

## **Climate Change Talking Points**

### **Economics of the Ski Industry**

The ski industry is strong, healthy and dynamic. Our revenues have increased over the past 15 years, we have significantly increased uphill capacity during that time frame in all regions of the country, and the quality of the guest experience has never been better.

We are optimistic about our future. We are building participation (30% of our visitors are age 17 & under), developing new markets, and have had a huge head start on adapting to a changing climate. Snowmaking has already been a core part of our business for decades now, and our move toward diversification of activities, particularly outside the winter season, started in the 1990s.

### **Resiliency**

All industries are affected by climate change and the ski industry is no exception. Snow is important to our success, but so are the many efforts that ski areas have taken to adapt to a changing climate and improve their resiliency for the future. A meaningful assessment of the impacts of climate on the ski industry must take into account these efforts. We are not a “do nothing” kind of industry. We are adept at managing challenges and work tirelessly and continuously to improve and grow the sport for the future.

### **Snowmaking (adaptation)**

Eighty-nine percent of ski areas have snowmaking in the U.S. Snowmaking energy efficiency has dramatically improved in the last decade, so resorts can make snow faster and better, with less energy consumption. (See Snowmaking Facts document also posted at [www.nsaa.org](http://www.nsaa.org)).

Investments in water and snowmaking represent climate adaptation not just for resorts – but for mountain communities. Ski area investment in water and snowmaking doesn't just benefit resorts, it benefits the whole mountain community and mountain economy, from the local hotel and gas station to all of the people who are employed as a result of a strong mountain economy. Snowmaking, a largely non-consumptive use of water, also benefits the natural landscapes/ecosystems in which we operate by bringing water to places where it wouldn't otherwise be, particularly in dryer years.

Snowmaking is very important for the build of halfpipes, super pipes and freestyle terrain parks. These venues are not only popular with Gen Z and Millennials and help to drive youth to the mountains but are the practice and competition venues for young athletes and aspiring pro and Olympic athletes.

### **Four-Season Operations (adaptation)**

We are successfully transitioning to a four season business. We recognized long ago that operating on a year round basis makes good business sense given our level of investment in infrastructure. Revenue from summer and fall seasons continue to increase, as resorts offer mountain biking, zipline and canopy tours, disc golf, climbing walls, ropes and challenge courses, mountain coasters, alpine slides and special events.

## **Ski Industry is Proactive on Climate**

The ski industry is proactive on climate change and has been since 2002 when we adopted an official climate change policy. We all need to do our part to address climate solutions. We all have a role to play in reducing our carbon footprints and in advocating for climate change solutions. The ski resort industry has engaged on federal advocacy on climate solutions for 16 years. We are strongly committed to that advocacy, and our platform is based on respect. We are in this for the long haul.

The ski industry has demonstrated its longstanding commitment to climate change solutions through increasing awareness, measuring and reducing our carbon footprint, advocating for broad-scale solutions that will result in a clean energy economy, and positioning ourselves for future success through adaptation and resiliency measures.

Ski areas are making great strides in reducing carbon emissions in our operations and supporting a clean energy economy. Examples of action include; developing renewable energy on site through wind, solar, geothermal and micro-hydro technology; applying energy-efficient green building techniques; retrofitting existing facilities to save energy; investing in efficient snowmaking systems; replacing inefficient compressors in snowmaking operations; using alternative fuels in resort vehicle fleets; implementing anti-idling policies; and providing or promoting carpooling or mass transit use by guests and employees.

Thirty-eight (38) resorts are participating in the NSAA Climate Challenge, a rigorous program that provides technical support for resorts to inventory, reduce and report on their GHG emissions. The cumulative impact of on-site projects by Challengers since 2011 is 44,064 MTCO<sub>2e</sub> reduction, and 234,911 MTCO<sub>2e</sub> when REC purchases are taken into account.

Ski areas have advocated for regulatory and legislative policy changes that will result in broad scale carbon emission reductions and incentivize a clean energy economy.