2020 China Ski Industry White Book

(&2020/2021 Snow Season Fiscal Year Report)

By

Wu Bin (Benny Wu)

English Version Provided

By

Yuxuan Chen, Partner of Beijing Yuanhe Partners

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Preface

Change and unchanged of China Ski Industry

In September 2020, the Chinese and English collection *China Ski Industry Core Data Report (2015-2019)* published by China Economic Publishing House made a comprehensive collation of the *China Ski Industry White Book* successively released in the previous five years. It is also a phased summary of the White Book series. As stated in the 2019 White Book, because of the early suspension of the 2019-2020 snow season due to the epidemic, to predict the data for the whole year of 2020 is anything but not difficult. Therefore, this report is based on the completion of the 2020 annual report and also collated the key figure from May 1, 2020 to April 30, 2021, in order to present a more valuable and up-to-date reference. In fact, according to the seasonal characteristics of skiing, some companies or entities in the industry have referred to the period from May 1st to April 30th of the following year as the 'snow season fiscal year.'

There is no doubt that the spreading trend of the COVID-19 epidemic has become the most important factor affecting the world economy, and the ski industry, which is closely related to population mobility, particularly bears the brunt of the most direct impact. The vicissitudes of the overseas market have directly caused many well-known ski resorts around the world to close, while the orderly domestic epidemic control in China provides a reliable guarantee for the internal circulation. From the latest *2021 International Report on Snow &Mountain Tourism - Overview of the key industry figures for ski resorts* released by Mr. Laurent Vanat on April 13, we can also see that the global ski market has changed from the best snow season of this century (2018-2019) to the worst one (2019-2020). More than that, it is foreseeable that 2020-2021 snow season will be even worse with a great probability. By contrast, the performance of the Chinese ski market in the 2020-2021 snow season can be described as outstanding, basically returning to the level of the 2018-2019 snow season. This report quotes some data from the Laurent Global Report, in order to provide a glimpse to a clearer landscape of the Chinese ski market and its position in the world.

There are several remarkable factors that make China's ski market an exciting focus, such as prosperous indoor skiing market, a strong rebound at the beginning of the snow season, more and more popular snowboarding, and Xinjiang Altay's emergence, etc.. On the one hand, the restricted international movement of people has forced those who have been out for skiing for a long time to switch to the internal circulation, and have unexpectedly gained a good experience in domestic ski resorts; on the other hand, the flow of people between some regions and provinces is limited, which also caused a blow to the tourist ski market to a large extent.

Although it is difficult to obtain sufficient data to analyze this phenomenon, from the information collected in the survey and the final big data statistics, the number of customers who experience skiing at one time has been significantly reduced, while the number of ski enthusiasts and the number of skiing visits per capita have been increased significantly. It can be said that the fragility of the experiential customer group is beginning to emerge, and the super stickiness of ski enthusiasts has once again been proved.

This White Book initially hopes to record a complete snow season, but considering that there are three ski resorts, namely, Chongli Wanlong, Altay Koktokay, and Jiagedaqi Yingshanhong continue to operate until May 5th, so the White Book take April 30th as the data statistics deadline for this report. In addition, due to the uncertain impact of the epidemic, some small ski resorts in China have to suspend operations as a strategic option, which has a greater impact on the total number of ski resorts in this book. During the writing and compiling process of this report, in accordance with local epidemic control policies, indoor ski resorts in various places were basically unable to operate throughout the year. Therefore, the cited data may not reflect the true market conditions.

Sincere thanks to all colleagues in the industry who have supported the White Book research for a long time, particularly to the following teams who participated in the research of this book: Snowpal, Tmall Ski, Sunac Snow, Magic Academy, Zhongxue Zhongyuan, HuaxueZoo (iSNOW/HighSnow), Decathlon Wed'ze, Burton, Cold Mountain (GOSKI), Huabei (Ski+), LinkView, Lebingxue (Love Ski), *China Ski Resorts*, Golden Snowflakes Ski Industry Alliance, Longzhixun etc.. Sincere thanks also goes to Beijing Yuanhe Partners for their diligent and professional work in preparing the English version of this white paper.

I would also like to deliver my sincere gratitude to ISPO team and Mr. Laurent Vanat of Switzerland for providing the below official publishing platform for the White Book.

http://www.ispo.com/　　　　*http://vanat.ch/publications.shtml*

At last, in this full of anticipation for the upcoming Beijing 2022 Winter Olympics, let us witness and welcome a brand new starting point for China's ski industry!

Wu Bin (Benny Wu)

July 03, 2021

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Legal Statement and Disclaimer

Wu Bin (Benny Wu)

July 03, 2021

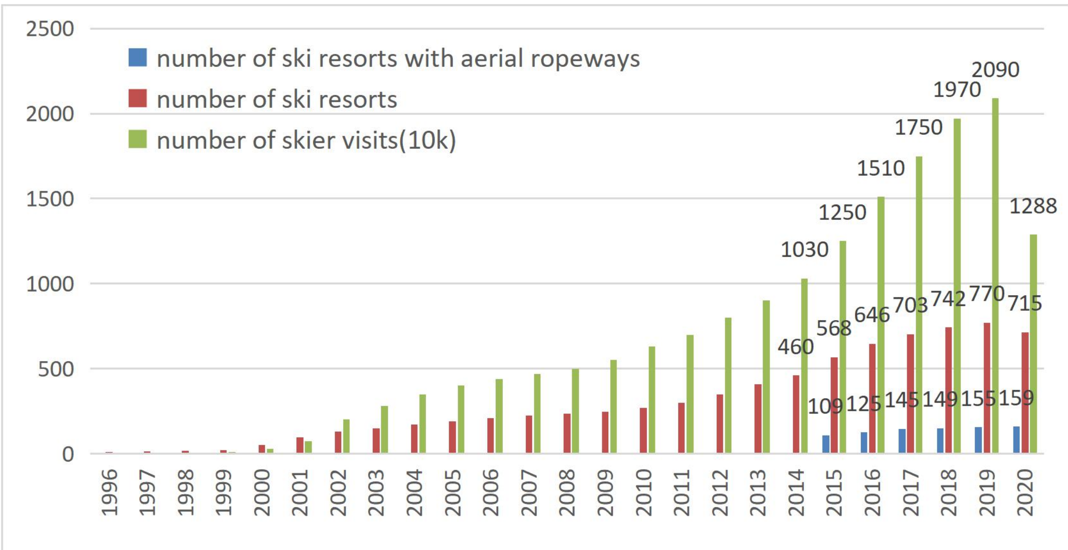
13910969978@163.com

Chapter I Ski Resorts and Skier Visits

Ski resorts and skier visits are the two pillars of the entire ski industry, around which all the business and activities of the ski industry are established and evaluated. Therefore, the number of ski resorts and skier visits constitute the two essential indicators of the ski industry. This report will mainly focused on the research about outdoor ski resorts and indoor ski resorts.

1.1 Number of Ski Resorts, Skier Visits and Skiers

In 2020, there are eight domestic ski resorts newly coming into operation, including five indoor ones. Among all the domestic ski resorts, 63 resorts are temporarily closed due to the epidemic, and the total number of the resorts in normal business is 715. As of the end of 2020, four new ski resorts with aerial ropeways have been added, and the country has 159 ski resorts with aerial ropeways, an increase of 2.58% compared to the 155 in 2019. In 2020 calendar year (CY), that is, from January 1, 2020 to December 31, 2020, the number of skier visits decreased from 20.9 million in 2019 to 12.88 million, with a year-on-year decrease of 38.37%. Figure 1-1 shows the trend chart of the China's ski resorts and skier visits in 2020 CY.



Note: 'ski resorts in total' and 'skier visits' in this figure only take the data of outdoor ski resorts and indoor ski resorts into account. The data of dry slopes and ski simulators are excluded.

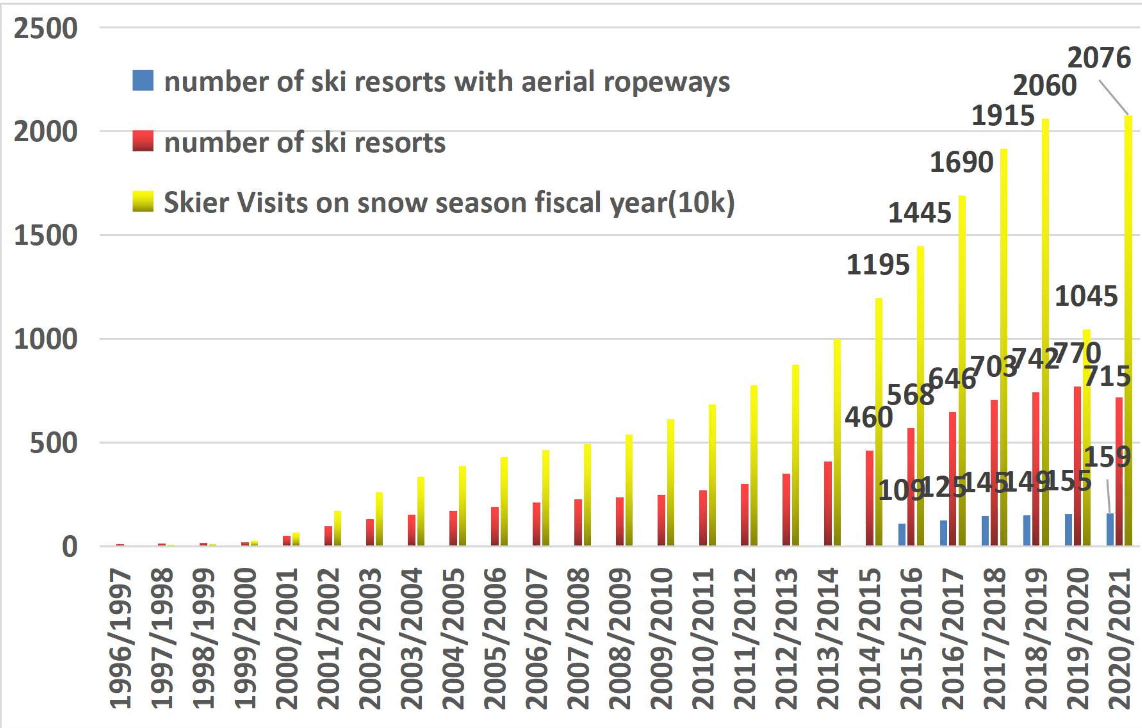
Figure 1-1: Numbers of Skiers & Skier Visits in China (2020 CY)

If we count skier visits based on the ‘snow season fiscal year’ (FY), that is, from May 1, 2020 to April 30, 2021, and at the same time restore the previous year's skier visits to the statistical caliber of the ‘snow season fiscal year’, as shown in Figure 1-2. The number of skier visits in the 2020/2021 snow season fiscal year is 20.76 million, a year-on-year increase of 98.66% compared to 10.45 million in 2019/2020; an increase of 0.78% compared to 20.6 million in 2018/2019.

In the statistical process, two points must be pointed out:

1. In the past two years, the increase brought by the operation of indoor ski resorts has had a greater impact on the increase in skier visits, especially large and medium-sized indoor ski resorts in southern cities.

2. A number of small-scaled outdoor ski resorts, especially those that provide snow games, chose to suspend business strategically, resulting in a significant reduction in the total number of ski resorts, and at the same time directly affecting the uncertainty of future data.



Note: ‘ski resorts in total’ and ‘skier visits’ in this figure only take data of outdoor ski resorts and indoor ski resorts into account. The data of dry slopes and ski simulators are excluded.

Figure 1-2: Numbers of Skiers & Skier Visits (by 2020/2021 fiscal year)

Due to the complete restrictions on the international movement of people, the previous year-round overseas skiing customers mainly joined the inner circle during the investigated target period and chose to spend in the domestic ski resorts with superior facilities. Unfortunately, we have not been able to obtain the detailed data of this part . In addition, the flow of people between provinces in some regions of the country is restricted, which directly affects the tourists who travel and ski in the winter. The survey shows that skiing activities organized by travel agencies have decreased significantly, leading to a sharp decline in the one-time experience customer base. According to the model calculation of the number of skiers in this White Book, during the 2020/2021 snow season fiscal year, the number of people participating in skiing was 10.86 million, which was 17.10% less than the 13.1 million in 2019. Among them, the proportion of one-time skiers dropped from 72.04% in 2019 to 57.64%, nevertheless the proportion of ski enthusiasts increased significantly. In 2020-2021, the number of skiing visits per capita in domestic ski resorts increased from 1.60 in 2019 to 1.91.

