

21st January
2018

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Final Report



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www.world-snow-day.com

Foreword - from FIS President

The 2018 edition of World Snow Day was a big success with over 500 events and actions, 11 city events and eight events in the southern hemisphere. Also impressive is the fact it was the 7th edition of World Snow Day, which shows continued enthusiasm to bring the next generation to snow sports.

WE must constantly remember what the aim of World Snow Day is, to bring children to the snow. FIS has had over 100 years of experience in organising competitive snow sports, but World Snow Day steps back and focuses on the grass roots of snow sports. The focus is on the everyday snow sports participants who take part for the sheer fun of it.

World Snow Day also has a very important secondary goal that is important to communicate: safety. For this edition of World Snow Day we had the privilege of partnering with the MND Group to produce a series of safety animations. These animations are a tool that makes it easier for all snow sports stakeholders to educate youngsters on how to be safe on the mountain. The animations are free of charge and available in multiple languages. These animations are an excellent resource and I encourage all people in snow sports to incorporate this message into their programmes/communications.

I would also like to take a moment to thank the partners of the 7th Edition of World Snow Day. The support of Eurosport, the European Broadcasting Union, Infront Sports & Media, SKADI, 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 valuable and FIS looks forward to continuing the cooperation with all.

Looking ahead, I echo the words of last year's event and say that World Snow Day is on the right path. However I urge all persons involved not to stray from this path and remain focused on the primary goal which is to bring children to the snow.



FIS President
Gian Franco Kasper



World Snow Day and Ice Mountain (BEL), perfect.

Acknowledgements

The FIS World Snow Day 2018 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.



Skiing and snowboarding are no the only sports at events. *Jonavos (LTH)*

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Snow flakes abound. Valiug (ROM)

Executive Summary



The 7th edition of World Snow Day took place on 21st January 2018 with more than 320'000 participants exploring, enjoying and experiencing snow at 516 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 2018 edition of World Snow Day also the start of a new set of World Snow Day goals. The introduction of three new partners - MND Group, SKADI App. and Protect Our Winters - will advance significantly the goals of safety and environment conservation as well as bridge the gap between technology and snow sports.



Oh happy days. Calremont (USA)

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 7th edition of World Snow Day which took place on 21st January 2018.

World Snow Day Goals and Analysis

Primary Goals:

Goal: 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 by 2020.

Status: This years World Snow Day saw 516 events in 46 countries. The number of countries is above the goal as is the number of events.

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

Measure: To average an 87% retention rate of events by 2020.

Status: According to survey results, 86% of Organisers will participate in World Snow Day 2019. This places this goal on track for completion.



Snow cakes for World Snow Day. Pamparovo (BUL)

Secondary Goals:

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

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

Status: This World Snow Day saw 63 events utilizing the POW7. More information on the POW7 can be found [here](#).

Goal: Promote the health benefits of snow sports

Measure: To establish a partnership with an external body who focus on physical health by 2020.

Status: In preparation for World Snow Day 2018 discussions have opened on a partnership with two bodies to partner with the event.

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

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

Status: 13 events implemented safety awareness into their programme. World Snow Day will increase this amount with the introduction of a new tool called the “SnowKidz Safety Animations”.



Mountains of snow. Fan photo

7th World Snow Day in Numbers



Fast Numbers

- 1 day around the world
- 4 nationwide events
- 8 events in the southern hemisphere
- 9 global partners: Best of the Alps, Eurosport, European Broadcasting Union, Federation of the European Sporting Goods Industry, Infront Sports and Media, MND Group, Protect Our Winters, SKADI App. and The World Federation of the Sporting Goods Industry.
- 11 events in major cities
- Record equaling 46 participating countries
- 123 events in one country
- 516 events in total
- 3'541 world Snow Day events over seven editions.
- More than 109'143 YouTube video views.
- More than 104'000 participants in the 7th Edition of World Snow Day!
- 350'000 visitors to www.world-snow-day.com
- Over 15 million people reached on social media.



Hands up if you like snow. Malbun (LIE)

World Snow Day by Continent and Country

The 7th edition of World Snow Day saw 516 events in 46 countries.



Types of Organisers

The 7th Edition of World Snow Day saw an increased push from Ski/Snowboard Schools with a 6% increase on the previous edition. Like the last edition of the event, National Ski Associations lead the types of Organisers.

Example Events

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

Thunder Bay, Canada: Kids snow festival in the heart of the city.

Himchal Pradesh, India: Kids snow celebration with free equipment and lessons.

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

Throughout China: 56 ski resorts with free skiing and snowboarding for children as well as live entertainment.

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

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

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

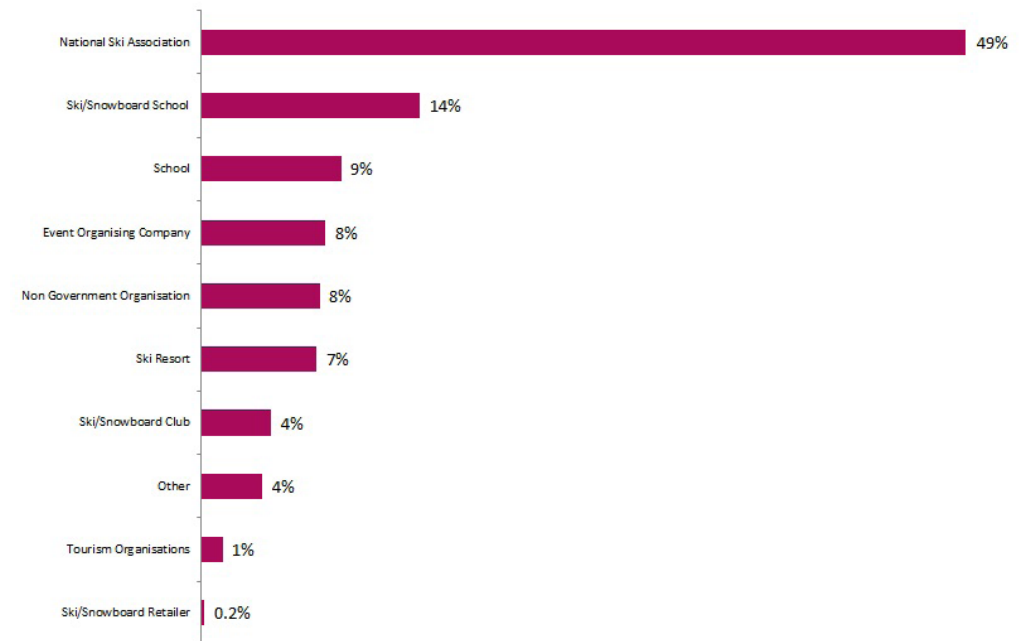
Tallin, Estonia: Free kids lessons.

