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2012

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Final Report

www.world-snow-day.com





Foreword - Gian Franco Kasper



The 2011/2012 season saw the inaugural celebration of World Snow Day. This special day not only gained attention worldwide, especially in the 42 countries where the 225 events were organized, but it also succeeded in joining the key stakeholders in the ski industry and the snow community. Ski resorts, World Cup Organizing Committees, ski schools and clubs, snow festivals, ski retailers, tourism organizations and many others offered participants easier access to snow in various forms. The events ranged from small to enormous but all Organizers upheld the goals and motto of World Snow Day: to explore, enjoy and experience the snow. The first World Snow Day was a great success in its own right and a great step forward for snow sports. The world now does not only revel the competitive side of ski sports in the form of World Cup events, World Championships and Olympic Games but also officially celebrates the recreational side of snow sports.

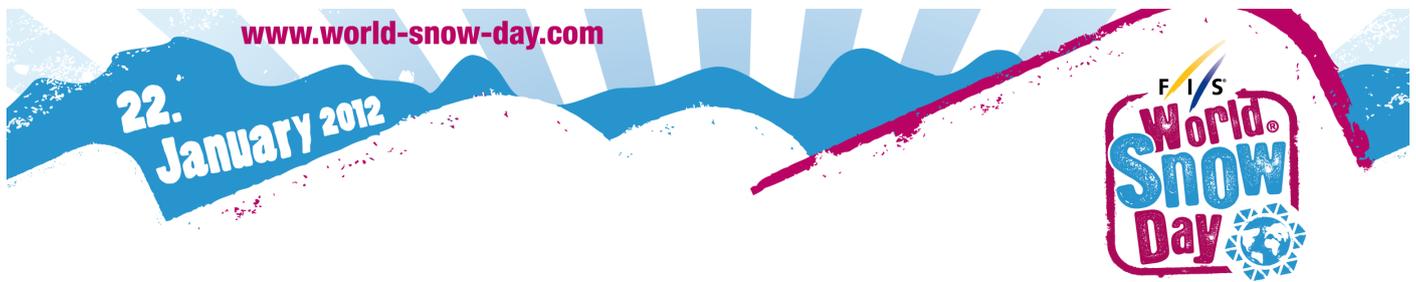
Through the photos and videos of World Snow Day 2012, we can easily imagine the global spectacle on snow with activities occurring simultaneously all over the world. This spectacle would not have been such a success without the support and involvement of all Organizers, participants, National Ski Associations and event partners. I would like to extend a heartfelt thank you to all those who were involved in the premiere edition.

Building on this success, FIS is confident that even more people will join the second edition of World Snow Day on 20th January 2013. We are eagerly awaiting this celebration of snow and hope you can join the rest of the world in exploring, enjoying and experiencing the snow.

A handwritten signature in black ink, which appears to read 'Gian Franco Kasper'.

Gian Franco Kasper

FIS President



Acknowledgements

The FIS Final Report on World Snow Day 2012 would not have been possible without the support of all the event organizers and those who participated. We would also like to thank the FIS member National Ski Associations that helped promote the concept in their respective countries and regions. Great thanks go to the partners and sponsors both at international and local levels for supporting World Snow Day in its inaugural year. Finally FIS would also like to thank for the feedback and suggestions received from those who have participated in the questionnaires and interviews.



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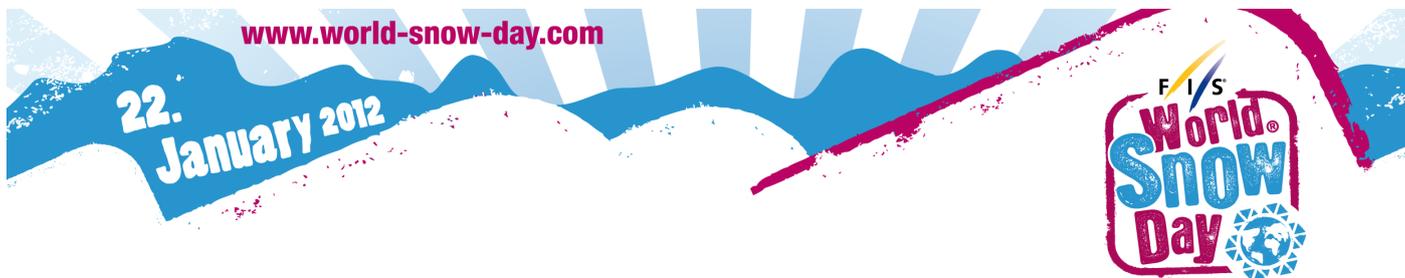
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Executive Summary

This report provides an analysis of the first edition of World Snow Day which took place on 22nd January 2012 and achieved incredible numbers. 225 Organisers in 39 countries attracted over 200,000 participants to partake in a variety of snow activities, ranging from newcomers to snow (some 25%) to snow enthusiasts attracted by additional value for participation. Examples of activities offered include free or discounted ski and snowboard lessons, free or discounted lift passes, free or discounted rental equipment, concerts, fun races, gifts and prizes as well as a new world record event. The event Organisers ranged from ski and snowboard resorts to National Ski Associations, private event companies, ski and snowboard clubs, ski and snowboard schools, manufacturers and retailers. A great majority of Organisers and participants have expressed a strong interest in participating in the second edition of World Snow Day which will take place 20th January 2013.



