

Whiteface Ski Survey



August 3, 2017



Whiteface Ski Survey

- Objective: Obtain larger sample of Whiteface skiers to compare importance and satisfaction of each category to ensure informed decisions regarding marketing of ORDA facilities.
- Invitations to take the survey were sent by ORDA to their mailing list as well as through paid ROOST Facebook posts targeting people that followed Whiteface's page and a comparative set of ski resorts. Respondents were offered a chance to win an iPad mini in exchange for their responses.
- All respondents were asked to rate factors that affected their decision when planning a ski trip, in addition to which ski resorts they had visited in the last five years. Respondents that answered they had visited Whiteface in the last five years were asked how satisfied they were with a list of resort characteristics, and the remainder were asked what their perception of Whiteface was in the same list of characteristics.
- ROOST purchased Ski Magazine's survey data, which rates North American ski resorts through RRC, the company that conducts the survey each year.

Whiteface Ski Survey

ROOST Survey

Whiteface Mountain, NY

n=297

Competitive Set

n=63

Competitive Set

- **Gore Mountain, NY**
- **Killington, VT**
- **Stowe, VT**
- **Jay Peak, VT**
- **Stratton, VT**
- **Sugarbush, VT**
- **Okemo, VT**
- **Titus, NY**
- **Smugglers' Notch, VT**
- **Pisgah, NY**
- **Oak Mountain, NY**
- **Tremblant, QC**

Ski Magazine's Survey

Whiteface Mountain, NY

n=195

Competitive Set

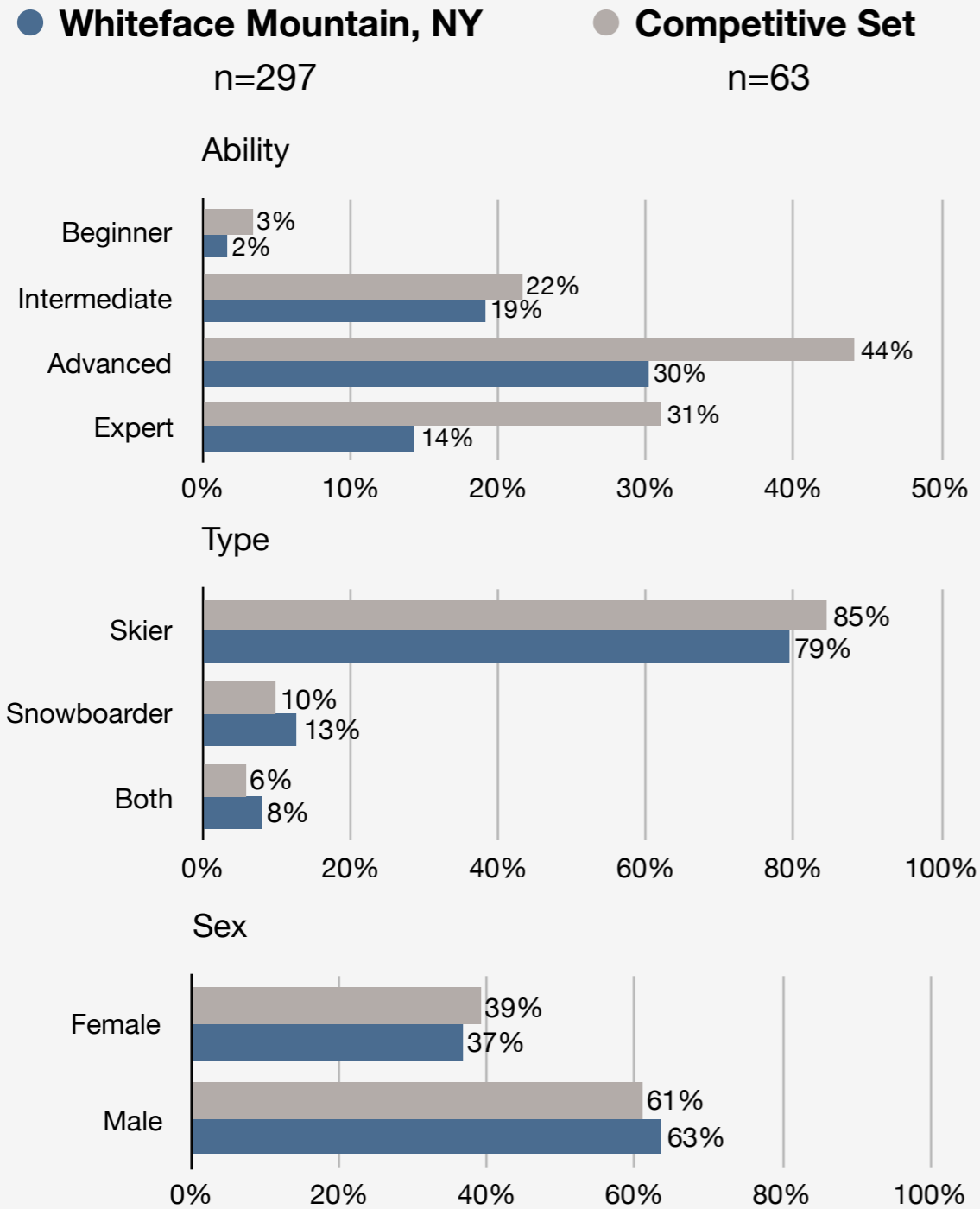
n=2606

Competitive Set

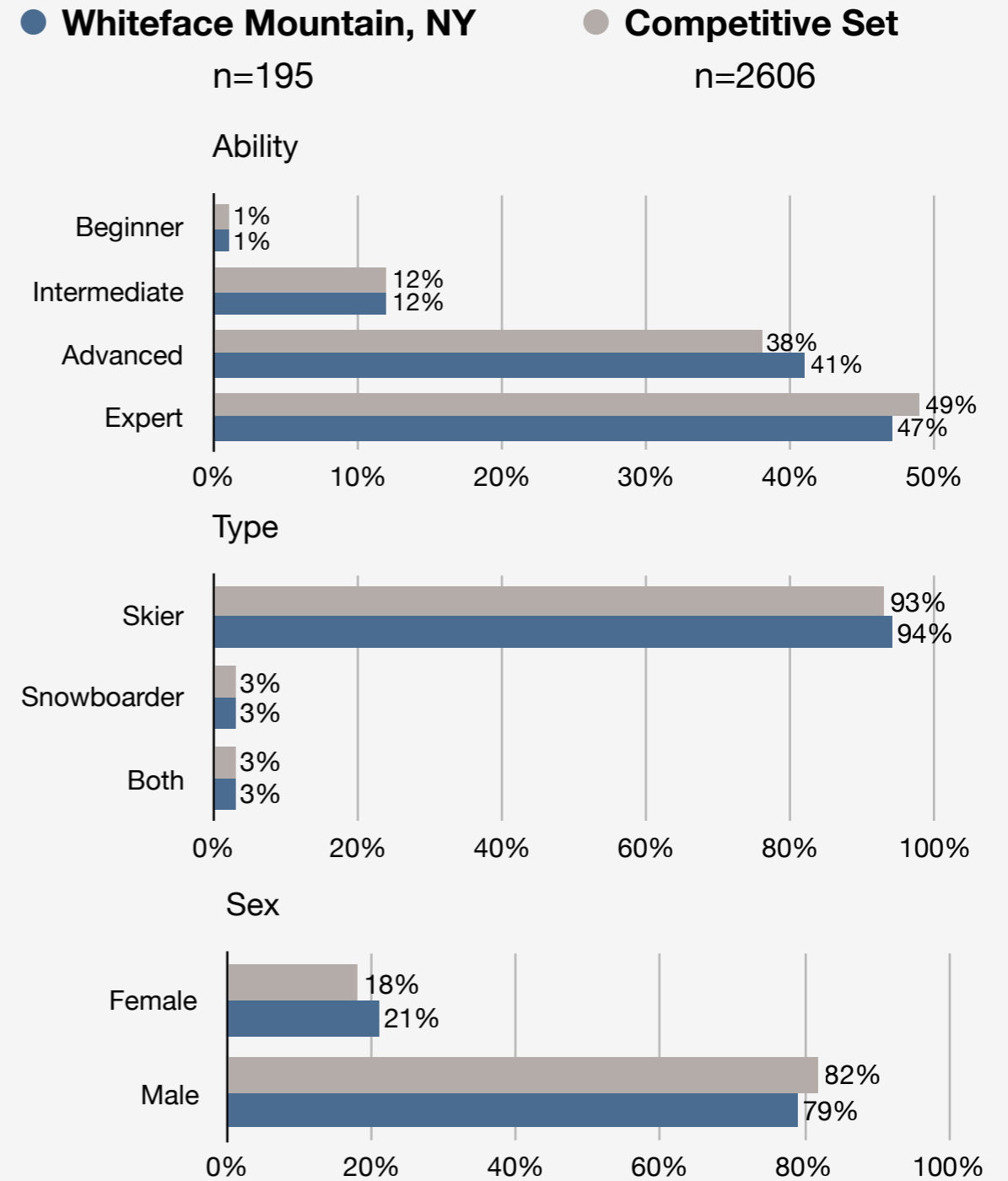
- **Bristol Mountain, NY**
- **Gore Mountain, NY**
- **Hunter Mountain, NY**
- **Jay Peak, VT**
- **Killington, VT**
- **Mad River Glen, VT**
- **Mount Snow, VT**
- **Okemo, VT**
- **Ski Windham, NY**
- **Smugglers' Notch, VT**
- **Stowe, VT**
- **Stratton, VT**
- **Sugarbush, VT**
- **Sugarloaf, ME**
- **Sunday River, ME**