Throughout Lithuania: Kids snow day at primary schools throughout the country.

Gudauri, Georgia: Kids snow festival with free lessons, lift passes, equipment and on snow entertainment.

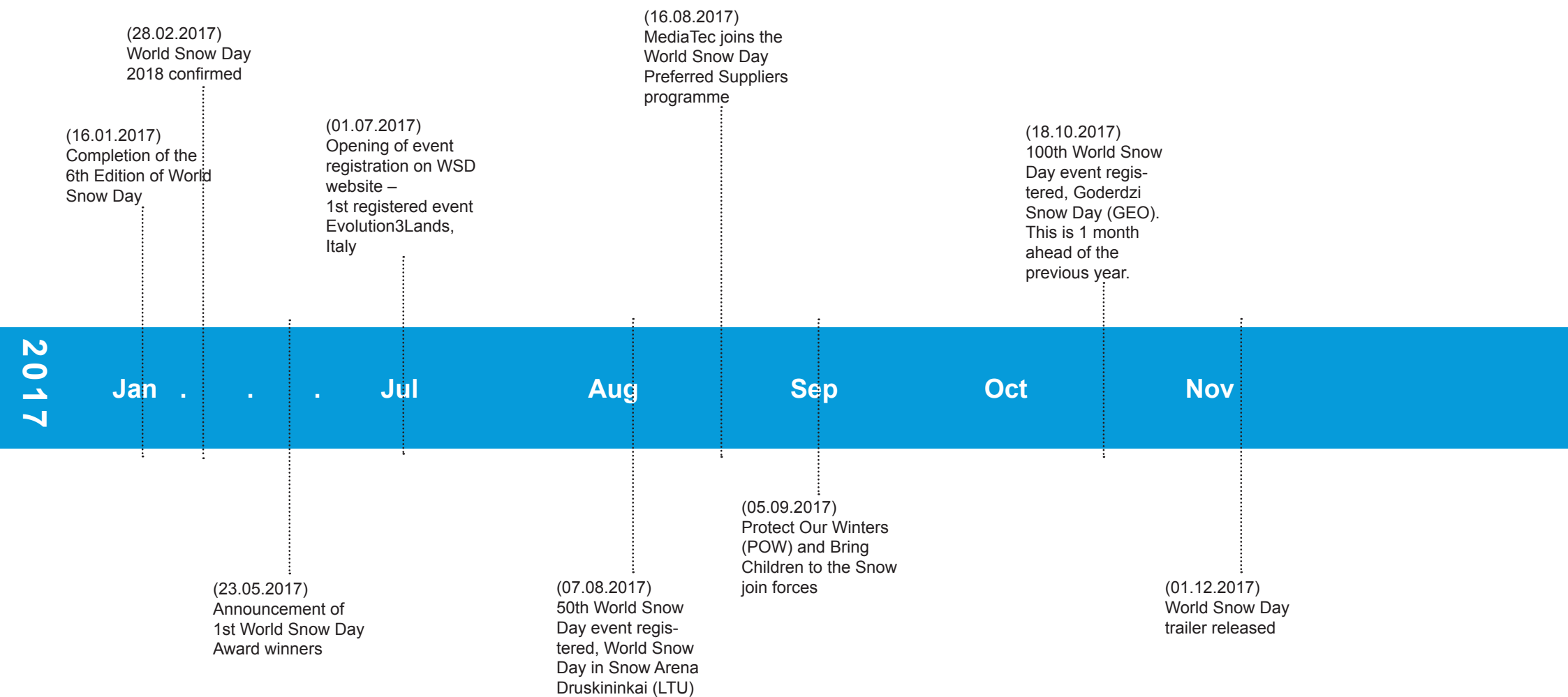
Rosa Khutor, Russia: Kids snow festival with free lessons, lift passes, equipment and on snow entertainment.

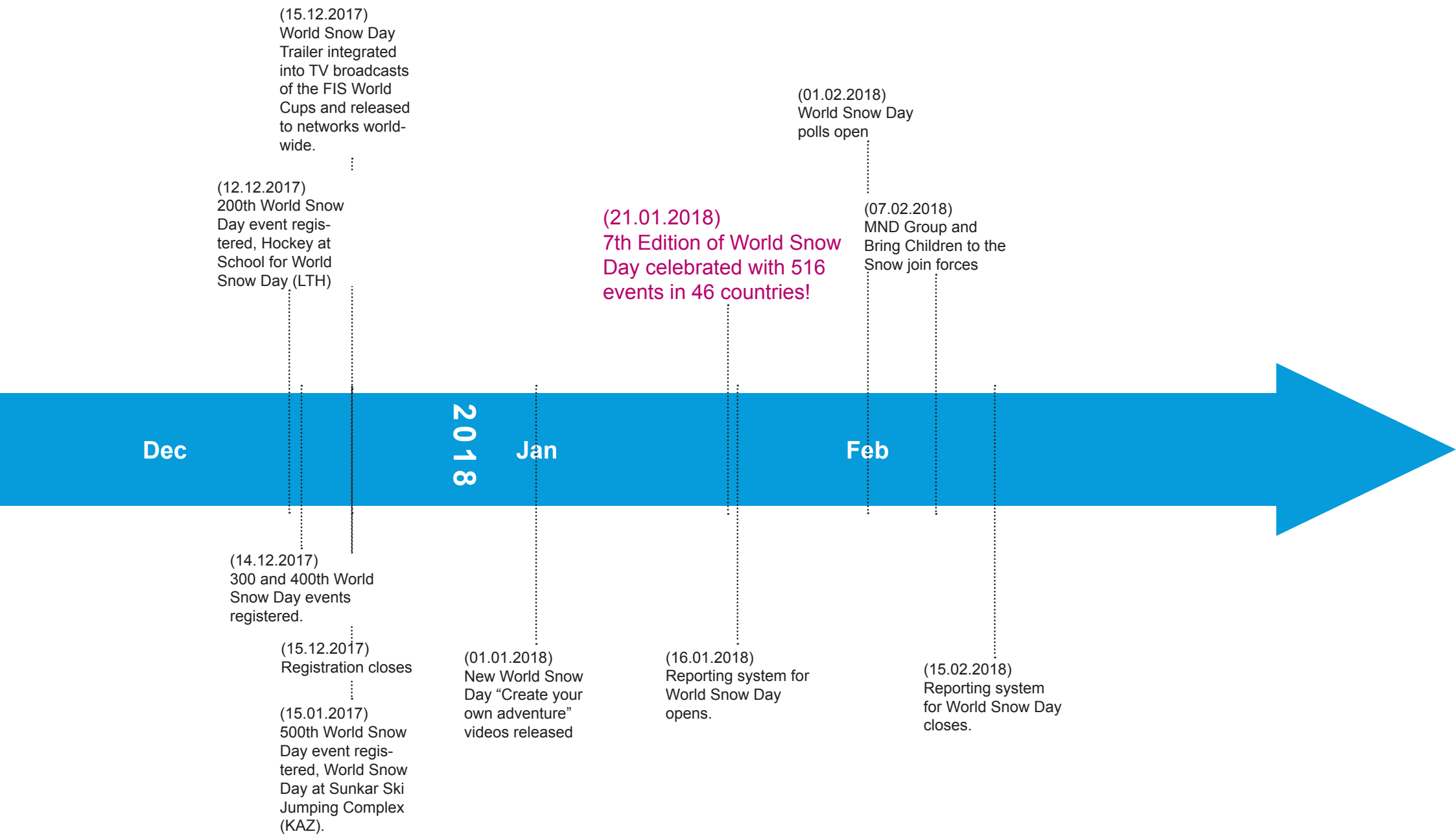
Snowmass, USA: Kids environmental day.



