



We're on a march to creating 1 million new trials and Never Ever Days are helping us march closer to that goal. Never Ever Days are designed to provide those ages 9 and up with an affordable opportunity to try skiing and snowboarding, providing a beginner lift ticket, lesson, and equipment rental for \$25.

### LESSONS

Year	BC	AB	MB	ON	QC	AT
18/19	294	770	0	2,018	2,400	133
17/18	501	1,055	6	1,374	1,844	215
16/17	288	454	0	882	639	199

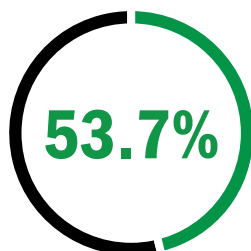


### WHO TOOK A NEVER EVER DAY?

<b>20.4%</b> UNDER 18 YEARS OLD	<b>25.4%</b> 18-34 YEAR OLDS	<b>35.4%</b> 35-44 YEAR OLDS
<b>63.0%</b> NON-CAUCASIAN	<b>50.0%</b> FEMALE	<b>66.4%</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

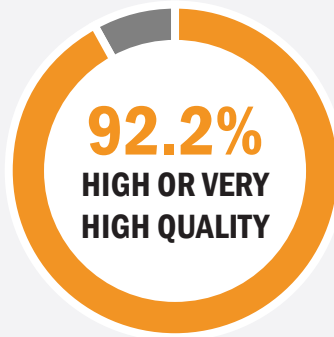
## WHAT WAS THEIR EXPERIENCE LIKE?

	POOR	SATISFACTORY			EXCELLENT	SCORE
ONLINE PURCHASE PROCESS	1	2	3	4	5	4.52
PRE-ARRIVAL COMMUNICATIONS	1	2	3	4	5	4.18
MEETING PLACE AT SKI AREA	1	2	3	4	5	4.23
RENTAL SHOP EXPERIENCE	1	2	3	4	5	4.44
LESSON EXPERIENCE	1	2	3	4	5	4.33
APRÈS SKI EXPERIENCE (IF ANY)	1	2	3	4	5	4.38

OVERALL,  
HOW WOULD  
YOU RATE YOUR  
EXPERIENCE?



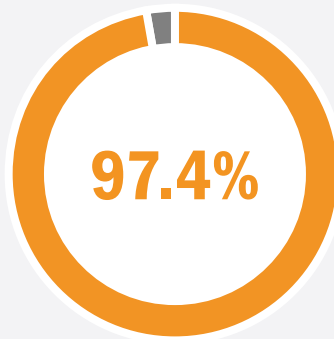
HOW WOULD YOU  
RATE THE QUALITY?



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

