RESEARCH CONDUCTED BY:

RRC

MINNESOTA ECONOMIC IMPACT ANALYSIS OF SNOWSPORTS

Minnesota Ski Areas
ASSOCIATION

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EXECUTIVE SUMMARY

The Economic Value is defined as the total economic contribution to the Minnesota economy due to the existence of its various ski areas. The total value is the amount that the state's ski areas contribute to the statewide economy, and as such, the amount by which the economy would likely suffer without its ski area facilities.

The total economic value documented in this report sums visitor expenditures and capital expenditures by ski area, using the Bureau of Economic Analysis's RIMS II–based Input–Output modeling framework to apply sector-specific multipliers to quantify the full economic ripple effects (indirect and induced) generated by this spending. The focus of this analysis is the winter season during which the ski areas operate, generally November to March.

Primary sources of information for this analysis included (a) a survey of the state's ski area operators for the 2024/25 season and (b) a previous visitor research survey conducted in 2021/22, with data adjusted for inflation. The survey of ski area operators documented total volume of business (skier and tubing visits), revenue, expenses, employment, days of operation, and capital expenditures.

Using these data sources, a model was created to estimate the total economic value of the ski resort industry to Minnesota.

1. **Direct Value** for the 2024/25 winter season was $180.4 million
2. **Indirect & Induced Value** for the 2024/25 winter season was $178.7 million
3. **Total Economic Value**, the sum of direct and indirect/induced value, was $359.1 million

The overall economic value of the ski resort industry to the state of Minnesota in 2024/25 was $359.1 million.

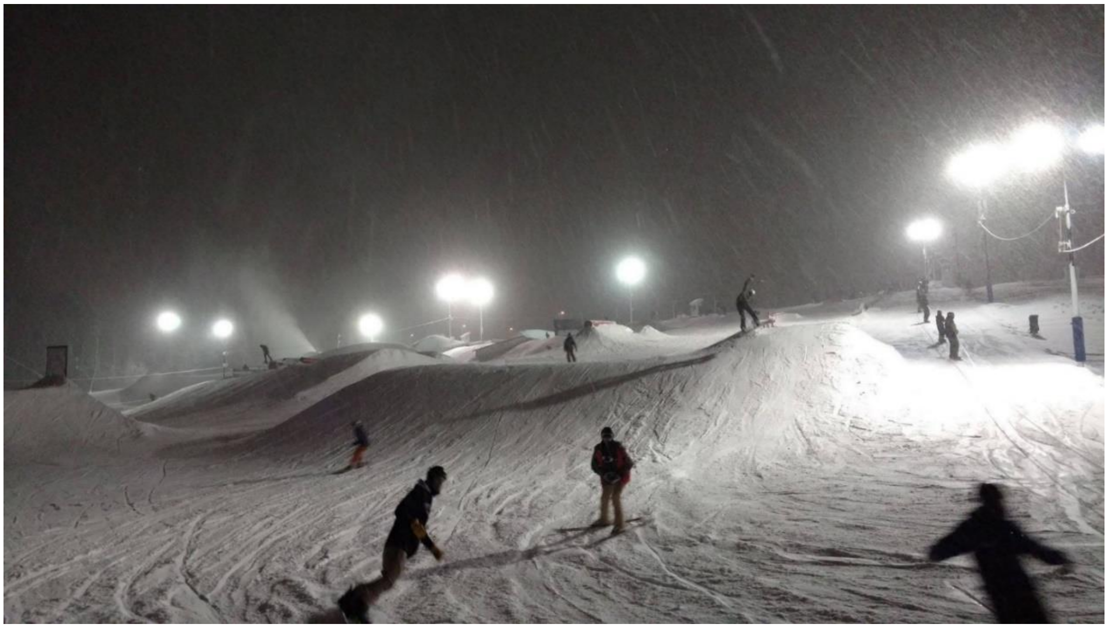
This economic value figure quantifies only those impacts generated by winter activities, and does not include impacts of summer operations, or other non-market impacts such as social, environmental, or cultural impacts. These can be equally or more valuable than monetary impact but are more difficult to quantify and thus have been excluded from this analysis. A qualitative discussion of these other impacts is included in a following "Other Benefits" section.