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 2017, 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 and Infront Sports & Media the spot was distributed globally. Broadcasters successfully integrated the spot into programming from the 15th December – 21st January 2018.

Estimated impact: 76 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.

Estimated impact: Over 826'000



Sun, snow and smiles. Perfect day. *Sljeme (CRO)*



Everyone can't wait to get into World Snow Day. Aleko Ski Zone (BUL)

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>.

Estimated impact: 530'000

Create Your Own Adventure video series

The Create Your Own adventure series aimed at providing Organisers and fans more fun content to share. The videos embodied the World Snow Day message of explore, enjoy and experience.

Estimated impact: Over 51'000

Social Media

World Snow Day's social media presence saw growth in 2017/2018. 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.



National Ski Associations like Monaco, getting in on the fun. *Isola 2000 (FRA)*



Kids, kids, kids. World Snow Day is about bringing a new generation to snow sports. This exactly what the Organisers did.

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 9.3%.

Facebook:

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

Largest reach on one day: 1.9 million

Average weekly reach of the WSD Facebook page?: 1.8 million

Twitter:

<https://twitter.com/WorldSnowDay>

Average monthly reach: 17'231

Reach increase in visits from Dec. to Jan. 391%

YouTube:

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

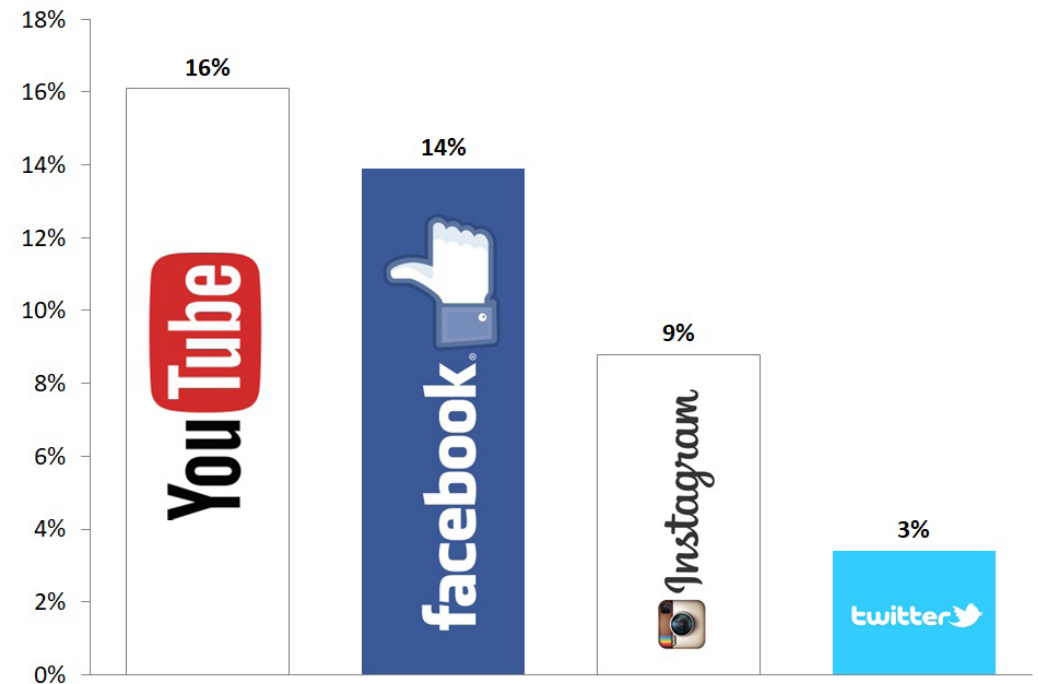
Most popular series? *World Snow Day & Me* 7'026 views

Instagram:

<http://instagram.com/worldsnowday>

Number of followers: 1'364

Number of photos posted: 693





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Turn that frown upside down. Pamparovo (BUL)

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: 1.3 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 7th Edition of World Snow Day, the FIS discipline social media channels integrated World Snow Day into their communications.

Estimated reach: 4.2 million

FIS Youth and Children's Seminar

The 15th FIS Youth and Children's Seminar was held in Zurich, Switzerland, on the 29th September 2017. This year's seminar focused on parenting in winter sports. The aim of the seminar was to give National Ski Associations and participants the best practices on engaging and managing parents in snow sports.

Estimated reach: 11'800

Partners Support





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The 7th Edition of World Snow Day was supported by nine exceptional partners: Best of the Alps, Eurosport, European Broadcasting Union, Federation of the European Sporting Goods Industry, Infront Sports and Media, MND Group, Protect Our Winters, SKADI App. and The World Federation of the Sporting Goods Industry. and Preferred Suppliers. The potential of World Snow Day has been substantially enhanced by these partners' excellent participation and cooperation.

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

www.bestofthealps.com

Eurosport

Through Eurosport's extensive global network the World Snow Day promotional trailer was broadcast from the 15th December – 21st January 2018.

www.eurosport.com

EUR(O)VISION



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. FESI is currently exploring a new opportunity of support for events through Erasmus+ , a programme of the European Union. A test will be carried out in 2018 with the aim of adding the support feature for World Snow Day 2019.

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



MND Group

Although confirming the partnership after World Snow Day 2018, MND Group will be a critical partner moving forward. Together with MND Group, World Snow Day will make teaching snow safety easier. This will be achieved through a series of animated videos that communicate the 10 FIS Rules for the Conduct of Skiers and Snowboarders in a fun but informative manner. The videos will be made available for free to all Organisers and can be easily implemented on various digital channels as well as onsite at events.

www.mnd-group.com



Protect Our Winters

New to World Snow Day, the partnership with Protect Our Winters is aimed at advancing World Snow Day's goal of action towards environmental conservation. Both FIS and POW identified the responsibility of environmental conservation lies with the people. To activate this group a tool called the POW7 was developed and added to the World Snow Day Digital Toolkit. The POW7 is a checklist of actions a person can do to protect winter. The checklist is able to be printed and distributed at events or posted to digital media channels. The POW7 is available in multiple languages making it easy for Organisers in almost every country to implement.

www.protectourwinters.com

SKADI App.

