



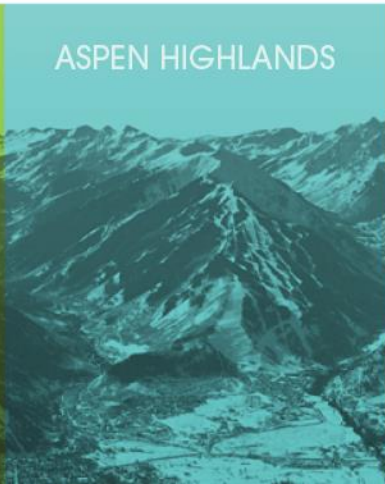
CHALLENGE ASPEN

ADAPTIVE SNOWSPORTS: THE NEW EMERGING MARKET

ASPEN MOUNTAIN



ASPEN HIGHLANDS



BUTTERMILK



SNOWMASS



Industry in decline

1. Climate change
2. Global economic pressure
3. Consolidation

My goal is to explore the opportunities inherent to The New Emerging Market of Adaptive Snow Sports

Three key points:

1:6


2 to 6

How can you benefit?



Did You Know?



- ❑ **Disabilities are the largest minority in the world.**
- ❑ **Over 1.2 billion people in the world have a disability**
- ❑ **One in six families in the world have someone in their family with a disability** 
- ❑ **Disabilities cross all economic and social classes. Examples:**
 - **Christopher Reeves, Superman**
 - **Steve Wynn, owner of the largest casino in Las Vegas, is totally blind**
 - **Stephen Hawkins – world-famous Physicist**
 - **Ernie Els, PGA golfer, has an autistic son**
 - **Jordan Spieth, PGA golfer, has a sister with Downs Syndrome**

Please Stand Up



- Close eyes, hands on ears, one arm, one leg!**
- Please sit down, paraplegic, quadriplegic, non-verbal**
- Mental disabilities – 50% of disabilities are mental or cognitive. These include traumatic brain injuries, autism, Downs Syndrome, etc.**

Did You Know? (continued)



- There are 3 ways an individual becomes disabled: 1st, at birth; 2nd through accident or disease; and 3rd by joining your country's military and being injured.**
- When a family member becomes disabled either from birth, accident, or being in their country's military, what does the family do? They too take on a disability in their own way. We call that "a new normal" life.**
- People all around the world have a lot of things in common. And all of us here tonight at Interski 2015 have something in common – we all know people, or have someone in our family with disabilities.**

Types of disabilities

- Physical
 - Amputee
 - Etc.
- Cognitive
 - Autism
 - Etc.

Why Snowsports for People with Disabilities?



- Level playing field – mountains, snow, water**
- Adaptive equipment – in snowsports we all use adaptive equipment, whether it be ski boots, snowboard boots, poles, skis. It's all adaptive, just different for our gifted guests with disabilities**
- The snowboard came originally from surfboards**
- Kayak, canoe, raft, etc – when you see these on the water, can you tell who is disabled?**

Athletes, Competition

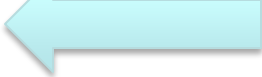
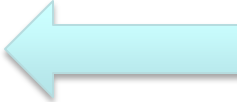
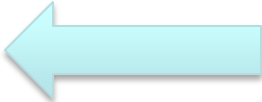


- Paralympics, extreme skiing, X-Games, Special Olympics, etc
- Gold-medalist winning times for Olympic and Paralympic competitors



Ski Video

Key Points

- 1:6 
- Stress the family as the primary unit 
 - ❑ At least 5 family members came for each disabled skier. This equates to more than 25,000 additional skier days for Aspen Skiing Company through that they would not have had without the Challenge Aspen adaptive ski program.
 - ❑ \$2000-\$6000 per family per day 
 - ❑ Economics – 2 million dollars came to Aspen Skiing Company from the Challenge Aspen adaptive program. Over 5,000 adaptive skier days were taught last ski season. **THEY DO NOT COME ALONE.**
 - ❑ Returning Guests

Market



- Private Schools and Families**
- Family Ski Vacations**
- Adaptive Program Collaboration**
- Travel and Tourism – private, public, national marketing, etc. Again, 1 in 6 families have someone with a disability.**
- Baby Boomers – born between 1946 and 1964 are considered “baby boomers,” which might just be an American term. This group is a key market. They are still active and continue to want to ski with family – children and grandchildren. With adaptive equipment, they can continue to enjoy skiing even having had physical disabilities such as knee replacements, etc.**

Partnerships



- Ski Area Owners**
- Ski Area Management**
- Ski Area Ski Schools**
- Ski Area Family Members**
- Local Community Leaders**
- Local Community Businesses**
- Local Community Schools**



Video about Mike

Who Benefits?



- Ski resorts**
- Ski schools**
- Lodging**
- Restaurants?**
- Retailers?**
- Transportation (limos, etc.)?**

Conclusion (continued)



- In the past 20 years, since starting Challenge Aspen, we have learned a lot, which I am sharing with you tonight. Why did I call this presentation “Adaptive Snowsports: The New Emerging Market”**
- New Business and Potential Huge Market. Remember 1 in 6 families throughout the world have someone with a disability.**
- You build it and they will come. When you have an adaptive program your guests will be loyal and they will return every year.**

Conclusion (continued)



1. Partnerships

- Everyone wins. The owner of the ski area. The ski schools. The ski pro's. The businesses. The local economy.**
- The community embraces this new emerging market**

2. The Market

- Baby Boomers, family ski vacations, private schools with their families, adaptive program collaboration. Marketing**
- Travel and tourism**

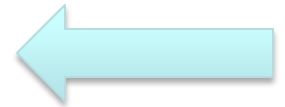
Change the World



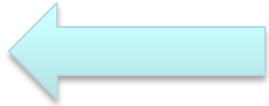
YOU CAN CHANGE THE WORLD ONE LIFE AT AT TIME.

I guarantee you will go home at the end of the day, every day, saying

“A job well done.”



- How can you benefit?



Interactive Workshops This Week



You are invited this week to evening workshops
to learn more and ask questions about
ADAPTIVE SNOWSPORTS: THE NEW EMERGING MARKET

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THANK YOU!

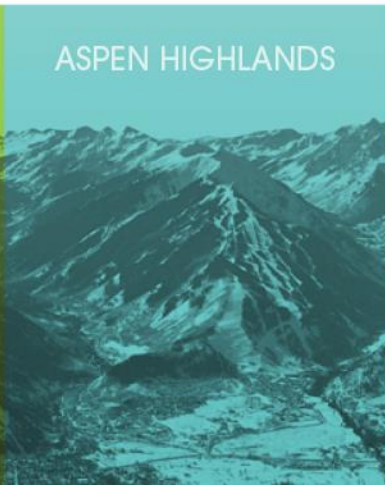
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