

15th January
2023

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Final Report

www.worldsnowday.com

Foreword

Over the past years, World Snow Day Organisers have faced multiple challenges all of which have been successfully managed. But this edition presented a new set of challenges, which Organisers had to once again navigate.

But full credit to the World Snow Day Organisers, they have once again tackled the challenges head on. For example we saw an 70% of Organisers providing free lessons, lift passes or rental equipment and another 23% offering the same services at discounted rates. These commitments to making sure children and their families have the chance to try snow sports are invaluable and I would like applaud the Organisers for making these steps.

As well as the Organisers I would like to thank the partners. Together with the International Federation of Ski Patrollers we have made significant advancements in improving snow safety. Thanks to our partnerships with INTERSANDS and Special Olympics we have been able to make advancements in providing more snow sports opportunities in South America and to persons with an intellectual disability. Finally, together with Sherpa Snow we have made access to snow production easier.

To summarise, World Snow Day and its Organisers are not afraid to tackle challenges head on. Events are improving access to our sports and without these vital activities we would not have a future. My congratulations to all the Organisers, partners, supporters, fans, families and above all children who participated in World Snow Day 2023. I look forward to seeing you in 2024.

FIS Secretary General,

Michel Vion



Acknowledgements

The FIS World Snow Day 2023 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 Csikszereda - Csikszereda (ROM)

Contents

	Pages
Executive Summary	1
Introduction	3
The Numbers	7
World Snow Day Awards	13
Timeline and Milestones	15
Communication Activities	18
Partners Support	25
Feedback	33
Suggestions for Organisers	37
Concluding Remarks	39



Free lessons for new comers.
Kuutsemäe World Snow Day - Kuutsemäe (EST)

Executive Summary



The 12th edition of World Snow Day took place on 15th January 2023 with 126 events in 40 countries. 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 introduced translations of 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. Providing these translations in various languages armed Organisers with another tool to conserve the natural environment. As well as the Mountain 10, World Snow Day once again hosted the Wishlist. The Wishlist is a question at the end of the annual World Snow Day survey which lets Organisers request custom items to improve their events. Three recipients were chosen this year with more to come in the next edition.

Looking ahead, from surveys conducted 97% of Organisers have stated they will host events and actions for World Snow Day 2024. This is a good sign for the next edition of the event.



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 12th edition of World Snow Day which took place on 15th January 2023.

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 - The 12th edition of World Snow Day saw 126 events and actions in 40 countries. This places the average number of events and actions at 186 for this period. Regarding countries, the average is currently at 40 which is inline with the goal.

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 the raw data the average retention rate after the 12th edition of World Snow Day stands at 91%. This places the goal on track to be completed.



Bringing children to snow sports on World Snow Day.

World Snow Day Grandvalira - Grandvalira (AND)

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 - The 12th edition of World Snow Day saw 96 events with actions around the need to conserve the natural environment.

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 - Numerous discussions took place with health bodies to support this goal. However no formal partnership has been agreed upon. Discussions will continue however this goal will need to be reviewed after the period.

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

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

Status: On going - This edition of World Snow Day once again saw an increased number of events promoting safety. According to reports 83 events implemented safety based actions into their event programme. This places the goal on track to be completed.



The Numbers



World Snow Day 2023 Fast Numbers

- **1 day** around the world
- **1.5%** growth in social media engagement
- **4** partners: INTERSANDS, International Federation of Ski Patrollers, Sherpa Snow and Special Olympics.
- **12** editions of World Snow Day
- **41** participating countries
- **126** events and actions
- **4'739** World Snow Day events since 2012.
- More than **38'000** event participants
- Over **63'000** visitors to www.worldsnowday.com
- More than **127'000** YouTube video views.
- Over **409'000** people reached across all channels.



As they grow, so do the Organisers.
World Snow Day La Molina - La Molina (ESP)

World Snow Day by Continent and Country

The 12th edition of World Snow Day saw 126 events and actions in 40 countries.



Types of Organisers

For the 12th edition of World Snow Day, Ski Resorts continued to be the most active group of Organisers staging the most events and actions. The group saw a 4% 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 persons 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.