World Snow Day was celebrated in all corners of the earth. Himalyas, India



Introduction

Who is the International Ski Federation

As the governing body of international skiing and snowboarding, FIS manages the Olympic disciplines of Alpine Skiing, Cross-Country Skiing, Ski Jumping, Nordic Combined, Freestyle Skiing and Snowboarding, including setting the international competition rules. Through its 115 member nations, more than 6'500 FIS ski and snowboard competitions are staged annually. Specific initiatives are undertaken by FIS to promote snow activities as a healthy leisure recreation, notably for the young.

What is Bring Children to the Snow

The 'Bring Children to the Snow' campaign was launched in 2007 as an international, multi-year campaign to promote snow activities as the number one leisure choice for kids and the youth in winter. The campaign aims to encourage newcomers to the snow whilst adding additional value to those who already participate in the sport. The campaign seeks to achieve this vision through two primary events, the FIS SnowKidz and World Snow Day. The primary target group for the campaign is children between the ages of 4-14 and their families. Whilst targeting children and their families FIS also hopes to motivate more teenagers and young adults. The campaign is not focused on generating competitors for any particular FIS discipline. 'Fun in the snow, fun on the snow' is the motto at the heart of the campaign.



Bringing children to the snow on World Snow Day. Canmore Nordic Centre, Canada

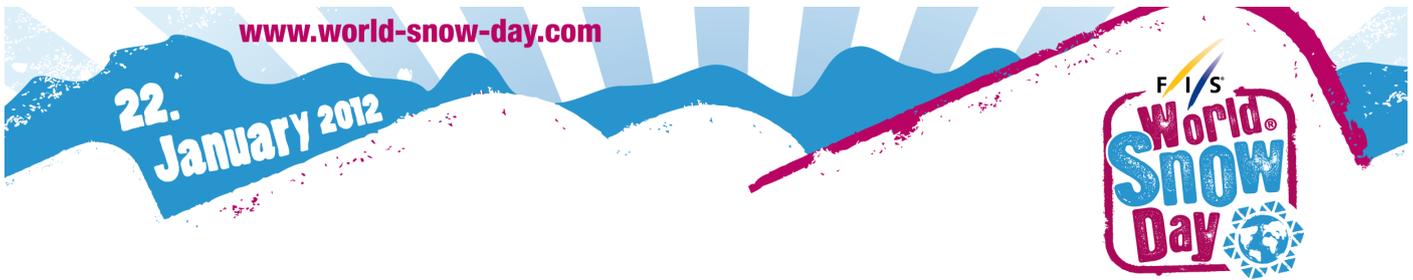
What is World Snow Day

World Snow Day is the second phase of the 'Bring Children to the Snow' campaign. The first phase of the campaign, called SnowKidz, was launched in 2009. The SnowKidz project aims to encourage FIS Member National Ski Associations to promote snow sports within their country. Meanwhile, World Snow Day looks beyond the FIS membership to the wider snow sports community. It seeks to motivate children aged from 4-14 by encouraging all stakeholders to celebrate all things snow around the world simultaneously. In short, World Snow Day is the biggest day on snow all year. And World Snow Day is not a one-off event but is planned to be staged annually for years to come.

This report summarises the key facts and figures from the inaugural World Snow Day which took place on 22nd January 2012.



3 year old enjoying World Snow Day. Abzakovo (Magnitogorsk), Russia



World Snow Day Goals

The goals of World Snow Day are simple.

Primary Goals:

- Enable children and their families to Explore, Enjoy and Experience the fascination of snow through special events and activities organised as part of World Snow Day.
- Create global momentum for a great future for all involved in snow activities:
The goal is 500,000 individual participants by the third year.

Secondary Goals

- Increase awareness about the need to protect and conserve the natural environment.
- Promote the health benefits of snow sports to all participants.
- Emphasise the importance of snow safety and awareness of rules of conduct.



World Record breaking number of participants in torch relay. World Snow Day La Molina and Masella, Spain

First World Snow Day in Numbers

Fast Numbers

- 3 events in southern hemisphere during winter
- 5 global partners : Eurosport, Intersport, European Broadcasting Union, Best of the Alps and Milka
- 39 participating countries
- 225 Event organisers
- Over 7,000 participants at the largest event
- Over 12,000 YouTube visits
- Over 37,000 Facebook visits
- Over 200,000 participants in the first year
- Over 300,000 website views since the website launch in June 2011
- 1 World Record