Comparing the global market, according to the latest *2021 International Report on Snow &Mountain Tourism - Overview of the key industry figures for ski resorts* released by Mr. Laurent on April 13, 2021, the total number of ski resorts in the world is 5,716, and the number of ski resorts with more than four lifiting facilities is 2084. In the 2019/2020 snow season, the number of skiers visits worldwide has dropped from more than 350 million in the 2018/2019 snow season to about 300 million. Given that the epidemic has caused many important ski destinations to suspend business, it is foreseeable that the number of skiers visits worldwide will further decline significantly in the 2020/2021 snow season.

According to the five-year average number of skiers visits, the top three countries in the world are the United States, Austria and France, with 54.25 million, 51.7 million and 51.01 million respectively. China ranked 8th with a five-year average of 17.04 million. Ranked 4-7 are Japan, Italy, Switzerland and Canada. In comparison, in the past five years, China has been the only market with rapid growth in the global ski market.

1.2 The Distribution of Ski Resorts and Skier Visits

After comprehensively counting the ski resorts that are temporarily closed for various reasons, the total number of ski resorts that normally operate in 2020 is 715.

The detailed information on the distribution by province is shown in Table 1-1. The total number of ski resorts in Heilongjiang Province has been adjusted to 94, still ranking first in the country; Xinjiang Autonomous Region and Hebei Province tied for second with 65 ski resorts, and these two regions are also hot spots for newly-built ski resorts in recent years.

Rank	Province	Total Number (2020)	Total Number (2019)	Temporarily closed and adjusted for errors and omissions (2020)	New in 2020
1	Heilongjiang	94	124	-30	
2	Xinjiang	65	65	-1	1
3	Hebei*	65	61	2	2
4	Shandong	63	67	-4	
5	Shanxi	49	49	0	
6	Henan	43	44	-1	
7	Jilin	40	45	-5	
8	Inner Mongolia	39	42	-3	
9	Liaoning	37	38	-1	
10	Shaanxi	29	35	-6	
11	Gansu	22	22	0	
12	Beijing	20	25	-5	
13	Zhejiang	19	20	-2	1
14	Hubei	19	16	3	
15	Jiangsu	18	18	0	
16	Chongqing	14	16	-3	1
17	Ningxia	13	14	-1	
18	Sichuan	13	12	0	1
19	Tianjin	11	13	-2	
20	Guizhou	10	10	0	
21	Hunan	9	10	-2	1
22	Qinghai	8	8	0	
23	Yunnan	4	5	-1	
24	Anhui	3	3	0	

25	Guangxi	3	2	0	1
26	Guangdong	2	3	-1	
27	Jiangxi	2	2	0	
28	Fujian	1	1	0	
	In total	**715**	**770**	**-63**	**8**

* According to the *Hebei Province Ice and Snow Activities Blue Book (2019-2020)* issued by the Hebei Provincial Sports Bureau, there are 45 ski resorts in Hebei Province that have obtained administrative licenses.

Table 1-1: The Distribution of Ski Resorts in China (by province)

In the 2020/2021 snow season fiscal year, the number of skier visits ranked in the top ten by province (TOP 10) is shown in Table 1-2. Hebei, Jilin and Beijing continue to maintain their top three positions.

Rank	Province	2020/2021	2019/2020	2018/2019
1	Hebei	221	136	235
2	Jilin	202	123	207
3	Beijing	188	112	186
4	Heilongjiang	149	101	195
5	Xinjiang	133	76	116
6	Sichuan	99	52	69
7	Henan	98	58	95
8	Zhejiang	94	62	108
9	Shaanxi	79	47	76
10	Shanxi	78	39	100

Table 1-2: Skiers Visits Ranked TOP10 by Province (unit: 10,000 people)

The distribution of skier visits in the past three years is shown in Figure 1-3 and Figure 1-4.

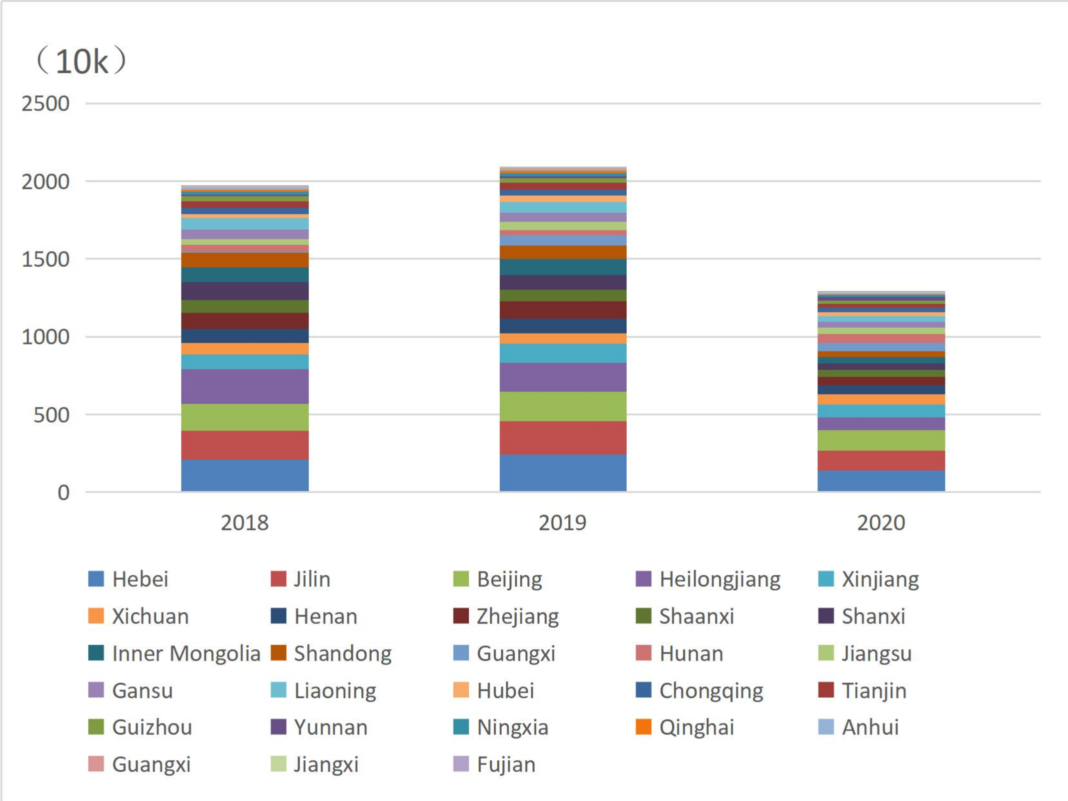


Figure 1-3: Distribution of Skier Visits in the Past Three Years (CY)

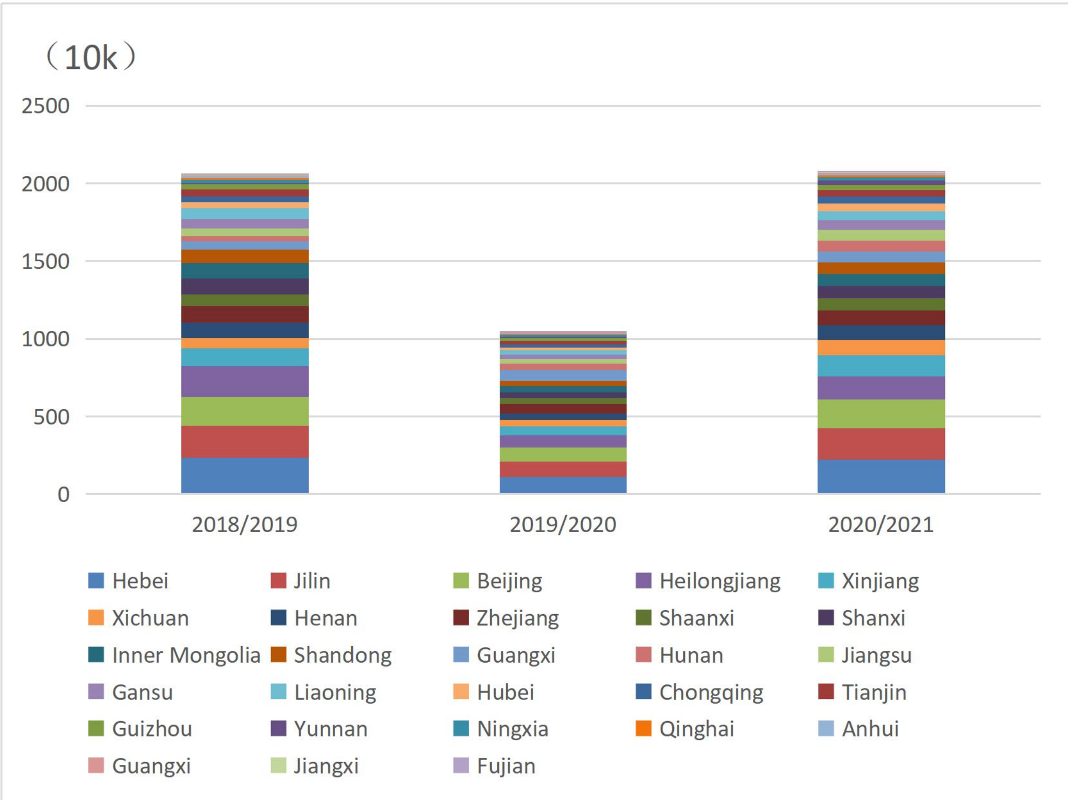


Figure 1-4: Distribution of Skier Visits in the Past Three Years (FY)

In general, the uncertainty due to the recurrence of epidemics has had a greater impact on local areas. Therefore, the skiing market has been seriously unbalanced, and the distribution data of skiers visits may not sufficiently reflect the real situation of the market.

1.3 Classified Statistics of Ski Resorts

In order to understand the characteristics of domestic ski resorts more clearly, this report makes research on the classified statistics of ski resorts from the following dimensions.

1.3.1 Indoor Ski Resorts

There are five indoor ski resorts in the eight newly operating ski resorts. In China, 36 indoor ski resorts have come into operation till the end of 2020.

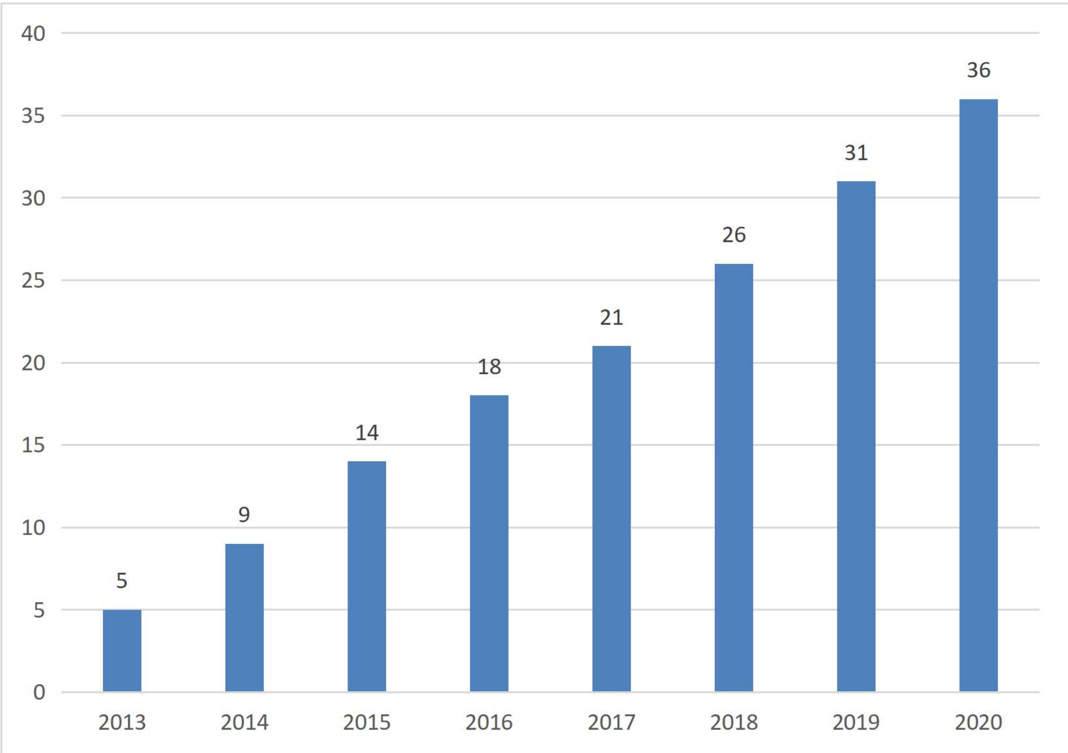


Figure 1-5: Statistics on the Number of Indoor Ski Resorts in Operation in China

In 2020, the total number of skier visits in all 36 indoor ski resorts is 2.69 million, accounting for 20.89% of the 12.88 million skiers visits in 2020; compared with 2.35 million in 2019, a year-on-year increase of 14.47%. If calculated according to the fiscal year of the snow season, that is, from May 1, 2020 to April 30, 2021, the total number of skier visits in all 36 indoor ski resorts is 3.21 million, accounting for 15.46% of the 20.76 million skier visits in the 2020/2021 snow season fiscal year. The detailed statistics on skier visits are shown in Table 1-3.