Demographics

ROOST Survey

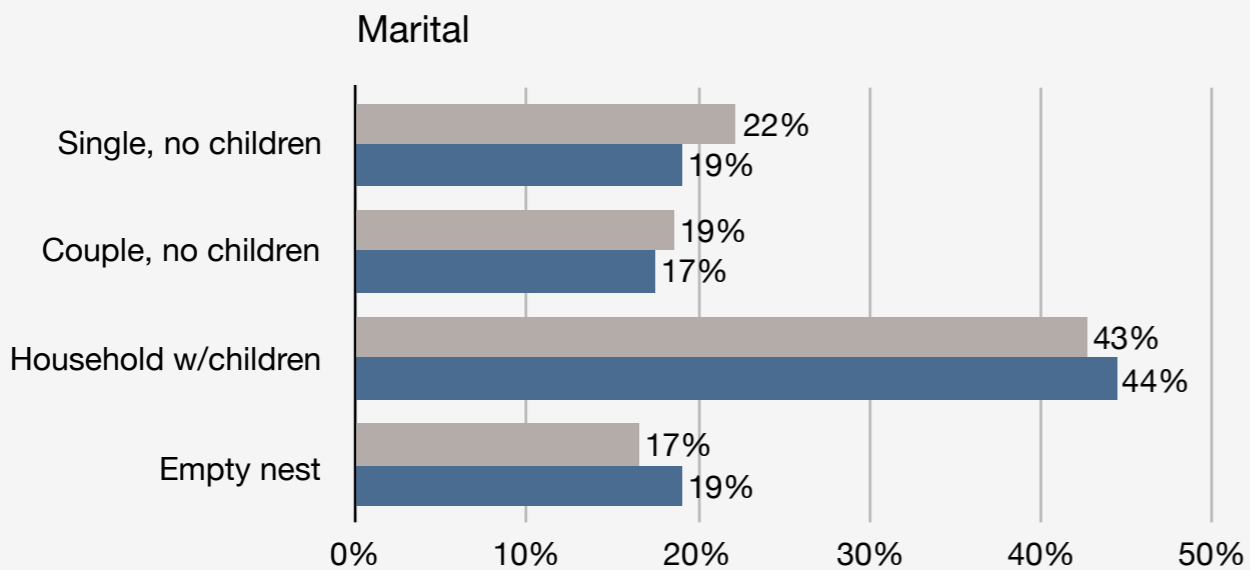
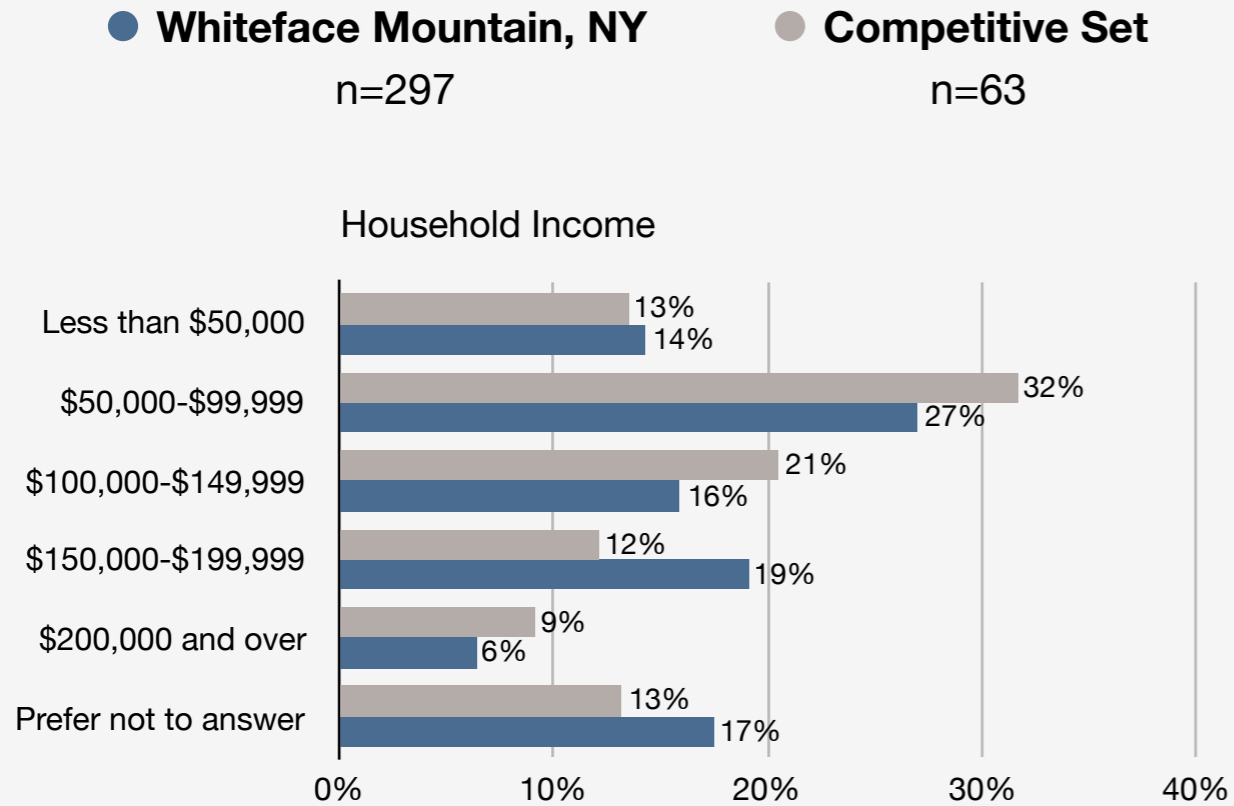


