



Consumer Voice (CV) Snapshot
Ski & Snowboarding
Winter Activity Topic Analysis

Prepared for



Data Analysis Range: 11/1/2020 – 2/28/2021
Geographic Region: United States

Prepared by



Executive Summary

Key Themes & Insights

- **20/21 season experiences:** Conversations around experiences during the current ski season included: equipment rentals; if people were renting close to home or waiting in long lines at resorts to rent their equipment.
- At larger resorts, people were complaining that the mountains were crowded, except for blackout weekends. Parking also seemed to be an issue, especially towards the beginning of the season.
- **Staying local:** Novice and experienced skiers alike opted to seek trips within a 2-3 hour drive from their home. People who ski local preferred going on the weekdays, especially after work (late-afternoon into early-evenings) with their families. For those who did go on weekends, they tend to go for a full day-trip.
- People focused on the cost of a season pass to local resorts vs. buying Epic or Ikon, confirming that they enjoyed the flexibility of skiing on weekdays closer to home.
- **Season Passes:** There was limited dialog about next year's (21/22) season passes during the lookback period, even in late February. Some discussions did occur, but mostly across TV & Radio, and News articles, rather than in skiing forums. Within those conversations, most people were wondering if there will be any credits offered for the 21/22 season like there were this year. There was uncertainty around what next year's ski season would be like - but overall, there was optimism that next year's season would be more back to normal.
- **Snowtubing/Snow play:** The conversations around snow tubing were not influenced by COVID-19 restrictions or limitations. That dialog was mainly focused on how families were choosing to go tubing for the snow-experience when seeking an array of activities.
- **COVID-19:** Impressions and mentions around pandemic conversations were low throughout the entire lookback period, after an initial spike in early November when resorts were reminding people about their COVID-19 restrictions.
- In general, the concerns around COVID-19 subsided somewhat during the current ski season. This is because people anticipated that protocols and changes would be necessary, and they likely were ready to tolerate them. This resulted in less discussions and amplification overall as most of the conversations focused on specific ski activities and the resort destination experiences rather than concerns regarding the pandemic.



Sentiment Analysis

There was more positive sentiment in the beginning of the lookback period but then stayed consistent throughout. This reflected less negativity and concern about the pandemic.



Content Analysis

The destination for content-sharing during the ski season shifted from forums to standard social channels, as audiences were sharing photos of their experiences. Social channels also continued being monitored for ongoing resort notifications.

Topic Trend Analysis

Volume and Reach

Volume Snapshot Summary

Data Lookback Period: 11/1/2020 – 2/28/2021

Total Mentions

112,859

Unique Authors

12,323

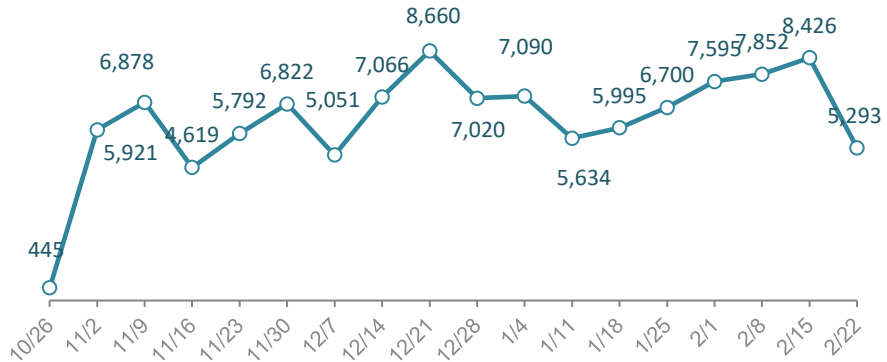
Reach Amplification

1,242 People Per Mention

Topic Mentions Trend

Mentions decreased by 40% between end of November and early January and then maintained through February. Overall mentions turned more negative by early January.

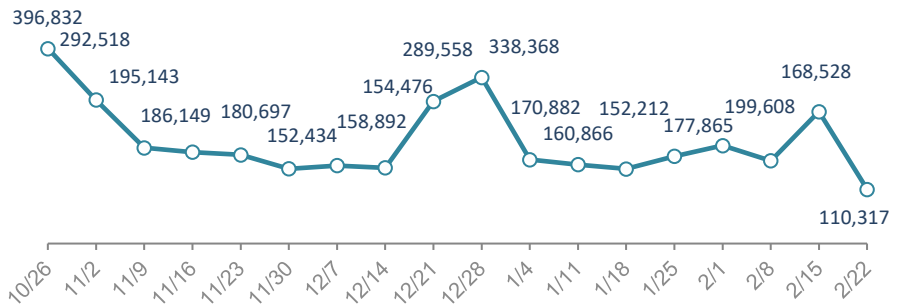
A spike mid-February occurred with the anticipation of spring break at the resorts.



