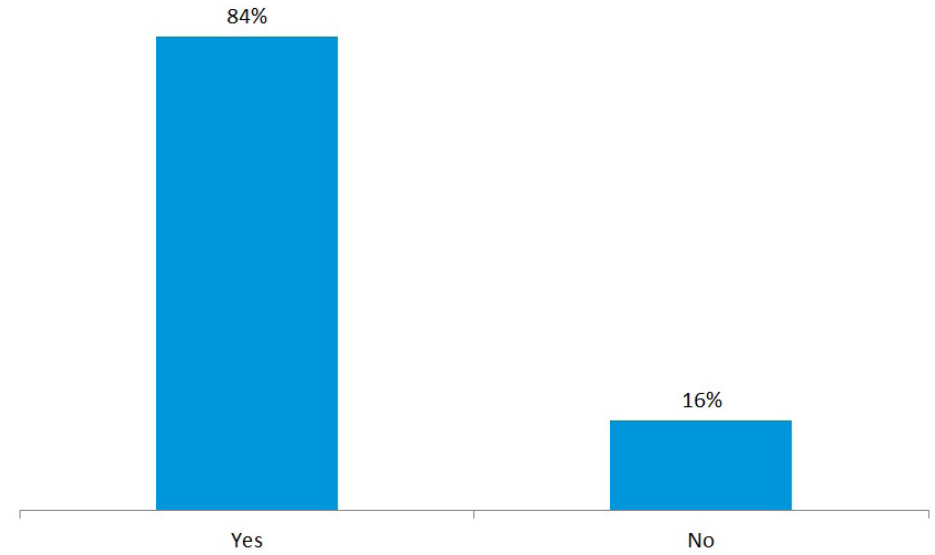
Do you feel World Snow Day helped you attract participants?

93% of Organisers said “yes” World Snow Day did help them attract participants.



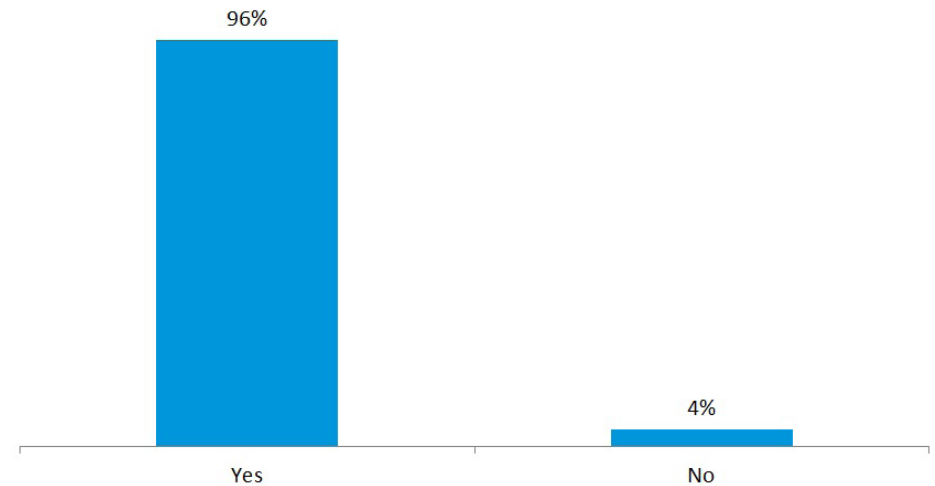
Do you feel the World Snow Day brand helped you attract media attention?

84% of Organisers said “yes” the World Snow Day brand did help them attract media attention. This is a 3% increase on the previous edition.