Ski Magazine's Survey

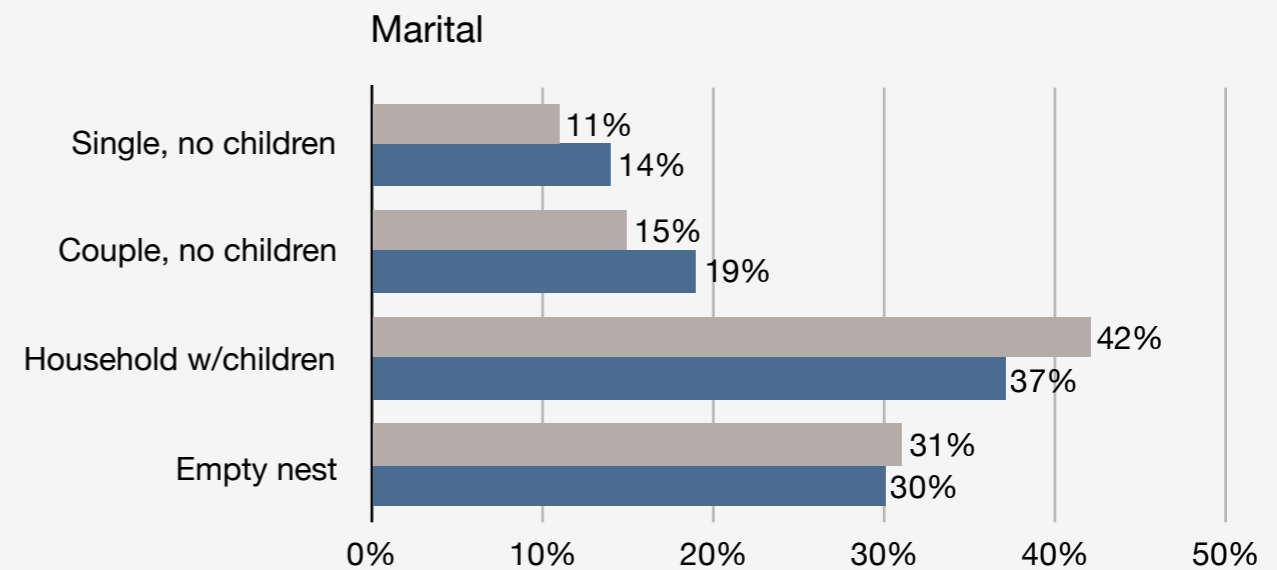
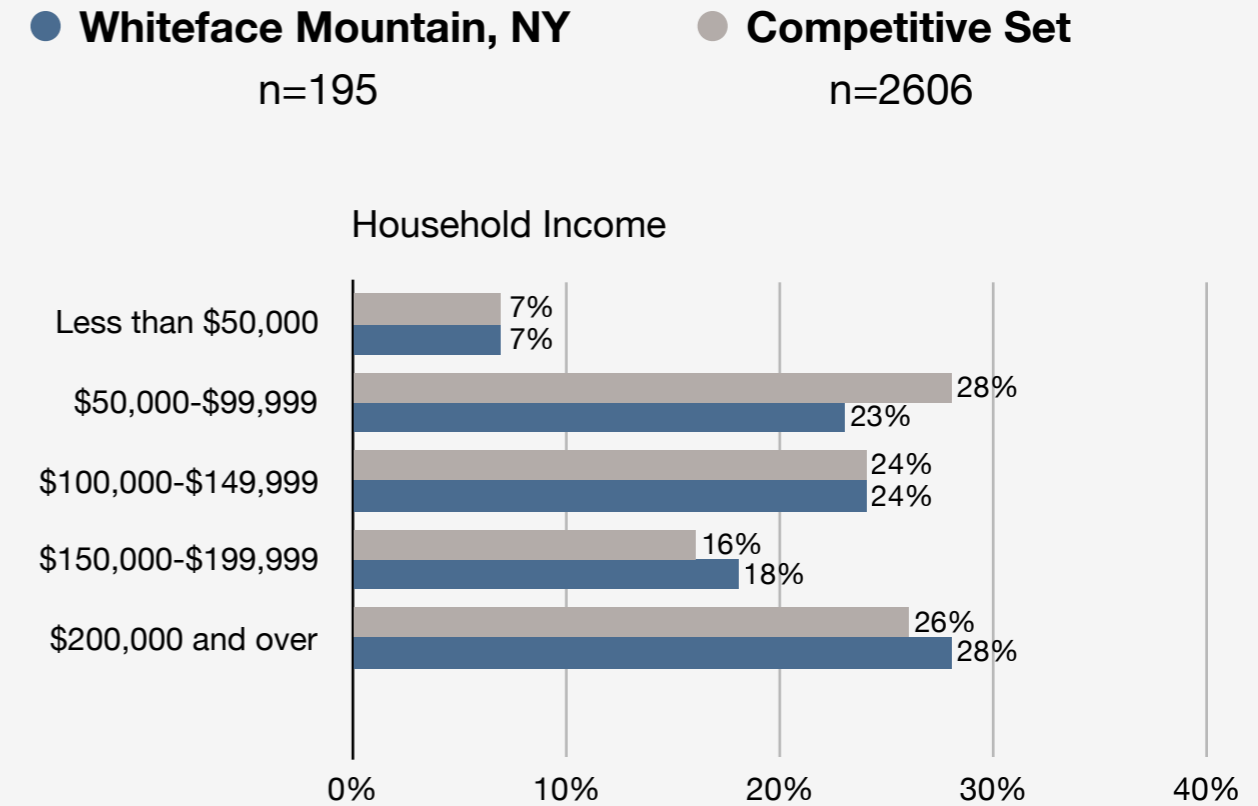


Demographics

ROOST Survey

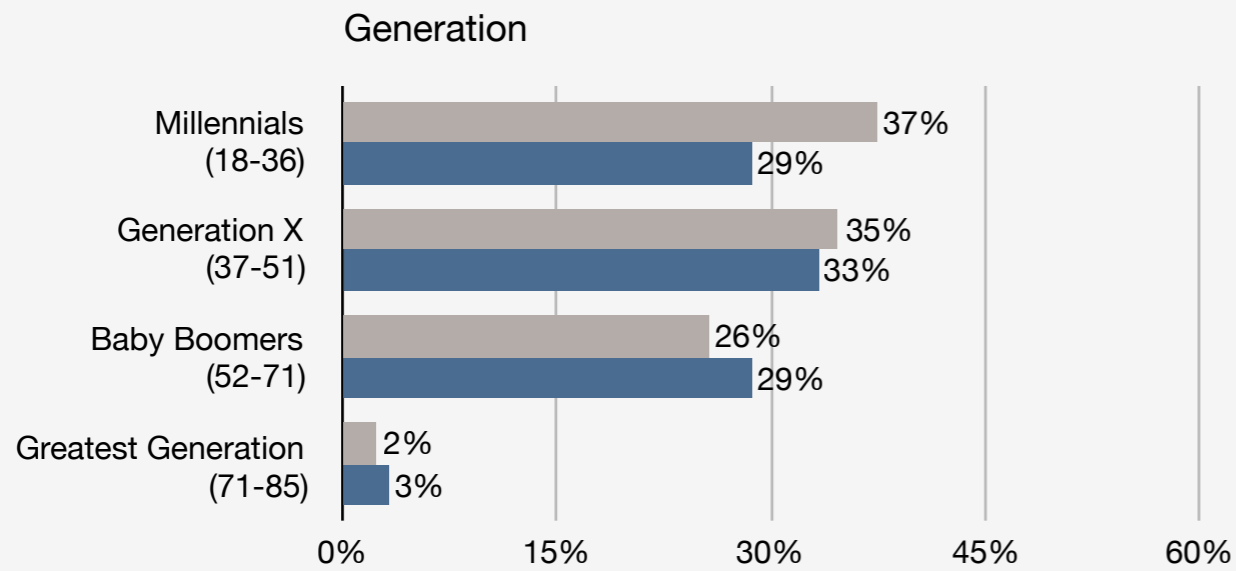
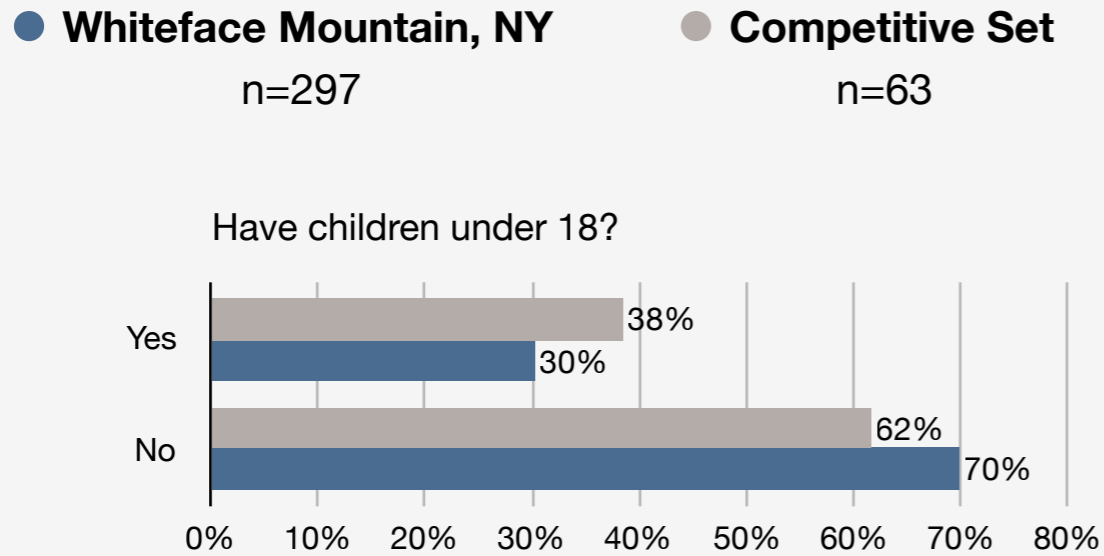


