



Final Report



www.fis-snowday.com

Foreword - from FIS President

2017 was an important year for World Snow Day as the second round of goals was to be measured. Thanks to the strong commitment of Organisers, I am happy to open this report by saying all but one of these goals have been achieved. Moreover, we have also achieved a record number of participating countries and record communication numbers. However, there is still room to improve.

For the 6th edition of World Snow Day we saw 478 events take place in a record 46 countries. If you compare this to the previous edition with 625, we see a small decline. We will not hide the people's aberrations and over the northern hemisphere summer we will be working with the missing Organisers to bring back the events.

Supporting Organisers is key to the event and I am proud of what we have achieved. For this edition of World Snow Day, 22.1 tonnes of material has been distributed. All items were free of charge and helped Event Organisers execute their actions. The Organiser Care Packages introduced this season were also a huge success and we look forward to reactivating them for the next edition of World Snow Day.

When speaking of support, I would also like to take a moment to thank the partners of the 6th Edition of World Snow Day. The support of Audi, Eurosport, the European Broadcasting Union, Infront Sports & Media, Sovetsky Sports, The World Federation of the Sporting Goods industry (WFSGI), The European Federation of the Sporting Goods Industry (FESI), Best of the Alps and the Preferred Suppliers has been invaluable and FIS looks forward to continuing the cooperation's with all.

Looking ahead, FIS will be setting a new group of World Snow Day goals. We have successfully raised the bar each time and for the next three years we look forward to setting even higher.

I end the opening to this report as I do each year because we stand by these words; World Snow Day like our children is growing. The future is bright for the program and I encourage all Organisers, stakeholders in snow sports and families to join in the fun of these great events.



Acknowledgements

The FIS World Snow Day 2017 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.



Smiles and cheers at World Snow Day in Ashotsk (ARM)

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Parnassos (GRE) delivering the full World Snow Day experience.

Executive Summary



The 6th edition of World Snow Day took place on 15th January 2017 with more than 320'000 participants exploring, enjoying and experiencing snow at 478 events in 46 countries. Event Organisers included ski and snowboard resorts, National Ski Associations, private event companies, ski and snowboard clubs, ski and snowboard schools, manufacturers and retailers.

The completion of the event also signifies the completion of the 2nd set of World Snow Day goals. All but one of the goals were achieved however FIS is not deterred from the project in the long term. The majority of World Snow Day Organisers and participants have expressed a very strong interest in participating in the 7th edition of World Snow Day, which will take place on 15th January 2018.



The Tartu Marathon provided an incredible first snow experience for kids. Tatra (EST)

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 123 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 5th edition of World Snow Day which took place on 17th January 2016.

World Snow Day Goals and Analysis

Primary Goals:

Goal: Enable children and families to Explore, Enjoy and Experience snow through special events and activities organised as part of World Snow Day.

Measure: To average 500 events in 40 countries by the sixth year of operation.

Status: Complete. World Snow Day averaged 577 events annually.

Goal: Create global momentum for a great future of organising snow activities

Measure: The goal is 800,000 individual participants by the sixth year. This is a 100,000 increase annually.

Status: Incomplete. The number of participants fell short by 80'000. This was due to the cancellation of the Apen Bakke in Norway.



Events were filled despite just missing our participation goal. Predeal (ROM)

Secondary Goals:

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

Measure: To have 20 events with environmental activities inside their event program.

Status: Completed one year ahead of schedule with 25 events focusing on conserving the environment. For World Snow Day 2017, 33 events focusing on conserving the environment took place.

Goal: Promote the health benefits of snow sports

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

Status: Thanks to the partnership with WFSGI, an external global body focusing on physical health has been brought on board.

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

Measure: To have 20 events with safety activities inside their event program.

Status: Complete, with 78 events taking place with safety activities inside their event program.



At Hidden Valley (CAN) safety does not mean no fun.

6th World Snow Day in Numbers



Fast Numbers

- 1 Day around the world
- 2 Events in the southern hemisphere
- 9 Global Partners: Audi, European Broadcasting Union, Infront Sports and Media, Eurosport, Sovetsky Sports, Best of the Alps, WFSGI and FESI
- 9 nationwide events
- 12 events in major cities
- Over 22 tonnes of equipment distributed to Organisers to help stage events.
- 37% growth in social media presence
- A record 46 participating countries
- 131 events in one country
- 478 events in total
- 3'018 World Snow Day events over six editions.
- More than 93'607 YouTube video views.
- 267'000 visitors to www.world-snow-day.com.
- More than 190'000 participants in the 6th Edition of World Snow Day!
- 3.7 million persons reached on the World Snow Day digital channels in one day.
- Over 48 million people reached on social media.



The numbers were incredible but the experience is what counts. Planica (SLO)

World Snow Day by Continent and Country

The 6th Edition of World Snow Day saw 478 events in 46 countries.



Types of Organisers

World Snow Day has become synonymous with unifying a diverse group of stakeholders under one banner, bringing children to the snow. For the 6th edition of World Snow Day, National Ski Associations made up the majority of Organisers with 59. This is a 39% increase from 2016.

Example Events

Stockholm, Sweden: Full snow sports festival for kids with free lessons, demonstrations and product demos.

Lake Louise, Canada: Free Skiing and Snowboarding for children.

Himchal Pradesh, India: Environmental day for kids

Throughout Austria: Free and discounted lift passes for primary school children

Cortina d'Ampezzo, Italy: Kids day

Throughout Latvia: Celebrations with games, free lessons and demonstrations.

Throughout China: 26 ski resorts with free skiing and snowboarding for children as well as live entertainment.

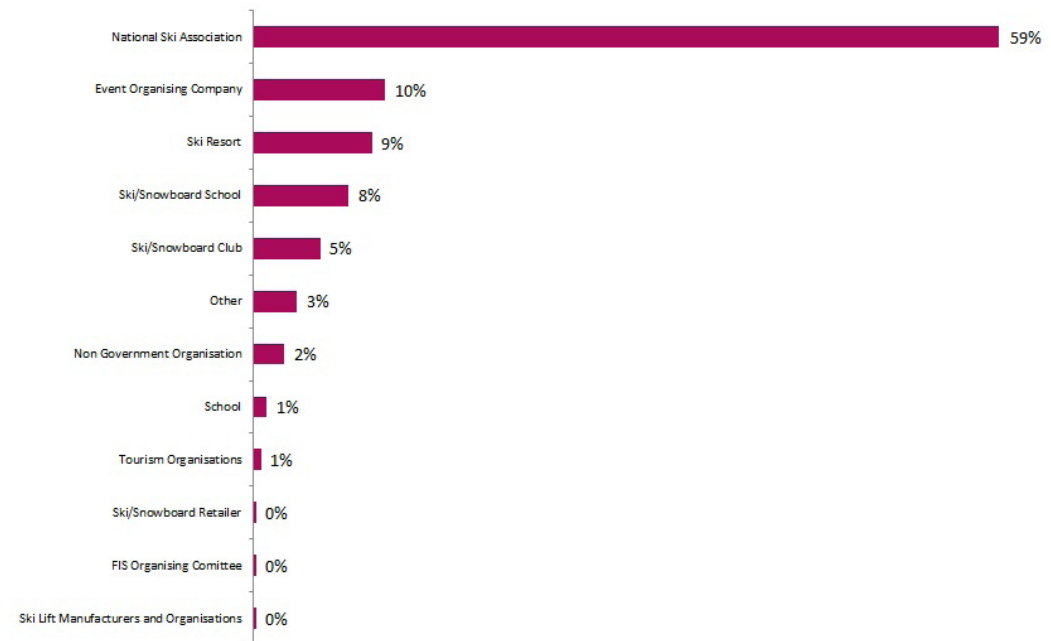
Throughout Canada: Childrens safety week hosted by the Canadian Ski Patrol

Winterberg-Neuastenberg, Germany: Childrens snow festival with discounted lift passes.