INTRODUCTION

Commissioned by the Minnesota Ski Areas Association and conducted by RRC Associates, this report summarizes the economic value of snowsports statewide in 2024/25. Results help frame the economic importance of the state's ski industry, which continually draws ample visitors to the slopes each winter season. In 2024/25, eighteen operational ski areas were members of the Minnesota Ski Areas Association and comprise the basis to this report's estimation of the state's ski industry economic impact analysis.

While many economic impact studies narrowly focus on "new" or incremental spending from non-resident visitors, this analysis takes a more comprehensive approach and estimates the full economic value generated by Minnesota's ski industry in its current configuration; inclusive of both residents and visitors. This broader framing is warranted because downhill skiing and snowboarding may often be substitutable activities across geographies, because if opportunities were not available within Minnesota, most resident participants would not forgo the activity altogether. Instead, they would utilize alternatives in neighboring states or major destination resorts, thus shifting spending, recreation time, and travel outside Minnesota.

In this sense, Minnesota ski areas function as economic retention assets which keep discretionary recreation spending on lift tickets, rentals, lessons, lodging, food and beverage, transportation, and winter gear circulating within the state, rather than leaking to out-of-state destinations. By providing proximate, accessible opportunities for a sport which has strongly committed participants, the industry anchors spending that would otherwise occur elsewhere. Therefore, this report includes the expenditures of all skiers and snowboarders who participate at Minnesota ski areas, whether they are residents or visitors, because the presence of these facilities is what keeps a substantial share of resident recreation dollars inside Minnesota's economy. The resulting estimates of this report reflect the true scale of economic activity supported by the state's ski industry and its role in sustaining jobs, incomes, and business activity during the winter season.



METHODS

The 2024/25 Minnesota Economic Impact Analysis of Snowsports was constructed using two primary data inputs:

1. A ski area operator survey from the 2024/25 season
2. Inflation-adjusted skier/snowboarder expenditure data collected from the 2021/22 season

Together, these inputs fed a comprehensive input-output economic impact analysis model which quantified direct, indirect, and induced economic effects of the Minnesota snowsports industry through the use of RIMS II multipliers from the Bureau of Economic Analysis (BEA). The ski area operator survey provided the business-side economic impacts of the Minnesota Ski industry, specifying the impact and employment generation of ski area capital expenditures and summer revenues, while the expenditure data from skiers/snowboarders adds insight into the impacts of the spending done by ski area visitors (trip, apparel, equipment, etc. spending) within Minnesota. The following details the methods specific to each of these two project components.

SKI AREA OPERATOR SURVEY

A confidential survey was distributed to all downhill ski areas in Minnesota in late 2025 which collected operational data for the 2024/25 fiscal year. Key data points collected from responding ski areas were snowsport/tubing visits, revenues, capital expenditures, employment (seasonal and year-round), and days of operation. To ensure confidentiality for responding ski areas, responses were aggregated together in the analysis for later inclusion into this report.

The collected data from the ski area operator survey fed RRC's economic model for estimating direct and indirect impacts of ski area operations. Capital expenditures were categorized and matched to the BEA's RIMS II industry sectors as well as those of various revenue streams from summer operations. This information fed estimates of impact from ski areas themselves, while the additional data collected on revenue and skier visits assisted with developing the input metrics for the ski area visitor expenditure economic model.

ESTIMATED SKIER SPENDING

Because visitor survey data was not collected during the recent 2024/25 season, skier and snowboarder spending was estimated using results from a 2021/22 survey conducted by RRC as part of a previous Minnesota statewide economic impact study. These data were adjusted for inflation, calibrated with known ski area revenues, and reviewed for reasonableness based on known trends and any available external data sources.

These spending estimates reflect total in-state expenditures associated with ski area visits, including both on-mountain and off-mountain purchases. Categories include lift tickets and mountain activities, lessons and rentals, lodging, food and beverage, retail, transportation, entertainment, and other local spending which were then matched to their associated RIMS II industries in the input-output economic model.

