

19th January
2020

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EXPERIENCE



Final Report

www.world-snow-day.com

Foreword

The 2019/2020 winter was an abstract season to say the least. With variable snow conditions throughout the world and the COVID-19 virus, one can look at this past winter as being quite negative. However not all was lost and the season did have many highlights. Amongst those, World Snow Day.

With 359 events in 45 countries, World Snow Day continues to show us that the snow sports community can work together to ensure its future. But I must echo what I said in a foreword some years ago in that the issue of bringing a new generation to snow sports is not solved.

In order to bring a new generation to snow sports it is imperative that programmes, events and actions for the young do not stop. This is because history has shown that a passion for snow sports does not come one solemn moment. Infact, when one looks closely at the numbers, the countries with the largest snow sports communities are those who have had actions to bring children to the snow in place for the longest.

Speaking of time, I would also like to take a moment to thank the long time partners of World Snow Day. The support of Atomic, Best of the Alps, Dinoski, Eurosport, the European Broadcasting Union, Infront Sports & Media, MND Group, SKADI, The European Federation of the Sporting Goods Industry (FESI) and the Preferred Suppliers has been invaluable. FIS very much appreciates and respects the support of these companies and organisations and looks forward to continuing the cooperation with them all.

I would like to end this foreword by simply saying thank you. Thank you to everyone who has dedicated their time and resources these last 9 years. Your work has been and will be appreciated for many years to come.



FIS President
Gian Franco Kasper



Acknowledgements

The FIS World Snow Day 2020 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.



New experiences

Grandvalira - Soldeu World Snow Day, Andorra

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Prizes for all.
Ashtok World Snow Day, Armenia

Executive Summary



The 9th edition of World Snow Day took place on 19th January 2020 with more than 100'000 participants exploring, enjoying and experiencing snow at 359 events in 45 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 2020 edition of World Snow Day also saw the introduction of new partners and the continuance of existing partnerships. New partners Dinoski joined forces with Atomic Skis and focused on motivating World Snow Day fans to get from behind their computers and out on the snow. These actions were once again coupled with media support from Infront Sports and Media, The European Broadcasting Union (EBU) and Eurosport who promoted the event to audiences around the world.

All in all, World Snow Day 2020 followed the traditions of past and brought together the whole snow sports community to bring a new generation to snow sports.



Can't escape the smiles.

St. Anton am Arlberg World Snow Day, Austria

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 8th edition of World Snow Day which took place on 20th January 2019.

World Snow Day Goals and Analysis

Period: World Snow Day 2018 - World Snow Day 2020

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: Partially complete - Following the 2020 edition of World Snow Day the average number of events over the last period is 451. Whilst the average number of events was not reached the average number of countries did exceed 40 with 45 countries participating over the last three editions.

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: Complete – World Snow Day maintained an 92% retention rate of events and actions over the last three years.



Bring the fun and the people will come.
Jahorina World Snow Day, Bosnia and Herzegovina

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: Complete – From 2018 to 2020 a total of 191 events and actions incorporated environmental conservation activities into their World Snow Day programmes.

Goal: To promote the health benefits of snow sports

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

Status: Incomplete – Over the last three years, World Snow Day reached out to the World Health Organisation and major brands such as Colgate and Johnson and Johnson to establish a partnership. Despite all efforts, partnerships could not be reached. This is a concerning sign given the importance of children's health.

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

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

Status: Complete - Over the last three editions of World Snow Day, 241 events and actions have incorporated safety activities into the event programme. Some going as far as centering their whole event around safety.



Learning safety on World Snow Day.

World Snow Day Furano, Japan

The Numbers



World Snow Day 2020 Fast Numbers

- 1 day around the world
- 3 events in the southern hemisphere
- 4 nationwide events
- Average of **6.3%** growth in social media
- 9 global partners: Atomic Skiing, Dinoski, Best of the Alps, Eurosport, EBU, Federation of the European Sporting Goods Industry (FESI), Infront Sports and Media, MND Group and SKADI App.
- 9 events in major cities
- **45** participating countries
- **79** events in one country
- **359** events
- **4'372** World Snow Day events over eight editions
- More than **119'400** YouTube video views
- Over **75'000** visitors to www.world-snow-day.com
- More than **105'000** participants in the 9th Edition of World Snow Day!
- Over **21 million** people reached on social media since World Snow Day 2019.



World Snow Day by Continent and Country

The 9th edition of World Snow Day saw 359 events in 45 countries.