Obviously, ‘new venues’ and ‘epidemic fluctuations’ are the two main factors affecting indoor skiing visits. The impact of the epidemic has led to intermittent closure of indoor ski resorts in some areas and severe discontinuities in operations. The data during this period does not reflect the true state of the market.

	Number of Skier Visits in 2020/2010 FY (10K)	Number of Skier Visits in 2020 （10K）	Number of Skier Visits in 2019 （10K）	Number of Skier Visits in 2018 （10K）
Indoor Ski Resort	321	269	235	166
Outdoor Ski Resort	1755	1019	1855	1804
All kinds of Ski Resorts	2076	1288	2090	1970
Proportion of Indoor Skiers Visits	15.46%	20.89%	11.24%	8.43%

Table 1-3: Statistics on the Number of Skier Visits

It should be pointed out that although compared with many countries fully developed in this industry around the world, the overall scale of domestic outdoor ski resorts in China still has a long way to go, but from the perspective of the development of indoor ski resorts, China has become far ahead of other countries, be well-deserved number one in the world. Combined with Mr. Patrick Thorne's latest *2020 Global Indoor Ski Resort Report*, the updated data are shown in Table 1-4 and Table 1-5.

Rank	Country	Number of Indoor Ski Resorts
1	China	36
2	India	10
3	Finland	8
4	Netherland	7
5	UK	6
5	Germany	6
7	Japan	4

Table 1-4: Global Ranking by Number of Indoor Ski Resorts (by country)

It can be seen from Table 1-5 that according to the size of the snow area, China has already accounted for half of the top ten indoor ski resorts in the world. At the same time, the top three indoor ski resorts by snow area are all in China. In can be anticipated in terms of indoor ski resorts that the domestic indoor ski resort projects under construction have an explosive growing trend, and the planned construction scale is also much higher than the scale of existing indoor ski resorts.

Rank	Business Name	Country	Snow Area (square meters)
1	Harbin Sunac Snow World	China	65,000
2	Guangzhou Sunac Snow World	China	55,700
3	Chengdu Sunac Snow World	China	55,000
4	SnowWorld Landgraaf	Netherland	35,000
5	Alpincenter Hamburg – Wittenburg	Germany	30,000
5	Snowy area of Changsha Xiangjiang Happy City	China	30,000
7	Ski Dubai	UAE	27,870
8	SNORAS Snow Arena	Lithuania	25,000
9	Xanadu	Spain	24,000
10	Kunming Sunac Snow World	China	22,000

Table 1-5: Global Ranking of Indoor Ski Resorts by Snow Area (Top 10)

It can be seen that, in terms of the number and scale of indoor ski resorts, China has become the world's largest indoor ski powerhouse, and the booming development of indoor skiing will also profoundly change the pattern of the entire ski market.

1.3.2 Destination Resort

Generally, according to the core target customer group, domestic ski resorts are divided into three categories: tourism experience type, suburban learning type and destination vacation type. These three types of ski resorts account for 75%, 22% and 3% of all ski resorts respectively. Predicting from the trend of newly-built ski resorts, destination ski resorts have shown a certain upward trend, while tourist experience ski resorts have shown a downward trend.

Type of Ski resort	Quantity Percentage	Target Group	Attributes	Resort Feature	Characteristics of Visitors	Cases
Tourism Experience Resorts	75%	Sightseer	Touristic	Basic facilities Equipped with only beginner trails. Located in tourist attractions or suburb area.	Over 90% are one-time-only visitors average stay: 2 hours.	Xiling Snow Mountain Daming Mountain Langya Mountain Yunshang Grassland Xiangjiang Happy Snow Region
Suburban Learning Resorts	22%	Local Resident	Sports Touristic	The mountain has a small drop and is located on the outskirts of the city, with beginner, intermediate and advanced ski trails developed	Local self-driving guests account for a large proportion, with an average stay time of 3-4 hours	Nanshan Ski Resort Jundushan Ski Resort Vanke Ski Resort Shijinglong Ski Resort Toread Songding Resort Badaling Ski Resort Sunac Snow World
Destination Vacation	3%	Crowd on Vacation	Vacation Sports Touristic	The mountain has a certain scale, in addition to a complete range of ski products, there are also supporting facilities such as accommodation	Overnight spending accounts for a relatively large amount, and the average stay time of guests is more than 1 day	Vanke Songhua Lake Wanda Changbai Mountain Beidahu Resort Yabuli Ski Resort Wanlong Paradise Resort Thaiwoo Ski Resort Fulong Ski Resort Genting Resort Koktokay Resort

Table 1-6: Classification of Ski Resorts Visitors in China

Of the 715 ski resorts in operation in 2020, 21 are in line with the characteristics of the destination vacation-type ski resort. Among them, 10 ski resorts are large-scaled destination vacation ski resorts.

	Number of Ski Resorts in 2020	Skier Visits in 2020/2021 Snow Season FY (10K)	Skier Visits in 2020 CY (10K)	Ski Visits in 2019 CY (10K)	Ski Visits in 2018 CY (10K)
Large Destination Ski Resort	10	276	176	256	195
Destination Ski Resort	21	333	212	344	267
All ski resorts	715	2076	1288	2090	1970
Large Destination Ski Resorts and the Visits Proportion	1.40%	13.29%	13.66%	12.25%	9.90%
Destination Ski Resorts and the Visits Proportion	2.94%	16.04%	16.46%	16.46%	13.55%

Table 1-7: Statistics on Destination Ski Resorts and Skier Visits

It can be seen from the above table that the proportion of skier visits in destination -type ski resorts has exceeded 16%, of which the proportion of skier visits in large destination ski resorts has reached more than 13%. This report will continue to focus on changes in this indicator.

1.3.3 The Ski Resorts with a Vertical Drop More than 300 Meters

The vertical drop of the ski resort is key figure to measure the resource scale of the ski resort in the mountains. According to the vertical drop of the actual development of ski slopes, we count domestic ski resorts according to the following three categories: 28 ski resorts with a vertical drop of more than 300 meters, accounting for 3.92%; 143 ski resorts with a vertical drop of 100-300 meters，accounting for 20%; 544 ski resorts with a vertical drop of less than 100 meters, accounting for 76.08%. The percentage of snow fields classified by vertical drop is shown in Figure 1-6.

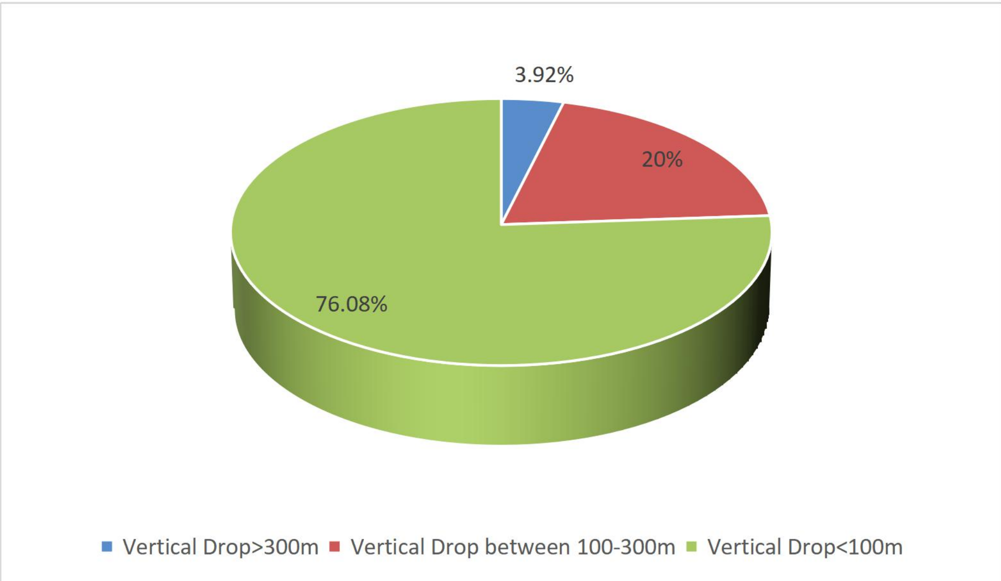


Figure 1-6: Propotion of Ski Resorts in China by The Vertical Drop

With the song *The Shepherd of the Koktokay*, the newly built Koktokay Ski Resort in Altay, Xinjiang became famous in one fell swoop. The cable car drop has reached 900 meters, and the eye-catching characters of the ‘vertical drop of 1200 meters’ on the top of the mountain fully shows the determination of the Thai Travel Group. Meanwhile, Beijing

Yanqing Xiaohaituo National Alpine Ski Center, as the main alpine skiing venue for the 2022 Winter Olympics in Beijing, has a vertical drop of more than 900 meters. If the ski trail back to the village is added, the sliding drop can reach 1,300 meters. It is the site with the largest vertical drop among the ski resorts with aerial ropeways in China. In addition, in the two ski resorts in Yabuli, Heilongjiang and Beidahu, Jilin, the vertical drop achieved by the cable car is more than 800 meters. They are the only two ski resorts in China that have hosted the Asian Winter Games. See Table 1-8 for the statistics on skiers visits in ski resorts with a vertical drop of more than 300 meters, it shows that in the past two years, skier visits in those resorts accounted for more than 17% of the total number.

	Number of Ski Resorts	**Skier Visits in 2020/2021 Snow Season FY (10K)**	**Skier Visits in 2020 CY (10K)**	**Skier Visits in 2019 CY (10K)**	**Skier Visits in 2018 CY (10K)**
Ski resorts with the vertical drop of more than 300 meters	28	371	234	364	312
Ski resorts in all kinds	715	2076	1288	2090	1970
Ski resorts with the vertical drop of more than 300 meters and visits proportion	3.92%	17.87%	18.17%	17.42%	15.84%

Table 1-8: Statistics on Ski Resorts with a Vertical Drop of More Than 300 Meters & Skier Visits

1.3.4. Ski resorts with a Slope Area of More than 30 Hectares

The slope area is another important indicator to measure the size of the ski resort. As of the end of 2020, there are 34 ski resorts with a slope area of more than 30 hectares, accounting for 4.76%. See the table below for details.

<table>
<tr><th>Area of Slopes (hectare)</th><th>Number of Ski Resorts</th><th>Proportion</th><th>Skier Visits in 2020/2021 FY (10K)</th><th>Skier Visits in 2020 CY (10K)</th><th>Skier Visits in 2019 CY (10K)</th><th>Skier Visits in 2018 CY (10K)</th></tr>
<tr><td>>100</td><td>9</td><td>1.26%</td><td rowspan="3">500</td><td rowspan="3">318</td><td rowspan="3">478</td><td rowspan="3">413</td></tr>
<tr><td>50-100</td><td>7</td><td>0.98%</td></tr>
<tr><td>30-50</td><td>18</td><td>2.52%</td></tr>
<tr><td>10-30</td><td>38</td><td>5.31%</td><td></td><td></td><td></td><td></td></tr>
<tr><td>5-10</td><td>126</td><td>17.62%</td><td></td><td></td><td></td><td></td></tr>
<tr><td>< 5</td><td>517</td><td>72.31%</td><td></td><td></td><td></td><td></td></tr>
<tr><td>In Total</td><td>715</td><td>100.00%</td><td>2076</td><td>1288</td><td>2090</td><td>1970</td></tr>
</table>

Proportion of skiers visits on ski resorts with a slope area of more than 30 hectares	24.08%	24.69%	22.87%	20.96%

Table 1-9: Statistics on Ski Resorts by Slope Area (2020)

1.3.5. The resorts with the aerial ropeway

Whether there is an aerial ropeway in the ski resort is the most intuitive impression and standard when evaluating domestic ski resorts. As of the end of 2020, there are 159 ski resorts with aerial ropeways in China, an increase of four compared to 2019. Table 1-10 summarizes the relevant information of ski resorts with aerial ropeways.