FINAL REPORT FINDINGS

MINNESOTA SKI RESORT INDUSTRY

Minnesota has 18 ski areas currently operating, which provide a wide variety of opportunities for snowsports enthusiasts. These are spread across the state and categorized into the Northeast, Central & Northwest, Minneapolis – St. Paul, and Southern Minnesota regions seen below. Operational characteristics has been provided by Explore Minnesota.

NORTHEAST MINNESOTA

- **Chester Bowl, Duluth**
  Vertical Drop: 175 ft.
  Longest Run: 1,250 ft.
  Downhill ski, terrain park, cross-country ski
- **Giants Ridge, Biwabik**
  Vertical Drop: 500 ft.
  Longest Run: 4,000 ft.
  Downhill ski, terrain park, cross-country ski, tubing
- **Lutsen Mountains, Lutsen**
  Vertical Drop: 825 ft.
  Longest Run: 6,580 ft.
  Downhill ski, terrain park, cross-country ski
- **Mt. Itasca Winter Sports Center, Coleraine**
  Vertical Drop: 180 ft.
  Longest Run: 1,320 ft.
  Downhill ski, terrain park, tubing, cross-country ski
- **Spirit Mountain, Duluth**
  Vertical Drop: 700 ft.
  Longest Run: 5,400 ft.
  Downhill ski, terrain park, cross-country ski, tubing

CENTRAL & NORTHWEST MINNESOTA

- **Andes Tower Hills, Kensington**
  Vertical Drop: 290 ft.
  Longest Run: 3,000 ft.
  Downhill ski, terrain park, tubing, cross-country ski
- **Buena Vista Ski Area, Bemidji**
  Vertical Drop: 230 ft.
  Longest Run: 2,000 ft.
  Downhill ski, terrain park, tubing, cross-country ski
- **Detroit Mountain Recreation Area, Detroit Lakes**
  Vertical Drop: 210 ft.
  Longest Run: 2,200 ft.
  Downhill ski, terrain park, tubing, cross-country ski
- **Mount Ski Gull, Nisswa**
  Vertical Drop: 298 ft.
  Longest Run: 2,200 ft.
  Downhill ski, terrain park, tubing
- **Powder Ridge Winter Recreation Area, Kimball**
  Vertical Drop: 290 ft.
  Longest Run: 2,650 ft.
  Downhill ski, terrain park, tubing

MINNEAPOLIS-ST. PAUL

- **Afton Alps, Hastings**
  Vertical Drop: 350 ft.
  Longest Run: 3,000 ft.
  Downhill ski, terrain park
- **Buck Hill, Burnsville**
  Vertical Drop: 310 ft.
  Longest Run: 1,250 ft.
  Downhill ski, terrain park, tubing
- **Elm Creek Winter Recreation Area, Maple Grove**
  Vertical Drop: 100 ft.
  Longest Run: 800 ft.
  Downhill ski, terrain park, tubing, cross-country ski
- **Hyland Hills Ski Area, Bloomington**
  Vertical Drop: 185 ft.
  Longest Run: 1,200 ft.
  Downhill ski, terrain park
- **Wild Mountain, Taylors Falls**
  Vertical Drop: 300 ft.
  Longest Run: 5,280 ft.
  Downhill ski, terrain park, tubing

SOUTHERN MINNESOTA

- **Coffee Mill Ski Area, Wabasha**
  Vertical Drop: 425 ft.
  Longest Run: 4,300 ft.
  Downhill ski, terrain park
- **Mount Kato Ski Area, Mankato**
  Vertical Drop: 240 ft.
  Longest Run: 2,800 ft.
  Downhill ski, terrain park, tubing
- **Welch Village Ski and Snowboard Area, Welch**
  Vertical Drop: 360 ft.
  Longest Run: 4,200 ft.
  Downhill ski, terrain park

In addition to the 18 ski areas listed above, Como Ski Center and The Trailhead at Loppet were also contacted to fully understand the current state of the Minnesota ski resort industry. Of these 20 possible participants, 17 returned surveys about their operations. This was a notable increase from surveying efforts in 2021/22, which yielded responses from only 10 of the listed ski areas above. Unless otherwise specified, all statewide operator totals in this report reflect the findings from the Minnesota ski areas that responded to surveying efforts within the respective two fiscal years in which research was conducted.