SKADI app. aims at making snow sports easier for new comers by detailing re-sorts features, services and layout in a free app. These aims are very similar to World Snow Day and as such a partnership was formed. The partnership focus on communications with the goal of promoting each other.

www.skadi.guide



The World Federation of the Sporting Goods Industry

The World Federation of the Sporting Goods Industry (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 7th edition of World Snow Day the WFSGI provided support in communications.



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 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



Feedback from Event Organisers and the Public



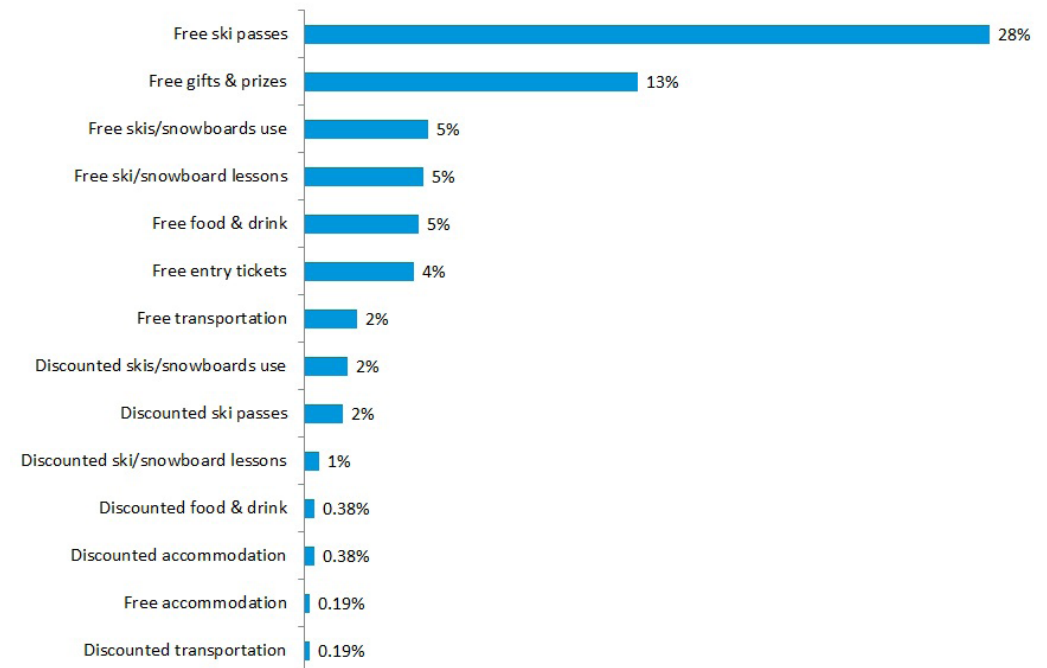
From 22nd January to 20th February 2018, World Snow Day Organisers submitted event reports in the form of text, photos and videos through the World Snow Day Live Profile system. The individual 2018 World Snow Day event reports can be viewed [here](#).

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

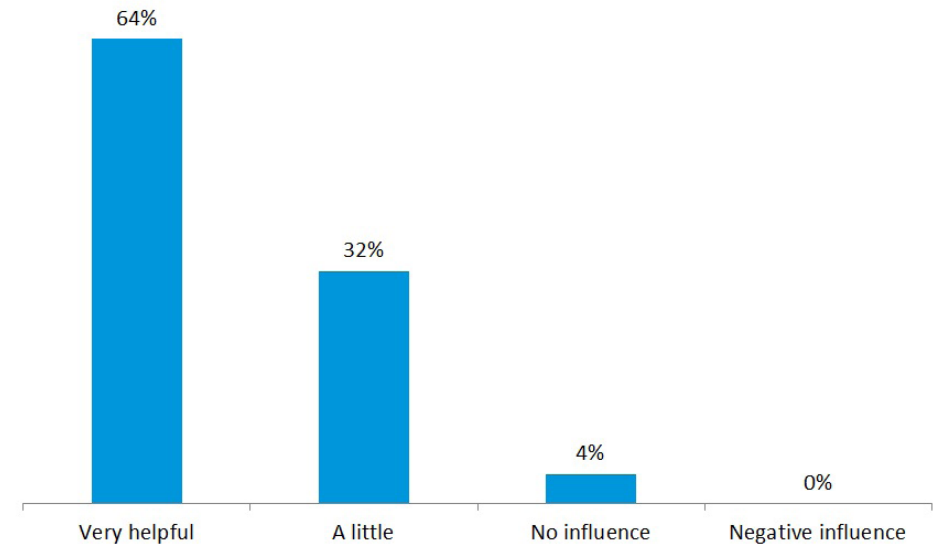
Types of World Snow Day events

From the data collected, the most popular promotion offered this year were free lifts passes (28%). Organisers who implement this action have reported this action yields the best results.



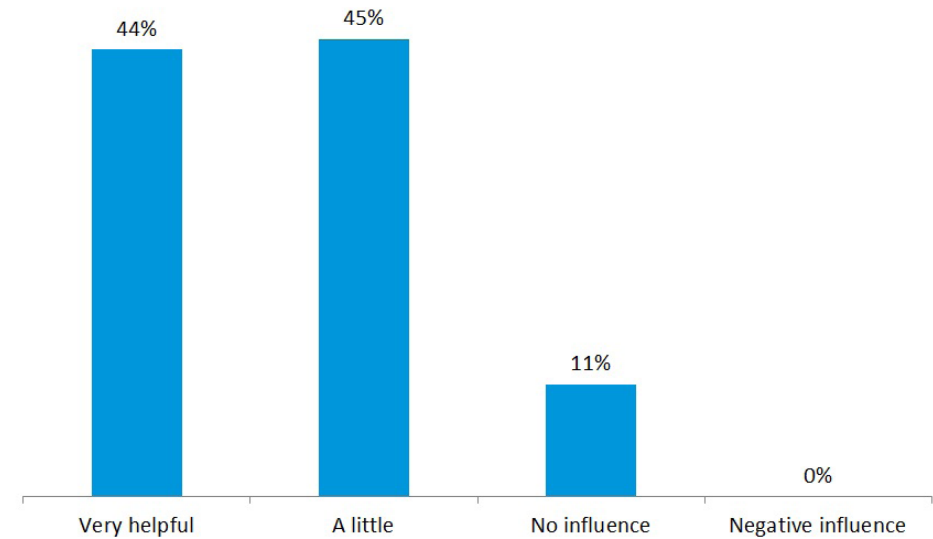
Do you feel the World Snow Day brand helped you attract participants?