	Number of Ski Resorts	**Skier Visits in 2020/2021 FY (10K)**	**Skier Visits in 2020 CY (10K)**	**Skier Visits in 2019 CY (10K)**	**Skier Visits in 2018 CY (10K)**
≥ 4	11	238	154	256	195
≥ 3	23	361	233	350	300
≥2	58	646	428	615	535
≥1	159	1138	731	1015	904
With detachable cable car	23	365	230	354	295
In totlal	**715**	2076	1288	2090	1970
Propotion of resort with ≥ 4 aerial ropeways	1.54%	11.46%	11.96%	12.25%	9.90%
Propotion of resort with ≥ 3 aerial ropeways	3.22%	17.39%	18.09%	16.75%	15.23%
Propotion of resort with ≥ 2 aerial ropeways	8.11%	31.12%	33.23%	29.43%	27.16%
Propotion of resort with ≥ 1 aerial ropeways	22.24%	54.82%	56.75%	48.56%	45.89%
Propotion of resort with detachable cable car	3.22%	17.58%	17.86%	16.94%	14.97%

Table 1-10： Statistics on Ski Resorts with Aerial Ropeways (2020)

It can be seen from the figure in the table that the number of ski resorts with aerial ropeways accounts for 22.24%, but the proportion of skier visits has exceeded 50%. In addition, there are 58 ski resorts with more than two aerial ropeways, accounting for only 8.11%, and skier visits accounting for more than 30%.

1.3.6. Ski Resorts with More than 100,000 Skier Visits

Just as Mr. Laurent, who is from Switzerland, has always focused on ski resorts with more than one million skier visits in his *Global Ski Market Report* over the years, it will of more and more increasingly practical significance to classify and screen ski resorts with skier visits as a key indicator.

While we are still carefully calculating which outdoor ski resort in China will take the lead in surpassing 500,000 skier visits, the indoor snow world of Sunac has already withstood the various pressures caused by the recurrence of the epidemics, and went straight to millions of skier visits. It is foreseeable that the first million-level ski resort in China will soon be produced in Sunac Snow World.

In 2020, the number of ski resorts with more than 100,000 and 150,000 skier visits reached 38 and 25, respectively. Compared with 31 and 16 in 2019, there were an increase of seven and nine respectively. At the same time, the proportion of ski resorts with more than 100,000 and more than 150,000 skier visits has increased significantly compared with 2018 and 2019, indicating that the concentration of skiers has become higher and higher, which once again verified the Matthew effect mentioned in the 2019 White Book on skiing.

	Number of ski resorts in 2020	Number of ski resorts in 2019	Skier visits in 2020/2021 FY(10K)	Skier visits in 2020CY(10K)	Skier visits in 2019CY(10K)	Skier visits in 2018CY(10K)
Visits ≥ 150,000	25	16	708	491	451	349
Visits ≥ 100,000	38	31	873	587	609	487
In Total	715	770	2076	1288	2090	1970
Proportion of Ski resorts with ≥ 150,000 visits	3.50%	2.08%	34.10%	38.12%	21.58%	17.72%
Proportion of Ski resorts with ≥ 100,000 visits	5.31%	4.03%	42.05%	45.57%	29.14%	24.72%

Table 1-11：Statistics on Ski Resorts with More than 100,000 Skier Visits (2020)

Chapter II Facilities of Ski Resorts

2.1 Ligting Facilities for Ski Resorts: Aerial Ropeway & Magic Carpets

Lifting facilities fundamentally determine the operational efficiency of ski resorts and are the most important part of any ski resort. At present, aerial ropeways and magic carpets are the main lifting facilities in domestic ski resorts. Frequently asked questions such as 'Does the ski resort have aerial ropeways?' or 'How many aerial ropeways are there?' show that it is an important KPI indicator to evaluate the scale and efficiency of the ski resort.

2.1.1 Aerial Ropeway

In 2020, there are a total of 14 aerial ropeways newly built and put into operation in China, distributed in Beijing, Xinjiang, Hebei, Jilin, Shaanxi, Sichuan and Hunan.

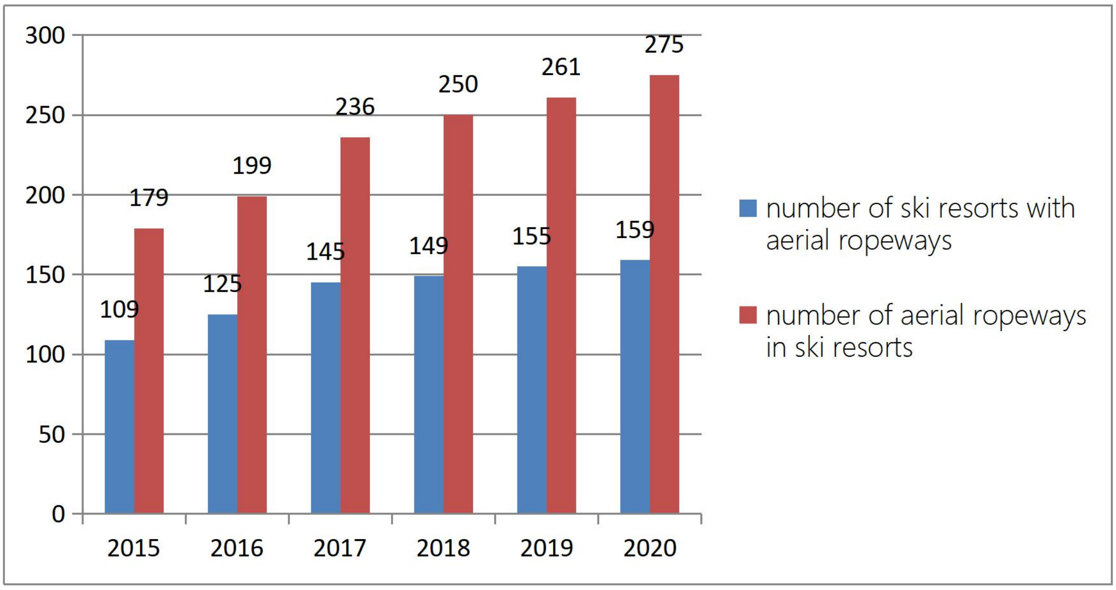


Figure 2-1: Statistics on the Numbers of Ski Resorts with Aerial Ropeways & Aerial Ropeways

As of the end of 2020, the total number of aerial ropeways built and put into use in domestic ski resorts is 275, distributed in 159 ski resorts in 21 provinces across the country. Among them, Hebei, Heilongjiang and Jilin ranked top three with 51, 40, and 40 respectively. A total of 131 ski aerial ropeways have been built in the three provinces, accounting for 47.64% of the total number of ski aerial ropeways in the country. The detailed number and distribution of aerial ropeways are shown in Table 2-1.

Ranking	Province	Number of aerial ropeways till 2020	Number of newly built aerial ropeways in 2020	Number of aerial ropeways till 2019	Number of ski resorts with aerial ropeways
1	Hebei	51	2	49	23
2	Heilongjiang	40		40	28
3	Jilin	40	1	39	16
4	Liaoning	28		28	19
5	Beijing	27	4	23	13
6	Xinjiang	23	4	19	11
7	Inner Mongolia	17		17	10
8	Shanxi	8		8	5
9	Gansu	8		8	7
10	Shandong	6		6	6
11	Shaanxi	6	1	5	4
12	Sichuan	4	1	3	3
13	Henan	3		3	2
14	Yunnan	3		3	1
15	Chongqing	3		3	3
16	Guizhou	2		2	2
17	Hubei	2		2	2
18	Tianjin	1		1	1
19	Guangdong	1		1	1
20	Ningxia	1		1	1
21	Hunan	1	1		1
	In Total	275	14	261	159

Table 2-1: Distribution of Aerial Ropeways in Ski Resorts

In ski resorts with aerial ropeways, the number of detachable aerial ropeways is particularly the representation of the scale and efficiency of the ski resort. Of the 14 newly built ski aerial ropeways in 2020, eight are detachable aerial ropeways. So far, domestic detachable aerial ropeways have increased from 26 in 2015 to 68 in 2020, and the number of ski resorts with detachable ropeways has increased from 10 to 23.

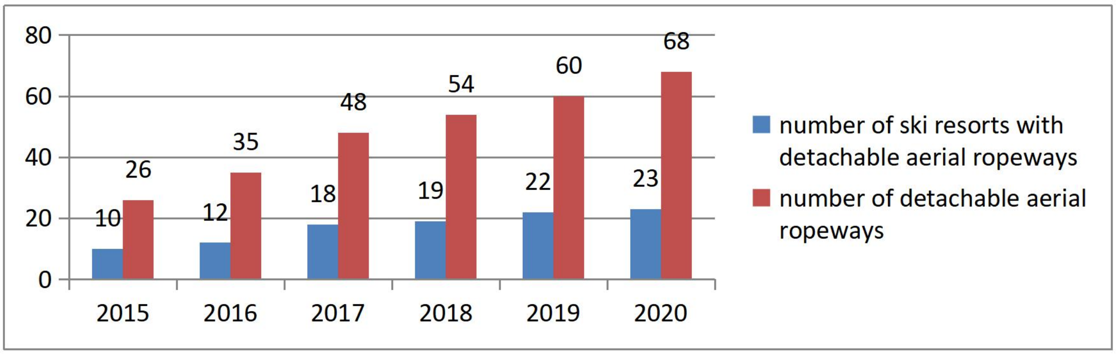


Figure 2-2: Statistics on the Detachable Aerial Ropeways in Ski Resorts in China (2015-2020)

Figure 2-3 shows the relationship between imported and domestically produced detachable aerial ropeways since 2015. The development of domestic detachable aerial ropeways is quite rapid, increasing from two in 2015 to 26 in 2020. In domestic ski resorts, the proportion of domestically produced detachable ropeways in all detachable ropeways has rapidly increased from 7.69% in 2015 to 38.24% in 2020.

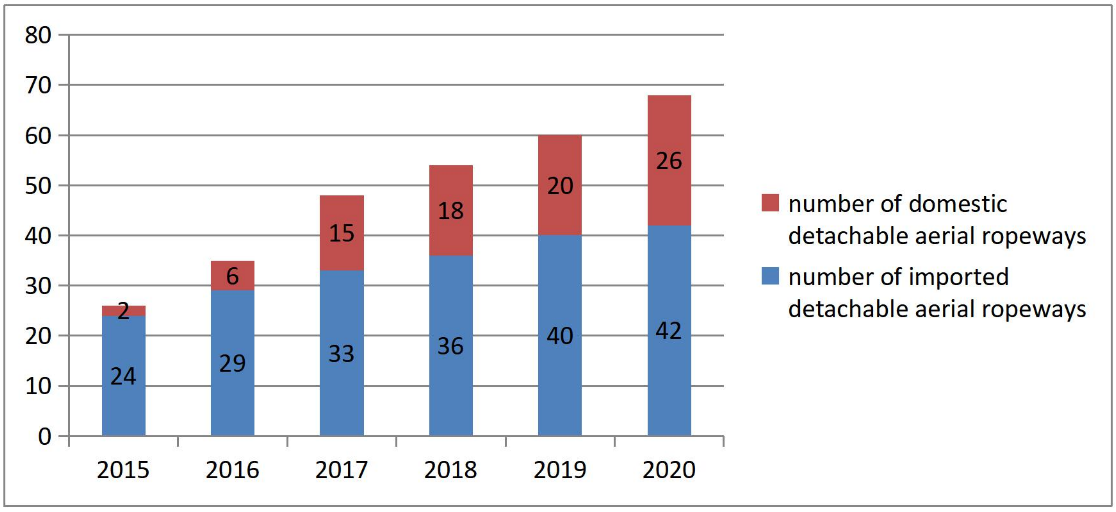


Figure 2-3: Statistics on the Imported and Domestic Detachable Aerial Ropeways (2015-2020)

Of the 68 detachable aerial ropeways used for skiing, 22 in Hebei Province, distributed in six ski resorts, all concentrated in Chongli District, Zhangjiakou City; 20 in Jilin Province, distributed in six ski resorts; eight in Xinjiang distributed in three ski resorts; seven in Heilongjiang Province, distributed in three ski resorts; in addition, five, three, two and one detachable aerial ropeways have been built in Beijing, Inner Mongolia, Shaanxi and Hubei respectively. (Note: In this statistics, only ropeways used for skiing are included, and non-skiing ropeways are not included.)