Turning the world upside down on World Snow Day. World Snow Day Dublin, Ireland

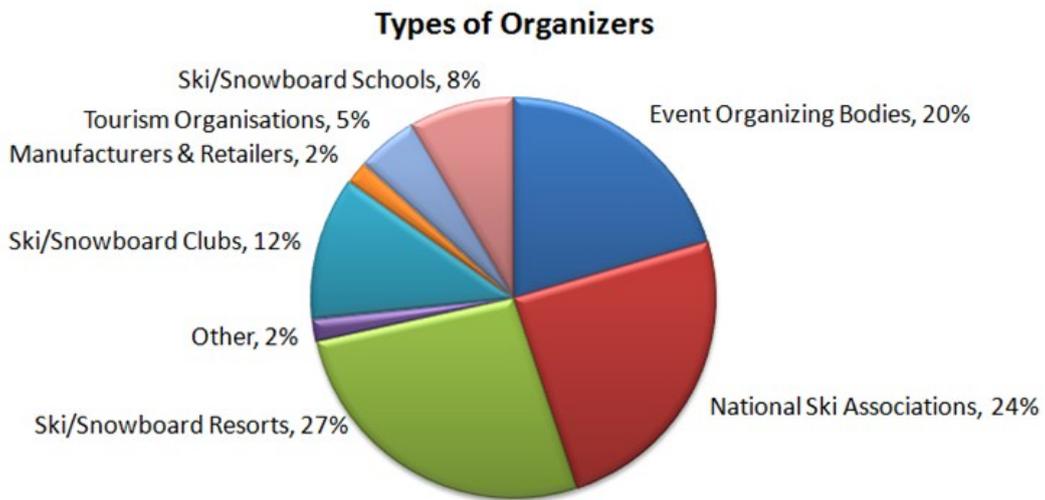


World Snow Day by Continent and Country



Armenia 1	Australia 2	Austria 11	Belarus 6	Bulgaria 3	Canada 22
China 7	Cyprus 1	Czech 2	Estonia 2	Finland 2	France 3
Georgia 1	Germany 7	Greece 2	Hungary 4	Iceland 1	India 3
Ireland 1	Italy 27	Japan 7	Kazakhstan 2	Latvia 1	Lithuania 3
Macedonia 1	Netherlands 1	Norway 1	Pakistan 1	Poland 3	Portugal 1
Romania 3	San Marino 1	Slovakia 1	Slovenia 3	South Africa 1	Spain 19
Sweden 3	Switzerland 41	Russia 5	Turkey 1	UAE 1	Ukraine 12
UK 3	USA 8				

Types of World Snow Day Organizers



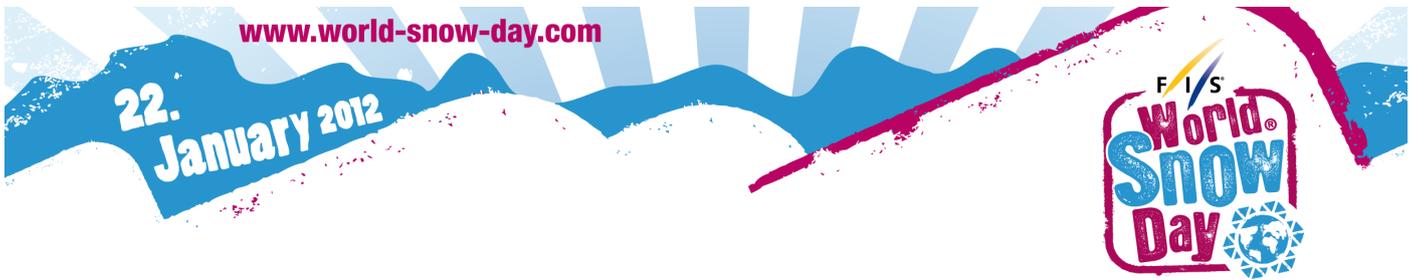
World Snow Day was celebrated all different organisers. Passo Tonale, Italy



Timeline and Milestones

2011	Promoted WSD at meetings of International Ski Industry Association (ISIA) and European Union (EU)
Jan	
.	
.	Finalized key concepts of WSD
.	Launched the official WSD website: www.world-snow-day.com
Jun	Opened event registration on WSD website
	Established WSD community on Facebook: http://www.facebook.com/worldsnowday
	Established WSD community on Twitter: https://twitter.com/WorldSnowDay
Jul	
	Released new features on WSD website: toolkit, live profile system and media section
Aug	
	World Snow Day organizers increase 70% in two weeks
Sep	
Oct	
	Promoted WSD at FIS Youth & Children's Seminar in Zurich, Switzerland
	Media campaign - 100 Day Countdown
	Established WSD community on Weibo: http://weibo.com/fisski
Nov	Established WSD video channel on YouTube: http://www.youtube.com/WorldSnowDay
	Established WSD video channel on Youku: http://www.youku.com/
	Media campaign - 50 Day Countdown
Dec	15th December - Deadline for event registration
	Confirmed Partnerships with Eurosport, EBU, Infront, Best of the Alps, Intersport and Milka
2012	
Jan	Media campaign - 20 Day Countdown
	Broadcasted 1st WSD TV Spot globally in five languages
	Integrated WSD logo on starting bibs of FIS World Cup events across all disciplines
	Virtual WSD on all FIS websites
	Interacted with social media communities
	22nd January - Celebration of 1st World Snow Day
	Collected feedback from organizers and the public through event reports and questionnaires
Feb	15th February - Deadline for Event Report Submission
	Announced date of 2nd WSD: Sunday, 20th January 2013
	Published FIS Final Report on World Snow Day 2012 and Organizers' Reports