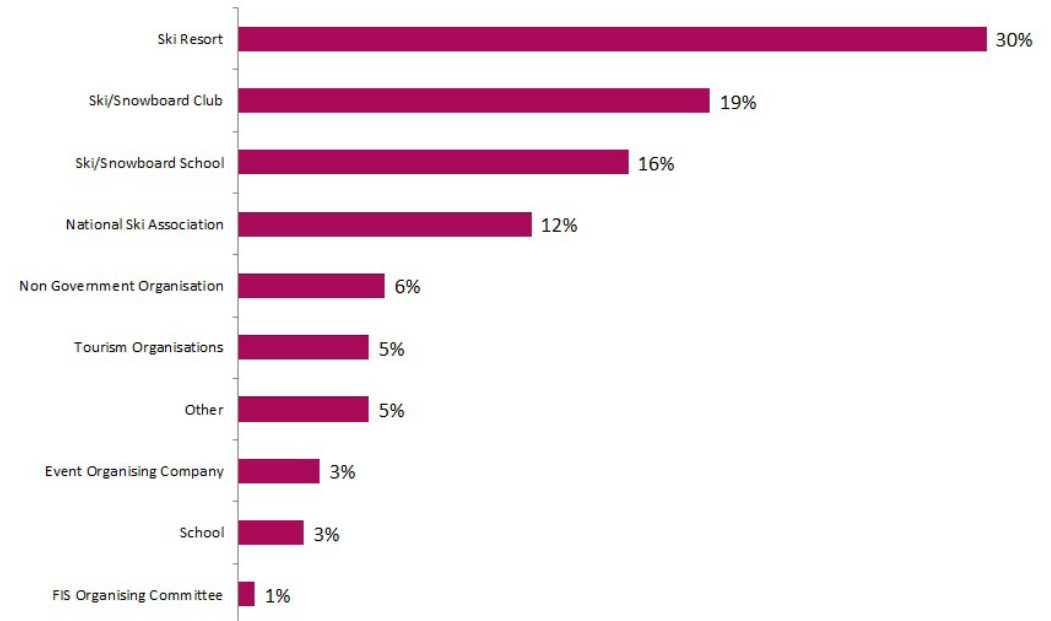
Sofia (BUL): Free kids cross-country ski lessons.

Snow Mountain Ranch Nordic Center (USA): Free ski festival with free lessons

Rosa Khutor (RUS): Kids snow festival with free lessons, lift passes, equipment and on snow entertainment