Table 1 below outlines some of the key operational and financial statistics regarding the Minnesota ski resort industry during the 2024/25 fiscal year, as compared to the previous 2021/22 economic study. Note that data collected in 2024/25 represents 17 reporting ski areas, while 2021/22 results represent 10 areas. This difference in the number of reporting ski areas does not minimize the accuracy of operational data collected in 2021/2022 or currently, as in both survey iterations the results represent a majority of the downhill ski/snowboard visits across the state and captured revenue from some of Minnesota's largest ski areas. As such, differences observed should not be considered as a percent changes to the industry.

Table 1
Key Statewide Statistics for Minnesota ski areas, 2024/25 v. 2021/22

KEY STATISTICS	2024/25	2021/22
Total Skier/Snowboarder Visits[1]	1,174,099	1,506,722
Total Gross Revenue, Resort Operations[2]	$81,070,119	$62,043,507
Year-Round Employees *(includes full-time and part-time)*	349	487
Winter Seasonal Employees *(includes full-time and part-time)*	2,658	2,319
Total Capital Expenditures	***$23,463,724***	***$9,233,045***

As seen in the table above, this winter season was strong for Minnesota ski areas. Despite a lower share of skier and snowboarder visits compared to 2021/22, the 2024/25 season held largely consistent, or in some cases grew notably. Ski area operators in Minnesota provided ***349 year-round jobs and 2,658 winter seasonal jobs, representing a total of 3,007 jobs reported in total,*** *an* improvement over total employment figures in 2021/22***. In 2024/25, the industry generated over $81 million in gross revenue from ski area operations***, including lift tickets and season passes, lessons, equipment rental, retail stores, food & beverage (which is a concession at some Minnesota ski resorts), and other operating departments. This represented a nearly $19 million (not adjusting for inflation) increase from the revenue reported in 2021/22. Resorts also invested just over $23 million on capital expenditures (more than double the reported investment from 2021/22), including new and upgraded lifts, on-mountain facilities, and summer/fall operations. It should be reiterated that these values of reported revenue, employment, and capital expenditures are all contingent upon the data provided by Minnesota's ski resort industry, where responses in 2024/25 (17 ski areas), exceeded those from 2021/22 (10 ski areas). This increase in operator engagement likely plays some role in the overall increases observed in total revenue and capital expenditures compared to the values recorded in 2021/22.

While most Minnesota ski areas do not own or operate onsite lodging accommodations, the industry is responsible for many overnight stays in local commercial lodging and private accommodations (rent-by-owner or managed by property management firms). Thus, the snowsports industry is responsible for additional economic benefit through gross lodging revenues (and associated lodging tax revenues) generated in local municipalities like Afton, Burnsville, Biwabik, Duluth, Lutsen, and Detroit Lakes, where nearby ski hills such as Afton Alps, Buck Hill, Giants Ridge, Spirit Mountain, Lutsen Mountains, and Detroit Mountain support winter tourism.

[1] *Value for "Total Skier/Snowboarder Visits" represents statewide totals rather than results from the respective responding ski areas.*

[2] *"Total Gross Revenue, Resort Operations"* is based on the total reported revenue from the responding ski areas respective of each fiscal year. These values are inclusive of any interpolated summer/non-winter revenue generated.

VISITOR EXPENDITURES

One of the primary functions of the survey research was to document spending patterns among skiers and snowboarders in Minnesota. Using data collected from the operator survey and historic visitor data from 2021/22, travel group spending was calculated for a variety of categories, including lift tickets, ski/snowboard lessons, ski/snowboard equipment rental, lodging, food & beverage, shopping/retail purchases, non-ski entertainment/activities, and other spending. This section of the report details these results.

Off-mountain expenses were calculated using data from fiscal year 2021/22 and adjusted for inflation. These results for total group expenditures for the ski trip were divided by the number of people in the group to arrive at a per person spending figure for each of the categories. Per person expenditure was then divided by the number of days participating in snowsports activities, as specified by each respondent (locals and day visitors were considered to have visited 1 day).