Promotional Activities

Websites

www.world-snow-day.com is the official website for World Snow Day. In addition to releasing all related news and useful information, the website provided each registered Organizer a dedicated page to promote their event and associated partners. To help the public identify World Snow Day events around the world, a free toolkit with more than 20 readily available banners, flags, souvenirs, diplomas and other promotional items was established. Organizers could access the toolkit through the website upon registration.

The WSD official website was also cross-linked and promoted by all FIS official websites and pages. From 1st January 2011 to the celebration day on 22nd January 2012, all these websites were decorated with WSD branding for added promotion.

Presence at FIS World Cup Events

From January 1st 2011, the WSD logo was featured in place of the FIS logo on the starting bibs of all competitors of FIS World Cup events. WSD key information was also integrated into commentary in TV broadcasting.



Wishing everyone a happy World Snow Day during the FIS Alpine World Cup. Kranjska Gora , Slovenia

Social Media

To further expose World Snow Day and engage potential participants and organizers, social networking communities were established on Facebook, Twitter and Weibo; World Snow Day video channels were set up on Youtube and Youku.

Facebook: <http://www.facebook.com/worldsnowday>

Twitter: <https://twitter.com/WorldSnowDay>

Weibo: <http://weibo.com/fisski>

Youtube: <http://www.youtube.com/WorldSnowDay>

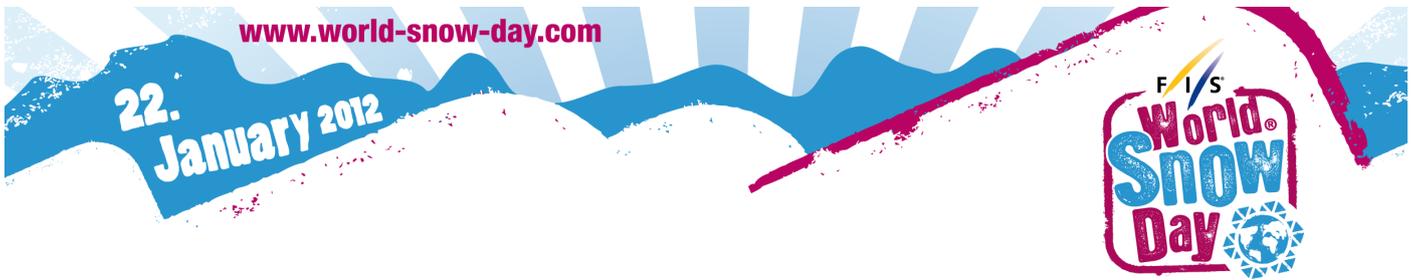
Youku: <http://www.youku.com/>

World Snow Day on TV

From 1st January 2012, the official TV spot was incorporated into FIS World Cup broadcasts globally and made available in five languages with great thanks to partnerships with the European Broadcasting Union, Infront Sports & Media and Eurosport. Web versions were also available online. During and after 22nd January 2011, more videos about WSD events around the world were uploaded to the WSD video channels.



Keeping it social. World Snow Day Tschappina Heinzenberg, Switzerland



FIS Youth and Children’s Seminar

From 27th September to 5th October 2011, the Seminar was held in Zurich with one day focused just on the first World Snow Day . More than 70 participants representing 45 National Ski Associations participated in the seminar. In addition to sharing experience and information about Olympic Day, World Snow Day preparation, organized events, Cultural & Educational Program of the 1st Winter Youth Olympic Games, the participants also watched kids’ demonstrations of summer ski jumping and freestyle skiing on two man-made temporary hills. The seminar helped the participants clear concerns and get to know how to organize World Snow Day events. As a result 36% of events registered during or immediately after the Seminar.

Media campaigns

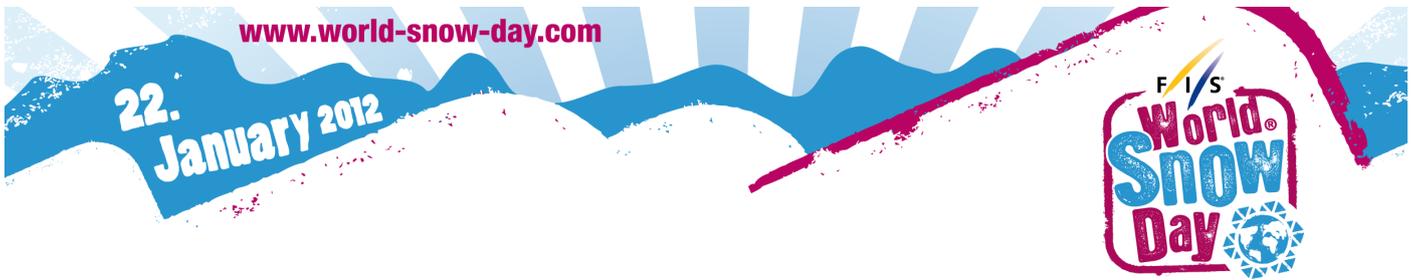
FIS continuously published news through its global communication platforms both on traditional and new media. Up until 15th February 2012, the key words “world snow day” reached 662 million results in the Google search engine.

