



SKI & SNOWBOARD KLUB MAKSIMIR

# SNOW DAYS 2017 REPORT

SKIING AND SNOWBOARDING IN THE CITY



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## Executive Summary

FIS Snow Kids event took place from 06.-14.01.2017 in the heart of Croatian capital Zagreb on the main square where the 50th anniversary of FIS World Cup was held on 04.01.2017. During 9 days of the event, there were following activities:

- test day of Voelkl skis
- daily ski and snowboard lessons free of charge for kids between 11 a.m. and 4 p.m.
- Burton snowboards were free to rent
- and Burton Rieplet park was there for the youngest snowboarders during the whole event.

Event was very popular in Zagreb and total number of kids attending ski lessons in the city center was 1.008 and snowboard lessons 283. Additionally, there was 285 kids who came to our ski area to ski with their own equipment and did not attend ski or snowboard lessons.



Skiing area was open to public every day from 9 a.m. to 9 p.m.

There was more than 2.000 people attending skiing area during 9 days of event.

FIS World Snow Day took place on 15th of January from 2 p.m. until 5 p.m.

WC stars and the best Croatian skiers, Ivica Kostelić and Filip Zubčić were teaching kids skiing, playing and showing them their skills on the snow. Also, the Mayor of the town Zagreb, Mr. Bandić attended the event and express excitement with seen on the main square - the children are our future:).



## INTRODUCTION



Croatian ski federation opened call of proposals to all Croatian nongovernment ski sport organizations propose programs for conducting operative organization of snow days between 06<sup>th</sup> and 15<sup>th</sup> of January in the hearth of Zagreb. SKI & SNOWBOARD KLUB MAKSIMIR submitted full program for snow days and got opportunity to organize event.

Organization of this event was really big challenge. It was first time that citizens of Zagreb were invited to ski almost on the main square.

Main target was to fulfill the 'Bring Children to the Snow' campaign and thorough 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 programs, the 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, additional challenge was to motivate more teenagers and young adults. The campaign is focused on generating as much newcomers as possible to come to snow and have 'Fun in the snow, fun on the snow'.

What is World Snow Day ? We tried to encourage the snow industry stakeholders to be part of activities for children aged from 4-14 to celebrate all things snow. We tried to be the biggest day on snow all year on the 15<sup>th</sup> of January 2017.

## World Snow Day Goals and Analysis

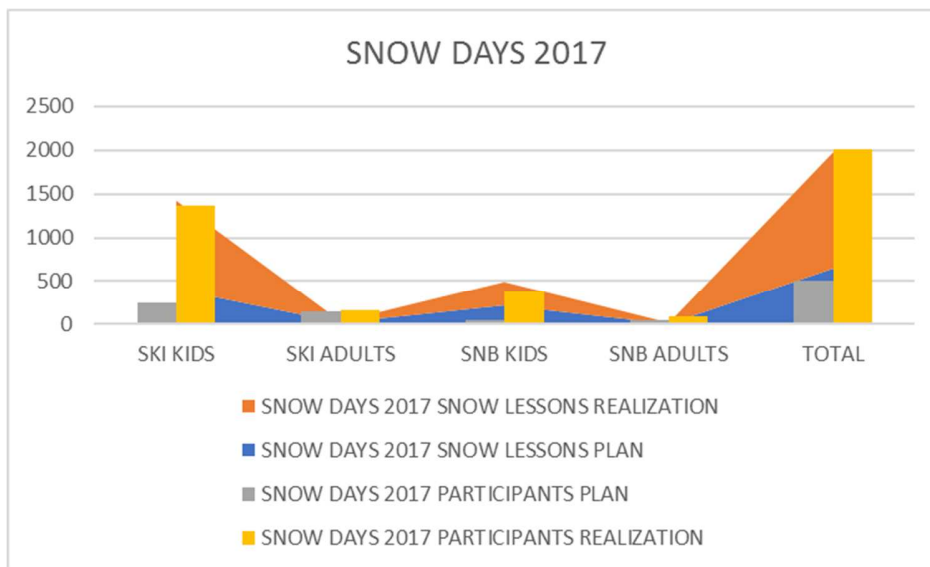
Goal: Enable children and families to Explore, Enjoy and Experience snow through special events and activities organized as part of World Snow Day.

Planned Measure: To reach at least 500 participants.

Status: During 9 days' event, has reached 1.050 participants in alpine skiing and snowboarding lessons for kids and all together more than 2.000 people have been on the ski slope in city center. Planned measure was exceeded by 4 times.

Planned objectives were completely fulfilled with activities and bringing children out to open air, to snow during winter school break.

You can insert pictures. You can also use charts created in Microsoft Excel.



#### Secondary Goals:

1. Increase awareness about the need of using outdoor activities in the winter,
2. Giving efforts to protect and conserve the natural environment.
3. Promote the health benefits of snow sports, physical and mental health
4. Importance of snow safety and awareness of rules to conduct.

#### Measure:

1. To have outdoor activities for Kids during winter holydays accessible to all,
2. Raising awareness of environmental protection
3. Having activities, no matter to weather conditions
4. Following rules and safety measures

Status: Showing to kids' beauty of skiing in any environment, needs to keep natural environment to have healthy activities and following safety measures especially important in small area with lot of people moving around.

## DESCRIPTION OF ACTIVITIES:

First day there was a presentation Voelkl skis and an opportunity to test a few models Voelkl skis in cooperation with Mah Sports Ltd., and several small plastic snowboards for the test. This first day there have been all national TV stations have recorded reports,

This first day 79 children and about 12 adults used ski and snowboard lessons.

Second day was very busy and this whole day there was media talk about the event. During the day, the ski and snowboard free lessons took over 136 children and about 20 adults.

Next day's children visit increased significantly. During next days, there was a lot of children coming whole days for skiing and snowboarding, accompanied with parents, grandparents and informing about snow, safety measures, conditions in the mountains, differences between skiing in the city and mountains, how to come to nearest mountain resort. Even on the coldest day of event (-15°C) there were children coming and having activities. There was presentation of the master of skiing, with 8 registered competitors from the master category.

The final event CELEBRATION OF WORLD SNOW DAY 2017. was attended by 123 children, more than 250 adults and they have been skiing with Croatian best skiers Ivica Kostelić and Filip Zubčić. During that event, we had special visit of three Kids with special needs. There was not enough interest from schools for children with special needs, and for any future event there will be necessary to prepare promotions in special schools and arrange visit of Kids with special needs.