Throughout Poland: Free ski and snowboard lessons throughout the country.

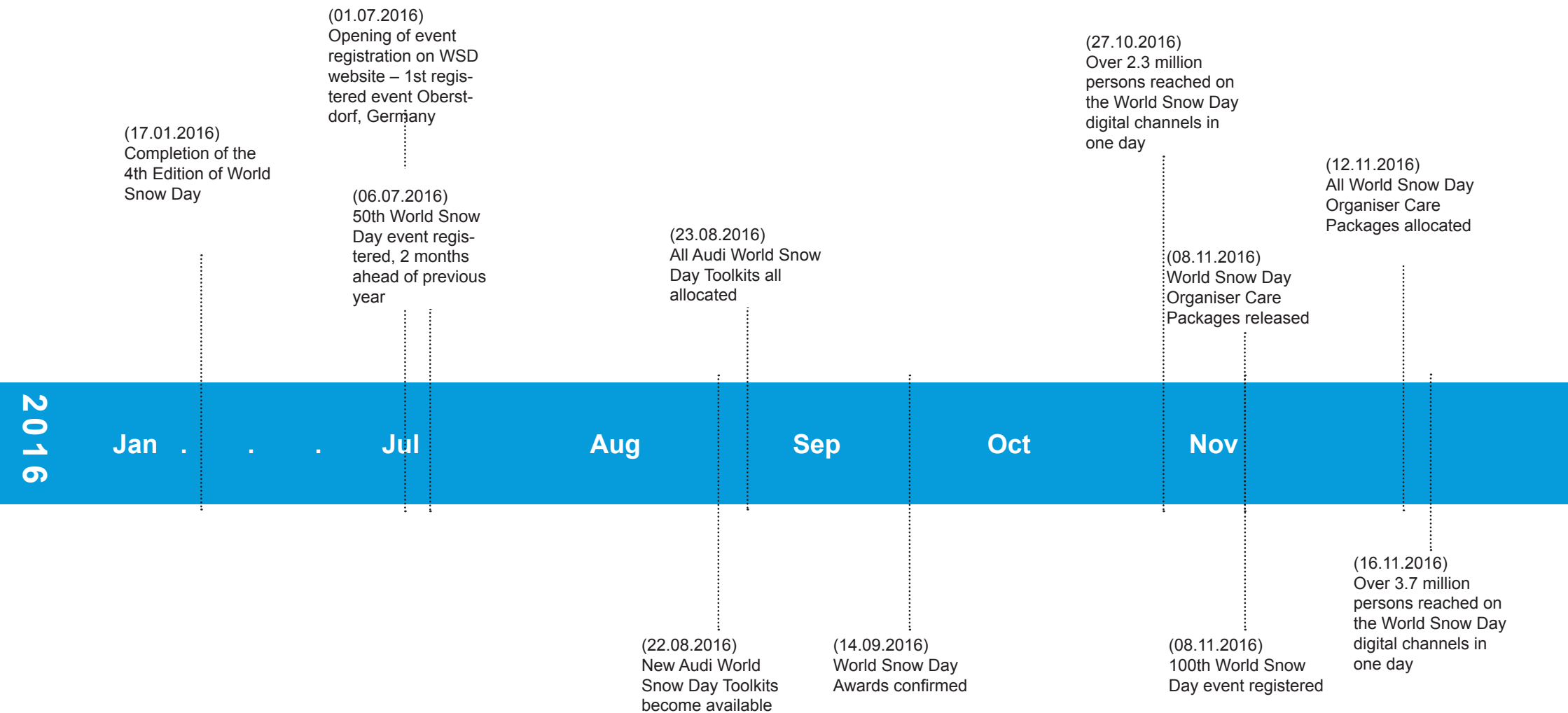
Sierra Nevada, Spain: Snow festival for children with discounted lift passes and lessons.

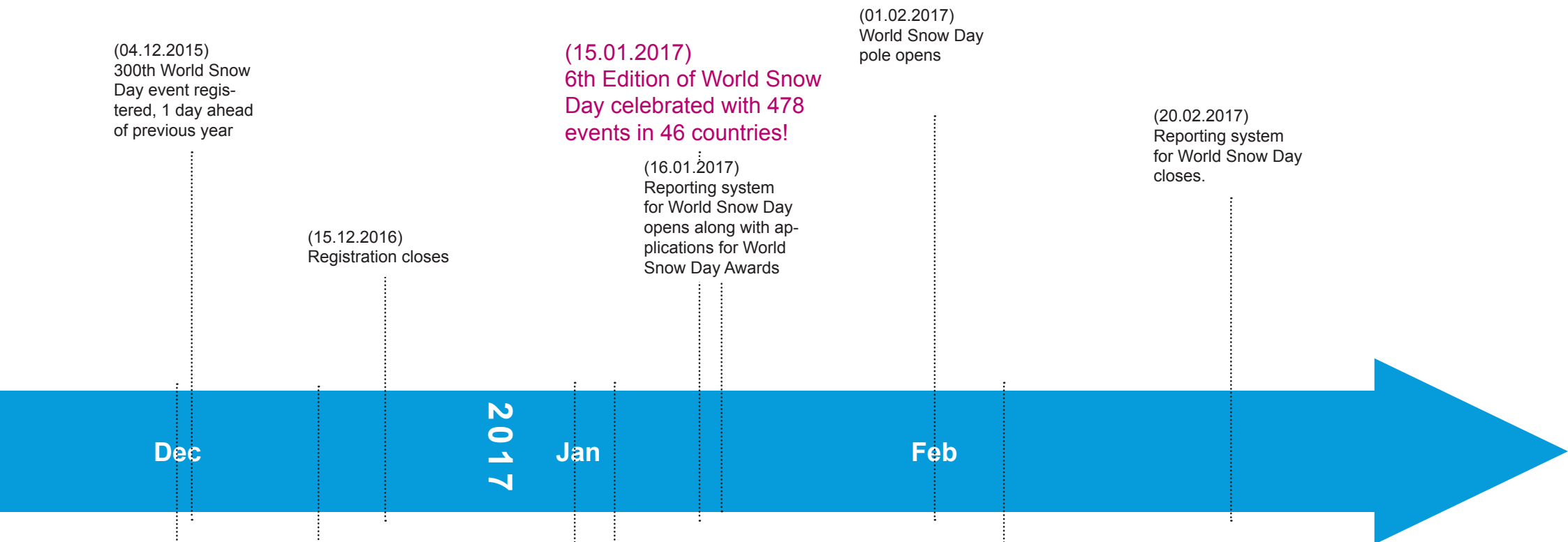
Huacachina Oasis, Peru: Skiing and snowboarding on the sand dunes with free lessons.



