

Quebec Ski Areas Call For Safety On The Slopes

Terrebonne, January 17, 2024 – The important snowfalls of the last weekend mean that skiers and snowboards enthusiasts are back at Quebec ski areas in significant numbers. This influx of visitors translates into good news for Quebec ski resorts operators and shows that 2024 is off with a strong start in Quebec. The arrival of a greater number of snow sports lovers on Quebec’s alpine slopes, however, coincides with two serious incidents that bring concerns to ski area operators and that sadden the entire community of skiers and snowboarders in Quebec as well as government authorities. Recent incidents remind everyone of the importance of responsible behavior to safely enjoy winter and increase pleasure in the mountains. In collaboration with the Quebec’s Ministry of Education, the Quebec Ski Areas association (ASSQ) launched on January 15, a complete safety awareness campaign with the theme “Good skier, good sport”.

Bringing together various themes ranging from the use of ski lifts to the Mountain Code of Conduct, snow parks rules, helmet protection, ski bindings and on-hill signage, this campaign aims to remind snow sports enthusiasts of the rules and best practices to maximize their enjoyment level when visiting a ski area.

In addition to a signage and digital content campaign, skiers and snowboarders will be able to measure their knowledge on a host of subjects by taking an online quiz on mysnow.ski. A [Safety web page](#) on the association’s website has also been created in order to educate skiers and snowboarders on all awareness-raising actions and disseminate relevant information in a simple and concise manner.

Safety is a shared responsibility

“Safety is a shared responsibility between ski resorts and visitors,” says Yves Juneau, CEO of the Quebec Ski Area Association. For years, the ASSQ has been implementing concrete actions to raise awareness about safety at ski resorts. “Many social media channels unfortunately highlight inappropriate behaviors, such as drug or alcohol consumption or forgetting to lower the ski lift safety bar,” explains Mr. Juneau. “This is why we decided this year to expand our safety awareness actions and because of tragic incidents that increase the concerns of ski area operators,” he said.

Among the actions undertaken as part of this awareness campaign, several informative clips (French only) on the use of ski lifts were filmed with the support of the Régie du bâtiment du Québec :

- [Aerial chairlifts](#)
- [“T-Bar” surface lifts](#)
- [Magic carpet](#)
- [Gondolas](#)

These actions are in addition to the Tournée Maneige which will be deployed in 15 ski areas starting this weekend that promotes helmet protection, ski bindings adjustments and the Mountain Code of Conduct.

The ASSQ invites skiers and snowboarders to take advantage of the exceptional snow conditions currently available at ski areas across the province and to keep in mind that safety on the slopes is an issue that concerns every snow sports lover.

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: Safety awareness campaign with the theme “Good skier, good sport”