Types of Organisers

World Snow Day 2020 saw an increased push from ski resorts. So much so that Resorts over took National Ski Associations as the main Organisers of events to bring children to the snow. This is a positive sign.

Example Events

Thunder Bay, Canada: Kids snow festival

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

Throughout China: 79 ski resorts with free skiing and snowboarding for children as well as live entertainment.

Winterberg-Neuastenberg, Germany: Children's snow festival with discounted lift passes.

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

Tallin, Estonia: Free kids lessons.

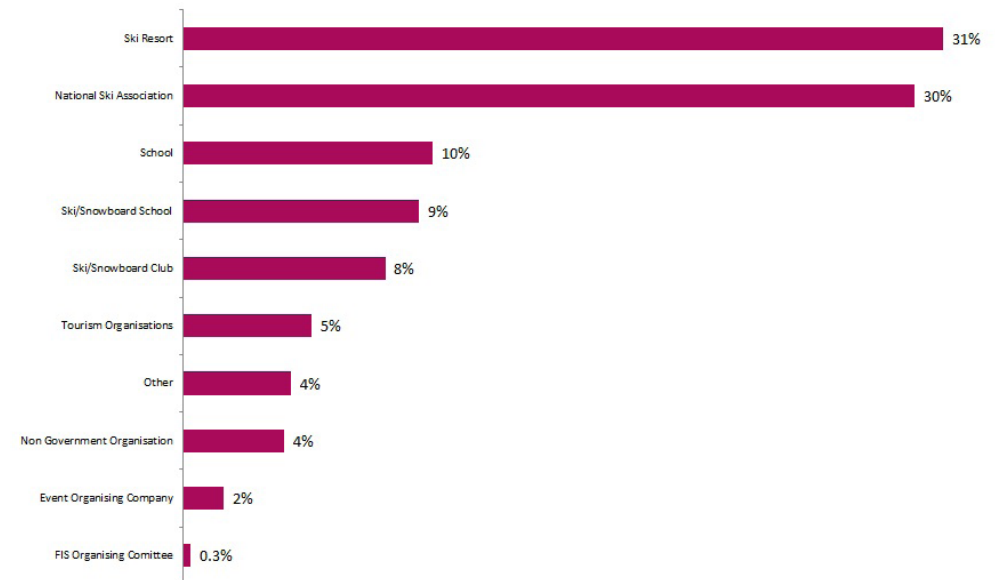
Throughout Lithuania: Kids snow day at primary schools throughout the country.

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

Tarvisio, Italy: Kids snow festival with free lessons, lift passes, equipment and on snow entertainment.

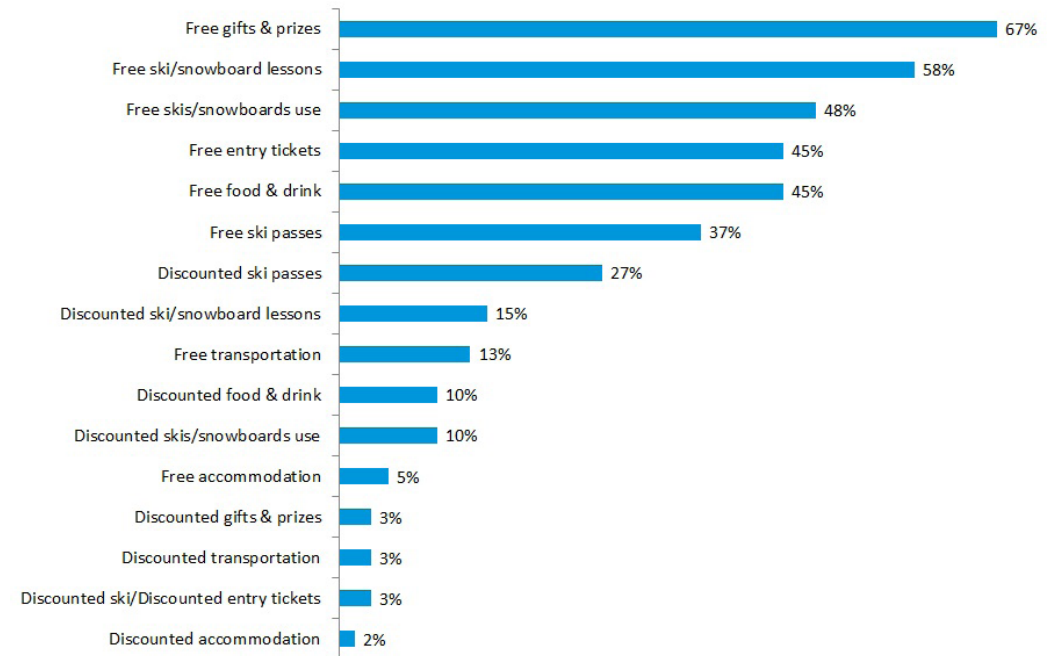
Planica, Slovenia: Kids snow festival with free lessons, lift passes, equipment and on snow entertainment.