Timeline and Milestones







Promotional 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 2016, the fifth official World Snow Day promotional TV spot was made available in six languages (English, French, German, Italian, Spanish and Russian). Thanks to partnerships with Eurosport, EBU, Infront Sports & Media and Sovetsky Sport the spot was distributed globally. Broadcasters successfully integrated the spot into programming from the 12th December – 15th January 2017.

Estimated impact: 83 million

Presence at FIS World Cup Events

Building on the success of previous years, the World Snow Day brand was once again featured on the starting bibs of all competitors in FIS World Cup events during December and January. With many thanks to World Cup Organisers and National Ski Associations, the World Snow Day promotional trailer was also shown onsite at races. Additionally the World Snow Day snowball was displayed by athletes during World Cups.

Estimated impact: Over 800'000



The definition of happiness. Arrowhead Ski Area (USA)

Chat: What do you think is cool about snow?

🕒 15 January 2017



It's World Snow Day today, and a chance to celebrate all things snow

Austria, Canada, France, Iceland, Latvia, Norway, Poland and Sweden are expected to get involved, to get lots of people celebrating snow around the same time.

1. LKW-Kids-Snowday war ein voller Erfolg

Ski alpin

Unter dem Patronat der Liechtensteinischen Kraftwerke (LKW) führte der Liechtensteiner Skiverband (LSV) gestern den 1. LKW-Kids-Snowday in Malbun durch.

Knapp 70 alpine und nordische Nachwuchsathleten erlebten am Wochenende einen ereignisreichen Tag mit viel Spass und Spiel. Teilnahmeberechtigt waren alle Kinder im Alter von fünf bis neun Jahren. Im Bereich des Malbiparks stellten etliche helfende Hände des Nordic Club Liechtenstein einen acht Stationen umfassenden Parcours auf, der einiges zu bieten hatte. An jeder dieser Stationen waren Aufgaben zu bewältigen und Punkte zu gewinnen. So gab es einen dichten Stangenwald mit anschließendem Zielwurf oder eine Buckelpiste, die ebenfalls regen Zusppruch fand, zu durchfahren. Die besten fünf Ergebnisse aus all diesen Stationen kamen in die Gesamwertung. Im Speziellen legte der Liechtensteiner Skiverband das Hauptaugenmerk aber auf die spielerische Komponente, weshalb der Spass ganz klar im Vordergrund stand. In Kleingruppen absolvierten die jungen Teilnehmer die attraktiven Parcours

und wurden dabei von den aktuellen LSV-Kaderläufern der Nordischen aktiv durch das Programm begleitet.

Ein Überraschungsgeschenk für alle: Zu Besuch waren auch «Snowli» und der «Nordic Fux», der extra aus dem Steg angereist war. Die beiden standen den Kindern ebenfalls helfend zur Seite und waren jederzeit für ein Gruppenkuscheln zu haben. Am Ende standen bei den Mädchen und Buben pro Jahrgang die besten drei Punktesammler auf dem Podest und durften einen schönen Pokal in Empfang nehmen. Zudem erhielt jedes teilnehmende Kind ein Überraschungsgeschenk überreicht und durfte die Startnummer behalten. Konrad Schädler zog zum Abschluss ein positives Fazit über die gesamte Veranstaltung und richtete seinen speziellen Dank an die vielen Nachwuchsfahrer und Helfer, die zum guten Gelingen des 1. LKW-Kids-Snowday beigetragen haben.

(bugu)

World Snow Day, l'appuntamento sulla neve per bambini e ragazzi

Domenica 15 scatta la sesta edizione

Just some of the multitude of articles and media moments from around the world inc. BBC, Swiss news, La Stampa and TVP2 in Poland.

Provision of information directly to media

Press releases and other information were regularly provided to the media. All official World Snow Day press releases were available on the World Snow Day website at: <http://world-snow-day.com/en/Info/Media>. This resulted in many articles getting published on global platforms, including the International Olympic Committee website, BBC, Sovetsky Sport, RT Media, CCTV, CTV Edmonton, Meinberzirk, globalnews.ca and La Stampa.

Estimated impact: 1.5 million

Create Your Own Adventure video series

Capitalizing on the success of the Simon Beck video of World Snow Day 2016, The “Create Your Own Adventure” series was generated in conjunction with Translude Media. The fun series aimed to inspire families to create their own adventure during World Snow Day.

Estimated impact: Over 45’000

Social Media

World Snow Day’s social media presence saw excellent growth in 2016/2017. Meanwhile Organisers continued to embrace social media with the establishment of event pages, instagram accounts and after movies posted on their channels. The following statistics are taken only from the World Snow Day social media platforms



CREATE YOUR OWN ADVENTURE



The “Create Your Own Adventure” series got the whole world involved in the event.



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

Overall Growth:

Across four social media platforms World Snow Day has seen an average growth of 37.1%.

Facebook:

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

Largest reach on one day:	2.8 million
Average weekly reach of the WSD Facebook page?:	3.4 million (87% growth)

Twitter:

<https://twitter.com/WorldSnowDay>

Average monthly reach:	19'862
Reach increase in visits from Dec. to Jan.	71%

YouTube:

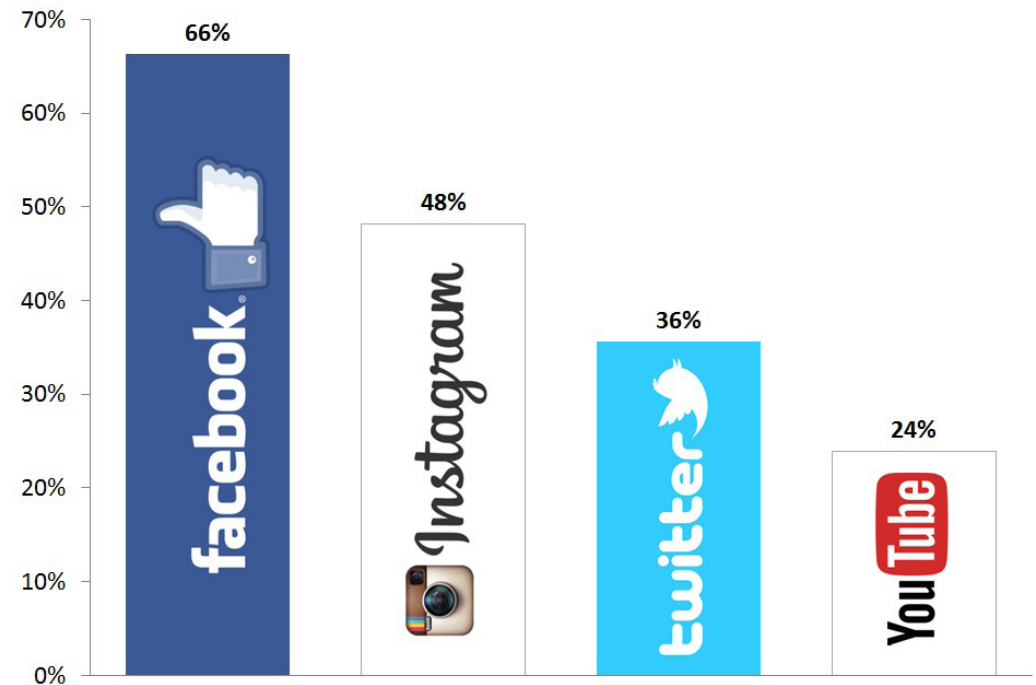
<http://www.youtube.com/WorldSnowDay>

Most popular series?	<i>World Snow Day & Me</i>	34,446 views
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Instagram:

<http://instagram.com/worldsnowday>

Number of followers:	1'254 (34% growth)
Number of photos posted:	554





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 WSD official website is cross-linked and promoted by all official FIS websites, pages and communication platforms.

Estimated reach: 1.2 million

Integration in FIS channels

FIS continuously publishes World Snow Day news on www.fis-ski.com and discipline websites. News was pushed further through the FIS Newsflash. New for the 6th Edition of World Snow Day, the FIS discipline social media channels integrated World Snow Day into their communications.

Estimated reach: 4 million

FIS Youth and Children's Seminar

The 11th FIS Youth and Children's Seminar was held in Zurich, Switzerland, on the 30th September 2015. This year's seminar focused on social media in sports. The aim of the seminar was to give National Ski Associations and participants an idea how social media can be used effectively and responsibly in sports.

Estimated reach: 10'000

Partners Support





The 6th Edition of World Snow Day was supported by nine exceptional partners: Audi, Eurosport, The European Broadcasting Union, Infront Sports & Media, Sovetsky Sports, Best of the Alps, WFSGI, FESI and Preferred Suppliers. The potential of World Snow Day has been substantially enhanced by these partners' excellent participation and cooperation.

Audi

In July 2016 Audi and World Snow Day created released a new batch of World Snow Day Toolkits. The Toolkits were free of charge, delivered to the locations of Organisers and become the property of the Organisers for future use after the event. Within three days all Toolkits were allocated for distribution to Organisers in 24 countries.

www.audi.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 Zermatt. Best of the Alps continued with their support for the staging and Organising of events in their member locations.

www.bestofthealps.com/en/

Audi
Vorsprung durch Technik





Federation of the European
Sporting Goods Industry

Eurosport

Through Eurosport's extensive global network the World Snow Day Promotional Trailer was broadcast from the 12th December – 15th January 2017. In addition thanks to St. Moritz and SWISS airlines, Eurosport and World Snow Day gave away a trip to the FIS Alpine World Ski Championships for one lucky family. To see their experience visit the link below:

<https://www.youtube.com/watch?v=L7aGPjlrHhI>

www.eurosport.com

European Broadcasting Union

The European Broadcasting Union is the largest association of national broadcasters in the world. The Promotional Trailer was available on their global distribution channels for broadcasters to download and air.

www.ebu.ch

FESI

The Federation of the European Sporting Goods Industry (FESI) is the representative body for the sporting goods sector in Europe. FESI engages with all European political institutions and other European authorities and bodies that are impacting the Sporting Goods industry. For the 2016 edition of World Snow Day FESI and its member manufacturers Atomic, Blizzard, Elan, Fischer, Head, Nordica, Salomon, Tecnica, Tyrolia, Marker, Völkl combined to support one event with free equipment rental for children.

www.fesi-sport.org



Infront Sports and 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

WFSGI

The WFSGI is an independent association with no objective of economic character for its own gain and formed by sports and sports-inspired leisure brands, manufacturers, suppliers, retailers, national/regional federations, industry and trade associations and all sporting goods industry related businesses.

For the 6th edition of World Snow Day the WFSGI provided support in communications. Additionally WFSGI has made key steps in bringing new partners to support World Snow Day.

www.wfsgi.org



Preferred Suppliers:

A new addition to World Snow Day, 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 the 5th edition of World Snow Day the suppliers included Amwerk Internova, APA Werbemittel, Liski Sport Equipment, MediaTec group and TechnoAlpin.

www.amwerk.eu

www.apa.de

www.liski.it

www.mediatecgroup.com

www.technoalpin.com





Falcade (ITA)



Feedback from Event Organisers
and the public



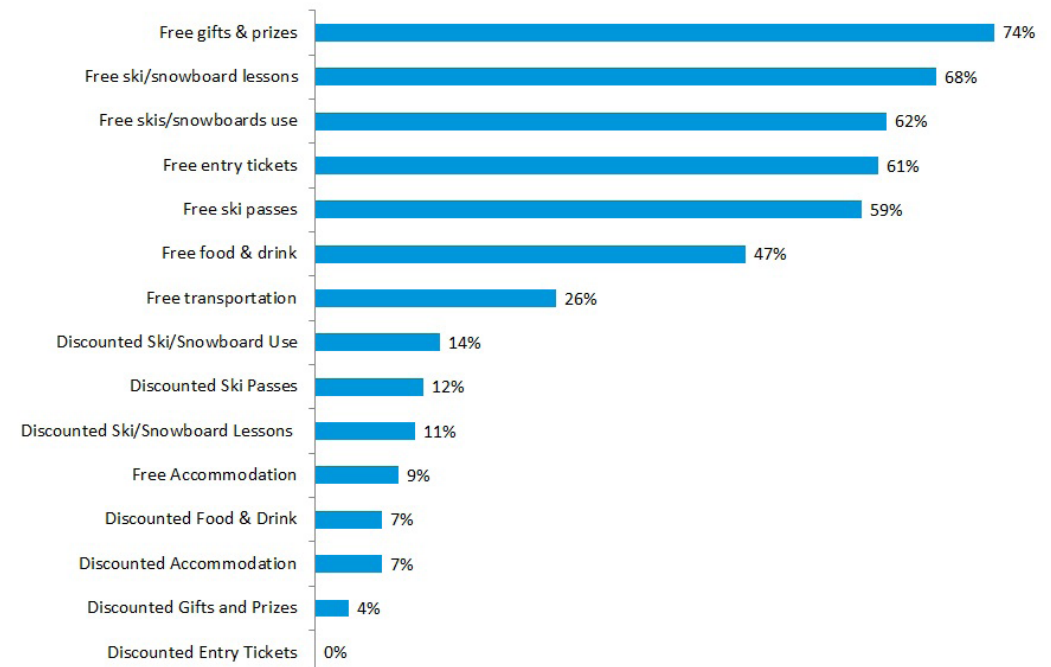
From 16th January to 20th February 2017, World Snow Day Organisers submitted event reports in the form of text, photos and videos through the World Snow Day Live Profile system. The individual 2017 World Snow Day event reports can be viewed [here](#).