Topic Impressions Trend

There were **3.7 Million** impressions during the 4-month lookback period.

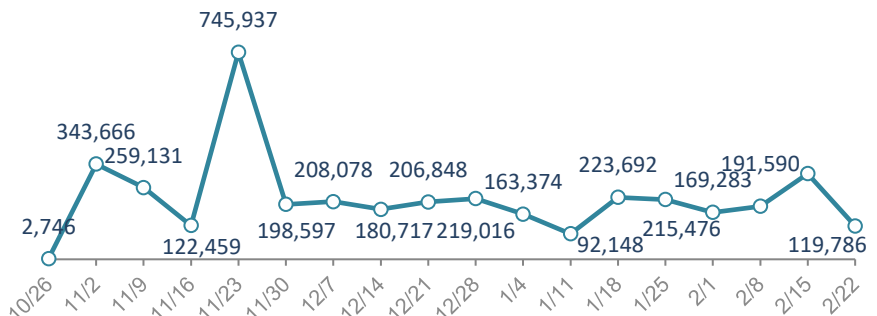
Impressions started higher as people were talking about their plans for the winter activities, and COVID-19 response. The spike in Dec was due to more mentions around the holiday season travel to ski destinations.



Engagement Trend

Engagement Trend measures the audience communication and the interaction with a specific post.

The largest spike occurred the week before Thanksgiving and was due to the abundance of ski resorts posting about how *thankful* they are for their employees, and the opening of the ski season at resorts.



Ski Season Topics of Interest: Ski/Snowboarding Season

Pre-Season Topic Areas

Motivators	Concerns
Winter Skiing	Coronavirus
Mountain lifestyle	COVID-19
Staying Local	Personal Health
Being outdoors	Travel / Restrictions

In-Season Topic Areas

Motivators	Concerns
Skiing	COVID-19
Safe outdoor activities	Social Distancing Lines
Local	Parking
Experience	Cost Worthiness

Pre-Season Related Topics

ski new resort mountain snow world 2020
 warm home sports men women outdoor area
 city family country face state big coronavirus life
 snowboard full help local open health school start free close 000

In-Season Related Topics

ski new resort pandemic home world covid-19
 snow country state area coronavirus open city health
 000 national 2020 help family 2021 mountain public news sports
 million start weeks states social restrictions stay u.s. south closed hours government outside