On-mountain expenses were calculated using the operator survey findings in fiscal year 2024/25. These results were calculated by taking the resort operator spending sample collected and reducing these aggregated results back down to the per person per day participated figure by using the reported number of downhill skiers/snowboarders. The overall operator survey sample was adjusted to account for the share of resorts that did not respond, using statewide skier visitation data to interpolate the share of visitors that were and were not captured in reported on-mountain spend. ***The average total expenditure per person, per day within the state of Minnesota during winter 2024/25 was $134.54.***

Table 2
Average Daily Spending per Person, 2024/25 Ski Season

	TYPE OF EXPENDITURE[3]	Per Person, Per Day Spending *(PPPD)*	Percent of Total *(from PPPD)*
AT THE SKI AREA	Lift Tickets	$31.27	23.20%
	Food/Beverages	$8.74	6.50%
	Other spending	$8.69	6.50%
	Rental shops	$3.47	2.60%
	Accommodations/ lodging	$2.90	2.20%
	Lesson revenue	$3.00	2.20%
	Retail/Gifts	$2.13	1.60%
OFF-MOUNTAIN	Accommodations/ lodging	$36.05	26.80%
	Food/Beverages	$24.19	18.00%
	Fuel/Transportation	$6.44	4.80%
	Entertainment/Après	$3.91	2.90%
	Retail/Gifts	$2.04	1.50%
	Equipment Rentals	$0.55	0.40%
	Other spending	$1.16	0.90%
	TOTAL PER PERSON SPENDING	***$134.54***	***100.0%***

[3] Lift ticket and other on-mountain expense (food/beverage, rental shops, accommodations, lessons, etc.) estimates were derived from revenue per skier visit figures provided by Minnesota ski areas in the Operator survey.

The per person per day expenditures in each spending category are then multiplied by the total skier/snowboarder visit figure for the state in 2024/25 (1,174,099) to derive a total direct expenditure figure. As presented in Table 3 below, ***skiers and snowboarders visiting Minnesota ski areas were directly responsible for $157.96 million in direct expenditures*** during the 2024/25 winter season.

Table 3
Total Direct Expenditures, 2024/25 Ski Season

TYPE OF EXPENDITURE	TOTAL DIRECT EXPENDITURES
Lift tickets	$36,714,066
Restaurants/food and beverage on the mountain	$10,261,622
Restaurants/food and beverage elsewhere in Minnesota	$28,401,447
Ski/snowboard lessons	$3,522,296
Equipment rentals on the mountain	$4,074,122
Equipment rentals elsewhere in Minnesota	$645,754
Shopping/retail purchases on the mountain	$2,500,830
Shopping/retail purchases elsewhere in Minnesota	$2,395,161
Lodging/accommodations on the mountain	$3,404,886
Lodging/accommodations elsewhere in Minnesota	$42,326,258
Non-ski activities elsewhere in Minnesota	$4,590,725
Fuel/Transportation	$7,561,195
Other (incidentals, tips, sundries, etc.)	$11,564,872
TOTAL DIRECT EXPENDITURES	***$157,963,234***

VISITOR EXPENDITURES ON-MOUNTAIN VS. OFF-MOUNTAIN

Skiers and snowboarders generate substantial spending not only at the ski areas themselves but throughout the surrounding communities, impacting Minnesota's economy more broadly. **In fact, the majority of snowsport participant's total trip-related expenditures occur off-mountain.** This season, 55.3% ($74.34 per person, per day) of all skier/snowboarder spending was directed toward accommodations, food and beverage, retail, and other off-mountain experiences. The remaining 44.8% ($60.20 per person, per day) was spent at on-mountain ski area facilities.

Off-mountain spending comprises a larger share of the total this season largely due to the significant portion allocated to accommodations (26.8%) and food and beverage purchased off-site (18.0%). These patterns highlight that ski areas act as powerful economic anchors: they attract visitors whose spending circulates well beyond the resort boundaries to hotels, restaurants, retailers, gas stations, breweries, rental shops, and other small businesses in the surrounding communities.