96% of Organisers said that the World Snow Day brand helped attract participants to some degree.



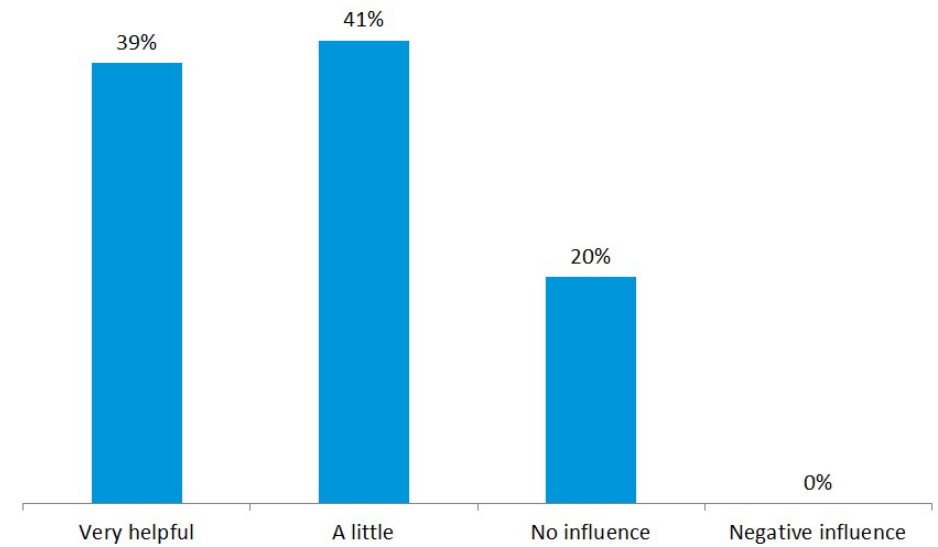
Do you feel the World Snow Day brand helped attract media attention?

44% or 230 Organisers stated the World Snow Day brand was 'very helpful' in attracting media attention.



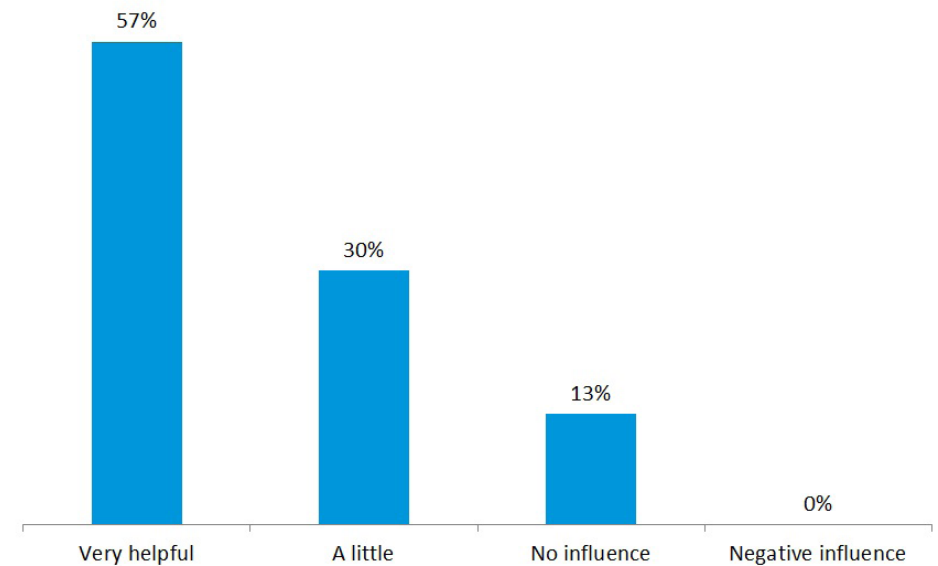
Do you feel the World Snow Day brand helped attract sponsors and partners?

80% of Organisers said World Snow Day helped them attract sponsors and partners.



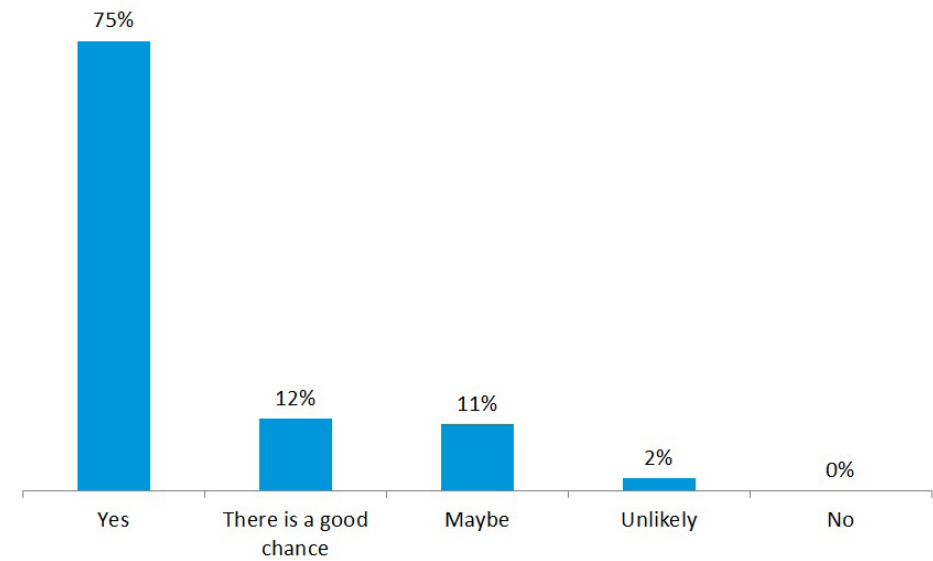
Do you feel the World Snow Day brand helped motivate your team?

57% of World Snow Day Organisers said the World Snow Day brand was very helpful in motivating their team.



Do you plan to Organise an event for the next edition of World Snow Day (20th January 2019)?

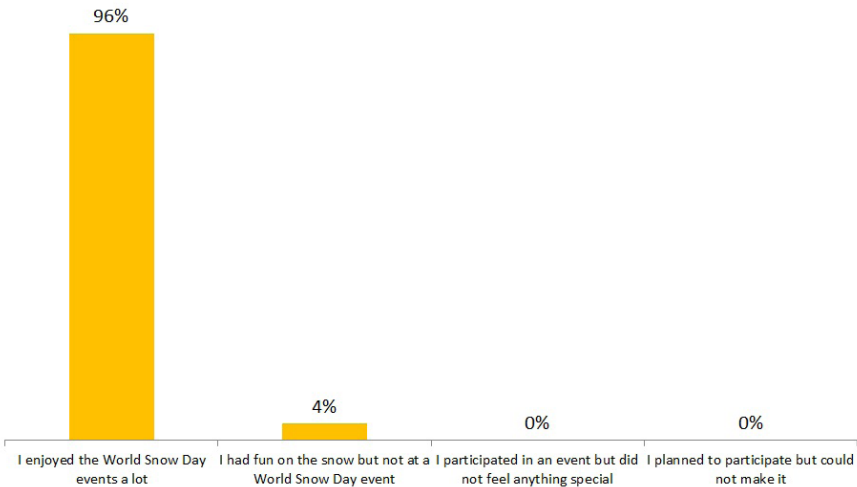
87% of Organisers have indicated they will stage a World Snow Day event in 2019.