Number	Ranking	Ski resorts	2020	2019	Province
1	1	Wanke Songhuahu	6	6	Jilin
2	1	Wanlong	6	6	Hebei
3	3	Wanda Changbai Mountain	5	5	Jilin
4	3	Taiwu	5	5	Hebei
5	3	Beidahu	5	4	Jilin
6	3	National Alpine Ski Center (Yanqing Xiaohaituo)	5	3	Beijing
7	7	Yunding	4	4	Hebei
8	7	Fulong	4	3	Hebei
9	7	Yabuli (sport commission)	4	4	Heilongjiang
10	10	Koktokay	3	0	Xinjiang
11	10	Silkroad	3	3	Xinjiang
12	12	TaibaiAo Mountain	2	2	Shaanxi
13	12	Luneng Changbai Mountain	2	2	Jilin
14	12	Cuiyun Mountain Galaxy	2	2	Hebei
15	12	Yabuli (Sunlight)	2	2	Heilongjiang
16	12	Liangcheng Daihai	2	2	Inner Mongolia
17	12	Jiangjunshan	2	1	Xinjiang
18	18	Miaoxiang Mountain	1	1	Jilin
19	18	Duole Meidi	1	1	Hebei
20	18	Maoer Mountain	1	1	Heilongjiang
21	18	Changchun Lianhuashan	1	1	Jilin
22	18	Meilingu	1	1	Inner Mongolia
23	18	Lvcongpo	1	1	Hubei
		In Total	68	60	

Table 2-2: The Ranking of Ski Resorts by the Number of Detachable Aerial Ropeways (2020)

2.1.2 Magic Carpets in Ski Resorts

In 2020, there are a total of 130 magic carpets for ski resorts newly built and put into operation in China, with a cumulative length of about 20,000 meters, slightly lower than in 2019.

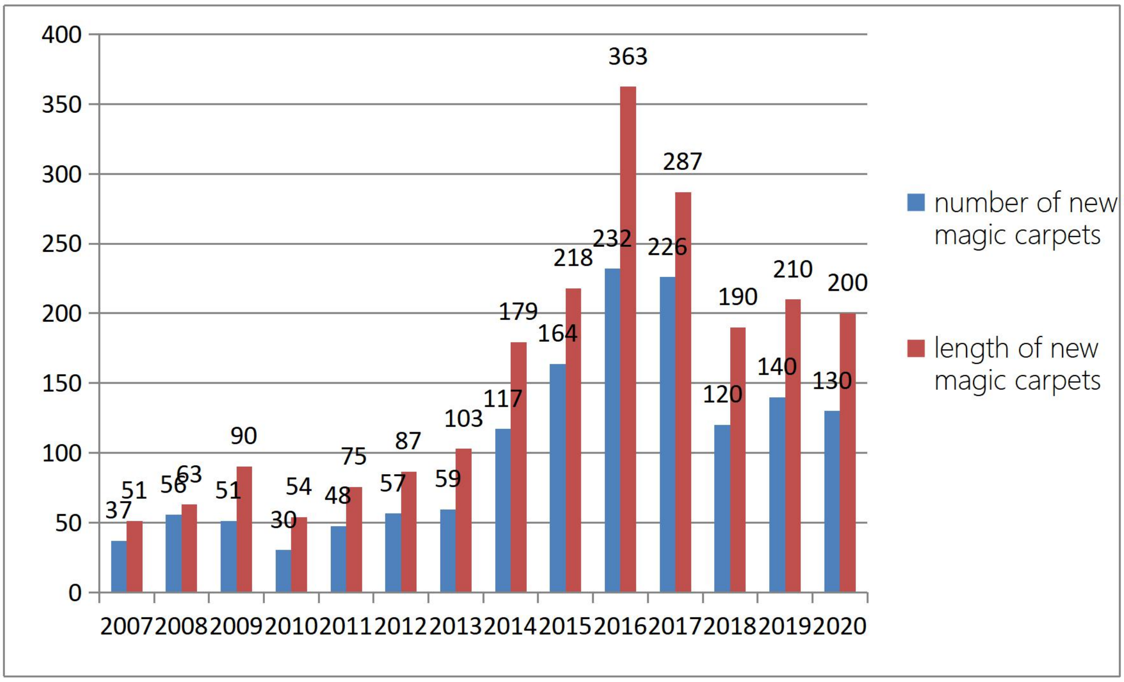


Figure 2-4: The Number & Length of New Magic Carpets in Ski Resorts (2020)

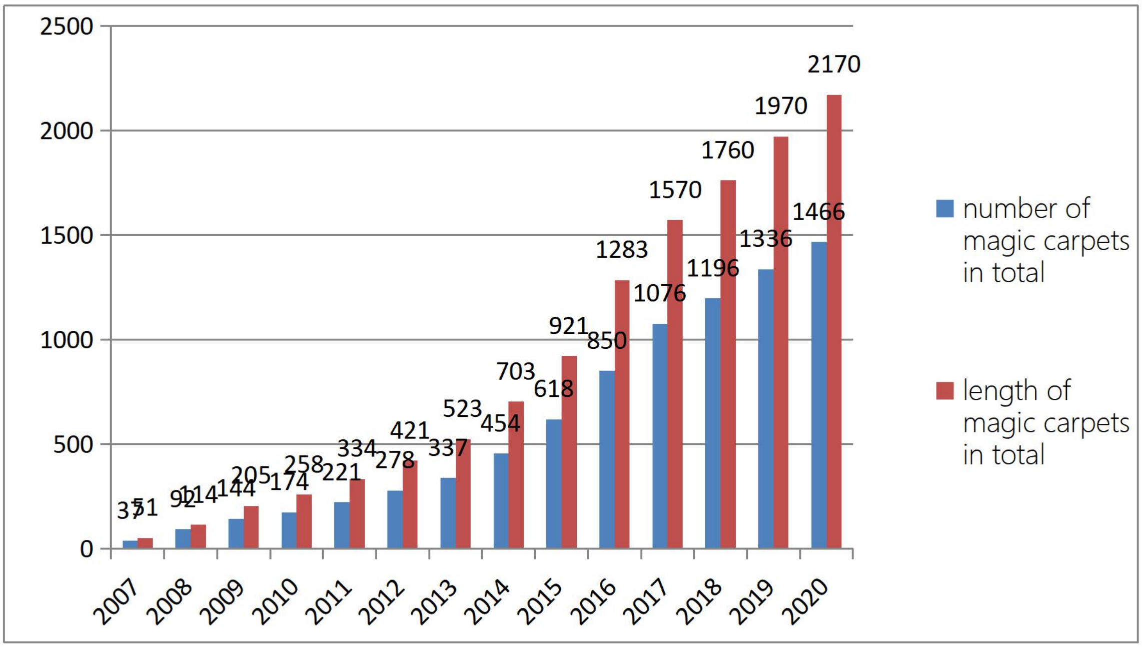


Figure 2-5: The Number & Length of Magic Carpets in Total (2020)

The data of magic carpets comes from major domestic magic carpet suppliers. As of 2020, a total of 1,466 magic carpets in domestic ski resorts are in operation, and the total length of all magic carpets is about 217 kilometers.

2.2 Ski Resort Facilities: Snow Groomer & Snowmaker

Judging from the actual sales performance of major suppliers in 2020, the epidemic has a significant impact on ski resort facilities market. However, during the research process, everyone has relatively optimistic expectations for the market in 2021.

2.2.1 Groomer

According to the data provided by several major snow groomer suppliers, in 2020, the number of new snow groomer in domestic resort is 55, 41 of them are imported, and the other 14 are domestic product. The total number of the snow groomers in domestic ski resorts is about 684.

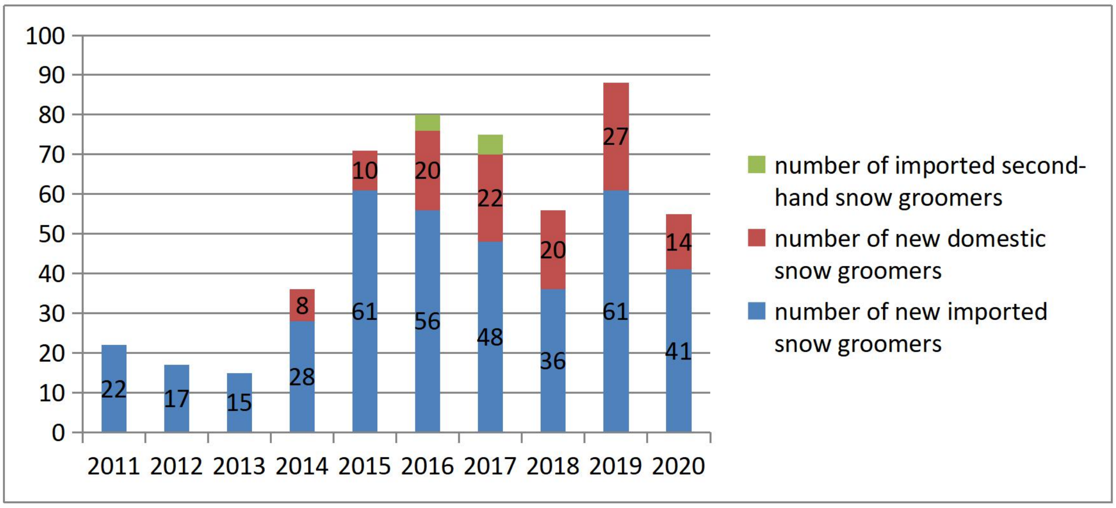


Figure 2-6: New Groomers in Ski Resorts in China (2020)

2.2.2 Snowmaker

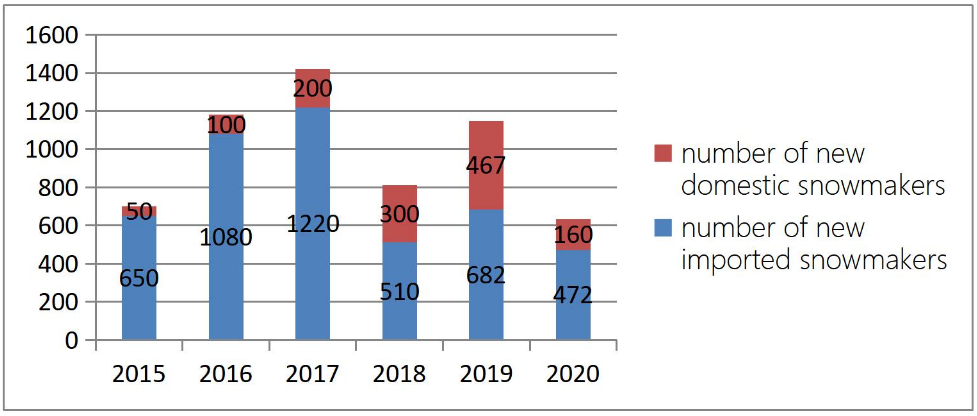


Figure 2-7: The Number of New Snowmakers in Ski Resorts (2020)

In 2020, there are 632 new snowmakers in ski resorts across the country, which is 44.99% lower than the 1,149 in 2019. As of the end of 2020, the total number of snowmaker in domestic ski resorts is about 9,191.

2.3 Rental Equipment in Ski Resorts: Rental Ski.

Unlike ski resort facilities, despite the impact of the epidemic, the ski rental in resort still shows a growing trend. On the one hand, outdoor ski resorts have a demand for replacement of rental boards. On the other hand, indoor ski resorts have become the main force in the new ski rental market. In addition, comparing with other years, in the 2020/2021 snow season fiscal year, according to the reports from ski resorts across the country, the demands to snowboards have clearly entered an outbreak period, and there is a serious shortage of rental snowboards in ski resorts.

From the analysis of customs data, it can be seen that the number of imports of skiing bindings has declined slightly compared with 2019.