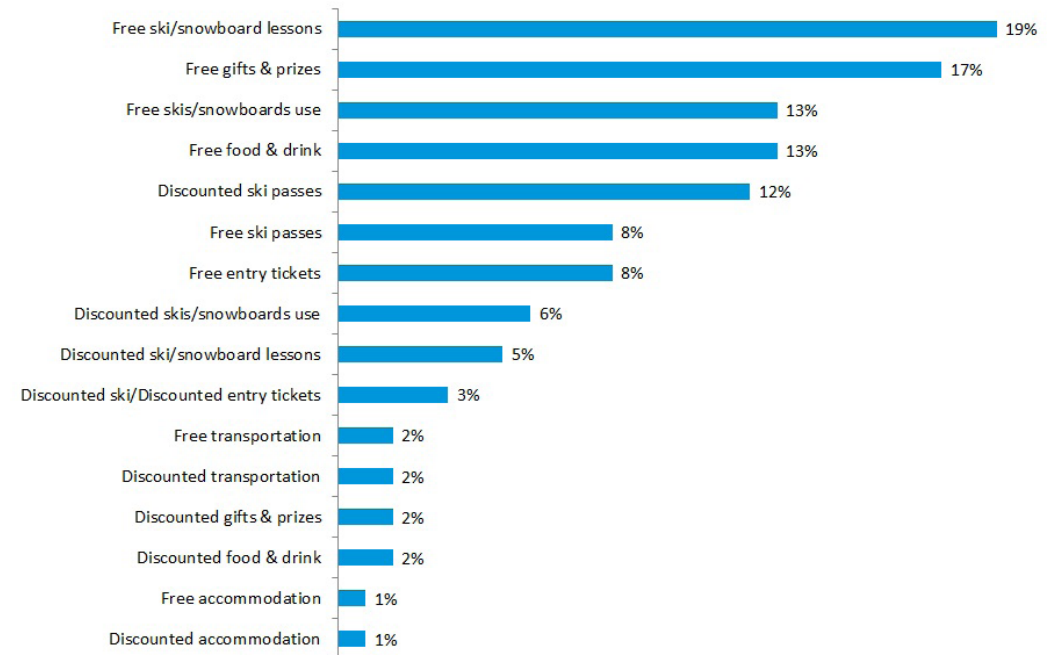
Furano (JPN): Kids snow safety festival

Cairo (EGY): Three day kids snow festival



Most popular types of promotions

“Free ski and snowboard lessons” (19%) retained the top spot for the third year in a row. This was followed by “Free gifts and prizes” at 17% and free use of skis and snowboards at 13%





One of the keys to success for Dagmar is the wide variety of events.

Dagmar World Snow Day 2023 - Dagmar Ski Resort (CAN)

World Snow Day Awards



Four categories made up the 2023 World Snow Day Awards with winners coming from around the world. The winners of each category and their prizes are as follows:

Category: Best World Snow Day

Description: Recognises the best World Snow Day Event worldwide.

Winner: Ski Egypt

Prize: 10'000CHF

Category: Best Small World Snow Day

Description: Recognises the best events under 500 participants

Winner: Levi Ski Resort

Prize: 2'000CHF

Category: The Innovation Award

Description: Recognises the most creative and innovative World Snow Day Actions

Winner: Jahorina Olympic Resort

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 2023

Winner: Snowboard Club Peru

Prize: 1'000CHF

The next World Snow Day Awards will take place for World Snow Day 2025.