Sentiment Analysis

Volume and Trends

Sentiment Analysis Snapshot

Positive Sentiment

10%

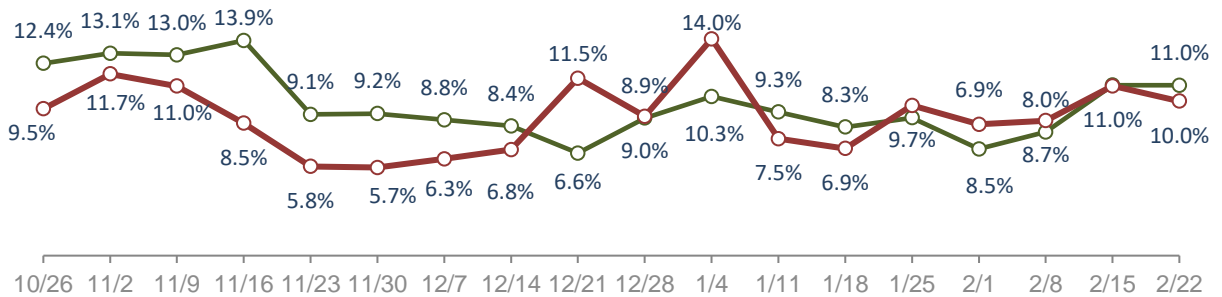
Neutral Sentiment

81%

Negative Sentiment

9%

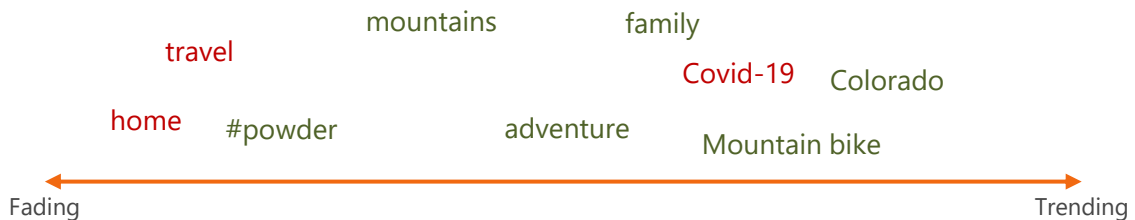
Sentiment Trend Analysis



Themes from Sentiment Trend

- Much of the negative sentiment throughout the lookback period concentrated on the long lines and altered experiences at resorts due to social distancing protocols.
- The more positive sentiment towards the beginning of the lookback period was due to people looking forward to the start of the new ski season.
- The topic of *vaccines* came up more frequently towards the end of the ski season, with audience wondering if/when people were going to get vaccinated, and how that would impact next year's ski season.

Trending Topics



Themes from Topic Trends

- Throughout the ski season, it was clear that the audience wasn't as vocal about the impact of COVID-19 on their skiing experiences as they were before the season started.
- Most of the conversations and mentions were people sharing their outdoor photos and experiences – along with their frustrations with the reservation process, the long lines required to maintain social distancing, and concerns with parking.

Geographic Analysis

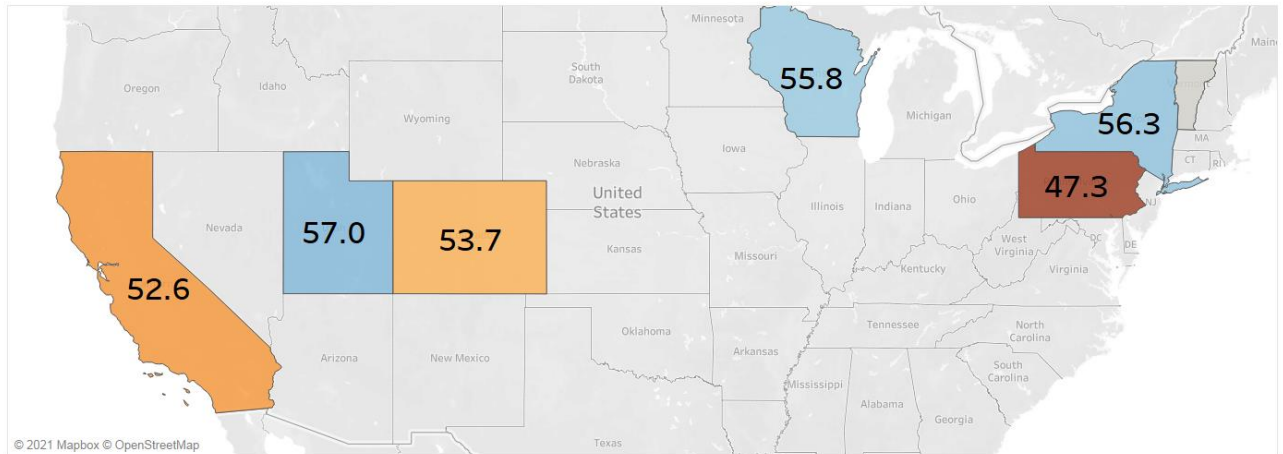
Volume and sentiment distribution

State	Total Mentions	Negative Rate	Neutral Rate	Positive Rate
California	1,042	9.9%	75.0%	15.2%
Colorado	815	9.6%	73.5%	16.9%
New York	434	11.1%	65.2%	23.7%
Pennsylvania	226	23.5%	58.4%	18.1%
Utah	308	11.4%	63.3%	25.3%
Wisconsin	77	7.8%	72.7%	19.5%
Vermont	69	2.9%	84.1%	13.0%

Utah (25.3%) and New York (23.7%) had the highest positive sentiment rate

Sentiment score looks at the value of Positive, Neutral, or Negative mentions to build an overall sentiment rating. The states are color coded **low** to **high** compared against the average score of **55**.