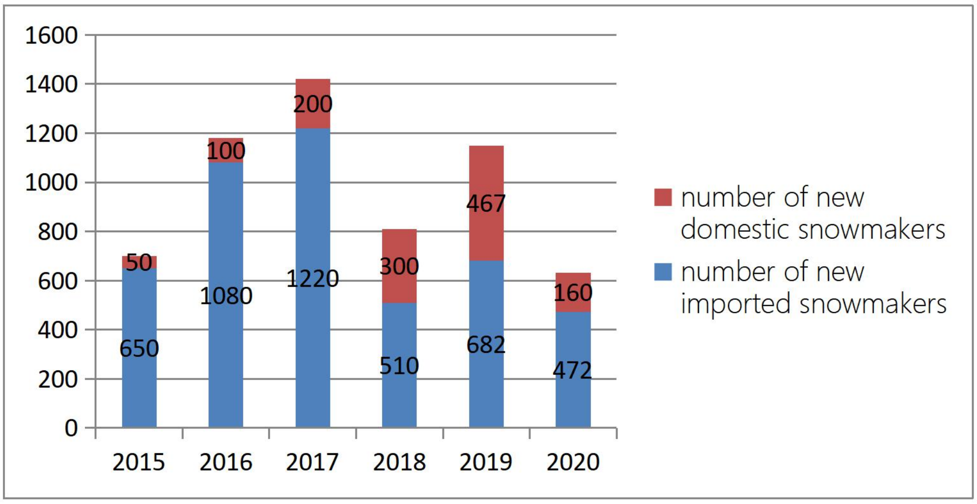


Figure 2-8: China's Import Data Statistics (product name: skiing binding)
Source: China Customs, Beijing Longzhixun Information Consulting Co., Ltd

Chapter III Characteristics of Skiers

Who are the skiers? Where are they from and where are they heading for? Just like the three major problems in life, these three questions will also be the ultimate questions for people related to skiing. This report is honored to be supported by three data platform companies: Fenxue Technology (Huabei Ski+), Lingdongshanshui/Lebingxue (Love Ski) and HuaxueZoo (HighSnow/iSNOW). On the basis of the reports on the behavior characteristics of skiers they provided along three different dimensions, herein we are hoping to make a preliminary portrait of skiers.

3.1. Skier Behavior Characteristics Report from Ski+

Ski+ users mainly take two behaviors: trajectory recording and downloading photos of skiing. According to the background research data of an investment institution on Ski+, the penetration rate of Ski+ APP in the group of ski enthusiasts has reached as high as 82.4%. Therefore, the report of Ski+ basically reflects the characteristics of 'skiers' in a more comprehensive manner.

3.1.1 Gender and Age Distribution of Ski+ Users

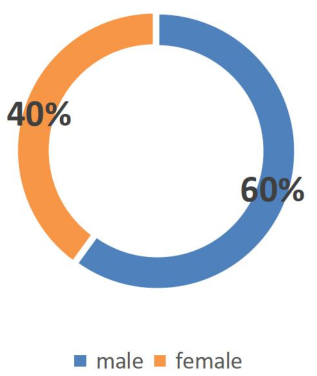


Fig.3-1:Male to female ratio of Ski+ users (20/21)

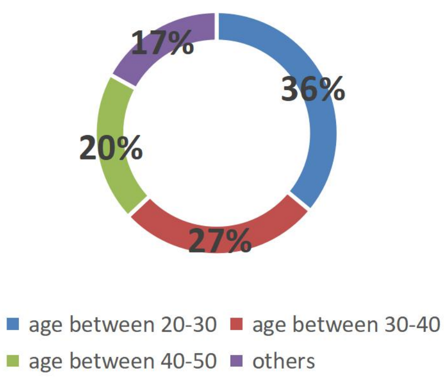


Fig.3-2: Age distribution of Ski+ users(20/21)

3.1.2 The province distribution of Ski+ users

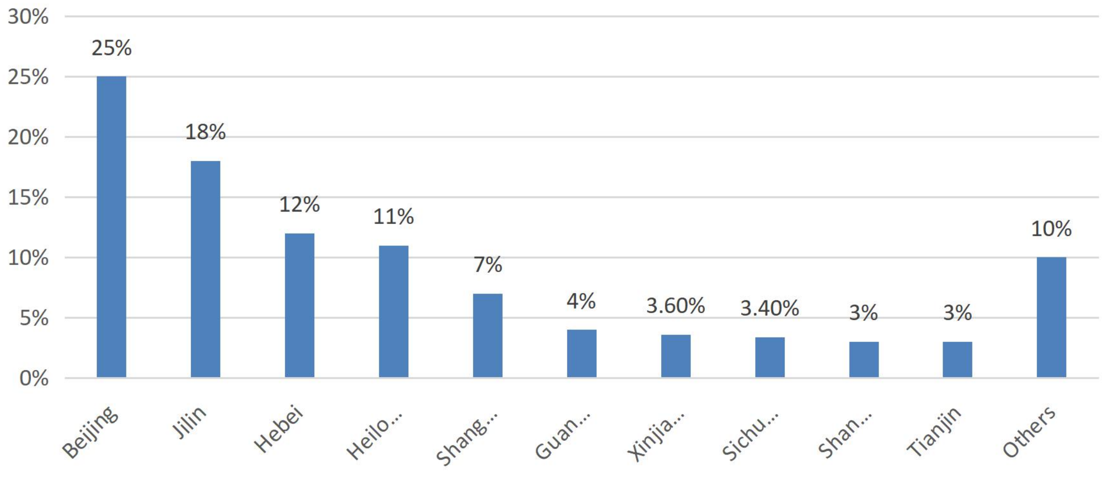


Figure 3-3: The Province Distribution of Ski+ Users (20/21)

3.1.3 The Most Concerned Ski Content of Ski+ Users

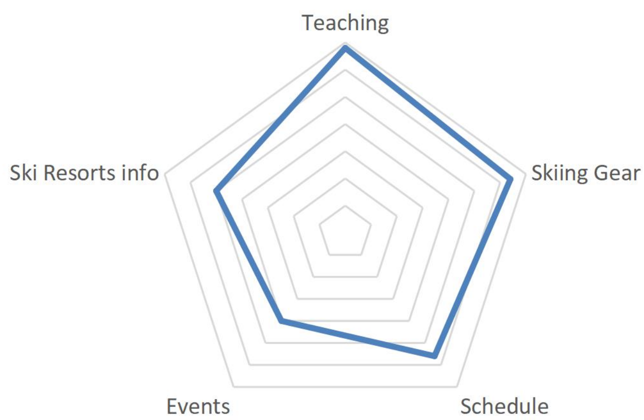


Figure 3-4: The Most Concerned Ski Content of Ski+ Users (20/21)

3.1.4 The Number of Ski+ Users with Different Mileage of Ski Track

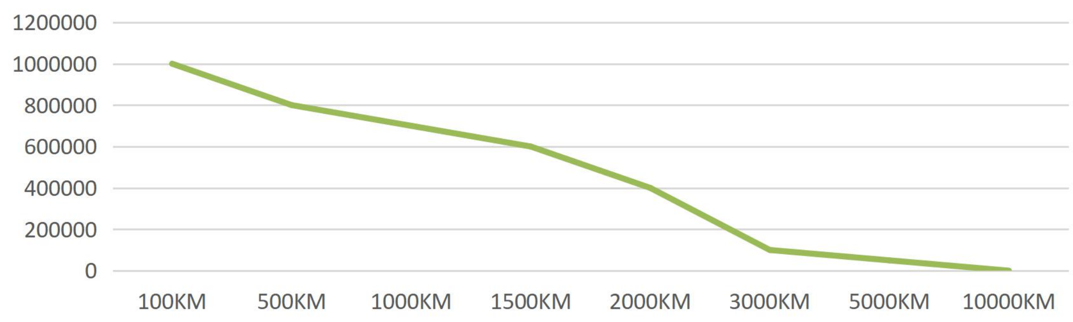


Figure 3-5: The Number of Ski+ Users with Different Mileage of Ski Track (20/21)

3.1.5 The Ski Resort with the Most Track Mileage in Ski+ Record

Business name of resort	Total mileage in record (km)	Total number of skier in record	Ski drop per capita (km)	Mileage per capita in record (km)
Wanlong vacation paradise	5,893,000	73662	15.42	80.00
Songhua Lake Resort	4,050,000	45339	13.35	89.33
Secret Garden Genting Paradise	3,130,000	54461	10.13	57.47
Beidahu Ski Resort	3,030,000	50323	19.68	60.21
Silk Road Ski Resort	1,490,000	30120	20.33	49.47
Taiwu Ski Town	1,408,000	50180	7.6	28.06
Fulong Four Seasons Town	1,334,100	41014	6.21	32.53
Yabuli Sunshine International Ski Resort	1,291,400	34416	6.34	37.52
Jiangjun Mountain Ski Resort	906,700	28460	6.08	31.86
Wanda Changbai Mountain International Resort	861,200	32127	4.32	26.81

Table 3-1: The Ski Resort with the Most Mileage Recorded by Ski+ Users

3.1.6 The Number of Photos Taken and Downloaded from Ski+

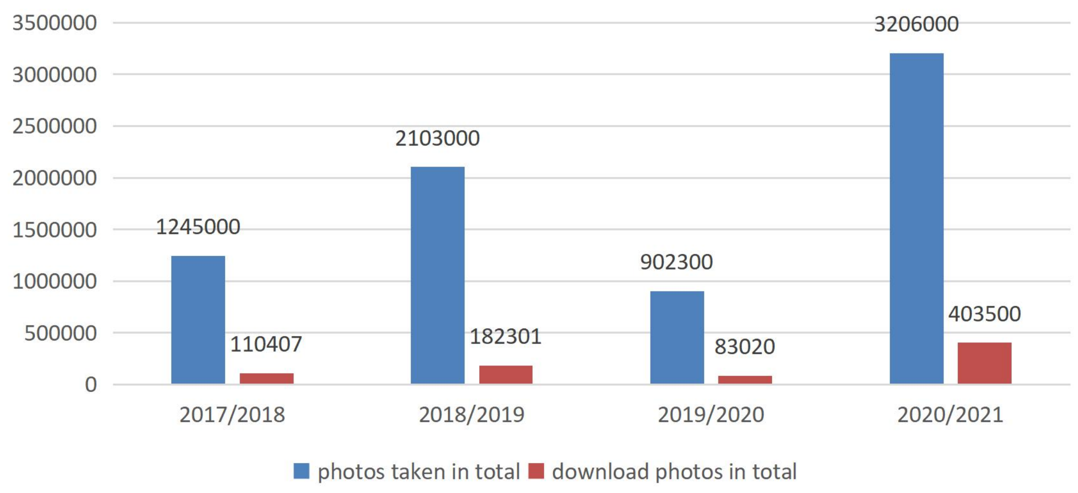


Figure 3-6: The Number of Photos Taken and Downloaded from Ski+

3.2 Skier behavior characteristics report from Lebingxue (love Ski)

Lebingxue (love ski), as the designated platform for the distribution of subsidies for ice and snow sports in Zhangjiakou City, under the guidance of Zhangjiakou Winter Sports Management Center, provides products and services for ice and snow sports enthusiasts from all over the country who come to the Chongli area of Zhangjiakou for skiing. In the 20/21 snow season, the number of downloads of the Lebingxue APP has exceeded 800,000, the number of users has exceeded 180,000, and the transaction volume is close to 100 million yuan. As a vertical ticketing channel for ice and snow OTA, it has achieved great success, and its report can basically reflect the basic characteristics of consumers in the Chongli ski area.

3.2.1 Gender and Age of LeBingxue Users

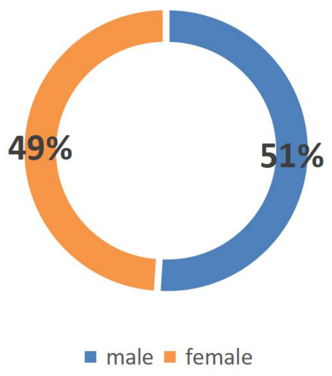


Figure 3-7: Male-to-Female Ratio of Lebingxue Users (20/21)

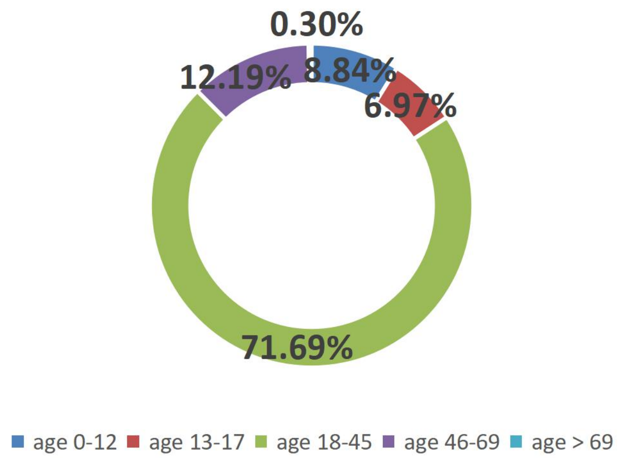


Figure 3-8: Age Distribution of LeBingxue Users (20/21)