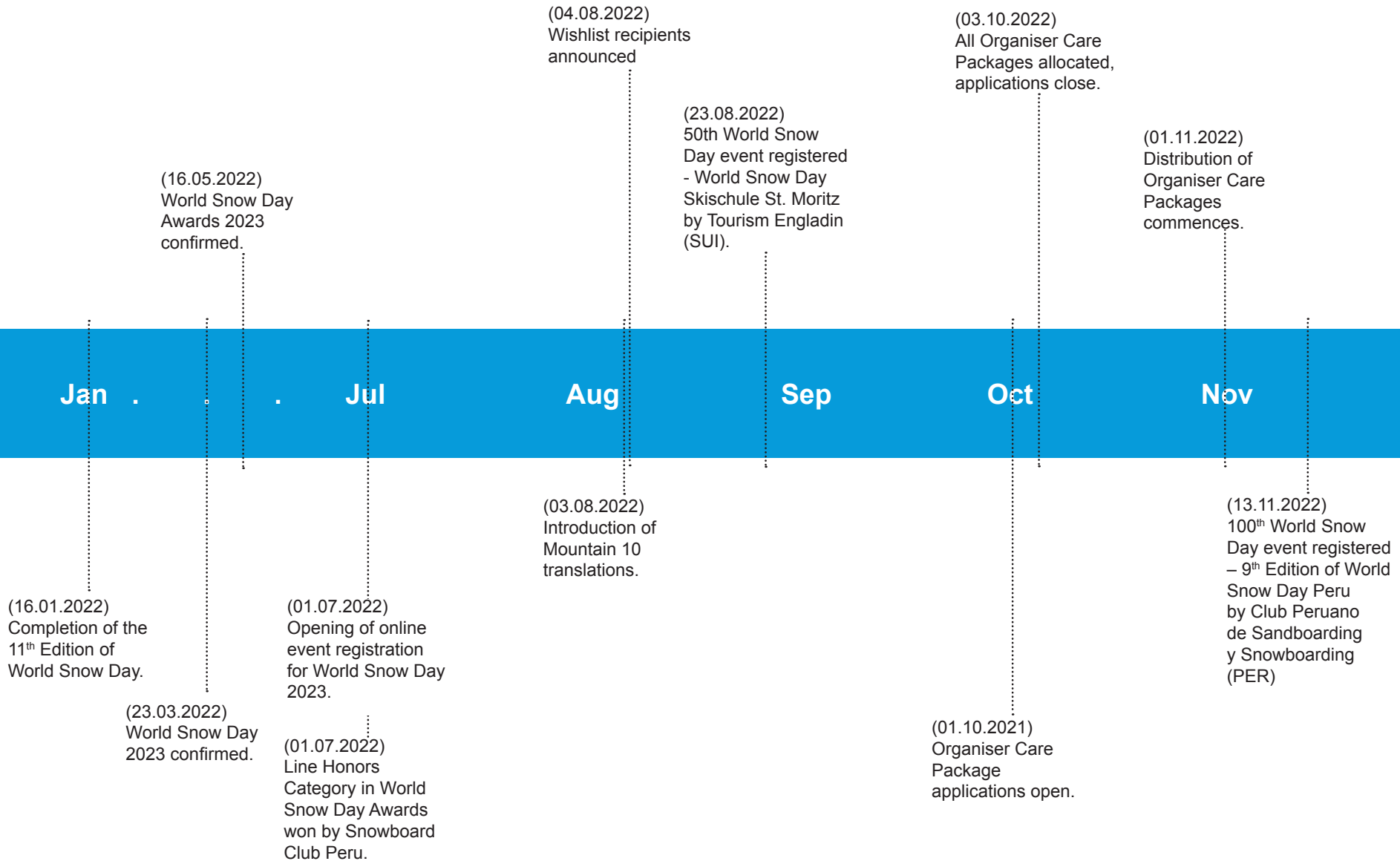


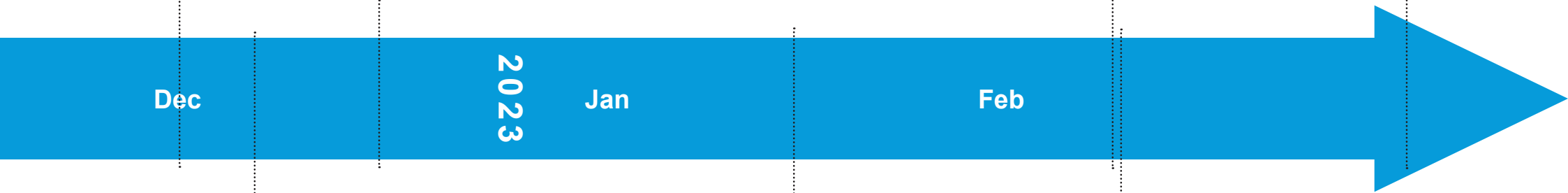
Despite being a newcomer to World Snow Day, Ski Egypt triumphed.
World Snow Day Egypt - Ski Egypt (EGY)

Timeline and Milestones



2022





(01.12.2022)
World Snow Day
2023 trailer released

(15.12.2022)
Event registration
for World Snow Day
2023 closes

**(15.01.2023)
12th Edition of World
Snow Day celebrated
with 126 events and
actions in 40 countries!**

(16.02.2023)
Reporting system
and nominations for
World Snow Day
Awards closes.

(20.05.2023)
Announcement of
World Snow Day
Award winners

Dec

2023

Jan

Feb

(10.12.2022) Intro-
duction of the Moun-
tain 10 translations.

(16.01.2023)
Reporting system
and nominations for
World Snow Day
Awards open.

(17.02.2023)
Judging of the World
Snow Day Awards
commences.

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 2022, the 12th official World Snow Day promotional trailer was made available in 12 languages. Thanks to Infront Sports & Media the spot was integrated in the FIS World Cup TV broadcasts.

Estimated impact: 73 million

Integration into FIS World Cups

Spectators returned to FIS World Cups. FIS took advantage of this and displayed the World Snow Day trailer at events.

Estimated impact: 1.3 million



Good communication and promotion is a speciality of SKI.BG World Snow Day
World Snow Day Sofia - Sofia (BUL)



Group shot.

World Snow Day Orkhon- Orkhon Aimak (MGL)

Social Media

World Snow Day 2023 saw a good number of people reached on social media. Across Facebook, Twitter, Instagram and YouTube more than 400'000 people interacted with the World Snow Day communications.

