



# Submission to the House of Commons Standing Committee on Finance: Priorities for the 2021 Federal Budget

[www.skicanada.org](http://www.skicanada.org)

By: The Canadian Ski Council  
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# List of Recommendations

1) Continue investment in domestic ski travel as administered via Destination Canada.

- \$2 Million per annum through to 2024

2) Invest in a fund to enable ski areas and host communities to recover from the effects of COVID19 and address long standing infrastructure challenges.

- \$500 Million investment in 2021

3) Invest in recreational participation in winter sports

- \$1 Million per annum through 2024



# Who is the Canadian Ski Council?

Few sports have such a diverse number of organizational bodies to foster and maintain the development of the sport and related industry. Distinctly autonomous groups have been formed to administer the various aspects of alpine and cross-country skiing, instruction, coaching, ski area operation, disabled skiing, racing, safety, and the equipment wholesale and retail industries.

While each group answers specific needs, the entire ski/snowboard industry long ago recognized their common need for the on-going promotion of the sport. It was felt that it would be most effective if one central body was responsible for the implementation of generic promotions and marketing of our sport on the ski / snowboard industry's behalf, rather than have many different groups duplicating efforts.

The goal of the Canadian Ski Council is to increase participation in recreational snowboarding, alpine and cross-country skiing in Canada.



# Why are skiing and snowboarding are important to Canada?

The Canadian Ski Council estimates that the total direct revenues from Canada's ski areas for 2018/19 are \$1.9 billion. When community impacts are considered, the impact of skiing and snowboarding on largely rural economies are many times the direct revenues.

The ski industry in Canada is a labour intensive business. Total payroll in 2018/19 is estimated at over \$450 million, with ski area contributions of over \$50 million in payroll taxes. Total employment is estimated at over 35,000 full- and part-time winter staff.<sup>2</sup>



# Recommendation 1

**Continue funding support aimed at driving domestic ski travel and administered via Destination Canada.**

Canada's skier visits for 2018/19 were 20.5 Million. The domestic market accounted for 17.5 million skier visits during the same time. The remaining 3 million skier visits were sourced from the USA and International markets.

The COVID19 pandemic is expected to severely restrict international visits during this and subsequent winter seasons. Full recovery is not expected until 2024. The focus will need to be on increasing domestic travel between provinces in order to mitigate the loss of tourism revenues.

For 2021, Canada's destination ski areas have partnered with Destination Canada to deliver a cooperative marketing campaign aimed at driving domestic skier visits to the destination ski areas. As the recovery period is expected to be greater than one year, continuation of ski specific winter tourism funding is an important component in the support for the rural communities where Canada's destination ski areas are located.



## Recommendation 2

**Develop a resort community emergency fund to enable ski areas and host communities to recover from the effects of COVID19 and address long standing infrastructure challenges.**

There is an opportunity through government funding to address the immediate impacts of COVID-19 in rural communities and strengthen the future of Canada's mountain resort communities and secure our reputation for sustainable tourism communities on the global stage.

In 2021, short-term funding should be structured to enable Canada's mountain resorts and their associated host communities recover from the impacts of COVID-19 as quickly as possible.

In the long-term, such funding will provide the foundation for the upgrade and resolution of the long-standing infrastructure deficiencies of the past, improving the stability, prospects, and viability of existing mountain resorts and their communities.



## Recommendation 2

**Develop a resort community emergency fund to enable ski areas and host communities to recover from the effects of COVID19 and address long standing infrastructure challenges (cont.)**

Ski areas in Canada are no longer only winter and ski enterprises. They have spawned fully functioning communities with year-round services and resident populations. These require many professional and skilled workers to maintain and represent significant wages and payroll that is spent within local host communities. Year-round full-time workers include engineers, skilled trades, architects, operations managers, culinary professions, utility operators, and many marketing, finance and administrative professions. Supporting community infrastructure projects as suggested in this proposal expands the number of skilled and professional workers and the economic diversification within rural Canada

Funds should apply to 'Shovel-ready' projects to be built over the next year, designed to address existing mountain resort community infrastructure issues such as employee housing and not expansion of ski area attractions, recreation assets or marketing



## Recommendation 3

### **Develop funding targeted to stimulate recreational participation in winter sports**

The benefits of an active, healthy lifestyle are well documented. The key to maintaining a year-round, active lifestyle in Canada is staying active during our winter season. Skiing and snowboarding are well positioned to help Canadians stay active during and following the pandemic by providing opportunities for individuals and families to participate in an outdoor sport.

Canada's ski areas have been cooperatively investing in Go Skiing Go Snowboarding for the past three years. This online content hub ([goskiinggosnowboarding.ca](http://goskiinggosnowboarding.ca)) is focussed on providing a pathway into snow sports for Canada's Black, Indigenous and Persons of Colour (BIPOC) communities. The content on the website leads to a conversion point known as a Never Ever Day experience.



## Recommendation 3

### **Develop funding targeted to stimulate recreational participation in winter sports (cont.)**

Metrics provided by participants in the Never Ever Day program indicated that 48% of participants are from Canada's BIPOC communities versus 11% BIPOC participation in the current skier market. In addition, 67% of Never Ever Day participants are female versus the current gender split of 68% Male/32% Female in current skiers and snowboarders.

Growing domestic participation in snow sports will have a positive effect on the health, well being and inclusivity of Canadians as a whole and is complimentary to the Government's goal of diversifying tourism and developing rural economies.



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