Ski Magazine's Survey

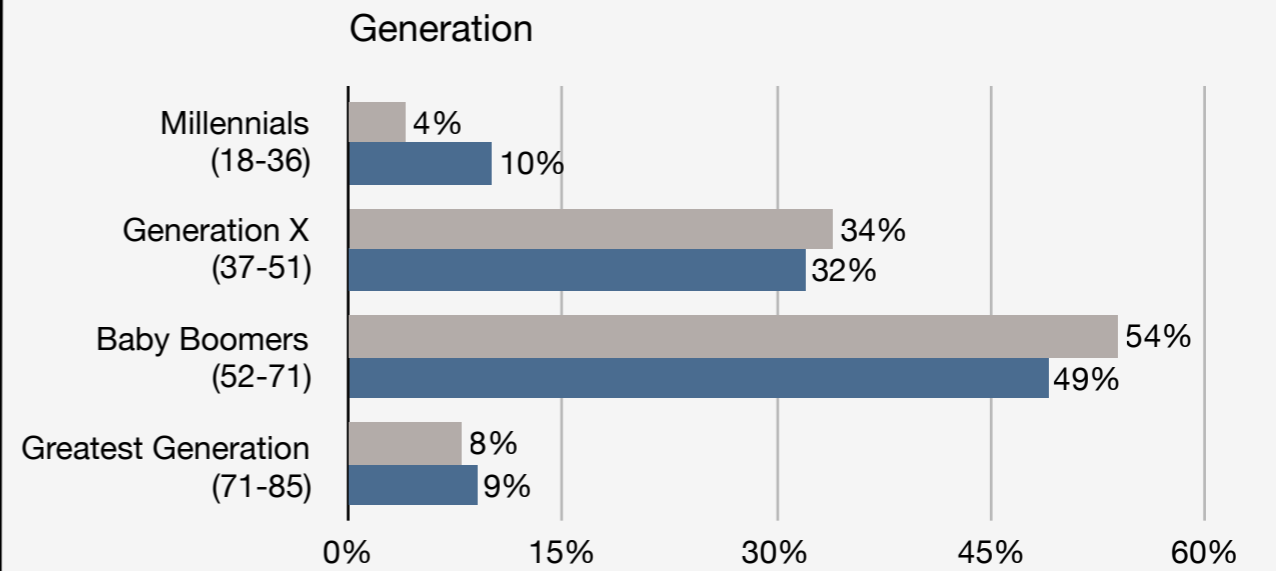
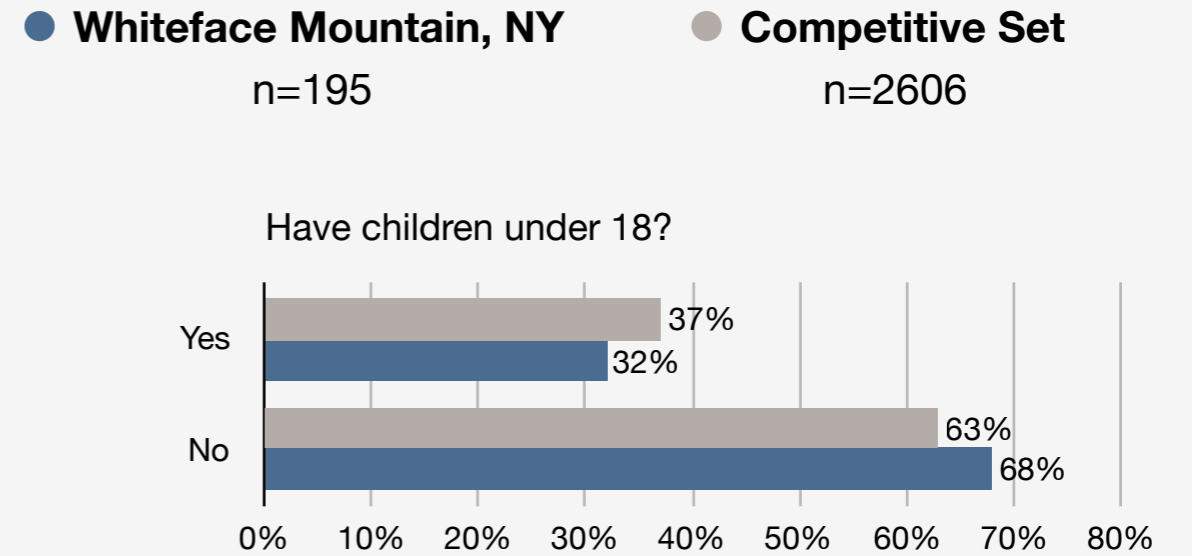