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

Overall Growth: 1.5%

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

Total reach for World Snow Day 2023: 299'419

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

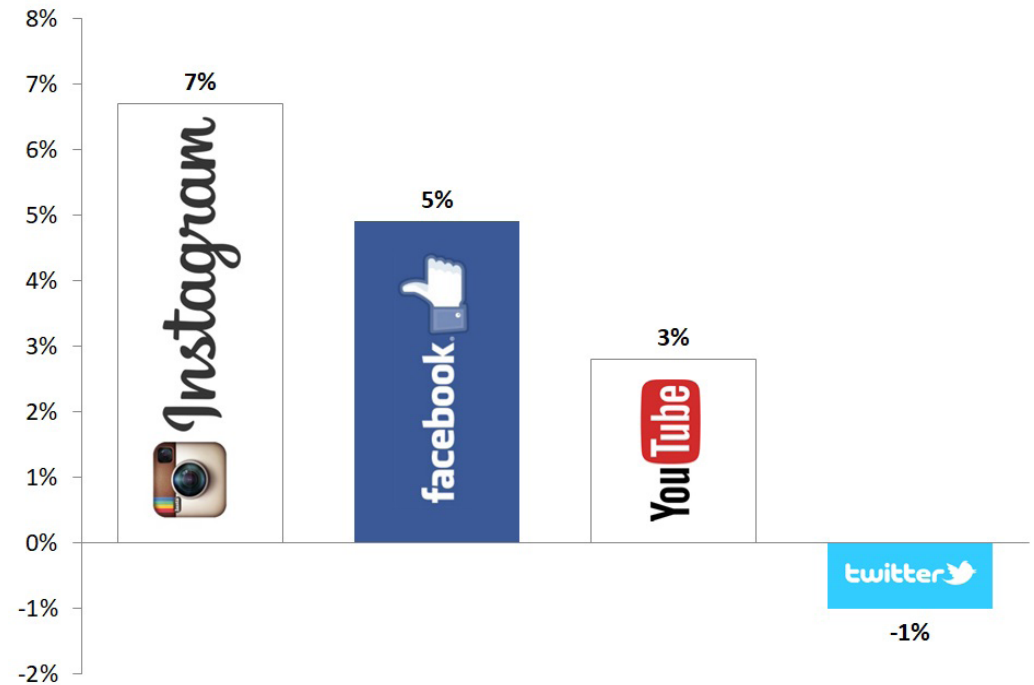
Total engagements for World Snow Day 2023: 30'158

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

Most popular series: *World Snow Day & Me*

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

Total reach for World Snow Day 2023: 17'251





@about_aleix_andorra



@cix85



@leathermanitalia



@courmayeur



@threeriversparks



@suzuki_italia



SUZUKI

#WorldSnowDay

Fan photos are our favourite!



@joanmir36official



@ct.ct.ct.ct.ct.ct



@nathoq



@boarding.nation



@dolomiti.it



@lensofsi

You fans are the best. Thank you for sharing your World Snow Day moments



Website

www.worldsnowday.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: 63'119

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

From hosting FIS World Cups to bringing kids to the snow. Levi has it all.

Levi World Snow Day - Levi (FIN)

Partners Support





International Sandboarding and Sandski Association

World Snow Day 2023 was supported by 4 partners; International Federation of Ski Patrollers, INTERSANDS, Shepa Snow, Special Olympics and two Preferred Suppliers, Amwerk Productions and Liski. Here are their contributions.

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. Moreover FIPS have been assisting FIS with the dissemination and improvement of the FIS Code of Conduct for Skiers and Snowboarders.

www.fips-skipatrol.org

INTERSANDS

INTERSANDS is sand sports international governing body. For this edition of World Snow Day INTERSANDS were integral in coordination of Organisers in South and Central America. As well as communicating information INTERSANDS answered questions from Organisers and assisted with various event Organisation issues.

www.intersands.org



***Special
Olympics***

Sherpa Snow

Founded in Slovenia, Sherpa Snow is one of the world's leading manufacturers of snow production. For World Snow Day 2023, Sherpa Snow offered Organiser free use of their snow machines for the purpose of their events.

www.sherpa.si

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 once again implemented 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



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

lanomine
GONDOLA



Safety meets fun. Ski Patrol Furano know how to host a World Snow Day

Furano World Snow Day - Furano (JPN)

