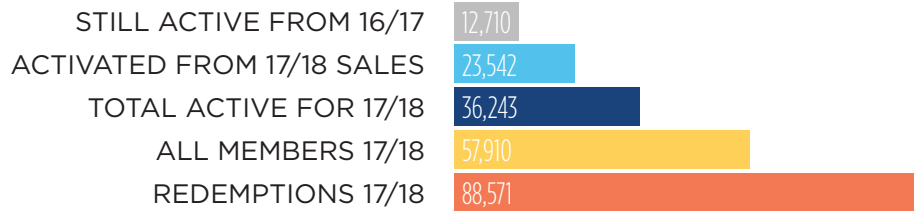


# GRADE 4 & 5 SnowPass

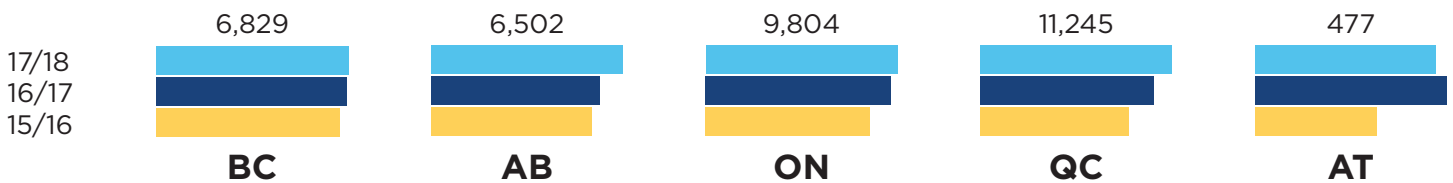
The SnowPass™ lets 9 and 10 year old children ski and snowboard three times at EACH of the 150+ participating ski area for \$29.95. That's a lot of skiing and snowboarding right across Canada!

The 2017/18 season was a record year for the program. Here's a quick overview:

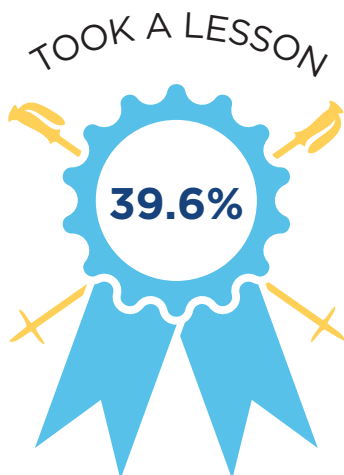
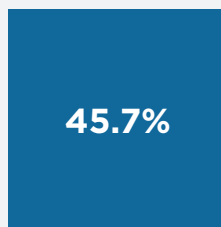
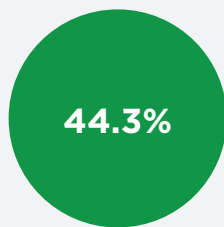
## REDEMPTIONS:



## SALES BY REGION:



## EXPERIENCE LEVEL:



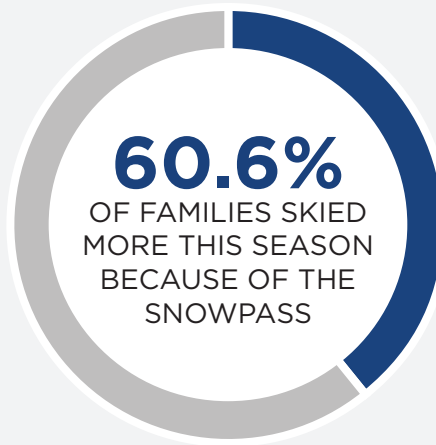
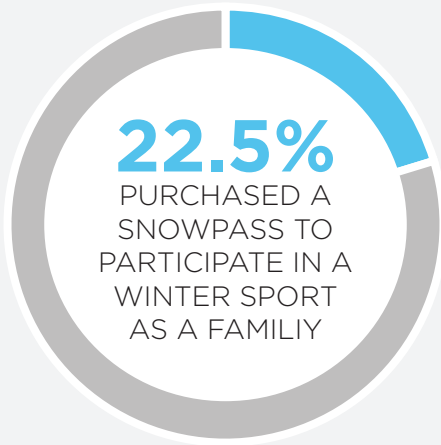
# ABOUT THE SNOWPASS FAMILY...

3 PEOPLE ACCOMPANY  
A SNOWPASS HOLDER



ASSUMING 3 PEOPLE  
WENT EACH TIME,  
THE SNOWPASS  
ENCOURAGED OVER

**265,000+**  
ADDITIONAL LIFT TICKETS



THE AVERAGE SNOWPASS FAMILY REPORTED  
SPENDING BETWEEN **\$75 AND \$300** EACH TIME THEY  
WENT SKIING OR SNOWBOARDING THIS SEASON

