

RESORTS BY THE NUMBERS



36 MEMBER RESORTS in CA & NV



CALIFORNIA HAS 3 OF THE TOP 10 LARGEST SKI AREAS IN THE U.S.

37,000 ACRES of SKIABLE TERRAIN

45,000 ↑ VERTICAL FEET

95 TERRAIN PARKS

350 MILES OF XC TRAILS

1 5 8 0 TRAILS

318 LIFTS

2023 - 24 SEASON RECAP

7.6M SKIER VISITS
SECOND BEST SINCE 2011
CA NV

THE 5TH BEST SEASON ON RECORD FOR THE ENTIRE UNITED STATES
60M SKIER VISITS

29% RACIAL + ETHNIC MINORITY GUESTS
HIGHEST IN THE UNITED STATES

CALIFORNIA RESIDENTS MAKE UP **11.2%** OF SKIERS NATIONWIDE

20 FT OF SNOW IN FEBRUARY & MARCH

SKI CA WINS THIRD SAFETY AWARD IN LAST 6 YEARS

HIGHEST AVERAGE SNOWFALL IN THE NATION

ECONOMIC IMPACT

\$1.8B VALUE ADDED TO STATE GDP

\$3.2B TOTAL ECONOMIC IMPACT

\$100M ANNUAL TAX REVENUE (STATE + LOCAL)

22,443 EMPLOYEES

MEMBER RESORTS

- | | |
|-------------------------------|------------------------------|
| ASC NORDIC CENTER | MT. BALDY |
| BEAR VALLEY | MT. ROSE SKI TAHOE |
| BEAR VALLEY ADVENTURE COMPANY | MT. SHASTA NORDIC CENTER |
| BIG BEAR MOUNTAIN RESORT | MT. SHASTA SKI PARK |
| BOREAL MOUNTAIN RESORT | NORTHSTAR CALIFORNIA |
| CHINA PEAK MOUNTAIN RESORT | NORTHSTAR CROSS COUNTRY |
| DIAMOND PEAK SKI RESORT | PALISADES TAHOE |
| DODGE RIDGE | RIM NORDIC |
| GRANLIBAKKEN TAHOE | ROYAL GORGE CROSS COUNTRY |
| HEAVENLY MOUNTAIN RESORT | SIERRA-AT-TAHOE |
| HOMEWOOD MOUNTAIN RESORT | SKY TAVERN |
| JUNE MOUNTAIN | SNOW VALLEY MOUNTAIN RESORT |
| KINGVALE RESORT | SODA SPRINGS MOUNTAIN RESORT |
| KIRKWOOD CROSS COUNTRY | SUGAR BOWL RESORT |
| KIRKWOOD MOUNTAIN RESORT | TAHOE CROSS COUNTRY |
| LEE CANYON | TAHOE DONNER CROSS COUNTRY |
| MAMMOTH MOUNTAIN | TAHOE DONNER DOWNHILL |
| MOUNTAIN HIGH | TAMARACK CROSS COUNTRY |



SKIER VISITS HISTORY

SEASON	SKIER VISITS
2023-24	7,627,756
2022-23	8,282,423
2021-22	6,896,802
2020-21	6,753,303
2019-20	5,552,767
2018-19	7,118,427
2017-18	6,031,796
2016-17	6,996,203
2015-16	7,067,235
2014-15	4,496,898
2013-14	4,862,362
2012-13	6,793,811
2011-12	5,819,067
2010-11	7,786,108
2009-10	7,980,974

On average, this is about 53% Tahoe Region, 30% Central Sierra, and 17% So. California.

SNOWFALL HISTORY (INCHES)

SEASON	CA/NV AVERAGE	TAHOE AVERAGE
2023-24	339	387
2022-23	608	668
2021-22	230	397
2020-21	209	306
2019-20	328	386
2018-19	450	545
2017-18	215	263
2016-17	523	626
2015-16	308	360
2014-15	96	85
2013-14	166	187
2012-13	235	259
2011-12	210	256
2010-11	465	581
2009-10	318	375