During this period, an online survey was conducted to collect feedback anonymously from the public who attended a World Snow Day events and also those who could not.

Feedback from Event Organisers

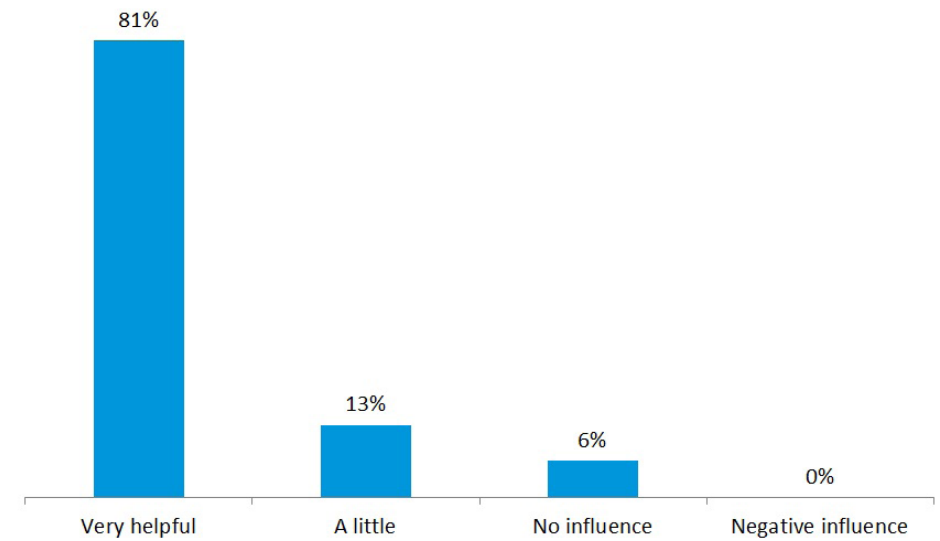
Types of World Snow Day events

From the data collected, the most popular promotion offered this year were free gifts and prizes (74%). Organisers have also indicated that these are the most valuable items received from World Snow Day.



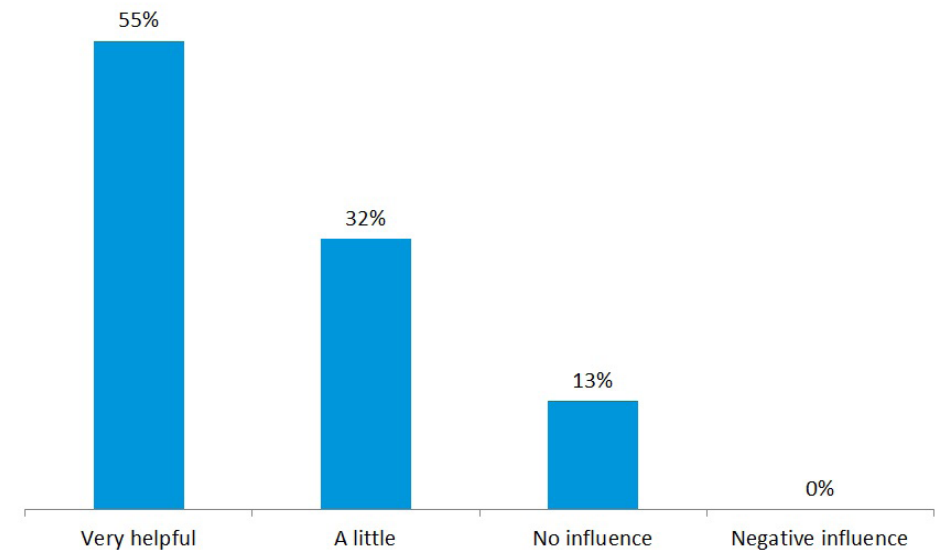
Do you feel the World Snow Day brand helped you attract participants?

81% of Organisers said the World Snow Day brand was 'Very helpful' in attracting participants. This is an increase of 9% on last year.



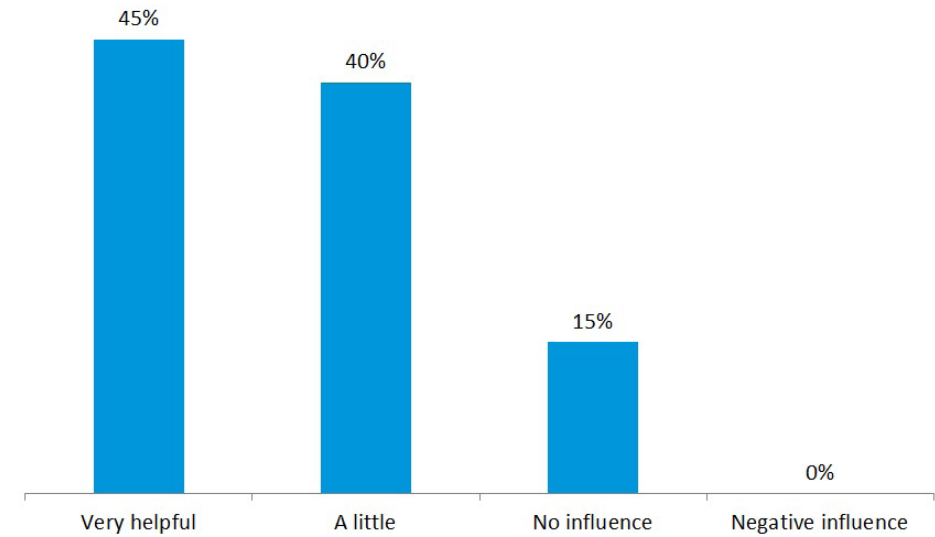
Do you feel the World Snow Day brand helped attract media attention?

55% of Organisers said the World Snow Day brand was "Very helpful" in attracting media attention. This is an increase of 5% on last year



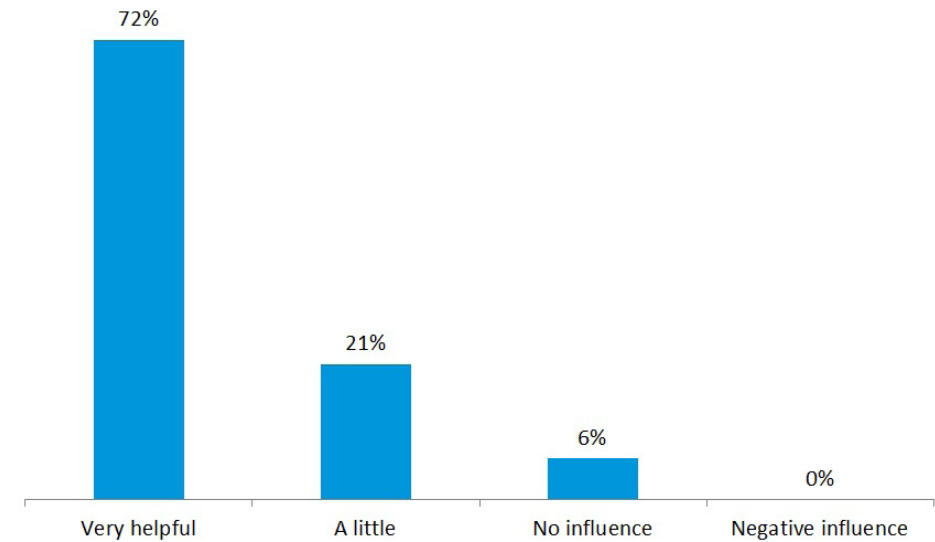
Do you feel the World Snow Day brand helped attract sponsors and partners?