Partners for 2012

World Snow Day partnerships for the first year were set up with Eurosport, European Broadcasting Union, Infront Sports & Media, Best of the Alps, Intersport and Milka. The partners not only assisted event Organizers and promotion of the project but also showed the public and event organizers the true potential of World Snow Day.



Zakopane, Poland promoted early and had a huge number of participants at their World Snow Day event,



Feedback from Event Organisers and the Public

From 22nd January to 15th February 2012, World Snow Day Organizers submitted event reports in the form of text, photos and videos through the website’s Live Profile system. During this period two questionnaires were conducted to collect feedback anonymously from Organizers and the public respectively. Responses to the questionnaires came from Africa, Asia, Europe, North America and Oceania. Over 90% of the responses were from Europe and North America; these two continents staged 86% of the total number of events. The following section shows the results of the two questionnaires.

Feedback from Event Organisers

Types of activities

The main activities that the events offered in 2012 were related to skiing, snowboarding and fun games on snow. In addition, gift giving and educational activities were also popular on WSD 2012.

More than half of the event organizers took the opportunity to create new World Snow Day events. In conversations immediately following the event, they expressed that they were happy to create new events as it added another official event to their overall yearly calendar

What activities did you have in your World Snow Day event? (multi-choice)

Choices	Percentage
Skiing/snowboarding activities	76.19%
Snow-fun activities	65.48%
Skiing/snowboarding lessons	63.10%
Gifts giving	61.90%
Educational activities	41.67%
Visits to snow venues/facilities	27.38%
Music shows	23.81%
Other	[View]

How did you work out your World Snow Day event?

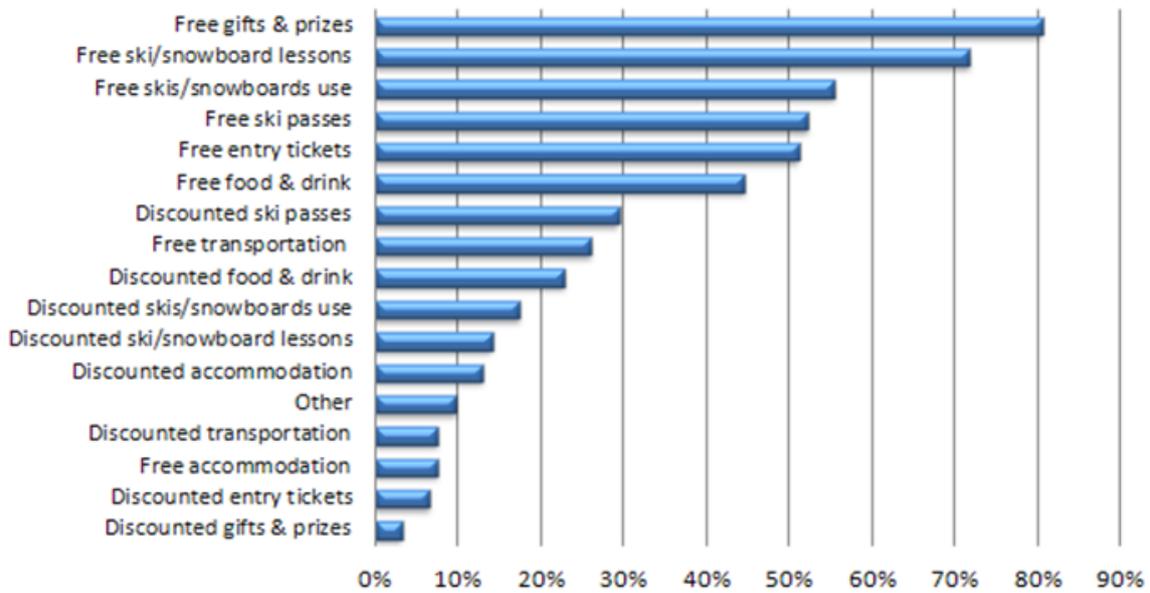
Choices	Percentage
Created a new one	57.14%
Added World Snow Day event into an existing event	22.62%
Associated it to an existing event	16.67%
created lots of activities	1.19%
same procedure in every BOTA town	1.19%
added different existing events into World Snow Day	1.19%