Feedback from World Snow Day Participants

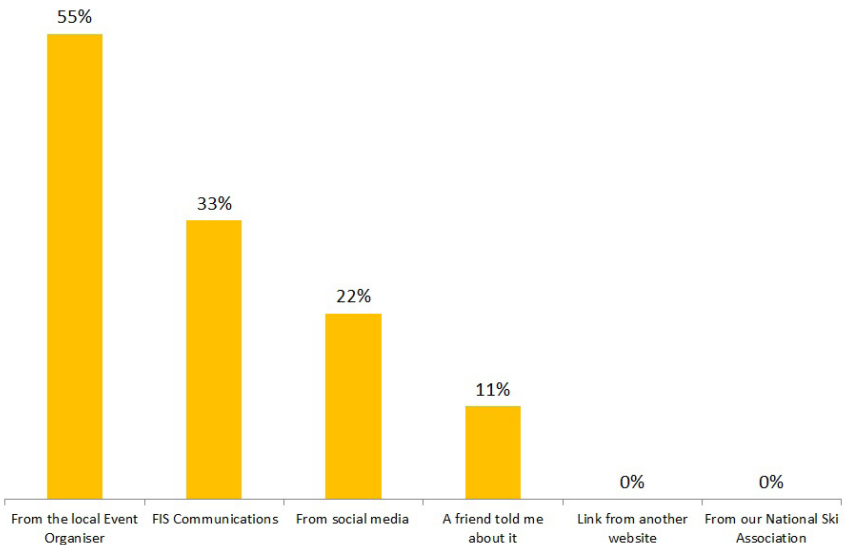
How much did you enjoy your World Snow Day event?

96% of respondents reported that they enjoyed World Snow Day events. This is an increase of 22% on last year.



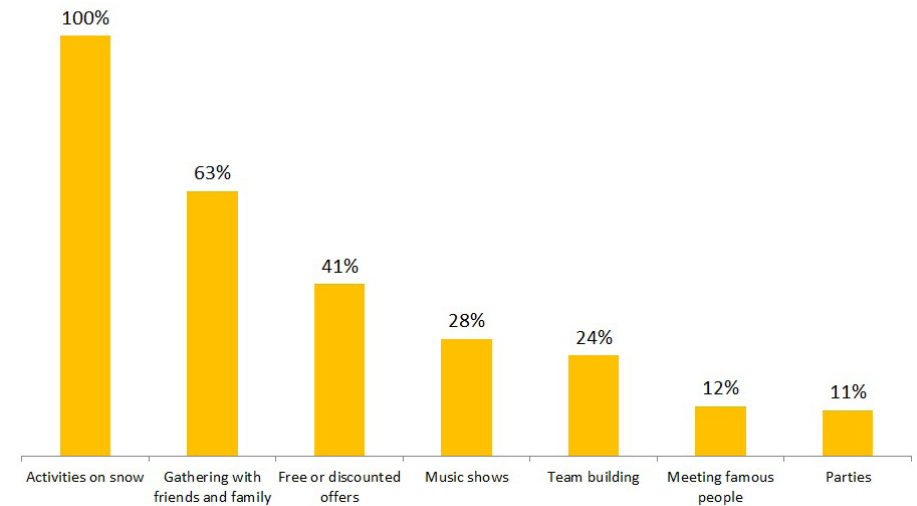
How did you hear about World Snow Day?

Local event Organisers over took social media as the number one source for events. This is a good sign as shows the connection between Organiser and participant getting closer.



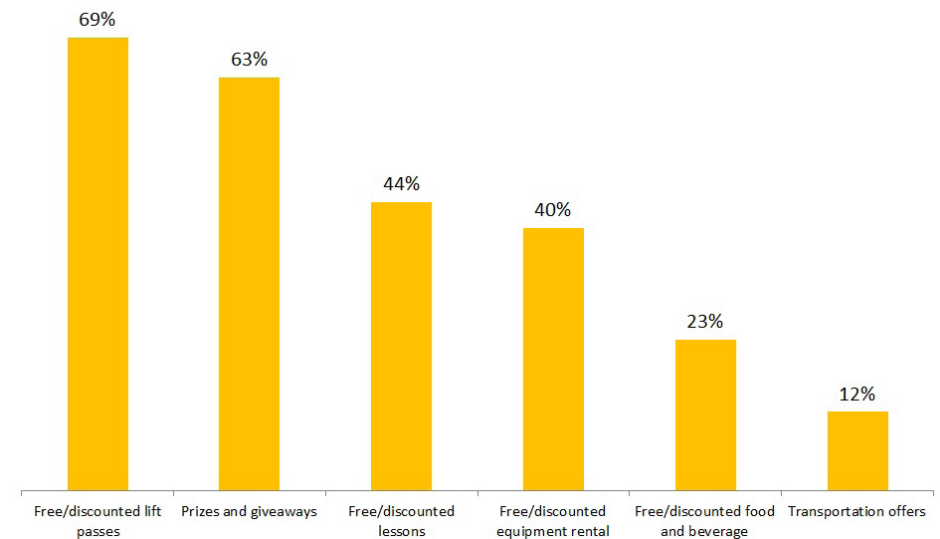
What interests you about World Snow Day?

'Activities on snow' reclaims the top spot from 'Gathering with friends and family' as the primary interest for World Snow Day participants.