Furano, Japan: Kids snow safety festival



Most popular types of promotions

From the data collected, the most popular promotion continued to be free gifts and prizes (67%). This was followed by free ski/snowboard lessons (58%) and free ski/snowboard use (48%).





Its for the kids.
Icoana Cavnic World Snow Day, Romania

World Snow Day Awards

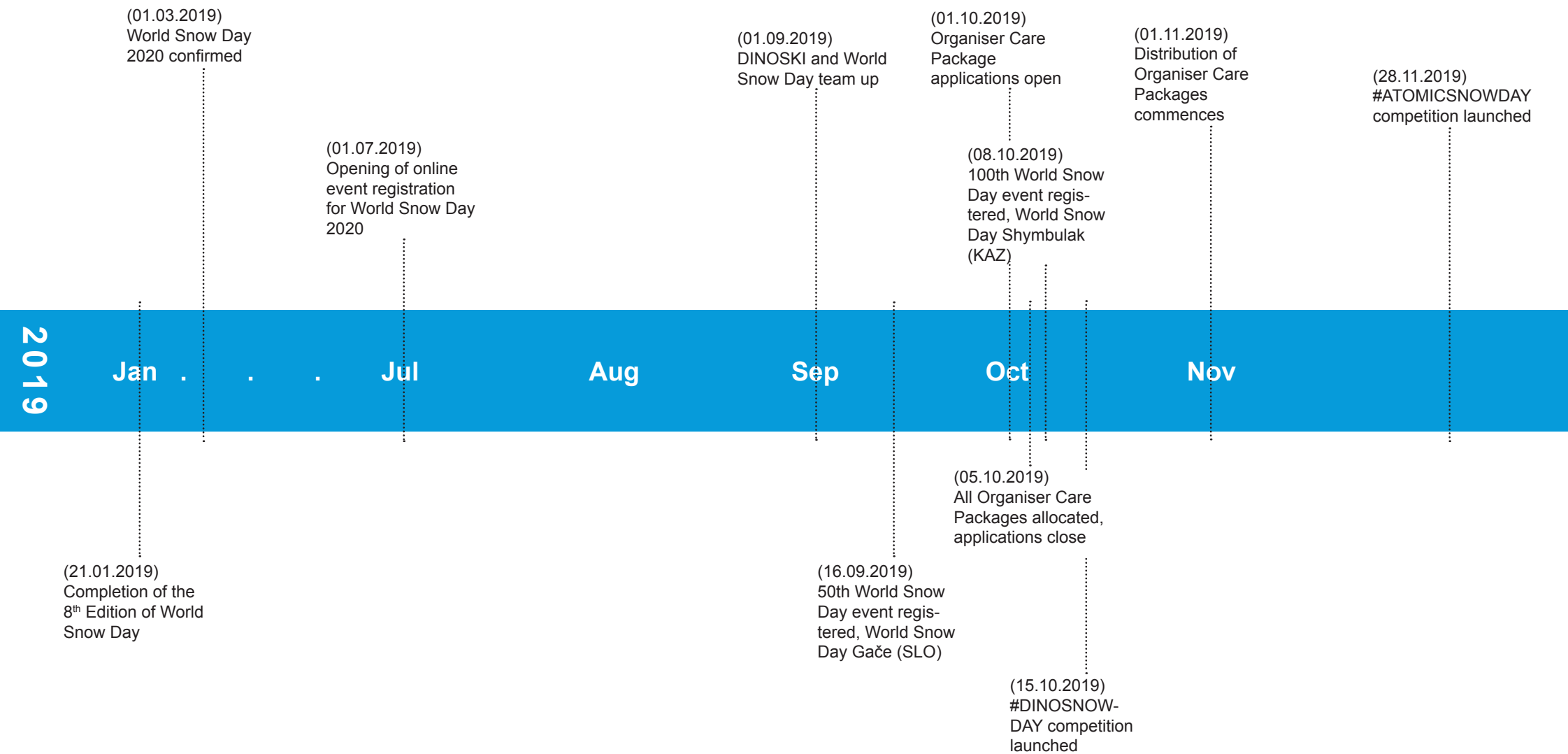


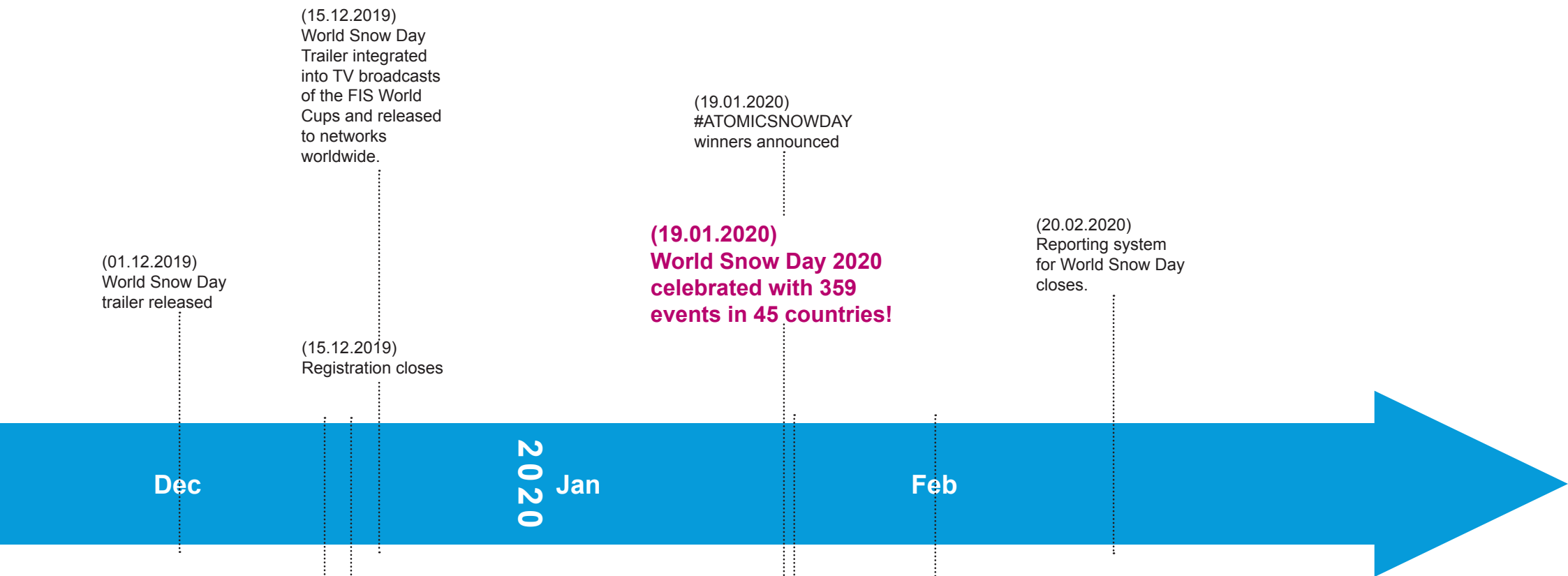
The World Snow Day Awards take place every two years. As such, 2020 was a non-Awards year. The Awards will return in 2021.



Timeline and Milestones







(01.12.2019)
World Snow Day
trailer released

(15.12.2019)
World Snow Day
Trailer integrated
into TV broadcasts
of the FIS World
Cups and released
to networks
worldwide.

(15.12.2019)
Registration closes

(13.12.2019)
200th World Snow
Day event regis-
tered, World Snow
Day Klaipeda (LTU)

(14.12.2019)
300th World Snow
Day event regis-
tered, Wujinshan Ski
Resort World Snow
Day (CHN)

(19.01.2020)
#ATOMICSNOWDAY
winners announced

**(19.01.2020)
World Snow Day 2020
celebrated with 359
events in 45 countries!**

(20.02.2020)
Reporting system
for World Snow Day
closes.

(20.01.2020)
Reporting system for
World Snow Day
opens.

(19.01.2020)
#DINOSNOWDAY
winner announced

(01.02.2020)
World Snow Day
polls open

Communication Activities



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

World Snow Day on TV

From 1st December 2019, the 9th official World Snow Day promotional trailer was made available in a record 18 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 – 19th January 2020.