Demographics

ROOST Survey

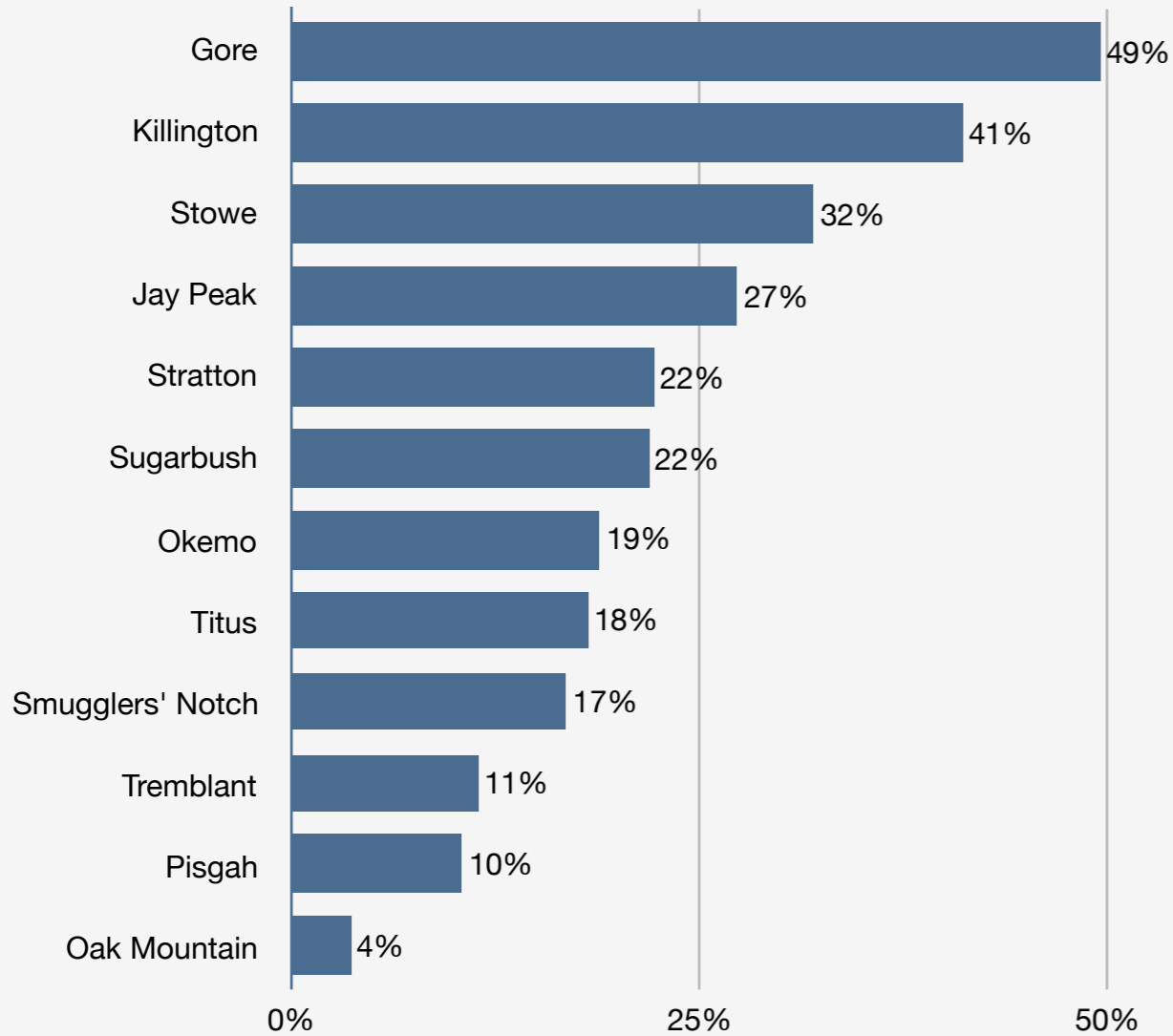


Ski Magazine's Survey

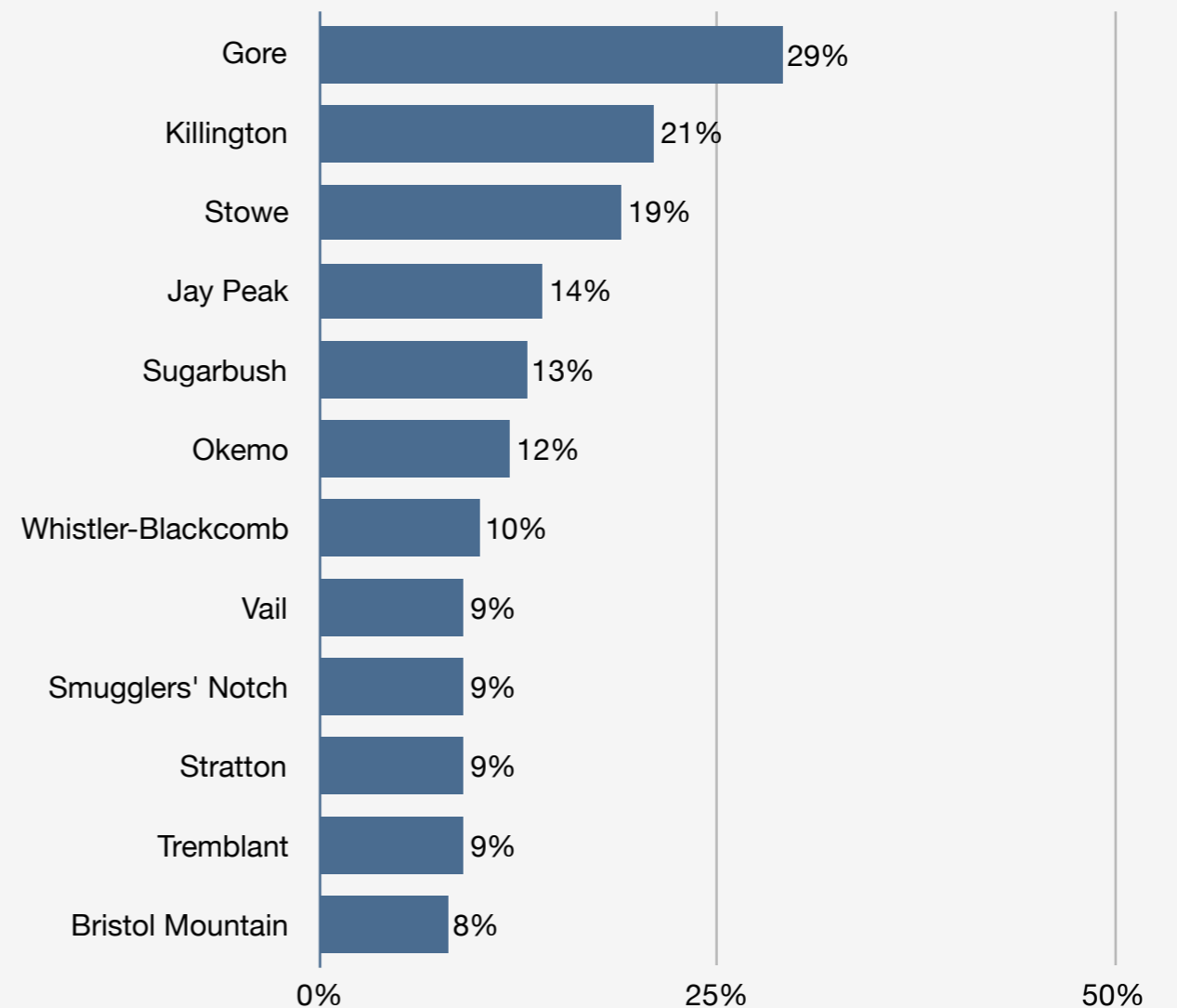


Of respondents who have been to Whiteface Mountain, what other resorts have they visited?