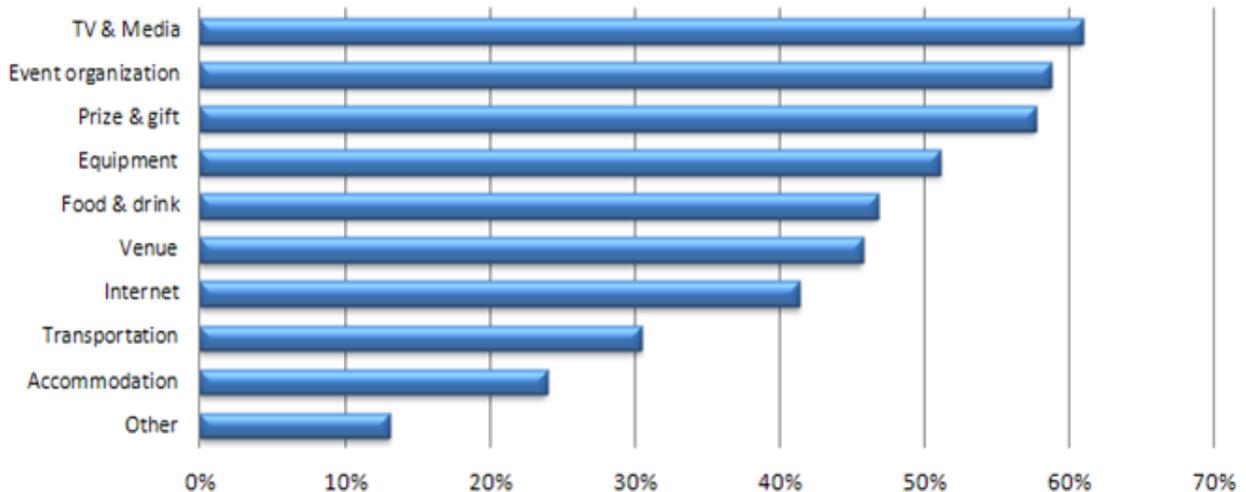
Special offers and partnerships

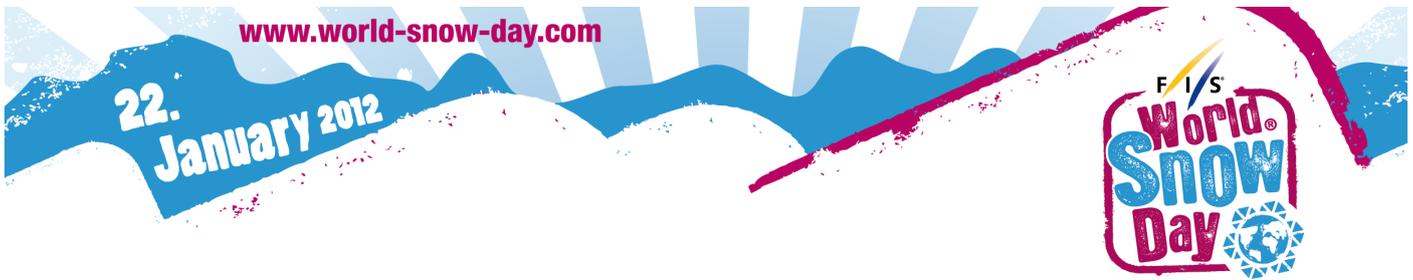
Some Organizers reached out for partnership or cooperation to support their special offers for the participants. One in three organizers offered their services at a free or discounted price (equipment use, entry tickets, lessons, etc...).

The special offers from event organizers



The cooperation and partnership that event organizers had





Effects of World Snow Day branding

Overall the World Snow Day brand was felt to be very helpful to Organizers. 44.4% of Organizers reported the brand as being very helpful for attraction of participants, 53.8% reported the brand as effective for attracting media attention and 49.4% reported the brand as being beneficial to staff motivation. However, 46.1% of Organizers reported the brand helped little in finding new sponsors. Understandably, the World Snow Day brand is still young and will be further developed and strengthened.

The effect of WSD brand - Attraction to Participants

Choices (Score)	Percentage
Negative influence (4)	0.00%
No influence (3)	18.52%
Only a little (2)	37.04%
Very helpful (1)	44.44%

The effect of WSD brand - Attraction to media

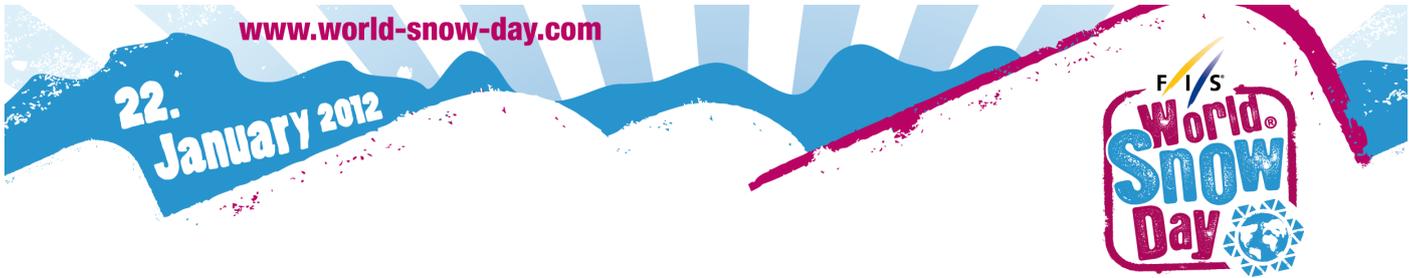
Choices (Score)	Percentage
Negative influence (4)	0.00%
No influence (3)	13.75%
Only a little (2)	32.50%
Very helpful (1)	53.75%