Sentiment score in key states



Avg. Sentiment Value



Geographic Analysis

Volume and sentiment distribution

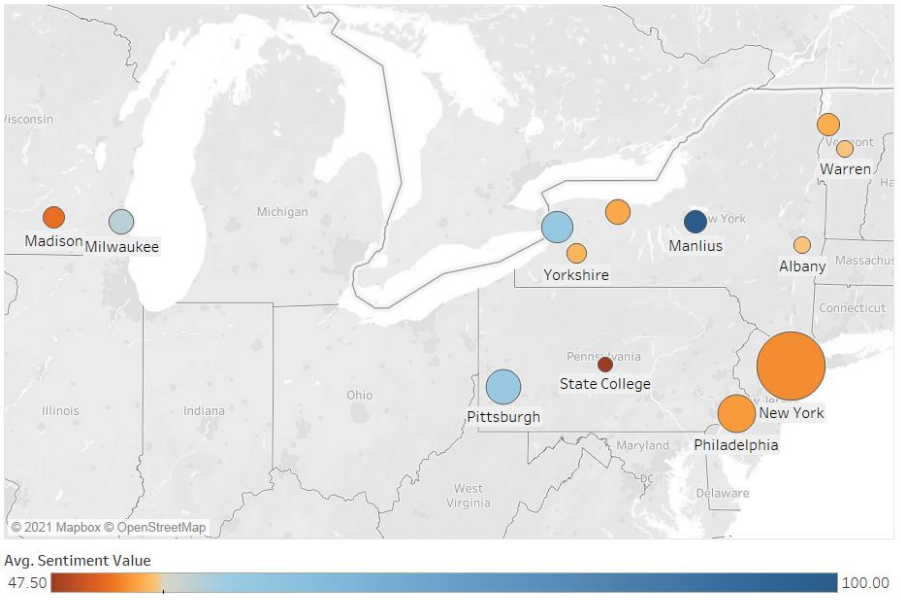
Sentiment score looks at the value of Positive, Neutral, or Negative mentions to build an overall sentiment rating. The cities are color coded **low** to **high** compared against the average score of **55**.

Size of dot represents the total number of mentions

Top 10 Cities by Mention Volume

City & State	Number of Mentions	Avg. Sentiment V..
New York, New York	213	49.8
Philadelphia, Pennsylvania	65	50.8
Pittsburgh, Pennsylvania	55	60.2
Buffalo, New York	45	60.8
Rochester, New York	28	51.8
Milwaukee, Wisconsin	28	57.1
Manlius, New York	23	100.0
Burlington, Vermont	23	52.2
Madison, Wisconsin	21	47.5
Yorkshire, New York	18	52.8

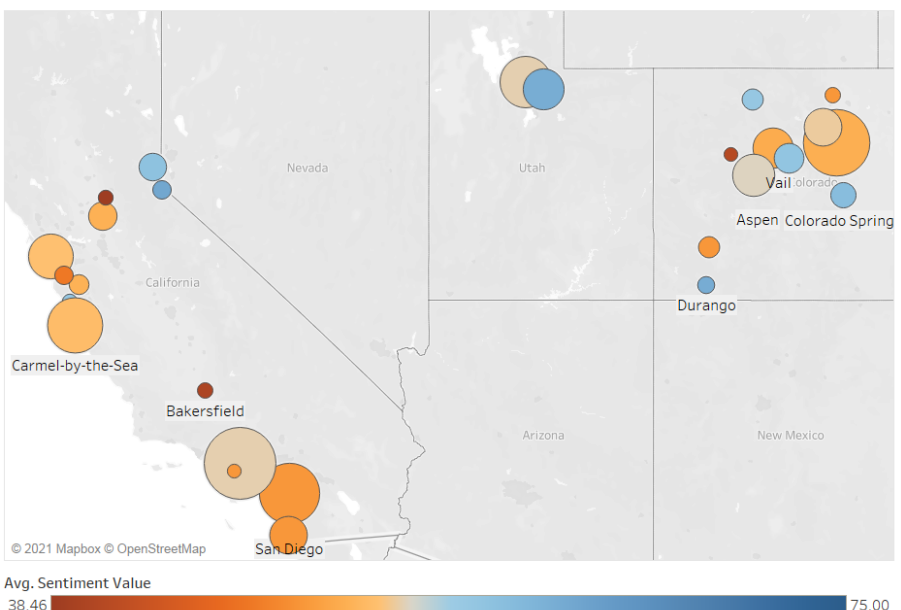
Cities Colored by Sentiment Score



Top 10 Cities by Mention Volume

City & State	Number of Mentions	Avg. Sentime..
Los Angeles, California	298	54.6
Denver, Colorado	256	52.0
Temecula, California	211	50.0
Carmel-by-the-Sea, California	176	53.1
Salt Lake City, Utah	153	54.6
San Francisco, California	116	53.5
Aspen, Colorado	103	54.9
Park City, Utah	97	61.7
Vail, Colorado	94	51.7
San Diego, California	82	50.0