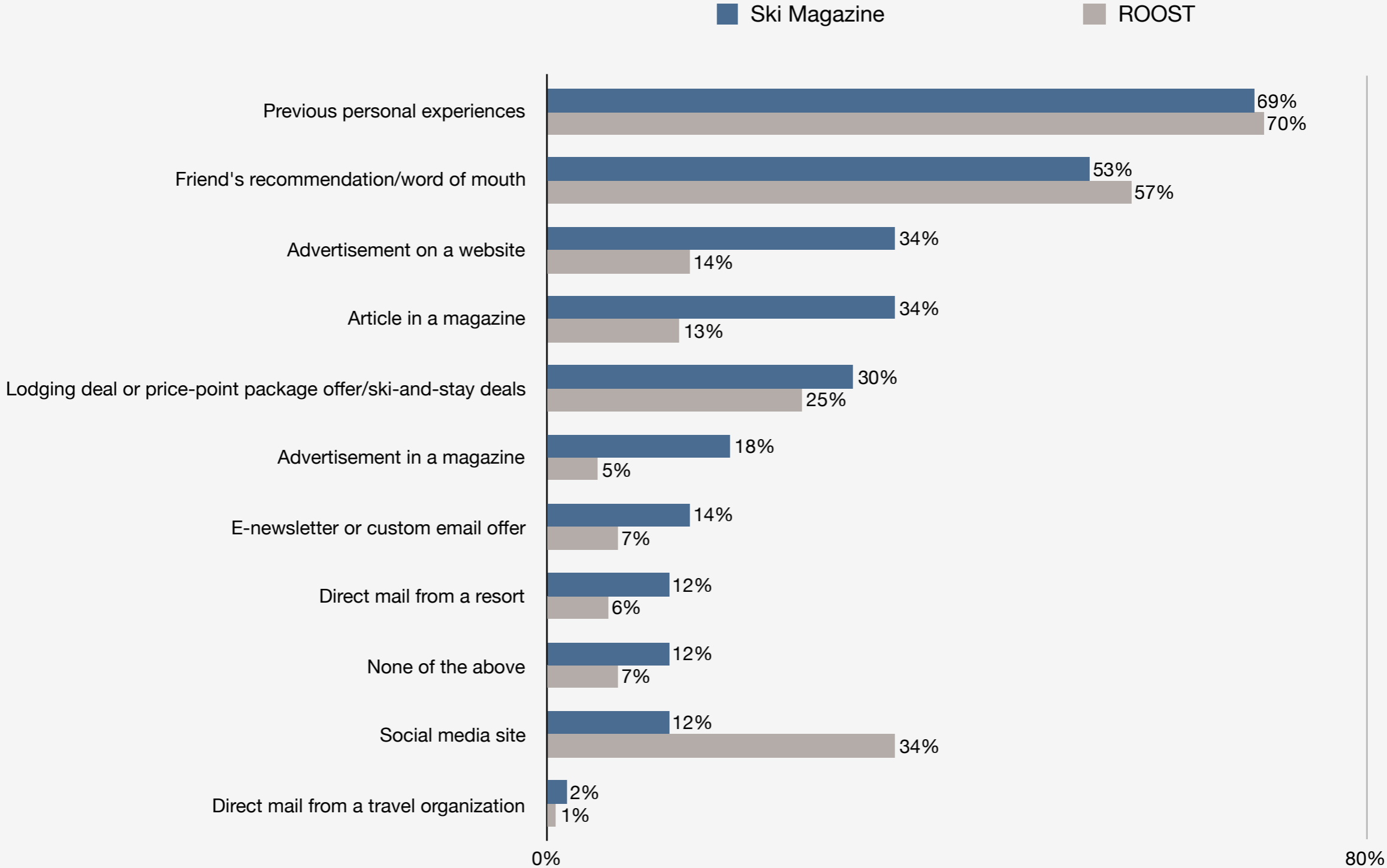
ROOST Survey



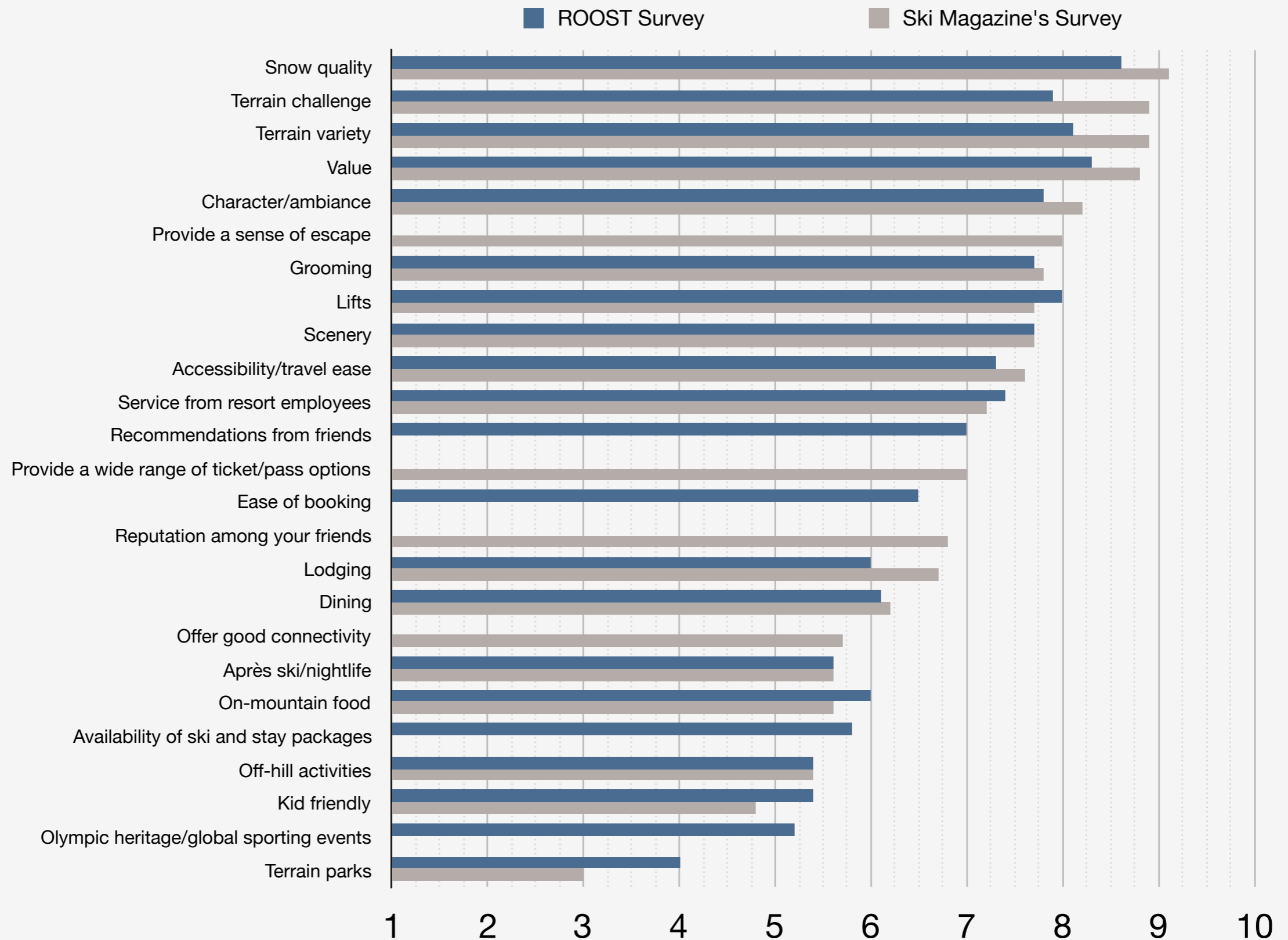
Ski Magazine's Survey



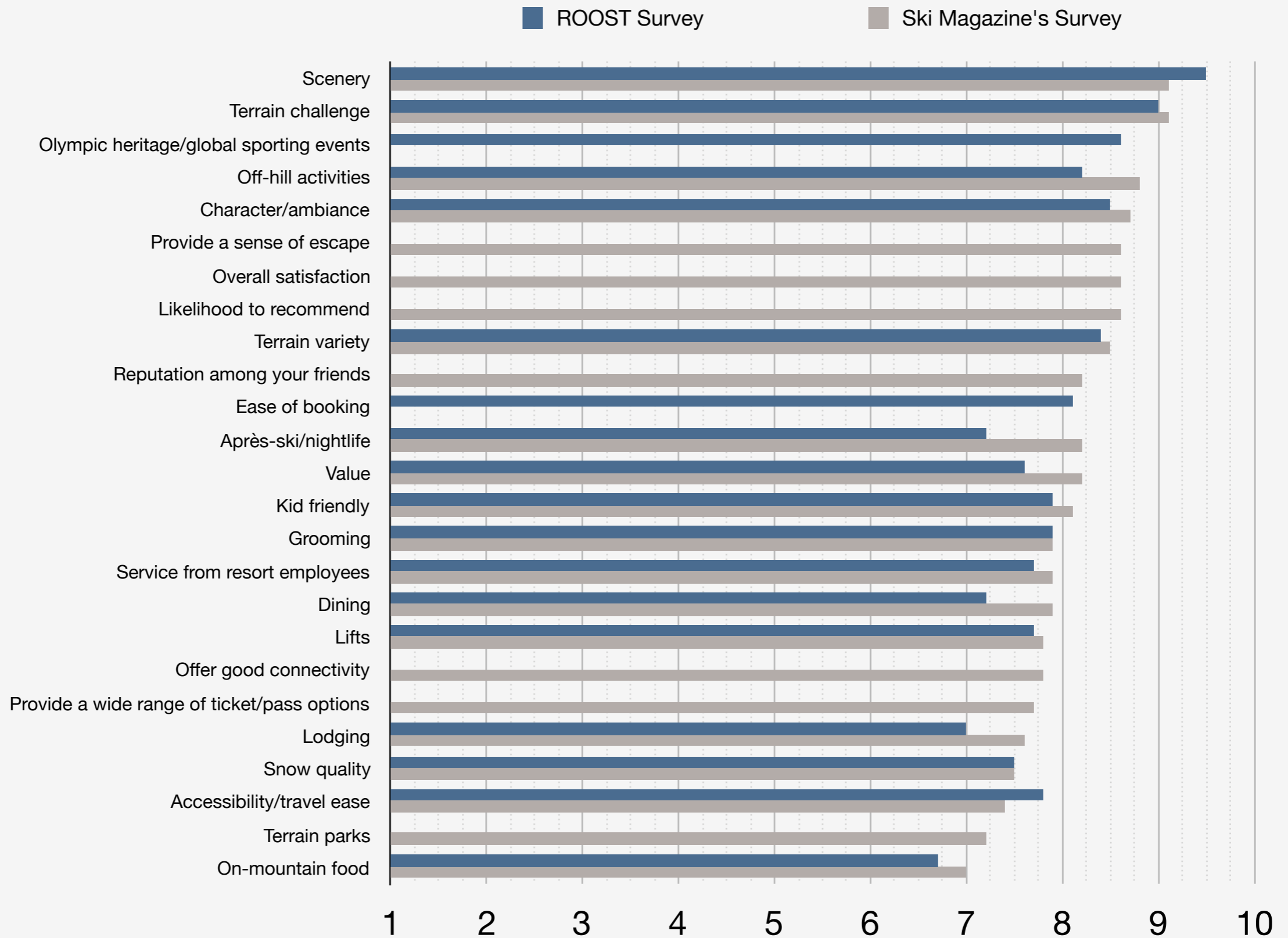
In the past two years, which of the following helped you determine a skiing/snowboarding destination?