The effect of WSD brand - Motivation to staff

Choices (Score)	Percentage
Negative influence (4)	0.00%
No influence (3)	18.52%
Only a little (2)	32.10%
Very helpful (1)	49.38%

The effect of WSD brand - Attraction to sponsorship/partnership

Choices (Score)	Percentage
Negative influence (4)	0.00%
No influence (3)	19.74%
Only a little (2)	46.05%
Very helpful (1)	34.21%



Plans of 2013

The encouraging news from the questionnaires with the Organizers was that about 85% of them expressed strong will to organize an event for World Snow Day 2013 (score 8-10). This shows a high retention rate of Organizers and bodes well for the future.

Do you plan to organize an event for World Snow Day 2013? (0: absolutely NO; 10: absolutely YES)

Choices	Percentage
10	61.90%
8	15.48%
9	8.33%
7	4.76%
5	3.57%
6	3.57%
1	1.19%
Other [View]	1.19%



Feedback from the Public

Overall enjoyment of World Snow Day

Overall 61.9% of participants very much enjoyed World Snow Day events.

How did you like World Snow Day 2012?

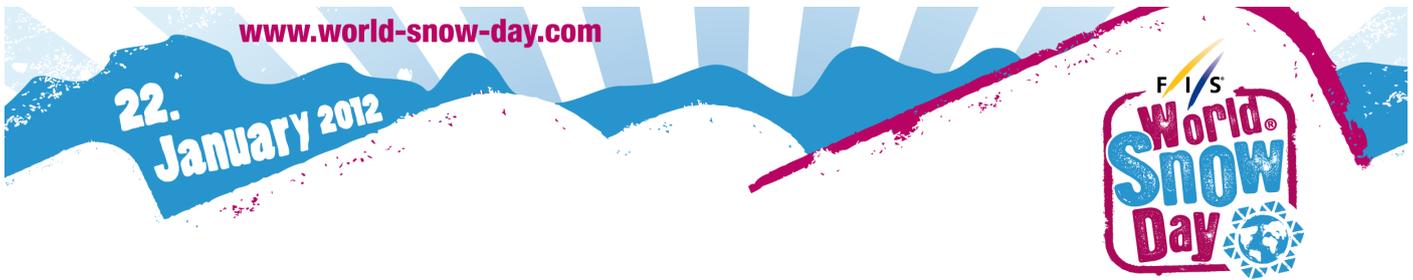
Choices	Percentage
I enjoyed it very much in a World Snow Day event	61.90%
I enjoyed fun on the snow, but not in a World Snow Day event	12.70%
I participated in a World Snow Day event, but felt nothing special	8.73%
I planned to participate but could not make it	8.73%
I did not know it	7.14%
I knew it, but I was not interested	0.79%

Source from which the public heard about World Snow Day

Local Organizers were the main source from which the public heard about World Snow Day.

How did you know World Snow Day?

Choices	Percentage
From local event organizer	26.36%
From Social media (facebook, twitter...)	13.95%
From FIS newsletter/newsflash	12.40%
From National Ski Association	11.63%
On TV/radio	10.08%
From skiing/snowboarding events	6.20%
Link from another website	5.43%
Other [View]	13.95%



What interested people about World Snow Day

Activities on snow and gathering with family and friends were the top attractions of World Snow Day events.

What attracts you most about World Snow Day events? (multi-choice)

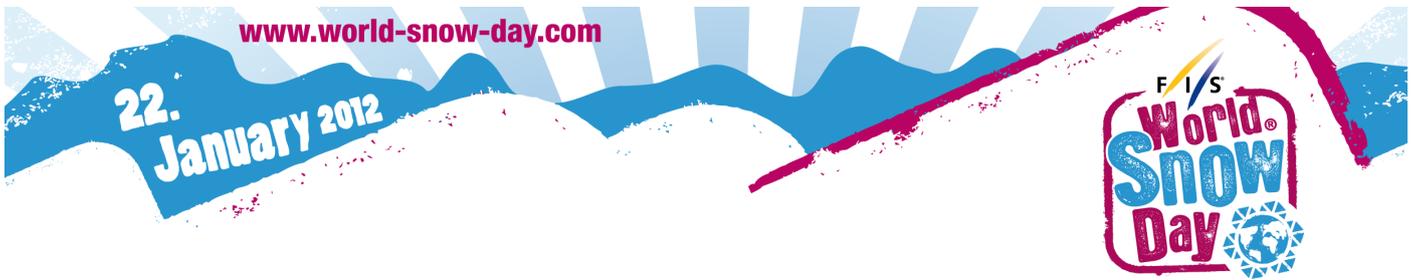
Choices	Percentage
Activities on snow	70.00%
Gathering with families/friends	46.92%
Free or discounted offers	23.85%
Enjoying parties	11.54%
Music shows	10.77%
Meeting famous people	6.92%
Team building	4.62%

Which special offers attracted people to the snow?

