

For Information Only

2013-2014 Ski Hill Post Season Report

Presented To:	Community Services Committee
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Recommendation

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Overview

The City of Greater Sudbury Leisure Services Division operates the Adanac, Capreol and Lively Ski Hills. The 2013-2014 ski hill season saw over 20,000 visitors at the three locations combined.

This report will provide statistics from the 2013-2014 ski season.

The report will also provide information about the new flex pass and ticket fee upgrades introduced this season and provide highlights from the customer service survey conducted following the 2013-2014 ski season.

2013-2014 Ski Hill Statistics

The Adanac Ski Hill continues to attract a significant number of users. The following are statistics for 2013-2014 ski season: 83 operating days/35 evenings, season pass holders (260), 5 day pass sales (293), program participants (252), private lessons (1,382), student visits (761) and day visits (16,545). Average visits per opening shift was 140.2.

In 2013-2014, the Capreol Ski Hill had 55 operating days (average of 12.0 visits per day) and total visits (660). The Lively Ski Hill had 60 operating days (average of 57.6 visits per day) and total visits (3,453).

Signed By

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3 Year Comparison

Adanac Ski Hill

Season	Operating Days	Season Passes	5 Day Passes	Program Participants	Private Lessons	Student Visits	Day Visits
2011-2012	62 days / 27 evenings	222	124	183	1,100	616	14,200
2012-2013	68 days / 25 evenings	293	215	219	1,231	510	14,300
2013-2014	83 days / 35 evenings	260	293	252	1,382	761	16,545

Capreol Ski Hill

Season	Operating Days	Season Passes	Total Visits
2011-2012	31	8	416
2012-2013	36	4	334
2013-2014	55	5	660

Lively Ski Hill

Season	Operating Days	Season Passes	Total Visits
2011-2012	35	73	2,171
2012-2013	38	85	1,968
2013-2014	60	104	3,453

The following factors led to increased participation at City of Greater Sudbury ski hills during the 2013-2014 season:

- Extended season due to ideal weather conditions
- Increased marketing efforts
- Exposure for the sports of skiing and snowboarding during the 2014 Winter Olympics
- Closure of privately run Onaping Ski Hill

2013-2014 Highlights and Activities

Ski Hill Customer Survey

As part of the 2013-2014 Ski Hill Post Season Report to the Community Services Committee meeting of May 6, 2013, staff committed to implement an annual user satisfaction survey for CGS Ski Hill membership holders.

At the conclusion of the 2013-2014 ski season, patrons of CGS ski hills were asked to provide feedback via an online survey. Fifty-eight (58) ski hill users responded. Highlights from the survey results included:

- 92.7% of respondents were very satisfied or satisfied with cleanliness of the ski hill areas
- 88.9% of respondents were very satisfied or satisfied with the quality of grooming
- 83.6% of respondents were very satisfied or satisfied with ski hill staff friendliness
- 76.4% of respondents were very satisfied or satisfied with ski hill staff knowledge
- 73.5% of respondents were very satisfied or satisfied with the atmosphere and experience

Areas for improvement noted in the customer survey included:

- 40.0% of respondents were not at all satisfied or not satisfied with lift line wait times at CGS ski hills
- 36.4% of respondents were not at all satisfied or not satisfied with the variety of runs at CGS ski hills

Introduction of Flex Pass and Upgrade Fee Options

At the October 21, 2013 Community Services Committee meeting, new rates corresponding to flex passes, promotional pricing and ticket upgrade strategies were approved. The new options for skiers and snowboarders were introduced prior to the 2013-2014 season to provide more flexibility and encourage use of all three ski hills.

The Ski 3 Season Pass provided full access to Adanac, Capreol and Lively Ski Hills. A total of 13 of the Ski 3 Season Passes were sold. The Ski 2 Season Pass provided full access to Capreol and Lively Ski Hills with 3 passes sold this season. Capreol and Lively Ski Hill season pass holders also had the option to upgrade their pass at Adanac for reduced rates. Fifty (50) upgrades took place this past season.

Although uptake on the new flex pass and ticket upgrades was low during the initial season, it is believed that it is important to provide customers with options to access all three hills.

Canadian Ski Patrol Services

Canadian Ski Patrol Services (CSPS) volunteers contributed approximately 4,000 volunteer hours promoting safe skiing and boarding and providing first aid coverage at Adanac and Lively Ski Hills. Leisure Services staff have worked with CSPS to develop a Joint Statement of Understanding which clearly recognizes the important functions that CSPS provides to CGS ski hills and the volunteer contributions of individual CSPS members.

Races Hosted at Adanac

The Adanac Ski Hill was home to the Sudbury District Secondary School Athletic Association (SDSSAA) and Northern Ontario Secondary School Association (NOSSA) alpine ski championships. Additionally, the Adanac Ski Club hosted a Northern Ontario Division Race, a provincial/national points race, at Adanac.

Walden Winter Carnival Activities

The Walden Winter Carnival Organizing Committee made use of the Lively Ski Hill as a fireworks launch point as part of their 2014 Winter Carnival Opening Ceremonies. Also, those individuals who presented a valid Walden Winter Carnival button received discounted ski pass rates during the Saturday and Sunday of the carnival.