Estimated impact: 73 million

Integration into FIS World Cups

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 from October - 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 800'000





There to help, there to make sure its fun.
Beidahu World Snow Day, China

Traditional media

Since the inception of World Snow Day, the programme has building relationships with various press and television. These relationships have now culminated in the creation of the “World Snow Day Media Hub”. The Media Hub has everything a journalist requires to generate a story about World Snow Day. Additionally World Snow Day regularly provides journalists press releases and advanced information. The approach has helped the project greatly and resulted in publications in sections such as the BBC, International Olympic Committee and Times of India.

Estimated Impact: 700'000

Social Media

World Snow Day 2020 saw yet again another large year in the number of people reached on social media. Across Facebook, Twitter, Instagram and YouTube, more than 3 million received the World Snow Day message.

Estimated impact: Over 3 million



For World Snow Day 2020 we teamed up with Atomic Skis for #atomicsnowday. The winning family received their skis and it was all smiles.



People all around the world showed how they celebrated World Snow Day 2020 using the hashtag #worldsnowday

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

Overall Growth: 6.3%

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

Largest reach on one day:	93'945
Total reach for World Snow Day 2020:	2'739'779

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

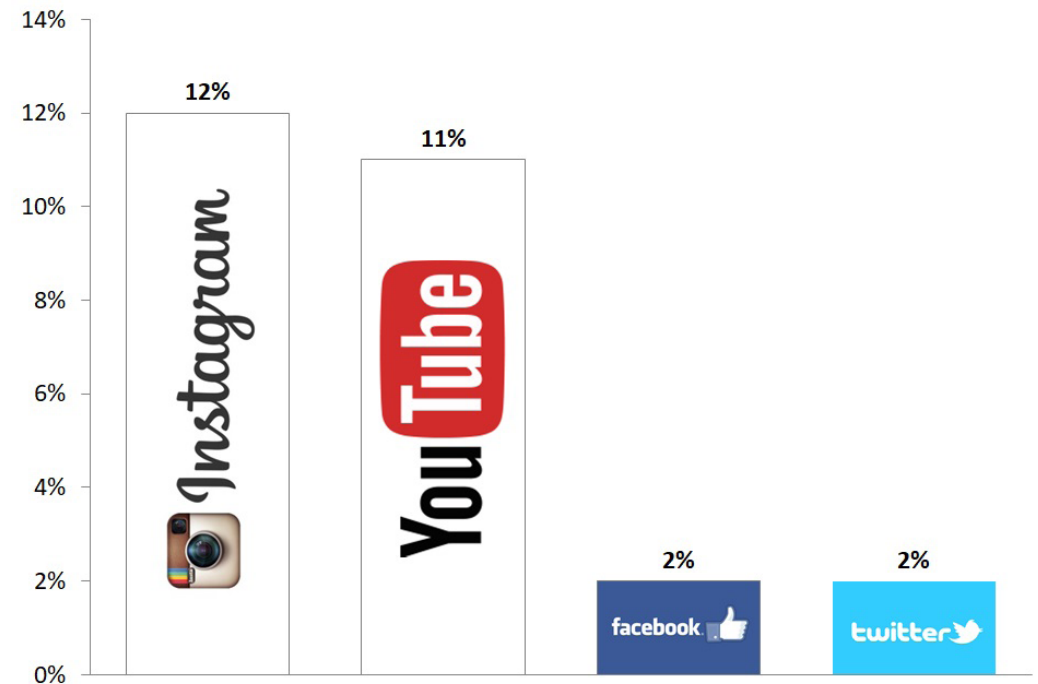
Total engagements for World Snow Day 2020:	221'060
Reach increase from December to January.:	55%

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

Most popular series:	<i>World Snow Day & Me</i>
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Instagram: <http://instagram.com/worldsnowday>

Number of followers:	1'741
Number of photos posted:	1'002





Capture it, share it.
Dagmar World Snow Day, Canada

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: 73'935

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: 4.5 million

FIS Youth and Children's Seminar

The 17th FIS Youth and Children's Seminar was held in Zurich, Switzerland, on the 25th September 2019. The seminar focused on children nutrition and roller skiing for development of skiing. In total 121 persons attended the Seminar from 48 National Ski Associations.