3.2.2 Province Distribution of Lebingxue Users

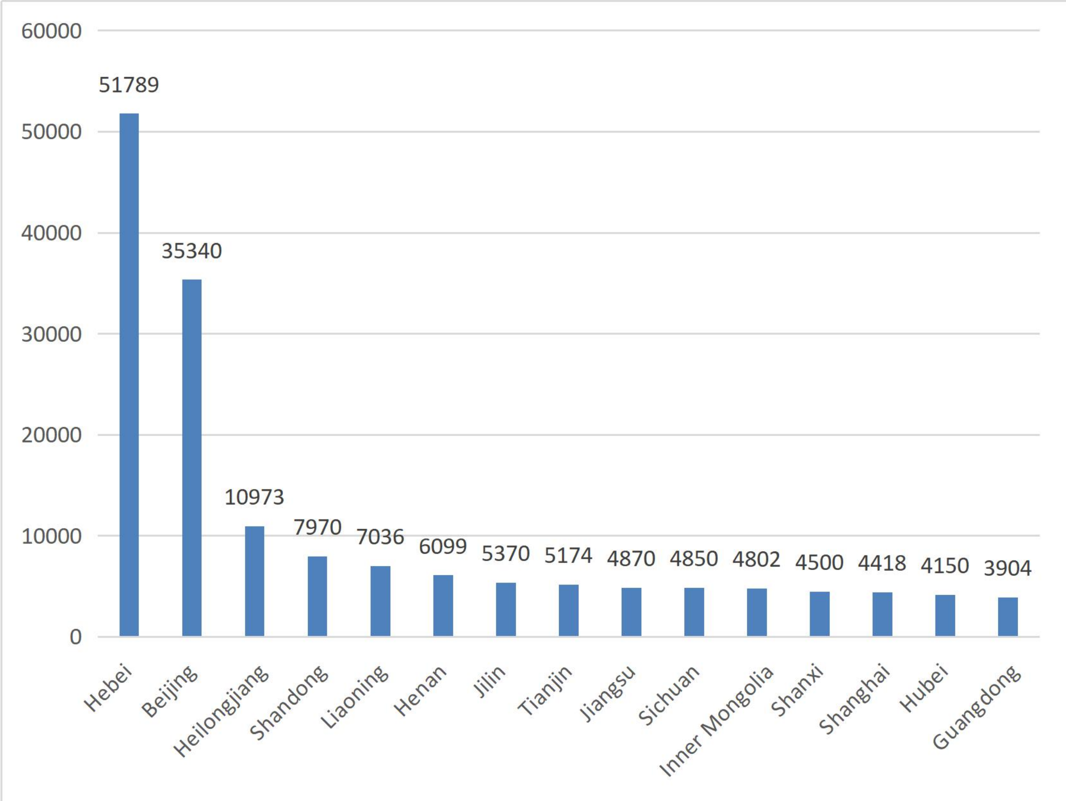


Figure 3-9: Province Distribution of Lebingxue Users (20/21)

3.2.3 Monthly Activity Statistics of Lebingxue Users

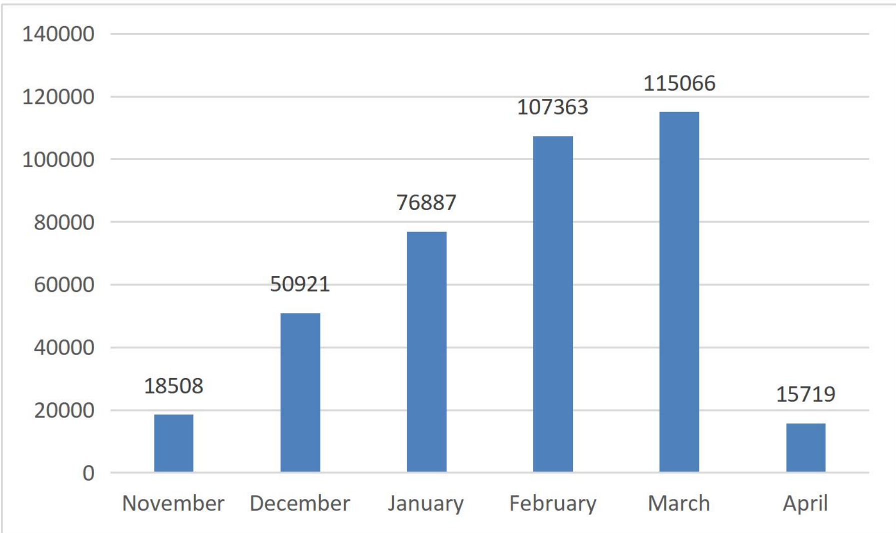


Figure 3-10: Monthly Activity Statistics of Lebingxue Users (20/21)

3.2.4 Daily Activity Data of LeBingxue Users

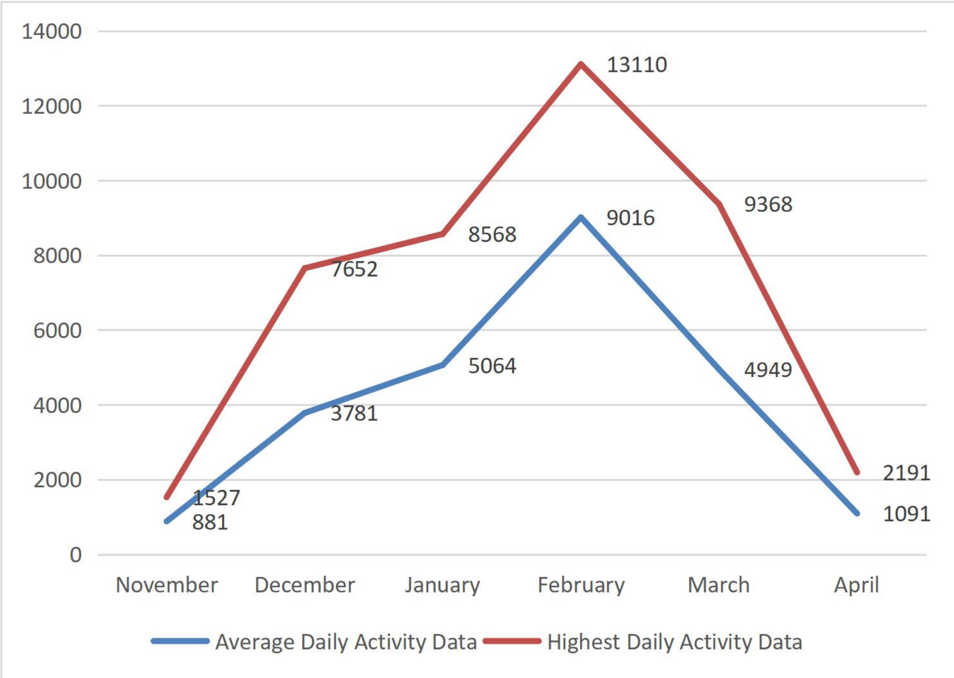


Figure 3-11: Statistics and Trend of Daily Activity Data of Lebingxue Users

3.2.5 Distribution of Lebingxue's User Consumption Formats

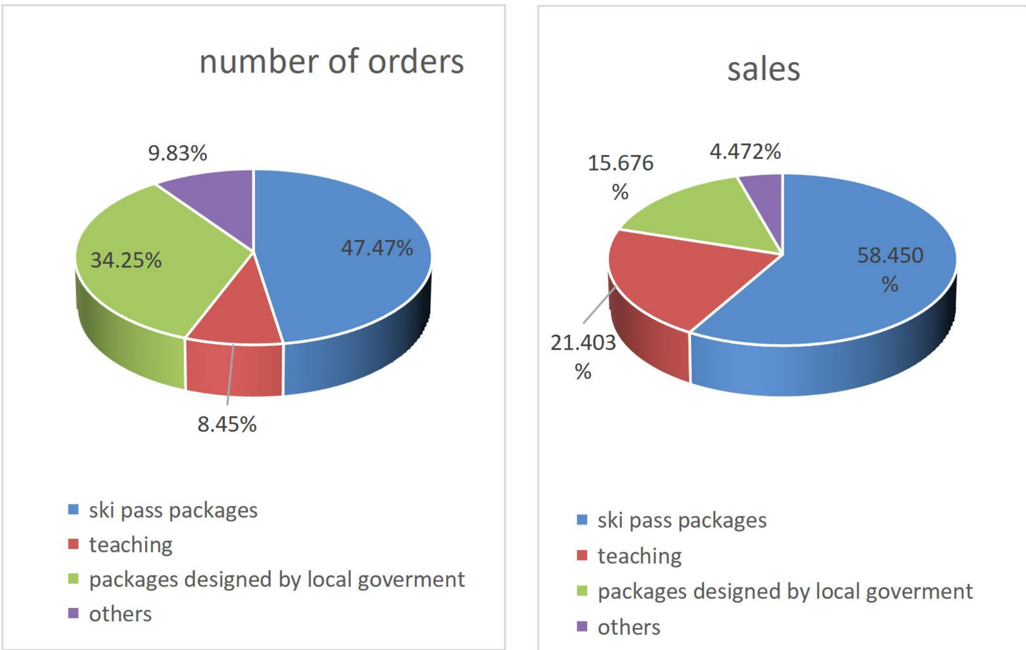


Figure 3-12: Distribution of Lebingxue's User Consumption Formats (20/21)

3.3 Skier Behavior Characteristics Report from HuaxueZoo (HighSnow/iSNOW)

The skiing enthusiasts recorded online by the HuaxueZoo are all over the country, but the majority are still in Beijing, Hebei and the three provinces of Northeast China. In its system, the analysis data of the repurchasing rate of the same user can reflect the consumption characteristics of ski enthusiasts, especially the characteristics of users who purchase ski teaching courses.

3.3.1 Gender Ratio of Customers Who Buy Tickets Online in iSNOW

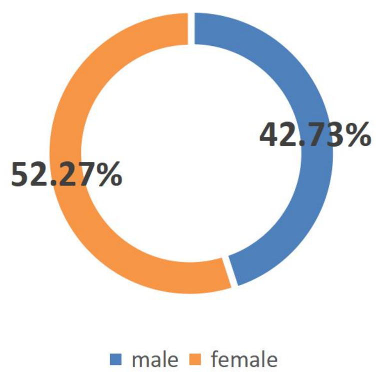
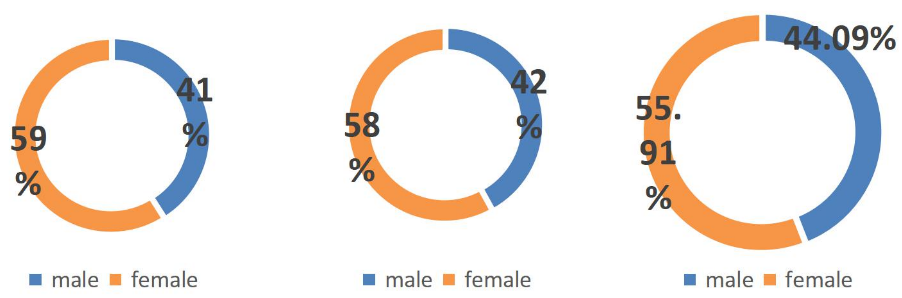


Figure 3-13: Gender Ratio of Customers Who Buy Tickets Online in iSNOW (20/21)

Obviously, female customer prefer to search for relevant ticketing services on the Internet to place orders online.

3.3.2 Gender Ratio of Students in Ski School in iSNOW



2018/2019 **2019/2020** **2020/2021**

Figure 3-14: Gender Ratio of Students in Ski School of iSNOW

As shown in Figure 3-14, comparatively speaking, female trainees account for a larger proportion, but from the comparison of three consecutive years of data, the overall proportion of female trainees has a tendency to decrease year by year.

