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## **Mixed results in ski areas during the holidays, but optimism remains for the rest of the ski season**

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**Terrebonne, January 9, 2024** - Many ski enthusiasts have been waiting for the first snowfall to take their first day of skiing at the ski area. This weekend, the snow finally arrived in most regions and fought off the green grass syndrome. Ski resort operators found that many winter sports enthusiasts opted to stay in town over the holidays due to the lack of snow in urban areas.

The cold weather at the end of December has fortunately enabled ski resorts to restart their snow guns and increase the skiable terrain available to skiers. Natural snow combined with snowmaking systems allow a successful ski season for ski area operators and their partners in the winter tourism industry from now on, according to the Quebec Ski Areas Association (ASSQ). The heart of winter is just beginning, with January and February accounting for more than 40% of overall ski area traffic, says ASSQ.

### **Preliminary holiday results**

The holiday season usually accounts for between 15% and 20% of the season's overall traffic, rising timidly to 12% in 2022-2023. According to Environment Canada, December was one of the least snowy months on record across Quebec.

A significant drop in visitor numbers - as much as 50% compared with last winter in some ski areas - was noted, confirming the industry's challenges in getting its season off to a strong start during the holiday season. Fortunately, the effect of massive investments in snowmaking systems was felt at several ski resorts, which still managed to attract customers with their well-groomed slopes.

The Association would like to highlight the exceptional work of the snowmaking and grooming teams, who performed miracles during the holiday season! Despite the lack of natural snow, skiers and snowboarders on the mountains showed their appreciation for the work accomplished by the operation teams. "Ski resorts must continue to invest in snowmaking equipment in order to adapt to climate changes and ensure their role as economic driver for winter tourism," says Yves Juneau, CEO of the Quebec Ski Areas Association.

### **Discounts on every outing**

The recent snowfall has brought further good news for the ASSQ. Ski Passe-Partout sales soared over the past weekend. The Ski Passe-Partout, which offers discounts on every ski outing (5 times 30% at each participating ski area), is sold on [boutique.maneige.ski](https://boutique.maneige.ski) for \$49.99 plus tax. Available in limited quantities, there are now only a few units left on the market.

### **About the Quebec Ski Areas Association**

The ASSQ is a non-profit organization that represents and defends the interests of its 75-member ski areas, promotes the practice of snow sports and improves the quality of the product and the

performance of the ski areas. Established in the ski industry for over 40 years, its mandate to develop the next generation of skiers and snowboarders in Quebec is achieved mainly through sales of financing products such as the Ski Passe-Partout. Each year, more than 40,000 young people are introduced to snow sports through the various ASSQ programs.

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**Source:**

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**Photo:** The mountains all covered in white. Mont SUTTON, January 6, 2024.

Credit: Mont SUTTON, Jocelyne Trudeau