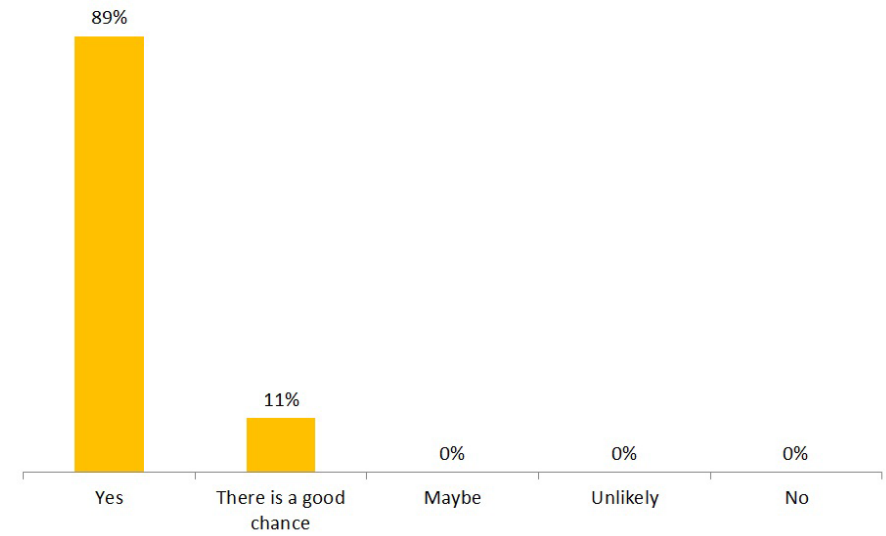
Which special offers attracted you to the events?

Promotions on lift passes along with 'prizes and giveaways' are the top special offers appreciated by World Snow Day participants.



Do you plan to participate in the next edition of World Snow Day (20th January 2019)?

According to participants, 89% said they would attend next years World Snow Day events.

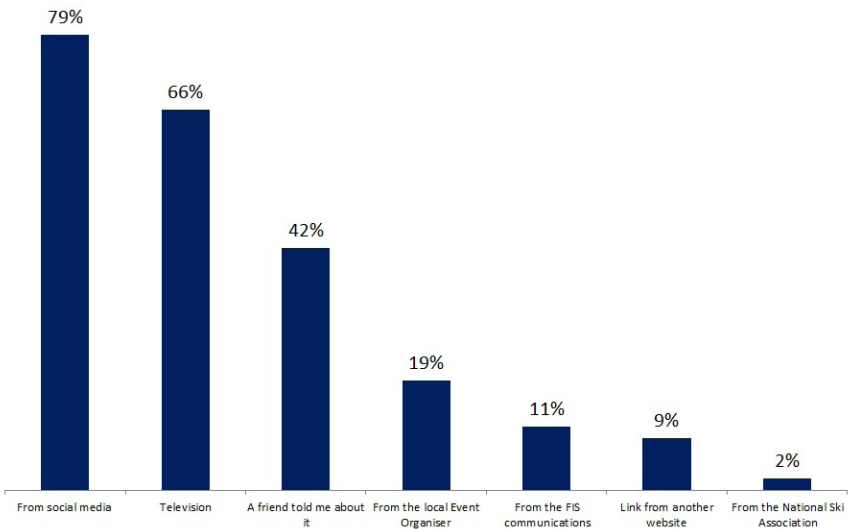




Feedback from Non-Participants

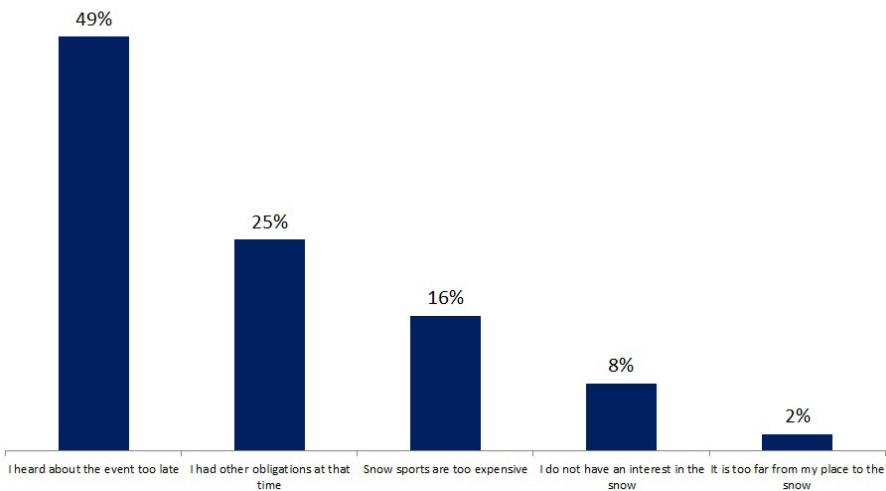
How did you hear about World Snow Day?

For the 3rd year in a row, social media was the number one platform non-participants heard about World Snow Day.



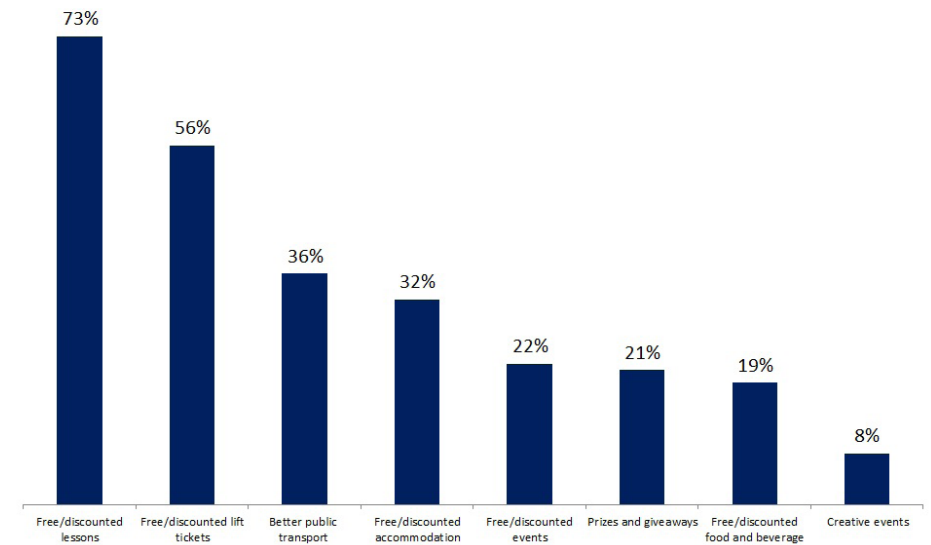
Why could you not participate in the 6th Edition of World Snow Day?

Hearing about events too late continues to be the main reason people could not attend World Snow Day celebrations. This is actually a favorable result as it is a problem that can be easily overcome.