These findings underscore a central point of this Economic Value study: the economic importance of Minnesota ski areas extends far beyond lift tickets and on-hill operations. The presence of these facilities stimulates widespread local and regional spending, generating jobs, wages, and tax revenues in communities across the state.

Table 4
Per Person, Per Day Expenditures On-Mountain vs. Off-Mountain, 2024/25 Ski Season

TYPE OF EXPENDITURE	PER PERSON, PER DAY SPENDING	PERCENT OF TOTAL
On-mountain spending	$60.20	44.8%
Off-mountain spending	$74.34	55.3%
TOTAL PER PERSON SPENDING	***$134.54***	***100.0%***

SKI RESORT CAPITAL EXPENDITURES

Alongside the expenditures associated with visitors, ski area operators re-invest in their businesses through capital expenditures. In the 2024/25 season, this was adjusted to account for the total share of skier/snowboarder visits that were not otherwise captured in the ski area operator survey, **Minnesota ski areas re-invested a total of $31.9 million in capital improvements**. This represented a near tripling in the total adjusted capital expenditure reported in 2021/22 at $11.5 million.

Table 5
Total Capital Expenditures, 2024/25 Ski Season

TYPE OF EXPENDITURE	TOTAL CAPITAL EXPENDITURES
New and Upgraded Lifts	$3,538,330
Snowmaking Improvements	$24,687,707
Technology	$364,630
Other on-mountain facilities & support	$555,708
Summer/fall-specific facilities & support	$1,700,459
Real Estate	$1,027,202
TOTAL CAPITAL EXPENDITURES	***$31,874,037***

ECONOMIC VALUE CONCLUSION

The following Economic Value Analysis estimates the contribution of Minnesota's ski industry to the statewide economy using the BEA's RIMS II–based Input–Output modeling framework. The analysis begins with the detailed visitor-reported spending already discussed, drawn directly from Minnesota's Winter 2024/25 Operator Study and Minnesota's previous 2021/22 Visitor Research Survey, including trip expenditures across lodging, food and beverage, retail, recreation services, transportation, and other categories. These observed spending totals form the basis of the direct impacts of skiing and snowboarding in Minnesota.

To quantify the full economic ripple effects generated by this spending, the reported expenditures are allocated into sector-specific RIMS II industries and their associated multipliers. Rather than relying on a single generalized multiplier, this method applies industry-appropriate multipliers which reflect Minnesota's actual economic structure, capturing how each category of visitor spending flows through local supply chains and household incomes.

This approach produces a detailed estimate of indirect effects (business-to-business purchases required to support skier and rider spending) and induced effects (additional household spending supported by wages in ski-related industries). The combination of direct, indirect, and induced impacts represents the total economic activity attributable to winter visitation at Minnesota's ski areas.

By using RIMS II multipliers tailored to each expenditure type, this analysis provides a more informed, transparent, and accurate understanding of the ski industry's overall contribution to Minnesota's economy, reflecting best estimates of the true extent to which visitor spending supports businesses, jobs, and income across the state.

Table 6
Summary of Economic Impact, 2024/25

	TOTAL OUTPUT (Dollars)	TOTAL EARNINGS (Dollars)	TOTAL JOBS *(Number of Jobs)*	TOTAL VALUE ADDED (Dollars)
Total Effects *(Direct+ Indirect+ Induced)*	$359,097,631	$108,307,733	2,852	$207,942,638
Direct Effects	$180,400,753	$57,465,810	1,901	

As previously outlined, direct spending from visitor expenditures totaled $158 million, while capital expenditures totaled $31.8 million, **yielding a combined $180.4 million in direct impacts:** $148.5 million from visitor expenditures, and $31.9 from capital expenditures. The ***total economic value of the ski area industry to Minnesota is $359.1 million***. While total economic value is moderately lower than the estimated $380 million reported in 2021/22 (a 6% decrease), this is likely attributable to the much lower share of skier/snowboarder visits in 2024/25 (1,174,098) compared to 2021/22 (1,506,722), a 28% decrease in visitation between the two studies.