Estimated reach: More than 12'000

Partners Support





World Snow Day 2020 was supported by nine exceptional partners: Atomic Skiing, Best of the Alps, Dinoski, Eurosport, European Broadcasting Union, Federation of the European Sporting Goods Industry, Infront Sports and Media, MND Group and SKADI App. Their contributions have enhanced the event in many areas. The following is a summary of each of their contributions

Atomic Skis

Building on the success of #atomicsnowday last year, World Snow Day once again teamed up with Atomic for the 2020 edition of the event. For this edition of World Snow Day two family sets of skis were given away in a social media competition. In total 291 persons participated in the competition with the winning families coming from the USA and Finland.

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, St. Anton am Arlberg, Crans Montana, Grindelwald, Kitzbühel, Seefeld, Garmisch-Partenkirchen, Lech Zürs am Arlberg, Cortina d'Ampezzo, Courmayeur, Megève, St. Moritz and Davos. Best of the Alps continued with their support for the staging of events in their member locations.

www.bestofthealps.com

The Dinoski logo consists of the word "DINOSKI" in a black, hand-drawn, sans-serif font. The letters are slightly irregular, giving it a playful, sketchy appearance. The text is centered within a thin black rectangular border.The Eurosport logo features a dark blue stylized star icon to the left of the word "EUROSPORT" in a bold, dark blue, sans-serif font. The star is composed of several sharp points, with the central point being the most prominent.

Dinoski

Children's ski wear manufacturer Dinoski became the newest partner of World Snow Day. Together, two Dinoski kids suits were given away in an online contest called #dinosnowday. 56 persons participated in the contest with the winners of the contest coming from Canada.

www.dinoskiwear.com

Eurosport

Through Eurosport's extensive global network the World Snow Day promotional trailer was broadcast from the 1st January – 19th January 2020.

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. For World Snow Day 2020 FESI provided assistance with communications.

www.fesi-sport.org



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

MND Group

Together with MND Group the 10 FIS Rules for the Conduct of Skiers and Snowboarders animation series was developed. The videos teach children how to be safe on the mountain in a fun yet informative way. The animation series was made available for free to all Organisers to download and implement on various digital channels.

www.mnd-group.com



SKADI App.

SKADI app. aims at making snow sports easier for new comers by detailing resorts 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 focused on communications with the goal of promoting each other.

www.skadi.guide



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 2020 the suppliers included Amwerk Internova, Liski Sport Equipment, MediaTec and TechnoAlpin.

www.amwerk.eu

www.liski.it

www.mediatecgroup.com

www.technoalpin.com



Cross-Country skiing legend Petra Majdic celebrated with the kids.

Planica World Snow Day, Slovenia

Feedback



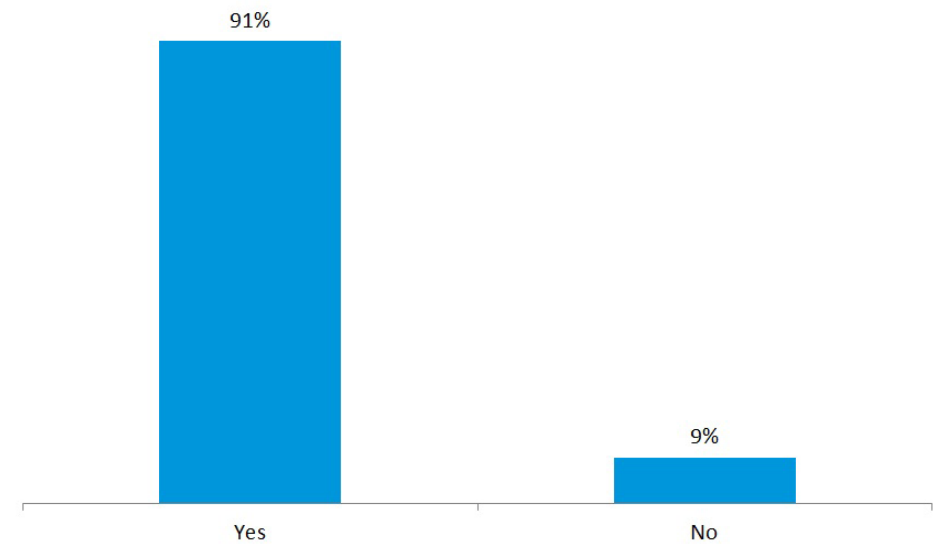
From 20th January to 20th February 2020, World Snow Day Organisers submitted event reports in the form of text, photos and videos through the World Snow Day Live Profile system. The individual 2020 World Snow Day event reports can be viewed here www.world-snow-day.com/Reports/2020. As well as the reports, a survey was carried out. These are the results of those collective efforts.



