



Never Ever Days launched in 2016 and are designed to provide adults with an affordable opportunity to try skiing and snowboarding. Each Never Ever Day includes a lift ticket, lesson, and equipment rental for \$25.

### LESSONS

17/18	501	1,055	6	1,374	1,844	215
16/17	288	454	0	882	639	199
	BC	AB	MB	ON	QC	AT

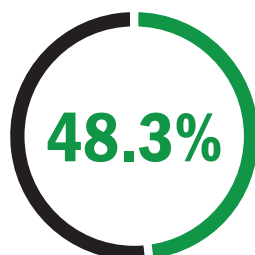


### WHO TOOK A NEVER EVER DAY?

<b>24.3%</b> UNDER 18 YEARS OLD	<b>51.7%</b> 18-34 YEAR OLDS	<b>20.6%</b> 35-44 YEAR OLDS
<b>45.2%</b> NON-CAUCASIAN	<b>65.5%</b> FEMALE	<b>44.9%</b> MARRIED/CIVIL UNION

### WHAT'S THEIR HISTORY?

HAD NEVER PARTICIPATED IN SKIING, SNOWBOARDING, OR CROSS COUNTRY SKIING



OF THOSE WHO HAD TRIED THE SPORT, HAD LAPSED FOR 4 OR MORE YEARS

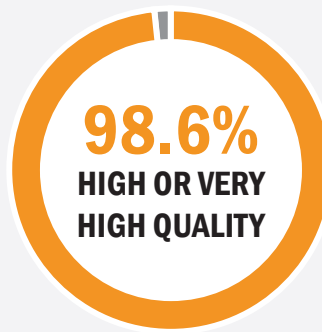
## WHAT WAS THEIR EXPERIENCE LIKE? **VERY GOOD OR EXCELLENT!**



OVERALL,  
HOW WOULD  
YOU RATE YOUR  
EXPERIENCE?



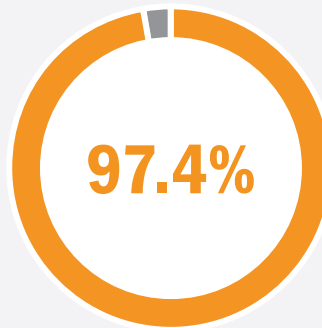
HOW WOULD YOU  
RATE THE QUALITY?



HOW WOULD YOU  
RATE THE VALUE  
FOR YOUR MONEY?



HOW LIKELY ARE YOU TO  
RECOMMEND THIS TO A  
FRIEND OR COLLEAGUE?



**VERY LIKELY OR EXTREMELY LIKELY TO SKI AGAIN  
BECAUSE OF THEIR NEVER EVER DAY EXPERIENCE**