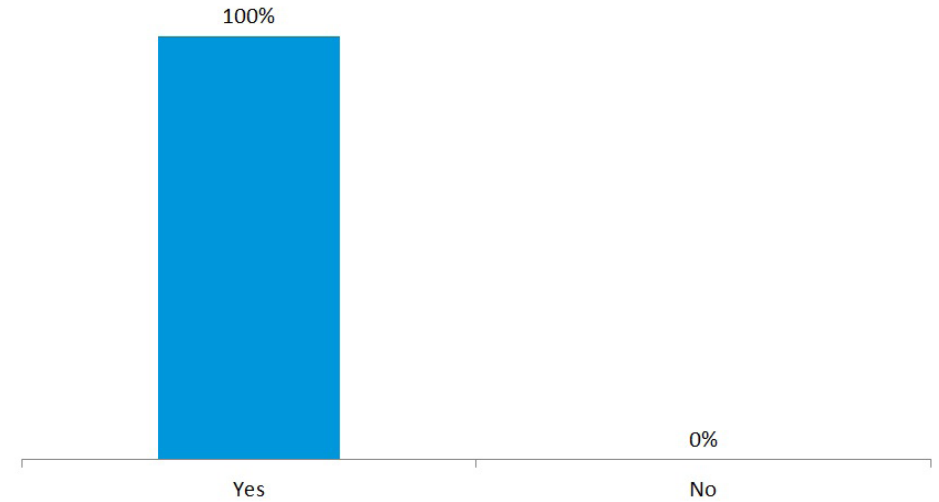
Was the support provided by World Snow Day helpful?

96% of respondents said “yes”, the support provided by World Snow Day was helpful.



Do you plan to Organise an event for the next World Snow Day (15th January 2023)?

For the first time in the history of World Snow Day, 100% of respondents said “yes” to hosting an event or actions for the next edition of World Snow Day.



World Snow Day Wishlist

In addition to survey questions in the annual survey, World Snow Day also conducts the “Wishlist”. The Wishlist enables Organisers to request custom items to help improve their World Snow Day. After the survey period the responses are gathered and a series of wishes are granted. The granted wishes are announced on the World Snow Day social media channels.



Brand new gear thanks to the wishlist.

World Snow Day Napocatrio - Buscat (ROM)

Suggestions for 2023 Event Organisers





Looking forward to returning to normal.
World Snow Day Winterpark - Winterpark (USA)

Based on information and feedback, 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.

Take advantage of the Wishlist:

The World Snow Day Wishlist lets Organisers request any item or items that will improve their event. The Wishlist support feature is found in the Organiser Survey that is provided to all registered Organisers after each World Snow Day. Some wishes which have been fulfilled are:

- Money for transport to bring children to and from an event
- World Snow Day cabanas
- Ski teaching mats
- Giveaways for participants and more

Hint: When writing your wish please ensure to leave your contact details. There have been many unfilled wishes as we did not know who to contact.

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 date changes.

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

Concluding Remarks



There are a number of positive signs following World Snow Day 2022. Firstly, there was an increased number of events and countries compared to the previous edition. Secondly, World Snow Day was proud to add two new tools, the Special Olympics 10 and Mountain 10. This will give Organisers and snow sports stakeholders more ability to address the topics of sustainability and diversity. Finally, according to survey results 100% of Organisers have plans to stage events and actions for World Snow Day 2023.

Whilst there has been many positive signs are still areas to improve on. Most notably the inactivity of some partners. Over the coming months, FIS will be speaking with all partners. Should further actions not be able to be agreed upon then cooperation's will cease.

Looking ahead, the stage for the 12th edition of World Snow Day is set. The next World Snow Day will take place on the 15th January 2023. This edition will be more interesting as events will be vying for the World Snow Day Awards.

We would like to conclude this report by once again thanking all the World Snow Day Organisers, fans and participants. We look forward to seeing for the next World Snow Day. See you on the snow!

**See you for the 12th edition of
World Snow Day on
15th January 2023!**























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KSA 대한스키협회
KOREA SKI ASSOCIATION

LOTTE

Shinhan

문화체육관광부

KSPo 국민체육진흥공단

0-1
오지원

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KSA 대한스키협회
KOREA SKI ASSOCIATION

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Shinhan

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오지원

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KSA 대한스키협회
KOREA SKI ASSOCIATION

LOTTE

Shinhan

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