Free ski lessons for all.
World Snow Day Borovets, Bulgaria

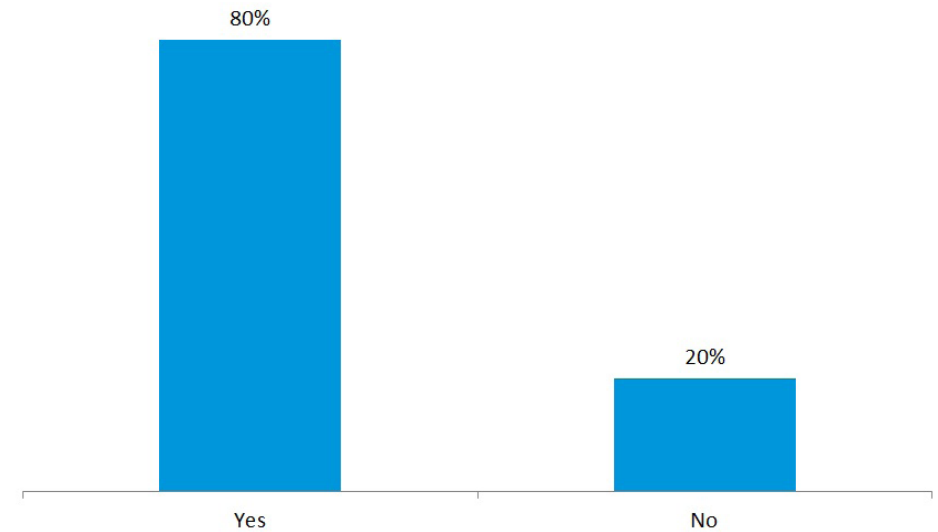
Do you feel the World Snow Day brand helped you attract participants?

The number of Organisers who said the World Snow Day brand helped attract participants increased from 96% last year to 98% this year.



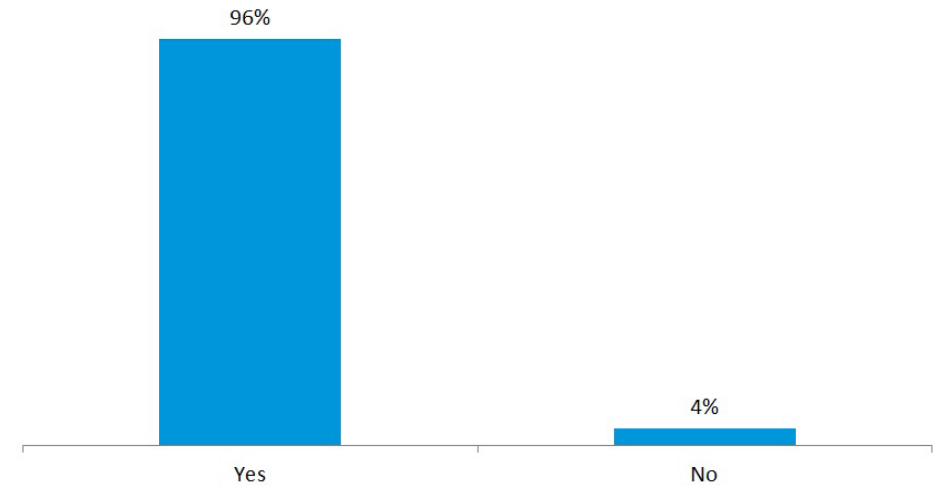
Do you feel the World Snow Day brand helped attract media attention?

80% Organisers stated the World Snow Day brand was helpful in attracting media attention.



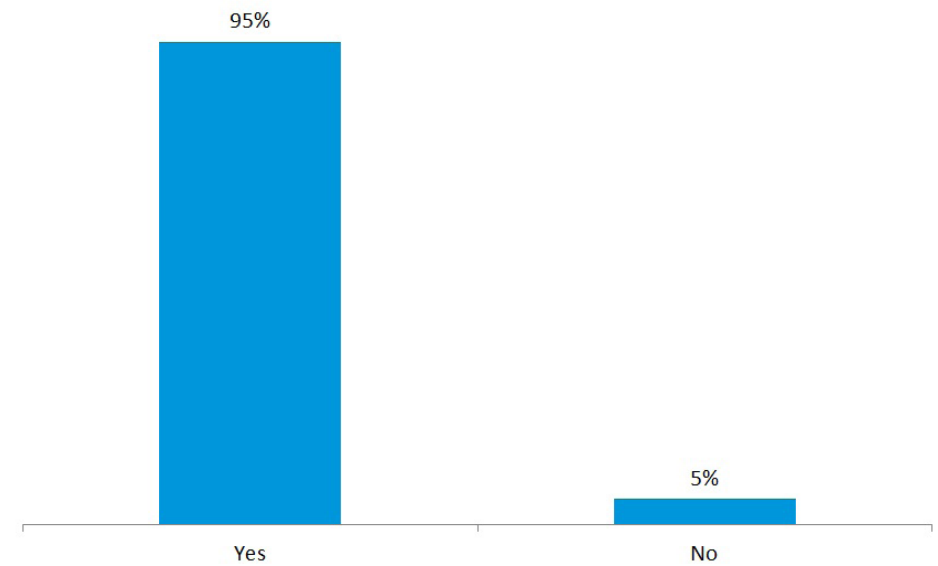
Was the support provided by FIS for World Snow Day helpful?