45% of Organisers reported the World Snow Day brand to be very effective in attracting sponsors and partners. Once again no Organisers reported a “Negative Influence” of World Snow Day on sponsors and partners.



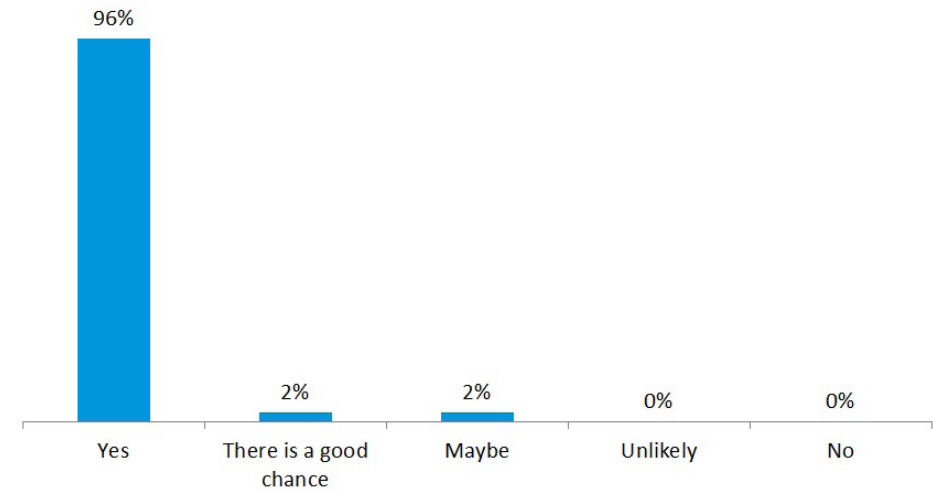
Do you feel the World Snow Day brand helped motivate your team?

72% of World Snow Day Organisers said the World Snow Day brand was very helpful in motivating their team. This is a slight increase on last years feedback.



Do you plan to Organise an event for the next edition of World Snow Day (15th January 2017)?

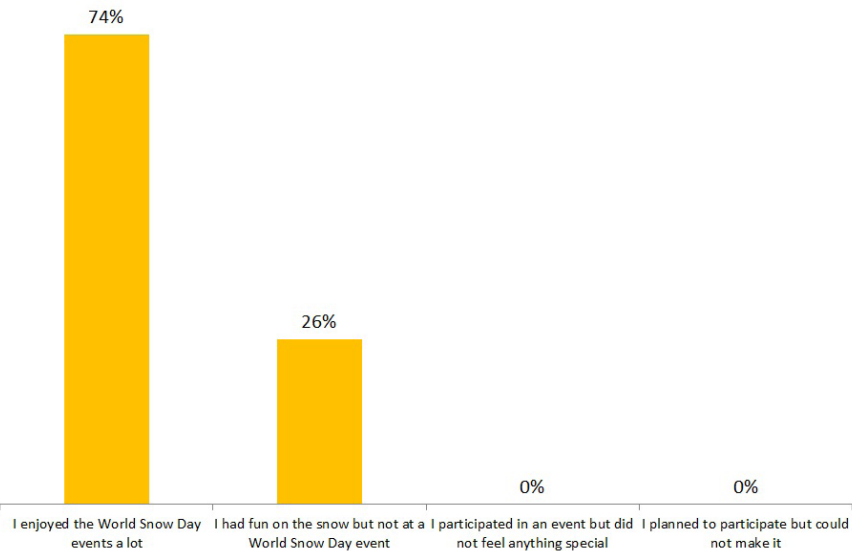
A record 96% of Organisers have indicated they will stage a World Snow Day event in 2018.



Feedback from World Snow Day Participants

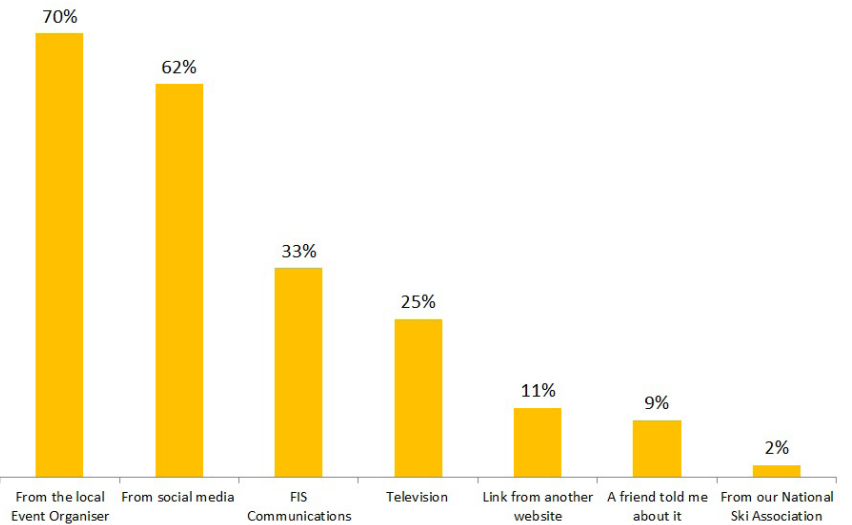
How much did you enjoy your World Snow Day event?

74% of respondents reported that they enjoyed World Snow Day events. A further 26% said they enjoyed the snow on that day but not at a World Snow Day event.



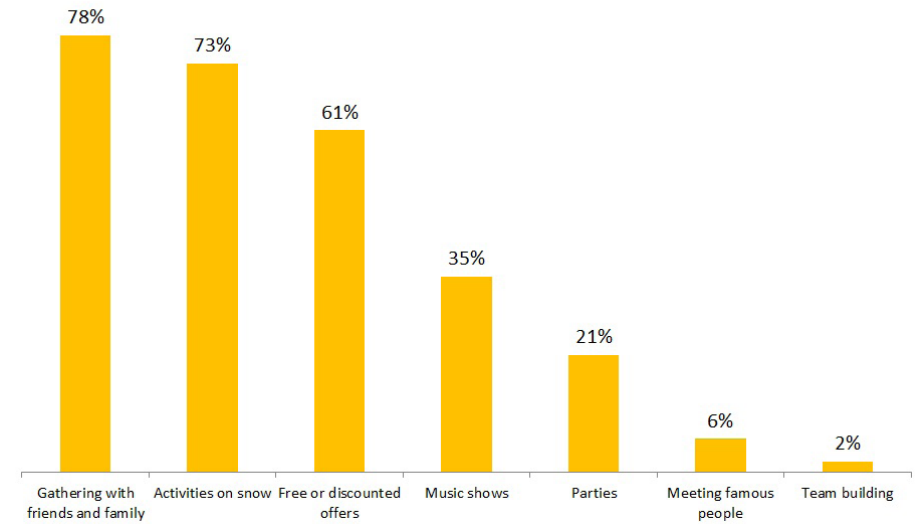
How did you hear about World Snow Day?