46.2% of public were most interested in free or discounted lift passes, 30.8% of the public were interested in free or discounted ski and snowboarding lessons and 35.4% of people were interested in free or discounted use of equipment or garments. These statistics show that it is a combination of services from different stakeholders which come together to attract people to the snow.

Which free/discounted offers are you most interested? (multi-choice)

Choices	Percentage
Ski/snowboard pass	46.15%
Skiing/snowboarding lesson	30.77%
Gift and prize	28.46%
Food and drink	25.38%
Equipment and garments rental	18.46%
Equipment and garments sale	16.92%
Entry ticket	13.85%
Other	[View]



Newcomers to Snow Sports

Based on detailed analysis of event participation it can be estimated that 25% of participants at World Snow Day events in 2012 are newcomers to the snow. This shows that World Snow Day serves a means of introducing new participants to snow sports and FIS believes this aspect can be even better developed in the future through stronger relationships with partners providing equipment for snow activities and transport to the event sites.

Plan for World Snow Day 2013

72.3% of participants in World Snow Day events plan to participate in the 2nd edition of the event. This shows that World Snow Day events were fun and successful.

Do you plan to participate in a World Snow Day event in 2013? (0: absolutely NO; 10: absolutely YES)

Choices	Percentage
10	58.46%
9	13.85%
8	10.77%
6	6.92%
5	3.08%
7	3.08%
0	2.31%
Other [View]	1.54%

Suggestions to Event Organisers for 2013

Based on the information and feedback received, FIS has compiled a short list of suggestions to World Snow Day Organisers for 2013.

Get your event on board early

The earlier you register your event with thorough information and images, the more exposure you will enjoy under international spotlight. Early registration will also increase the possibility of reaching media attention and developing partnership opportunities and decrease organizational cost because of early venue, accommodation and transportation reservations, etc. In addition, statistics show that local organizers were the main source for potential participants of WSD 2012 (See 3.2), so early involvement and constant promotion over time will definitely be helpful for increasing the number of participants. Meeting deadlines of event registration and report submission will also ensure the full Organizer rights. Through the global platform, the event will showcase to the world the many different ways there are to enjoy the snow.



Euro Ski,. One of the first to register and first to celebrate. World Snow Day Vatra Dornei, Romania



Make full use of global promotional tools

The World Snow Day website is a free platform to promote registered events. The average daily visits in January 2012 reached 4,072 with the peak of 10,023 on 22nd January. For World Snow Day 2013, the website will be upgraded to be even more user-friendly and interactive. Organizers are strongly suggested to take an even better advantage of the live profile system as a sub-website to promote their organization, events and partners. And remember it's all free of charge.

Diversify activities to fit different participants

Though alpine skiing/snowboarding activities were the main attractions for participants, statistics show that participants took World Snow Day events as occasions to gather with families and friends. Snow fun games (e.g. sledding) were also very popular on World Snow Day 2012. Such activities allow having fun together despite age or sport level. It is suggested to include several activities of different intensities to enable all family members to enjoy fun on snow.

Decorate the atmosphere with World Snow Day Identities

Given the increasing global awareness of World Snow Day, it helps to join World Snow Day identity together with Organizers' on the event venue to create an atmosphere. Good examples of World Snow Day 2012 included creative use of banners, flags, race bibs, face tattoos, skis, hats, shirts, mascots, etc. Many designs and templates for the items listed can be accessed through the WSD toolkit. All these items are free of charge to use once registered.



Fun with the family. World Snow Day Harrachov, Czech Republic



Have a Plan B

Bad weather or transport conditions resulted in cancellation of several events in 2012. Snow sports are outdoor sports so it makes sense to create a contingency plan in case of inclement weather. Some suggestions may include indoor activities or activities at the base of the mountain. Having a Plan B will prevent people from being sent home unhappy.

Concluding Remarks

The inaugural World Snow Day made history. The first edition World Snow Day attracted over 200,000 participants. FIS is confident that the goal of 500,000 participants by the 3rd year is achievable. Moreover FIS will continue to work with the Organizers to stage high quality, fun and enjoyable events.

FIS would like to express its sincere gratitude to all those who participated in 2012. We wish to improve and grow this spectacular event and hope you can grow with us. Please feel free to share your feedback and suggestions at any time. See you on the second edition of World Snow Day on 20th January 2013!



It was summer in Johannesburg, South Africa during World Snow Day. No need for a contingency plan here, it was guaranteed good weather.



Impressum

World Snow Day Event Planning Manual

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