It is particularly important to note the importance and economic value of the ski resort industry during the four-month winter season in which these businesses primarily operate. Tourism is an important industry in Minnesota throughout the year, but the summer months tend to dominate in terms of impact. Winter months typically represent a lull in most tourism-dependent areas in the state, with the exception of those regions where skiing and snowboarding is offered. In other words, the ski resort industry provides economic value at a particularly important time of the year; allowing for more year-round employment opportunities as well as a more diversified and year-round economy in the areas in which they operate.

OTHER BENEFITS

Skiing and snowboarding facilities are often a primary economic driver in the communities in which they operate, many of which are rural, attracting both resident and non-resident visitors and supporting nearby commercial and residential development. These activities contribute to higher property values and increased property tax collections, reinforcing their importance to local economies. During the 2024/25 season, the ski resort industry generated an estimated $359.1 million in economic value for the State of Minnesota over its four-month operational period. Beyond these measurable, market-based impacts, the ski industry also produces a wide range of non-market benefits that are not captured in traditional economic value analyses. These include quality-of-life enhancements, health and wellness benefits, community identity and pride, and broader exposure through events and special programs. While not priced or exchanged in formal markets and therefore difficult to quantify monetarily, these public and social benefits represent a significant component of the ski industry's overall contribution to Minnesota residents, visitors, and communities.

QUALITY OF LIFE & COMMUNITY VITALITY

Ski areas contribute significantly to the quality of life in the regions where they operate. They create a shared sense of identity and pride, serving as cultural anchors for rural communities that might otherwise have limited winter recreation opportunities. Skiing and snowboarding foster meaningful family experiences, provide structured environments for youth engagement through race teams and after-school programs, and support a wide array of volunteer organizations and community clubs. Beyond recreation, ski areas promote environmental awareness by deepening visitors' and residents' appreciation for natural landscapes, winter ecosystems, and mountain habitats. These intangible community benefits strengthen social cohesion and enhance the year-round livability of surrounding communities.

EVENTS, EXPOSURE, & BRAND VALUE

Ski areas are also important engines of statewide branding and promotional exposure. Major events such as alpine races, freestyle competitions, winter festivals, and national-level snow sports gatherings regularly attract regional and national media coverage. This exposure amplifies Minnesota's identity as a winter recreation destination, offering promotional value that can exceed the direct financial return of an event itself. Off-season events, including weddings, fall festivals, mountain biking races, scenic lift rides, and outdoor concerts, further diversify the possible visitor base to an area and extend brand visibility across the year, contributing to stronger long-term tourism development.

HEALTH & WELL-BEING BENEFITS

Skiing and snowboarding provide additional opportunity for outdoor physical activity during the winter; an otherwise sedentary season for many individuals. Participation supports cardiovascular fitness, muscular strength, balance, and mental health for people of all ages, from children to older adults. The availability and accessibility of safe, accessible winter recreation is particularly important as rates of obesity and sedentary lifestyles continue to rise nationally. Exposure to cold-weather exercise, natural settings, and sun can also improve mood and mitigate symptoms of those affected by seasonal affective disorder. Snowsports also can encourage play and the ability for one to be themselves on the slopes, regardless of age. These health benefits, while not traded in markets or captured in GDP figures, are a crucial part of the broader value the ski industry provides to Minnesota communities.

ABOUT RRC ASSOCIATES

RRC

RRC Associates is the leading research provider for the North American snowsports industry. As the primary research provider to the National Ski Areas Association, the company publishes the annual reports for the association's Kottke End of Season Report, the National Demographic Study, and the Economic Analysis of U.S. Ski Areas. Additional customized research services are provided many ski areas directly each season, covering topics in visitor research, market assessments, and mobile data analytics.

Other areas of focus by RRC include travel, tourism, outdoor recreation, and parks and recreation industry research among others. Specific research services include surveys, community planning, economic impact analyses, housing studies, market assessments, and customer satisfaction/loyalty assessments. RRC's clients span local to national levels of both the public and private sectors, including local governments and businesses across the Western United States to the National Parks Service and national trade organizations like the National Ski Areas Association and Canadian Ski Council.