Importance when planning a ski trip

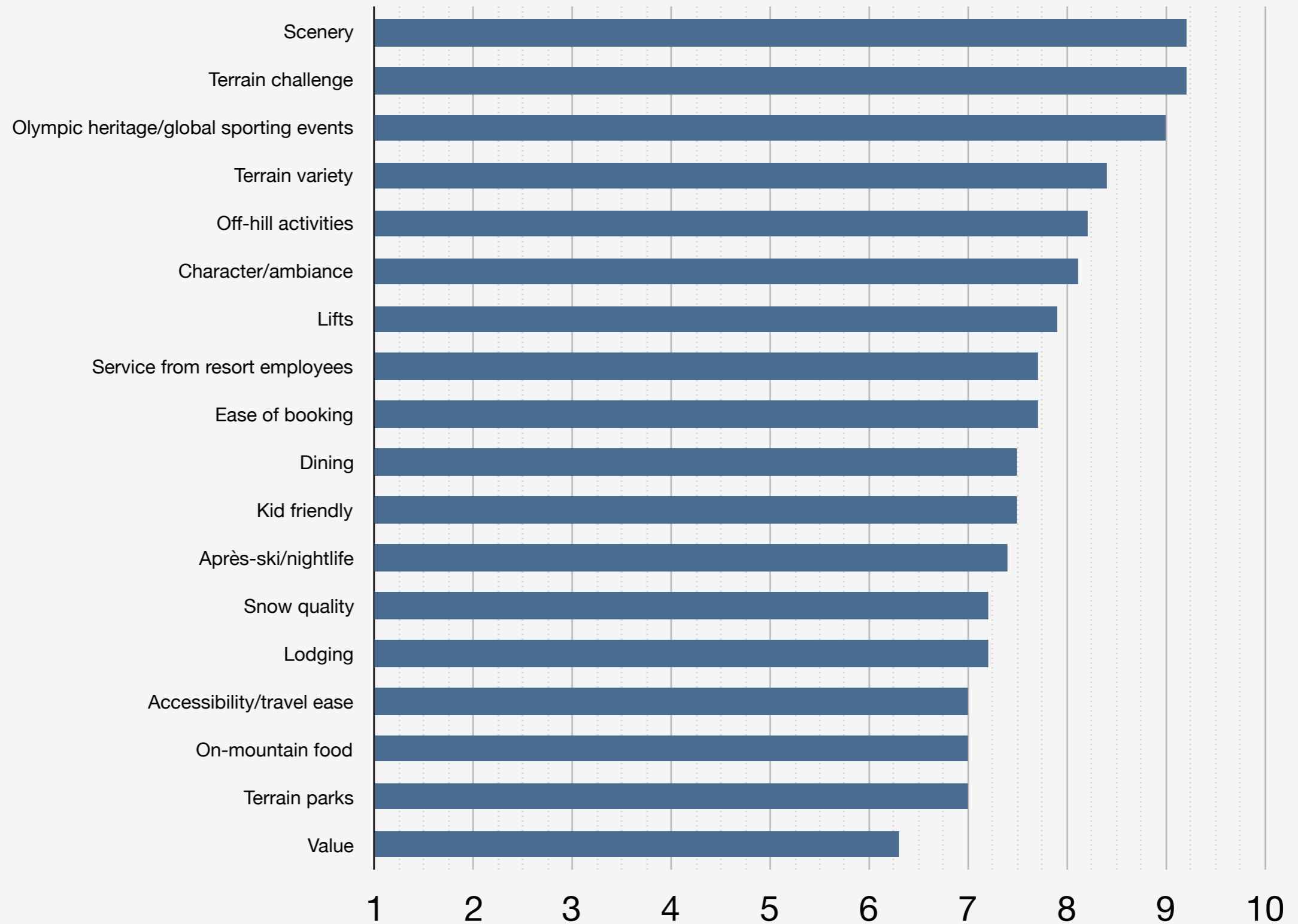


Satisfaction with Whiteface

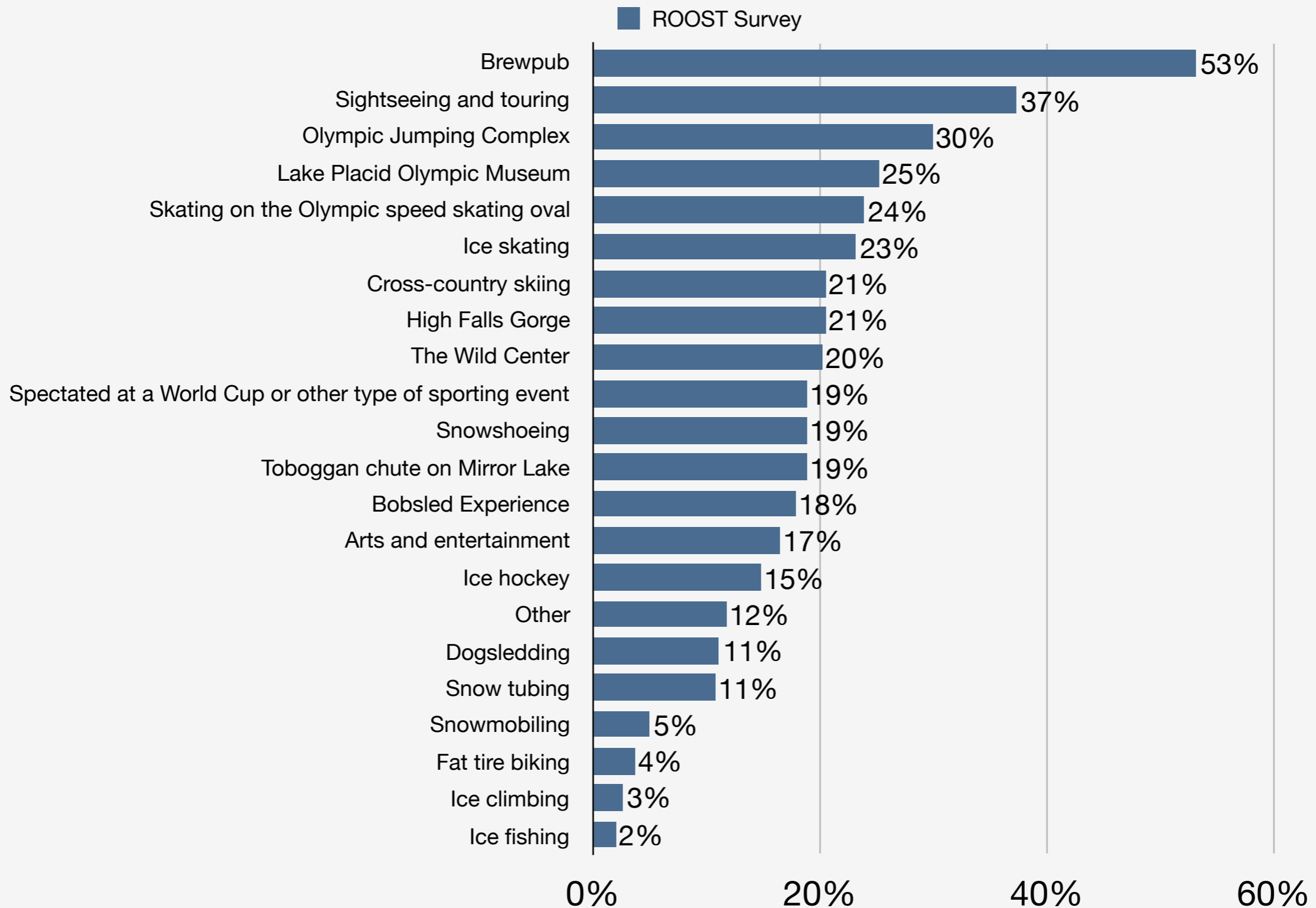


Perception of Whiteface

■ ROOST Survey

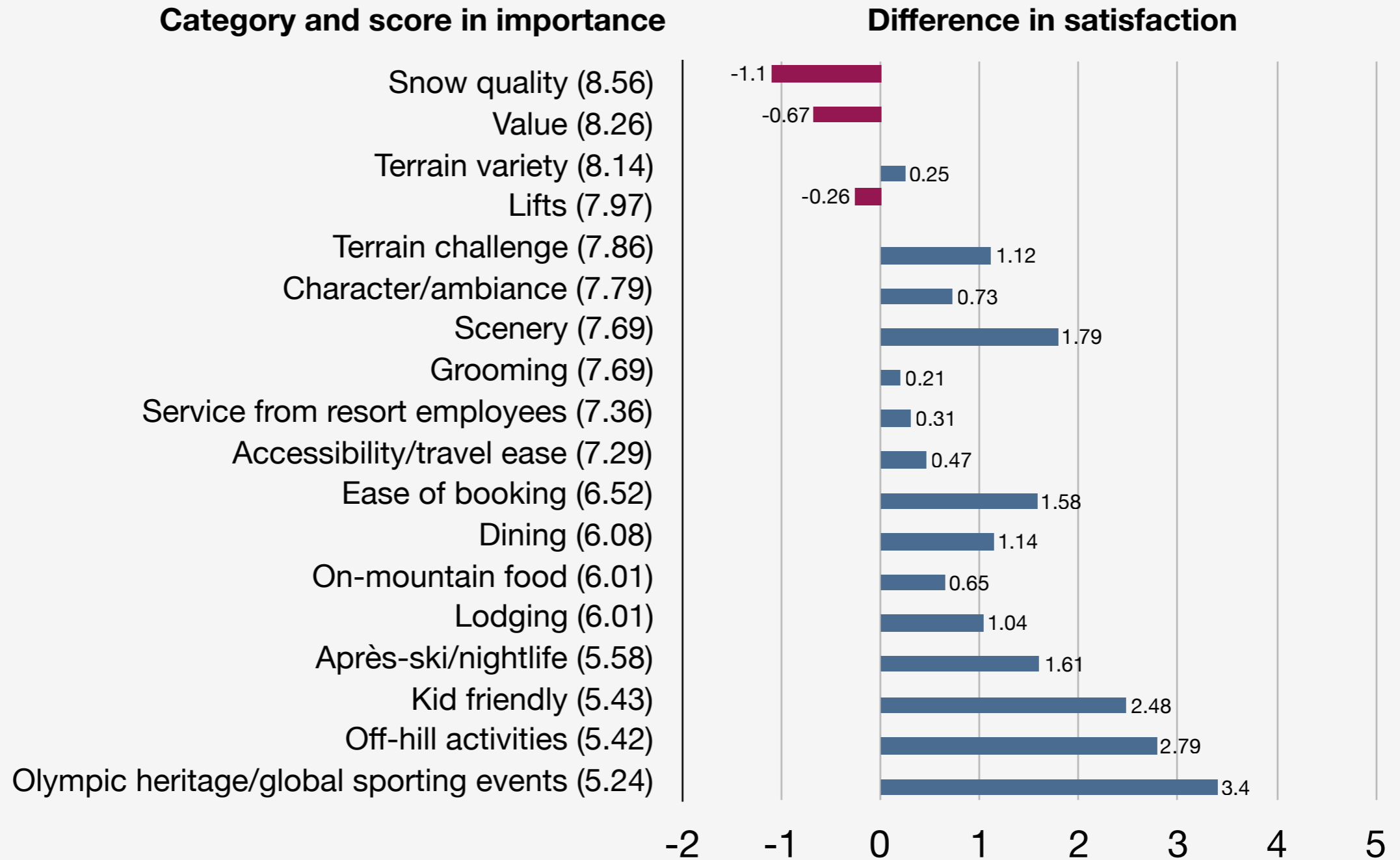


What off-hill activities did you participate in when you visited Whiteface?