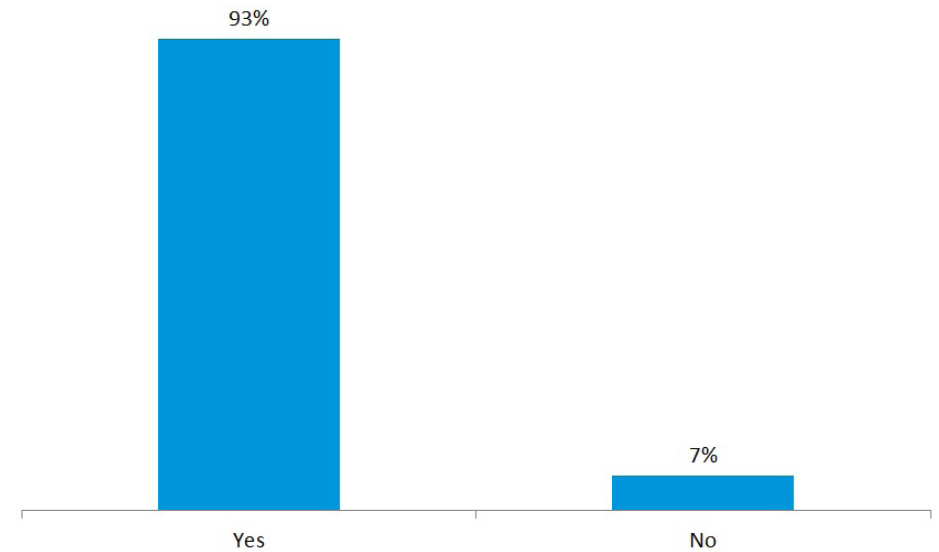
Feedback



From 17th January to 20th February 2023, 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 2023 World Snow Day event reports can be viewed here <https://world-snow-day.com/Reports/2023>. As well as the reports, a survey was carried out. These are the results.

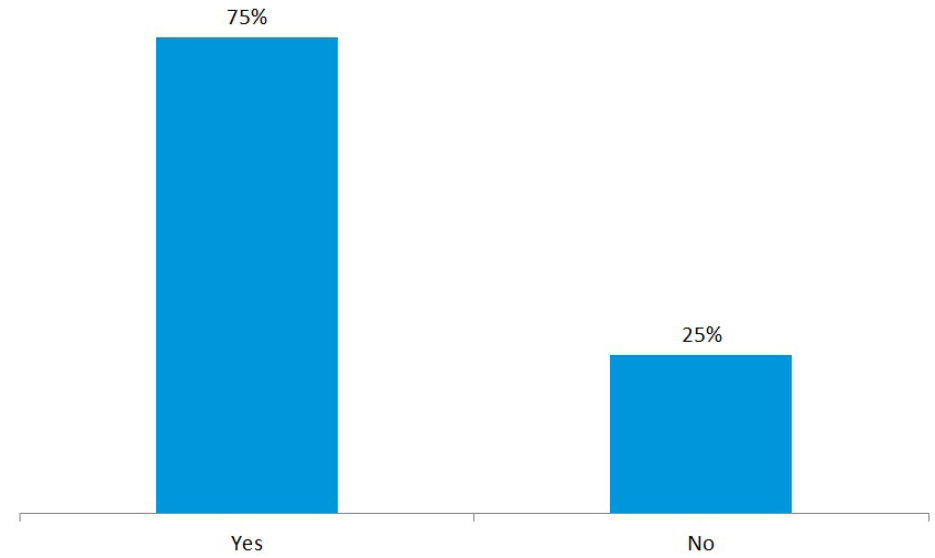
Do you feel World Snow Day helped you attract participants?

93% of Organisers said “yes” World Snow Day did help them attract participants. This result is inline with the result from last year.



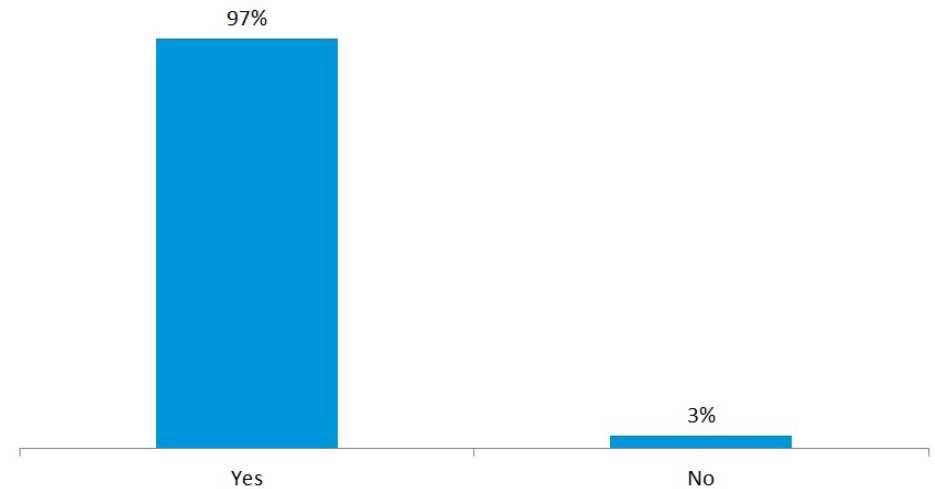
Do you feel the World Snow Day brand helped you attract media attention?