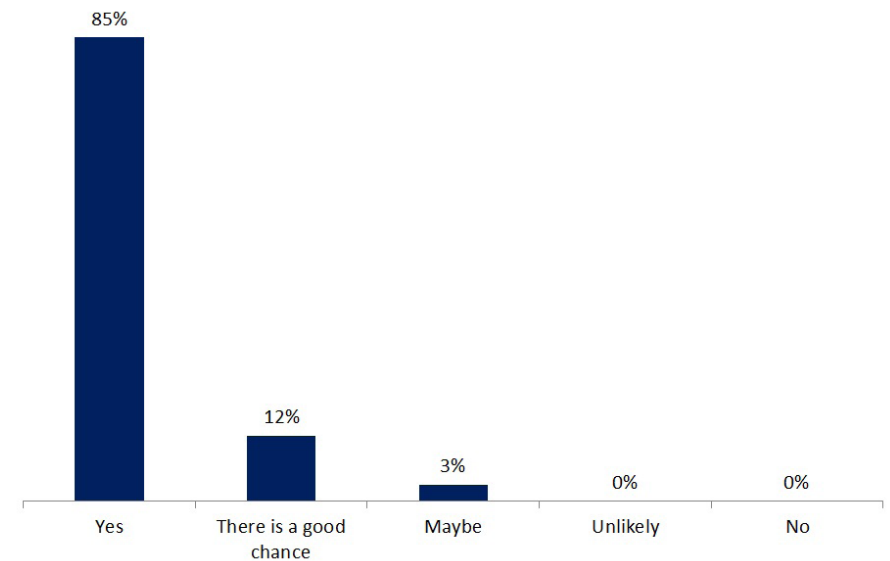
Which activities or promotions would help you to participate in snow sports more?

Promotions on lessons continued to be the special offer of most interest for non-participants.



Do you think you might participate in the next edition of World Snow Day (20th January 2019)?

85% of non-participants said they would attend World Snow Day in 2019. This is an increase of 4% on the previous year.



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 1200 respondents.

"It was a great day out for our family, thank you."

*"World Snow Day in Winterberg was very enjoyable.
Thank you for the event. "*

*" No suggestions,
event was very
good."*

**"Looking forward to
World Snow Day 2019"**

**"GREAT INITIATIVE, THANK YOU
TO THE ORGANISERS."**

*"SMALL EVENT
BUT VERY FUN."*

*"My children and I really enjoyed the event in Pamparovo,
thank you"*

*"We had to travel to Snow Valley, what happened to World
Snow Day in Calgary?"*

"Thank you, super event."

**"3rd World Snow Day for my family,
we will make it number 4 in 2019."**

*"We have never skied before World Snow
Day. Please keep going."*





Suggestions for 2019 Event Organisers





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

Early registration

Every year World Snow Day registration opens on 1st July. It is recommend Organisers take advantage of this and register early. This will begin early communications of events so the public can plan ahead. Moreover early registration will place Organisers in pole position to take advantage of offers such as the Organiser Care Packages.

Hint: All Organisers must submit a new registration each year.

Take advantage of online digital tools

www.world-snow-day.com is a hive of free information and digital tools. Items such as event reports and case studies give the public a glimpse of what took place but also serve as best practices for other Organisers. If an Organiser would like to connect with another Organiser they can locate their contact information through the Event Locator. Finally the World Snow Day Digital Toolkit is home to a multitude of free templates to help Organisers communicate their event.

Hint: If you cannot find what you need on www.world-snow-day.com drop us an email to worldsnowday@fisski.com and our team will be happy to help you.

Concluding Remarks



The 7th edition of World Snow Day has seen the event return to form with over 500 events. This is a great sign given FIS's overall goal of stabilizing the programme and bringing in more consistency.

As well as coming back into form, World Snow Day has been lucky enough to bring in three new partners; MND Group, SKADI App. and Protect Our Winters. Thanks to MND communicating how to be safe on the mountain will become easier. Protect Our Winters will help World Snow Day and its events advance its goals of environmental conservation. Finally SKADI App. will help all snow sports person have an easier day on the snow with guides and tips all on your smart phone.

World Snow Day is continuing to evolve and grow. The project has achieved a lot but the best is yet to come.

**See you for the 8th Edition of
World Snow Day on
20th January 2019!**













Tullamore
Dew

IRISH WHISKY

MONKEY
SHOULDER

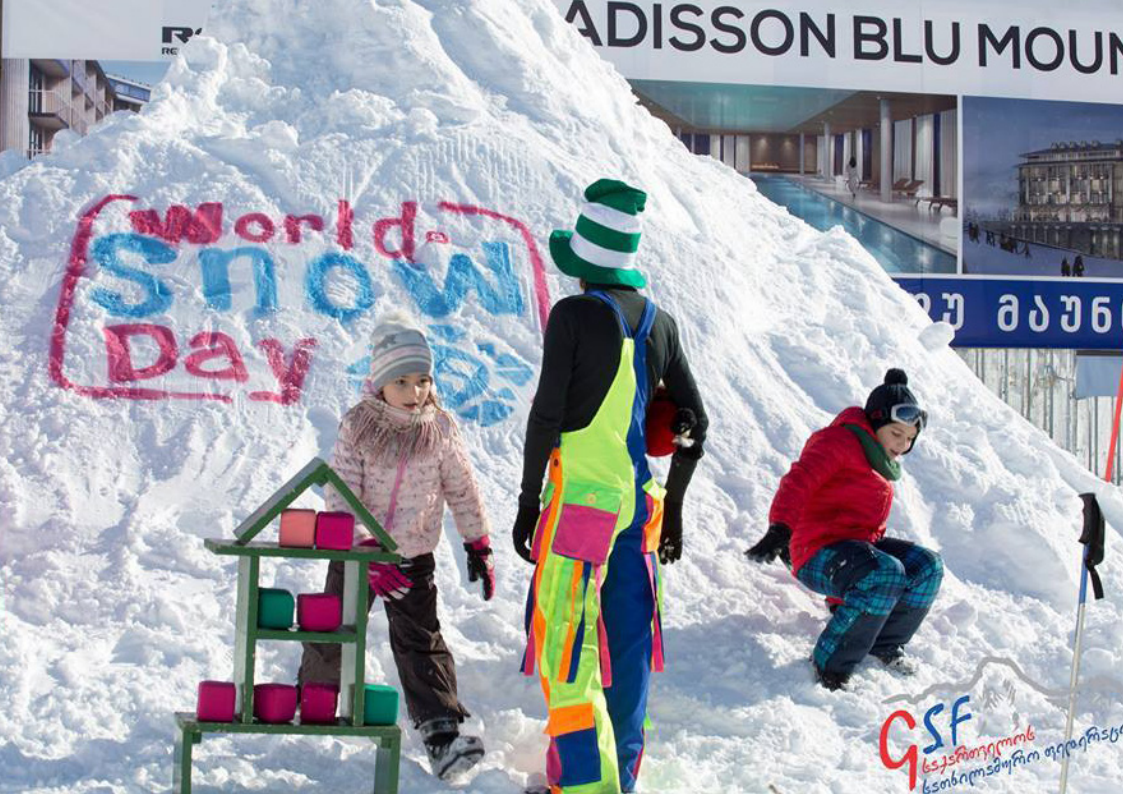
BLENDED MALT SCOTCH WHISKY













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