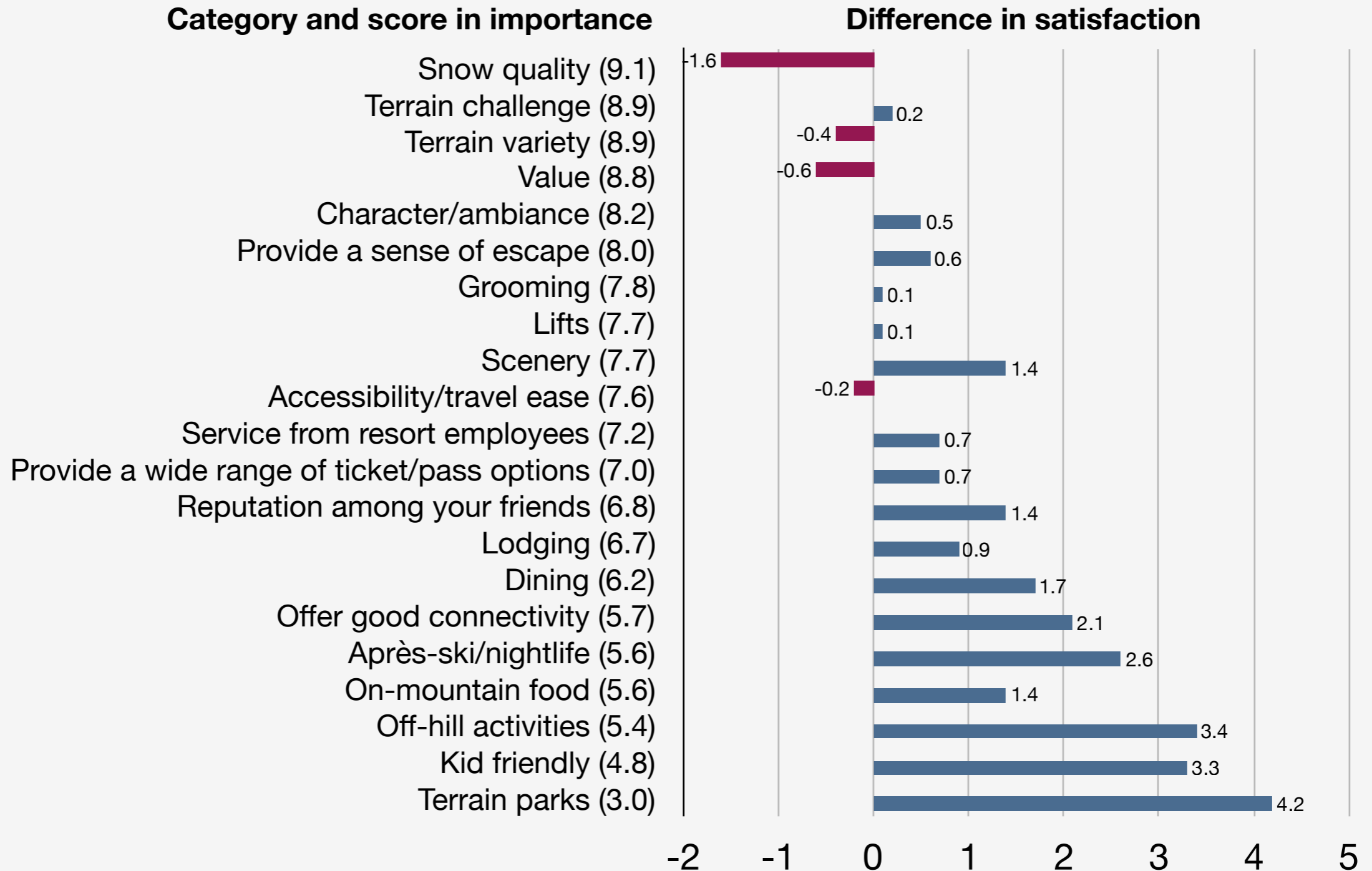
Importance in deciding a ski trip vs. satisfaction at Whiteface

ROOST Survey Results



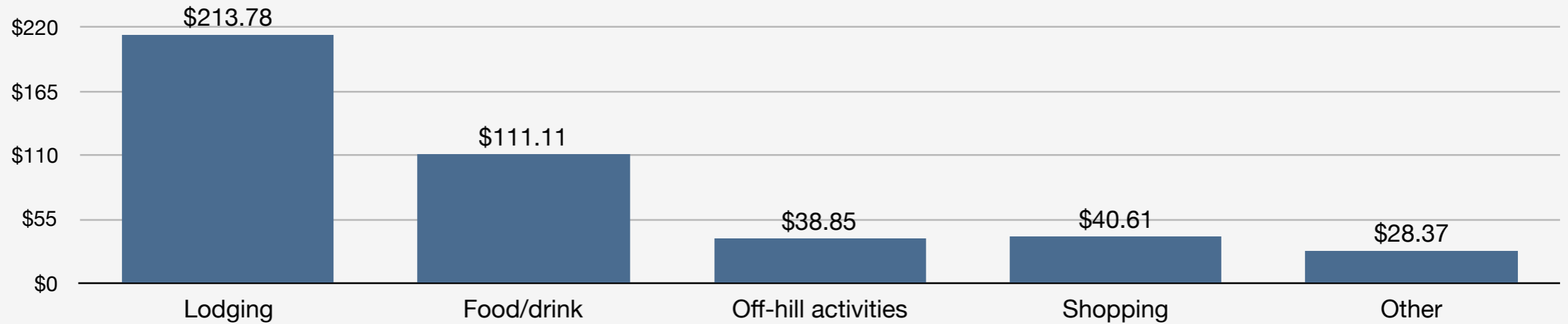
Importance in deciding a ski trip vs. satisfaction at Whiteface

Ski Magazine Survey Results

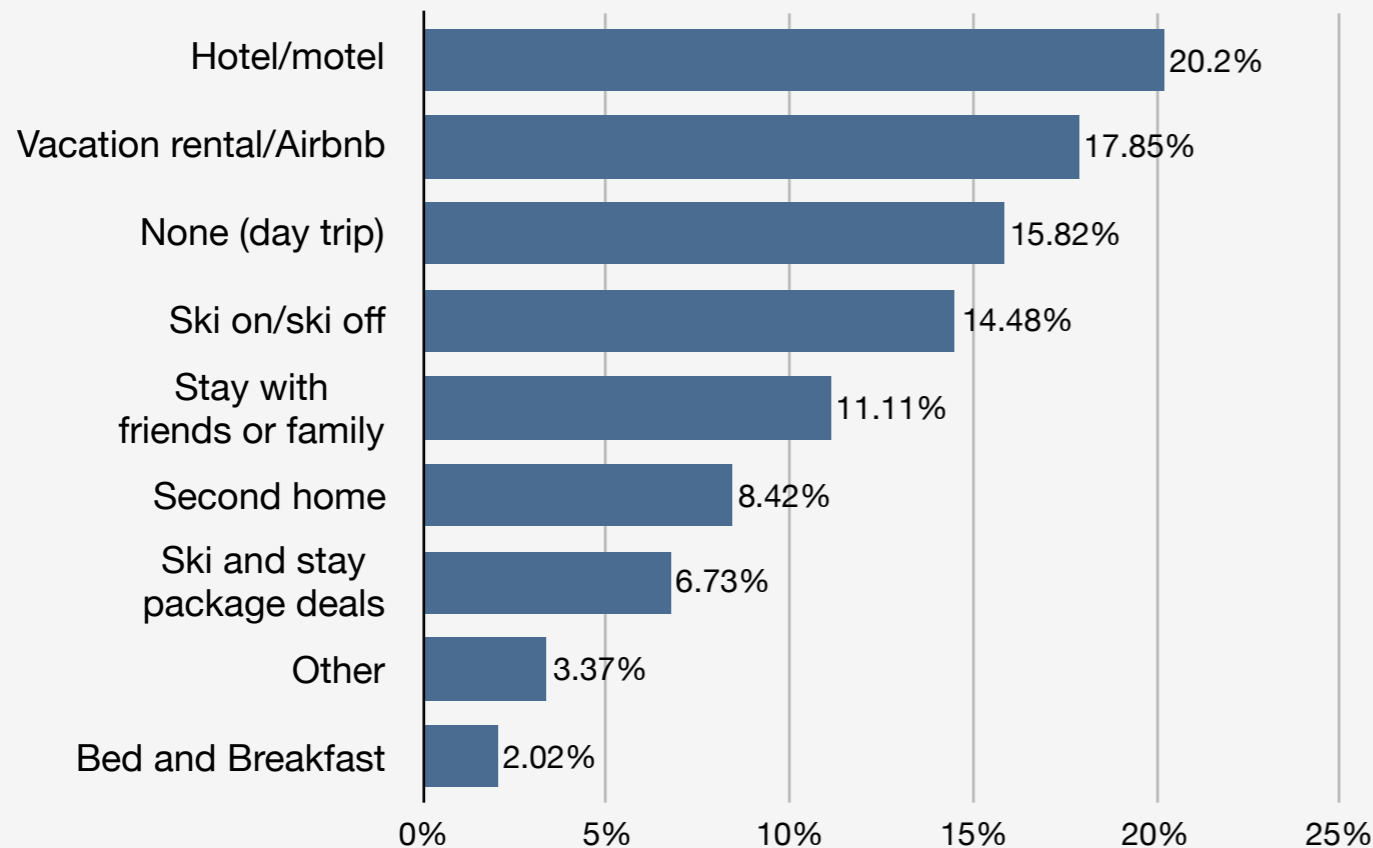


Daily expenditures and lodging habits during ski trips

Average daily expenditures



What is your preferred method of lodging during ski trips?



Average length of ski stay: 3.07

Average number of days skied/boarded in 16/17: 23.17