75% of Organisers said “yes” the World Snow Day brand did help them attract media attention.



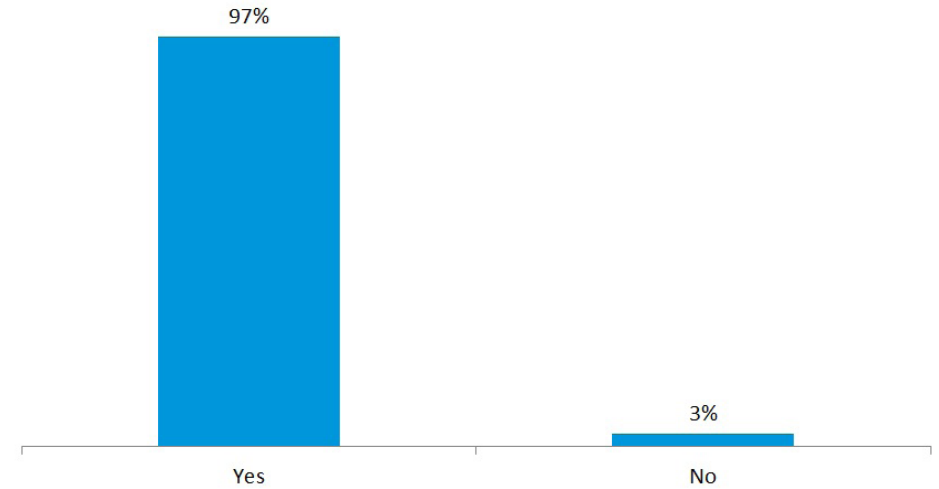
Was the support provided by World Snow Day helpful?

97% 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 (21st January 2024)?

97% of respondents said they will host a World Snow Day event in 2024.



World Snow Day Wishlist

In addition to survey questions, World Snow Day also conducts the Wishlist. The Wishlist enables Organisers to request specific items to help improve their World Snow Day. After the survey period the responses are gathered and a series of wishes are granted. For 2022 the following wishes were granted:

- Hudson Bay Ski Club (CAN) – Kids snow playland
- Gace Ski Club (SLO) – Instructional ski carpets
- Cerler Mountain Resort (ESP) – Additional World Snow Day Bannering

The list of World Snow Day 2023 Wishlist recipients will be published in June 2023.



Happiness.
World Snow Day Cerler - Cerler Mountain Resort (ESP)

Suggestions for Organisers





Next year.
World Snow Day Gače 2023 - Gače (SLO)

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



World Snow Day 2023 is in the books. The event saw two new countries in the form of Macau and Egypt with the later going so far as to win the “Best World Snow Day” category in the World Snow Day. As well as Egypt, winners were announced in three other categories of the World Snow Day Awards. Each winner has taken home either cash prizes or in the case of the Most Creative category a film crew to document their next World Snow Day.

Speaking of the next World Snow Day, the 13th edition of World Snow Day is set for the 21st January 2024. 97% of World Snow Day 2023 Organisers said they plan to participate in the 2024 edition. FIS is particularly grateful that Organisers have confidence in the event are continuing the on going effort to bring a new generation to snow sports.

Looking ahead, World Snow Day is set to continue. FIS Would like to thank again all the events partners, Organisers, participants, kids, families, supporters and fans. Without you this would not be possible.

See you for the 13th edition of World Snow Day on 21st January 2024!

37



See you on World Snow Day 2024
World Snow Day Ski Dubai - Ski Dubai (UAE)























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