For the 3rd year in a row, event participants stated Event Organisers were the key place they heard about World Snow Day. This highlights the importance of local communication.



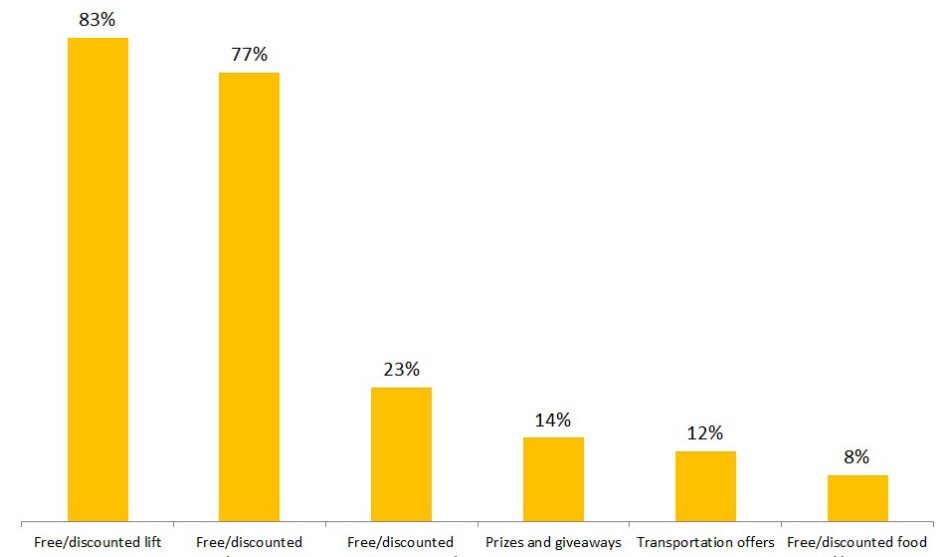
What interests you about World Snow Day?

'Gathering with Friends and family' has overtaken 'Activities on Snow' as the main interest in World Snow Day.



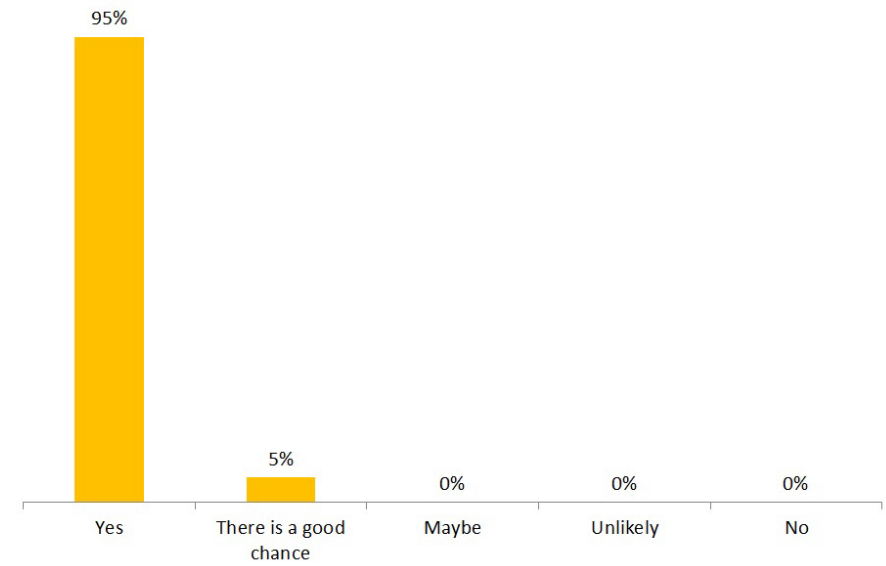
Which special offers attracted you to the events?

83% of participants stated promotions on lift passes is the primary attraction to events. This is followed by promotions on lessons with 77%.



Do you plan to participate in the next edition of World Snow Day (21st January 2018)?

95% of respondents said they will participate in World Snow Day 2018. This is up 2% on the previous year.

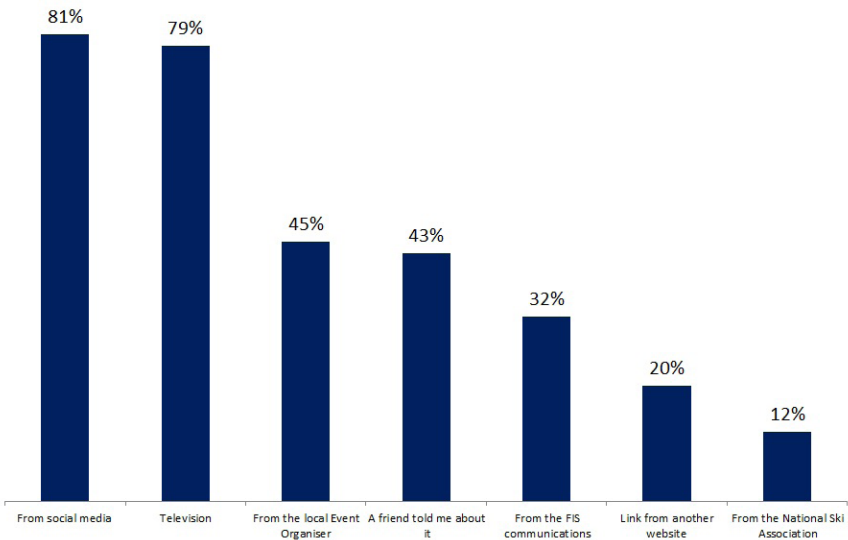




Feedback from Non-Participants

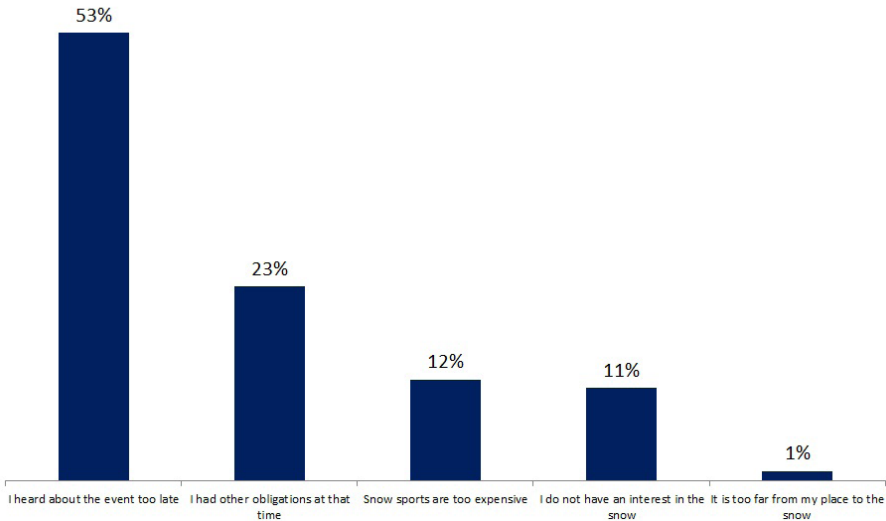
How did you hear about World Snow Day?