96% of Organisers said the support provided by FIS for World Snow Day was helpful.



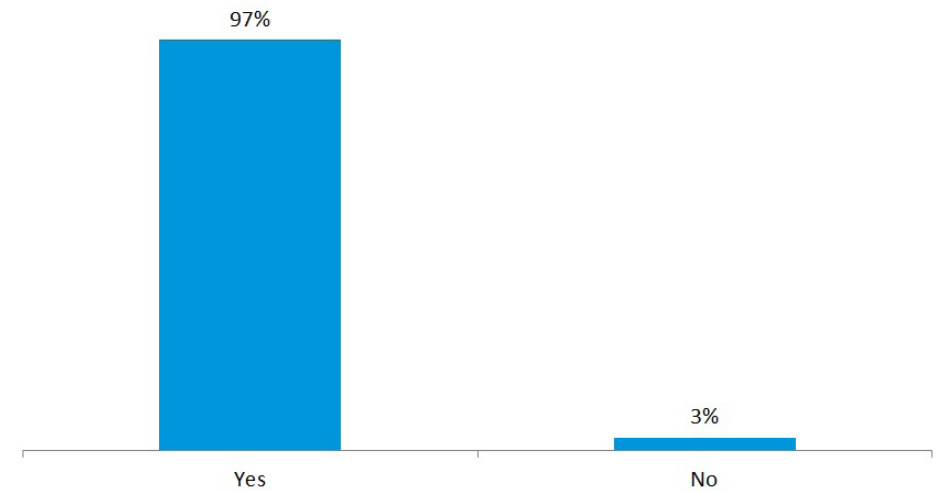
Did you like the World Snow Day 2020 trailer?

95% of World Snow Day Organisers said they liked the World Snow Day 2020 trailer.



Do you plan to Organise an event for the next edition of World Snow Day (17th January 2021) ?

For the second year in a row over 95% of Organisers said they will stage a World Snow Day in the following year.



Suggestions for 2021 Event Organisers





No fear.

World Snow Day Airolo, Switzerland

Based on information and feedback, FIS has compiled a list of suggestions for current and 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 for two main reasons:

1. Early communications of events allows the public more time to prepare.
2. 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.



Smiles all round.
World Snow Day Travisio, Italy

Take advantage of the Preferred Suppliers

The Preferred Suppliers are a group of producers the FIS uses at top class events such as the World Cup and the Olympics. The companies listed in the group deliver a wide variety of products and services all which make it easier to stage events. Finally all companies listed in the Preferred Suppliers can deliver their services world wide.

Hint: When contacting a company mention you are a World Snow Day Organiser and you will receive a discount off your purchase.

Concluding Remarks



The 9th edition of World Snow Day has shown the dedication of the snow sports community to secure the future of snow sports. Of the 5 goals set 3 were achieved. This is a positive sign and FIS will be looking to complete the remaining two goals in the years to come.

The motivation to continue World Snow Day was reinforced further by the feedback from Organisers. 96% of World Snow Day 2020 Organisers have said they will continue staging events and actions for World Snow Day 2021. The feedback also showed that the support provided by FIS for the event was helpful. As such FIS will continue to provide the same support and also new items all whilst continuing to be free of charge.

World Snow Day has reached almost 10 years of operation. This is a big milestone for any event or campaign. FIS is motivated to continue the event and looks forward to working with all the Organisers and partners to continue to bring children to snow sports.

**See you for the 10th Edition of
World Snow Day on
17th January 2021!**



Snow or no snow, World Snow Day events still took place.
Plunge, Lithuania























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