

Skiing contributed \$181 million to the New Hampshire economy during 1999/2000

2001 season looking even better

When skis were wood and trains were the main mode of transportation, who would have imagined that skier spending would impact New Hampshire's economy so strongly? The state's economy gets an annual boost from the ski industry. Senate Bill 412 acknowledged this by designating skiing as New Hampshire's official state sport. The substantial amounts of snowfall early this season gave the 2000/2001 season a terrific initial boost. Visions of a very profitable season grew with each snowfall.

This was a welcomed relief from the past few years when the snowfall was sparse and the temperatures were unseasonably warm. Skiing generated 51 percent of visitor spending during 1999/2000 ski season for four regions throughout the state. This economic consequence is tracked by the Institute of New Hampshire Studies at Plymouth State College in the publication *The New Hampshire Ski Industry, Its Contribution to the State's Economy* prepared for Ski NH. According to recent results from the 1999/2000 season, New Hampshire ranked 4th in the east and 9th nationally for skier visits recorded. The 1992/1993 season had the record high for skier visits with 2,220,000 visits. This leveled out and even declined some with the unusually warm weather the past couple of years.

The total amount of purchases generated by skier spending has continually increased. The ski industry

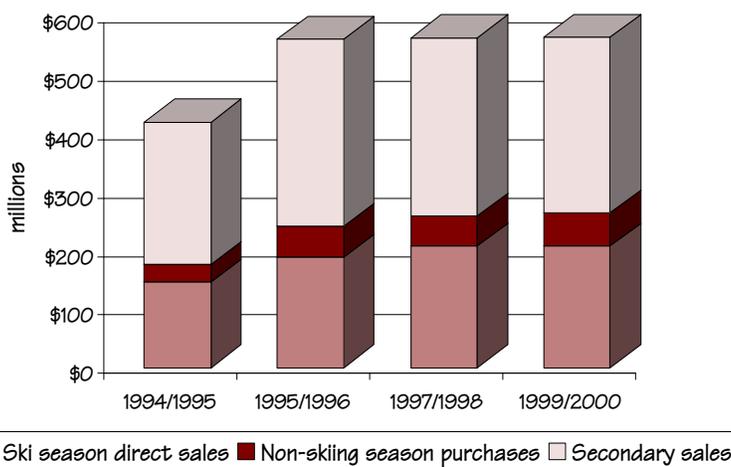
realized an increase from \$417.7 million in purchases by ski area visitors during the 1992/93 season to \$566.1 million during the 1999/2000 season.

Additionally, during the 1999/2000 season, the ski industry provided over 16,000 jobs, representing \$181 million in personal income. Ski areas accounted for almost 6,000 of those jobs, a 96.6 percent growth rate compared to the 1994/1995 season and a 10.7 percent increase over the 1997/1998 season. Employment directly from the ski areas has continually increased from 3,014 jobs in the 1994/1995 season, to 5,927 in the 1999/2000 season. Weather during the ski season caused changing numbers of the other direct ski area employment and secondary sales employment figures over the decade. The wages for the 1999/2000 season were 44.4 percent over those of the 1994/1995 season, and a minimal increase of 0.7 percent over the 1997/1998 season.

As unpredictable as it is, weather still plays an important role in the success of each season. Even modern snowmaking technology requires cold temperatures, the lack of which resulted in 1,873,600 visits for the 1999/2000 season, a decrease from the prior year. In preparation of summer events, the 2000/2001 season ended for the year with most of the slopes still snow-covered.

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Skier Spending Maintained High Levels



Contribution to Employment from Ski Area Operations