For the 2nd year in a row, social media was the number one platform non-participants heard about World Snow Day.



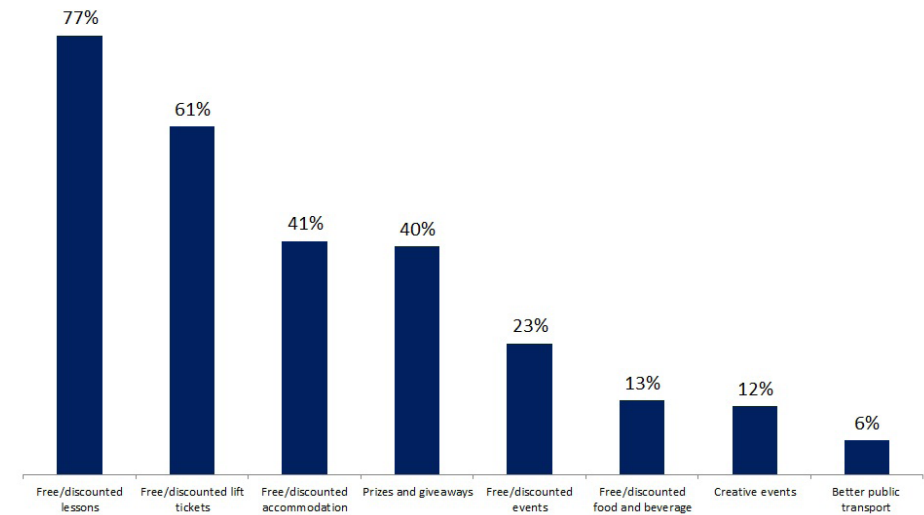
Why could you not participate in the 6th Edition of World Snow Day?

Whilst non-participants found about the event on Social Media for many it was too late.



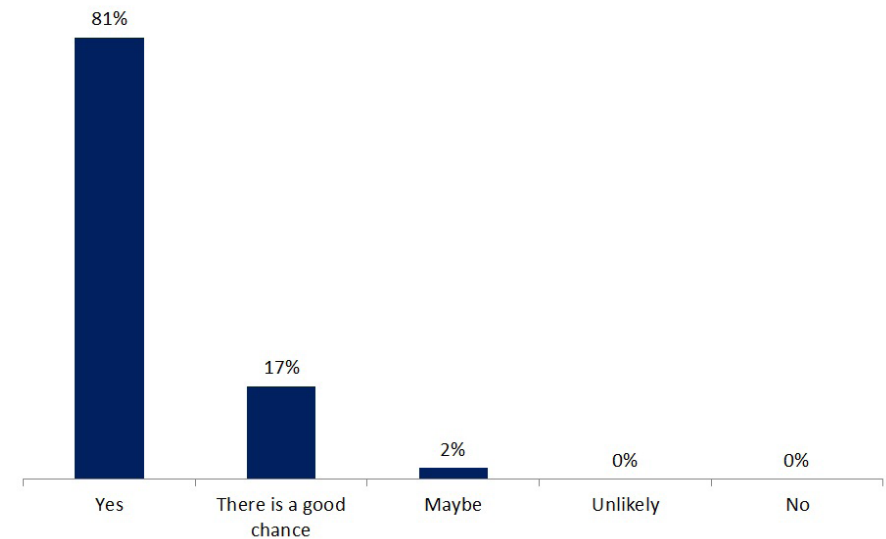
Which activities or promotions would help you to participate in snow sports more?

Non-participants stated that promotions on lessons motivate them the most to participate. 61% of non-participants also stated that free/discounted lift passes are a motivating factor.



Do you think you might participate in the next edition of World Snow Day (21st January 2018)?

81% of non-participants stated that they would participate in the World Snow Day. An additional 17% said “there is a good chance”.



Suggestions from the public

In addition to answering multiple choice questions those surveyed also had a chance to provide open feedback. Below are some of the responses from the over 2000 respondents

" World Snow Day 2018 Finland"

" Keep up the great work"

"Alla på snö"

" More events, more kids,
more snow sports"

" WE HAD A GREAT TIME WITH
OUR FAMILY AT THE EVENT"

" GREAT STUFF,
WORLD SNOW DAY"

" Excellent evento Evolution3lands. Grazie!"

" More events, more kids, more snow sports"

"See you for World Snow Day 2018"

"More events in the USA
please. We have kids also"

" As a mother, it is events like these that
inspire us as parents. Thank you"



One of the Strathcona Wilderness Centre (CAN) looking on at celebrations



Suggestions for 2016 Event Organisers





43

St. Moritz (SUI) know how to have fun on the snow.

Based on information and feedback, FIS has compiled a list of suggestions for future World Snow Day Organisers.

Local Communication is key

The communication of an event has a lot to do with its success. Many of the participants attending World Snow Day events have been found to be local residents. As such early and local communication is key.

To make local communication easier, Organisers have access to the World Snow Day Digital Toolkit. Here Organisers will find free templates which can be, downloaded, modified to include event information, produced and then distributed locally.

Hint: [Click here](#) to access the World Snow Day Toolkit for all your local communication needs.

Utilise social media

Social media has become a staple in communications. The majority of platforms are free but World Snow Day recommends using 1-3 platforms. Experience has shown that Facebook, Instagram and Twitter are the easiest to use and have the highest reach.

Hint: A Facebook event page for an Organisers World Snow Day is a great idea.



Maximize World Snow Day partnerships

From international communication to onsite materials the World Snow Day partners are all there to help with events. Of most use to event Organisers will be the Preferred Suppliers. These suppliers have been hand-picked by FIS for their top quality service, excellent products and most importantly good price. All agreements between the Organiser and suppliers will remain between the two parties. FIS will never intervene.

Hint: To see the World Snow Day partners [click here](#). To contact the Preferred Suppliers [click here](#).

Concluding Remarks



World Snow Day has now concluded its second set of goals. Whilst coming up just short of the participation mark all other goals have been successfully achieved. To reach such consistency is an excellent sign for the snow sports industry as people are interested in snow sports.

Looking ahead, FIS is committed to World Snow Day long term. Based on the previous 6 years, a new set of World Snow Day goals for the next three year period will be set. The bar has been set high by the Organisers but FIS is confident Organisers will continue to meet the challenge set and raise the bar even higher.

**See you for the 7th Edition of
World Snow Day on
21st January 2018!**

















5th Edition of World Snow Day Final Report
CH-3563 Oberhofen/Thunersee (Suisse)
Marc Hodler Haus
Blochstrasse 2
Tel +41 33 244 6161
Fax +41 33 244 6171
worldsnowday@fisski.com
www.world-snow-day.com

President
Gian Franco Kasper

Secretary General
Sarah Lewis

Executive Editors
Jenny Weideke and Andrew Cholinski

Graphical Concept / Layout / Print
Andrew Cholinski

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