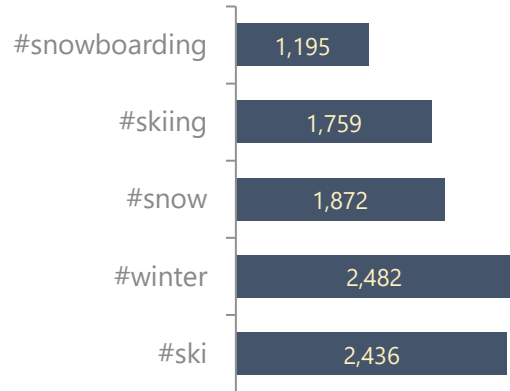
Cities by Sentiment Score



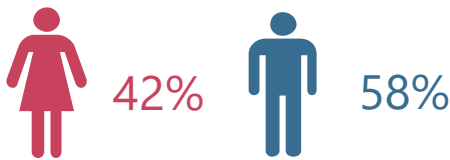
Demographic Analysis

- It should be noted that COVID-19 did not rank in the top 30 hashtags, which is important when relating to the focus of conversations during the ski season.
- While there weren't many conversations about backcountry skiing, some of them did express how it was more crowded than they anticipated, and it required more effort than expected. They did not discuss if they would repeat the experience.
- The same occurred with snow play, families really enjoyed their experiences and opportunities to get outside, locally.

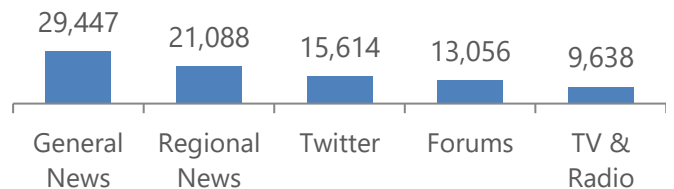
Top Hashtags



Gender Analysis



Top Sources



Top Influencers & Sites

Authors	Followers
@TravelLeisure	4.1M
@Yellowstone National Park	1.2M
@Breckenridge Ski Resort	262K
@Squalpine	146.7K
@VisitCA	100K
@Bear Valley Resort	36.1K

Web Channels & Sites	Mentions
Twitter	15.6K
Facebook	8.9K
DC Urban Moms Forums	1.5K
Trip Advisor	145
City-Data Forum	3.1K
AlpineZone	2.3K

*Influencer Authors based on overall reach, not volume of mentions.

Sample Topic Related Posts

Saturday at 11:39 AM

#2



One thing I know is I definitely won't be getting Epic or Ikon. This year has shown me indy resorts are the way to go for what I prefer. It seems the larger crowds weekdays are here to stay even if Covid is under control by next season since so many people now wfm.

Discussion Starter • #7 • 20 h ago

Pass for my local hill this year is 550 for a renewal... I'm almost debating adding something like Epic local or base if they have that instead at a similar price (student). Unfortunately the local hill is closest to me by like half an hour or more. Pretty hard to justify a drive of more than 3hrs RT to ride 2-3ish hrs on a week night.



juliamancuso What is your perfect day on the slopes?

This winter is crazy. For some of us we get to enjoy our local mountain maybe go on a ski trip or two and for others you get to daydream about the mountains so I was thinking we could all share our favorite stories of our very perfect day out on the hill.

I will share some of my highlights in my story follow along:) @spyderactive @stoeckli_1935 @clubmed

3w



masotime said:

I find the opposite to be true actually - because most people get the Local rather than full pass, blackout dates see significantly smaller crowds - at least in Squaw/Alpine and Mammoth in California - and many of these were powder days this season.

Might have been a Covid thing. Definitely not true in a normal season.

Discussion Starter • #8 • 19 d ago

Yeah they weren't running many of the lifts at Stevens today, so everyone was on the two that were open on one of the best powder days of the year.

It's getting to the point where it's not worth going on a forecasted pow day. They can't keep enough terrain open. I was there for three hours and got four or five runs in.

Might be blasphemy but I have a better time in crappy conditions.