

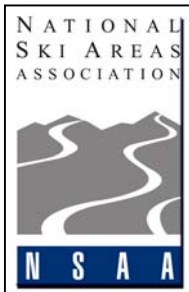


Snowsports Industry Trade Research

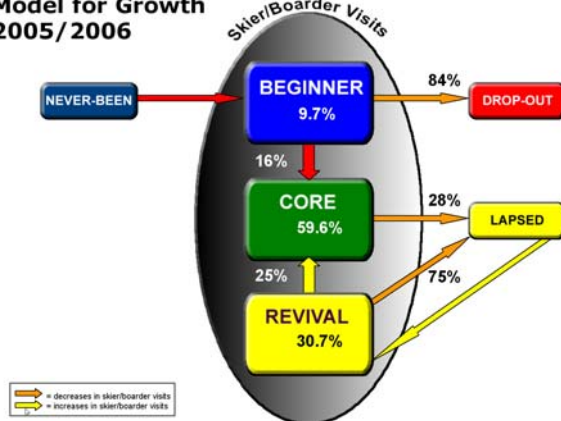
RRC Associates offers research services for trade associations and trade groups. A variety of research tools are used to track participation or purchasing trends, including panel surveys, focus groups, and on-site surveys as well tracking industry statistics and transactional data. Typically, RRC's efforts result in various types of written and statistical information, as well as strategic advice regarding planning of conferences, improved vitality and growth of the industry, identification of key metrics for future tracking, and evaluation of effectiveness of current programs.

Some representative clients in the snowsports industry trade research include:

- **National Ski Areas Association (NSAA)** — RRC is the primary research provider for NSAA. The Kottke National End of Season Survey, the National Demographic Survey, and The Economic Analysis of United States Ski Areas represent three important studies conducted annually. In addition, RRC has been instrumental in developing the “Model for Growth,” a long-range visitation projection and strategic marketing tool that has helped the industry achieve growth in both visitation and profitability.
- **Canadian Ski Council** — The firm has also provided extensive strategic and statistical tracking for the Canadian Ski Council and its several regional association members. This work manifests itself both in the Canadian Model for Growth, and also the National Demographic Survey. Extensive communications of results take place at regional and national meetings in Canada throughout the spring and summer.
- **Colorado Ski Country USA** — RRC has had an ongoing relationship with the Colorado ski industry and has conducted numerous studies for the state's trade organization, Colorado Ski Country USA. The firm has used intercept and telephone surveys and large online panels of Colorado skiers and riders to gather timely and precise information concerning participation and opinions regarding economic impacts of skiing/snowboarding on the state economy, dynamics of the industry statewide, and evaluation of specific programs such as the 5th Grade Ski Passport, etc.



United States Model for Growth 2005/2006



National Visitation Projections: 2005/06 to 2020/21