3.3.3 Geographical Distribution of Skiers in HighSnow

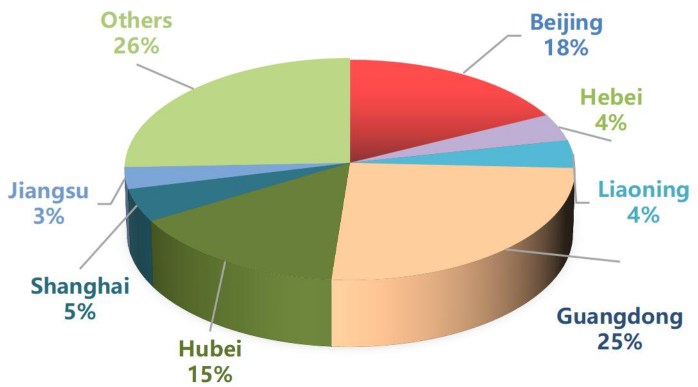


Figure 3-15: Geographical Distribution of Skiers in HighSnow

3.3.4 The Concerned Ski Content of the Users of HighSnow

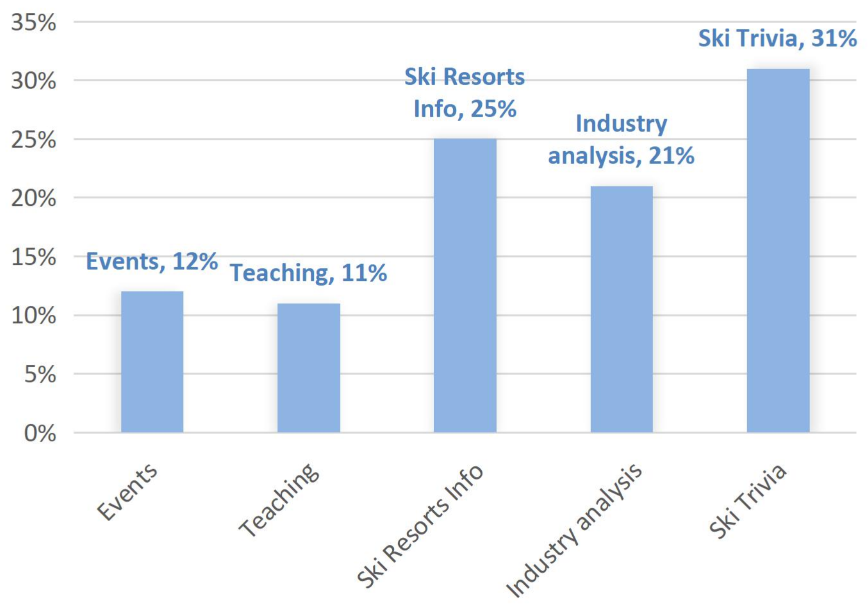


Figure 3-16: Overview of Concerned Ski Content of the Users of HighSnow (20/21)

3.3.5 Statistics on Consumer Products in iSNOW (excluding ski schools)

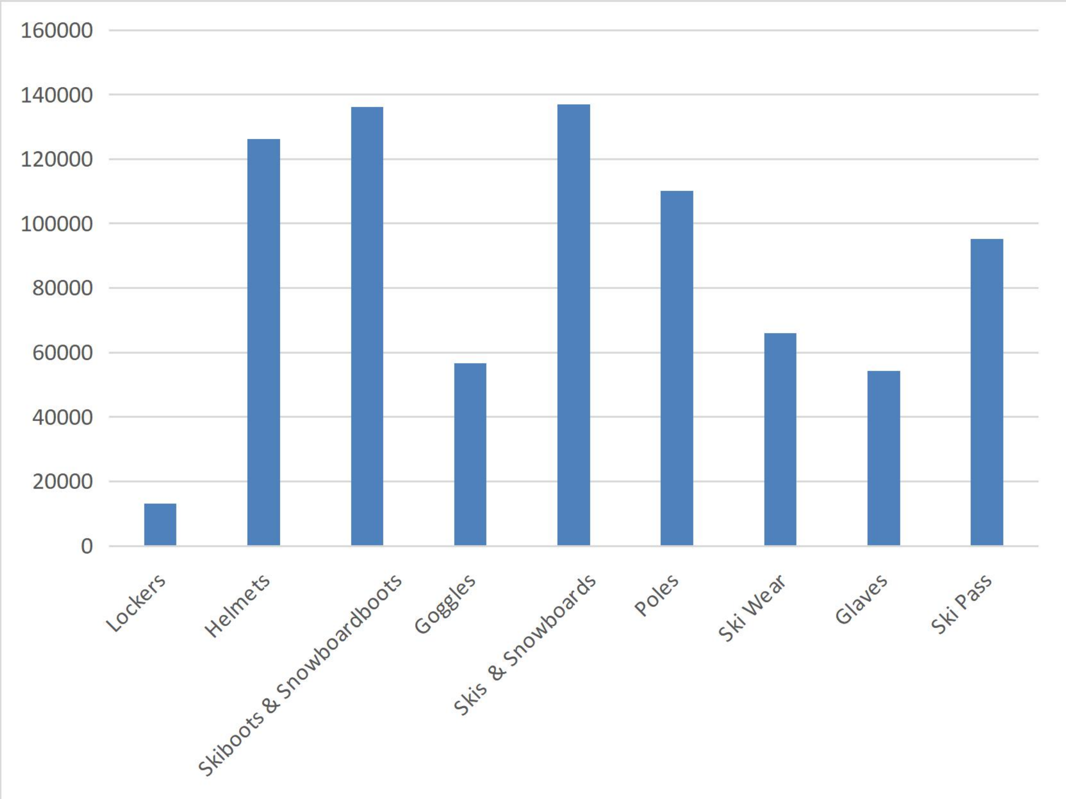


Figure 3-17: Statistics on the Consumer Products in iSNOW(20/21)

3.3.6 Repurchasing Ratio of Skiers in iSNOW

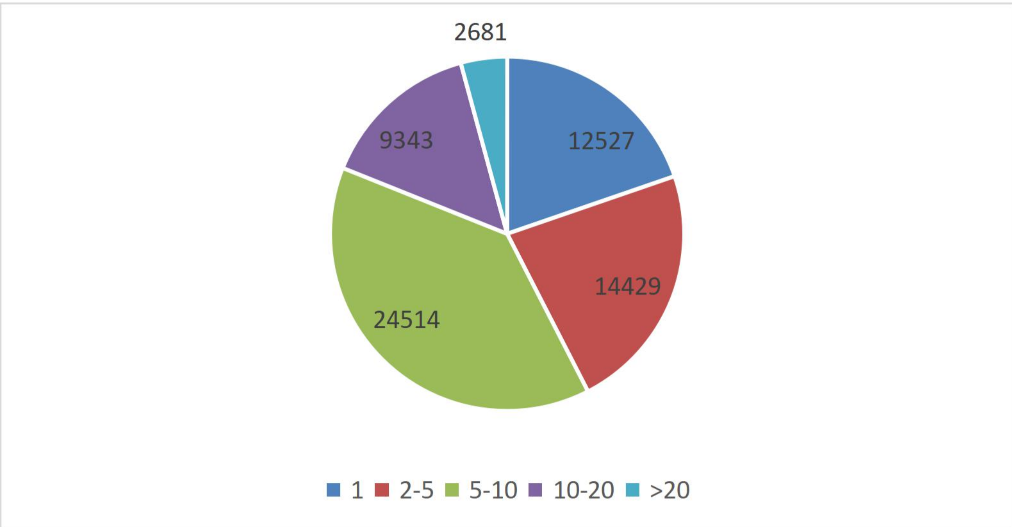


Figure 3-18: The Proportion of Skiers Repurchasing in iSNOW (20/21)

3.3.7 Proportion of Skiers Repurchasing Teaching Products in iSNOW

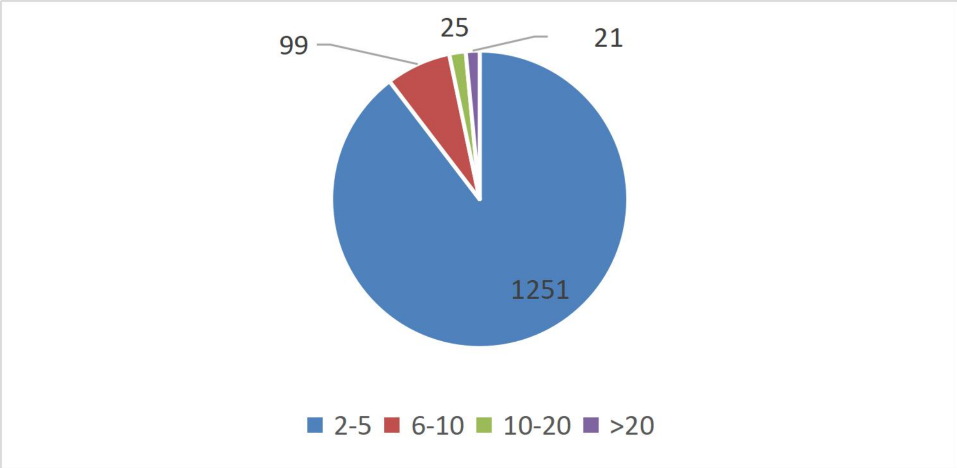


Figure 3-19: Proportion of Skiers Repurchasing Teaching Products in ISNOW

As shown in Figure 3-19, the largest proportion is that the same user purchase 2-5 teaching courses, which is as high as 89.61%.

3.3.8 Proportion of the Source of Skiers in the iSNOW

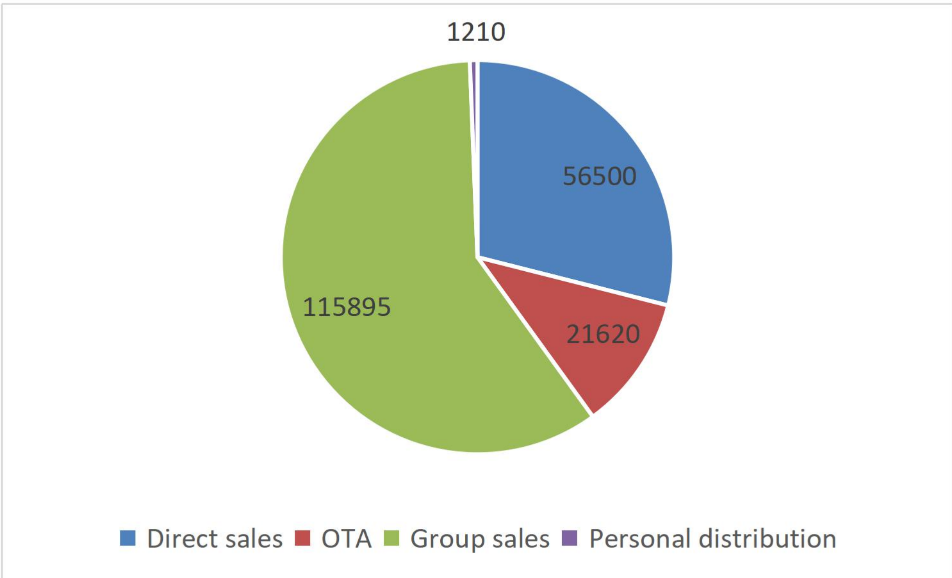


Figure 3-20: Proportion of the Source of Skiers in iSNOW (20/21)

Chapter IV Skiing Gear Market

Despite the impact of the epidemic, the skiing gear market still shows a positive trend. This report benefits significantly from the information shared by Decathlon Wed'ze China, BURTON China and Cold Mountain GOSKI for this White Book, expecting to present a partial portrait of the skiing equipment market.

4.1 Chinese Market Report of Decathlon Wed'ze Ski Brand

In 2020, Decathlon Wed'ze ski brand has fully entered 320 Decathlon stores in China. The top three cities for the number of stores are Shanghai, Beijing, and Guangzhou. The top three cities for Wed'ze ski brand sales are Beijing, Shanghai, and Chengdu for the sixth consecutive year.

Affected by the epidemic, the sales of some categories of Wed'ze suffered a greater impact in the first half of 2020, and some categories even experienced a decline of more than 50%, but this is not a true reflection of market demand. On the other hand, the growth of the two types of ski necessities, helmets and snow goggles, has shown unabated growth (the sales of helmets also benefit from the implementation of the ‘one helmet, one belt’ policy). In addition, the sales of children's products are significantly less affected by the COVID 19 than adults, and the sales of some categories continue to grow. Among them, the year-on-year growth rates of children's snowboard and children's snowboard boots were 26.36% and 59.97%, respectively, based on the rapid growth in 2019.

Judging from the order of magnitude coefficients listed in Table 4-1, the softgoods part of Wed'ze, especially snow suits, is of order of magnitude more than 1,100 times the sales volume of skis. In hardware hardgoods part, the sales volume of snowboards is also much higher than the sales volume of skis.

Category	Magnitude Coefficient range	Year-on-year sales growth in CY2019	Year-on-year growth in sales in CY2020
Skis	1	20.22%	-27.20%
Adult		16.14%	-38.29%
Children		28.80%	-6.21%
Skis boots	1.7—2.6	6.76%	-47.11%

Adult		5.75%	-52.17%
Children		10.10%	-31.08%
Ski Suits	1100—1270	4.94%	-25.53%
Adult		3.36%	-30.90%
Children		7.56%	-16.98%
Ski Helmets	27—58	11.65%	56.46%
Adult		13.72%	59.97%
Children		5.71%	45.64%
Skiing Goggles	57—88	2.57%	10.83%
Snowboard	1.2—1.7	8.57%	-36.79%
Adult		4.27%	-48.64%
Children		39.24%	26.36%
Snowboard Boots	6—7	19.70%	-7.71%
Adult		18.04%	-13.62%
Children		42.66%	59.97%

Table 4-1: Statistics of Decathlon Wed'ze China's Sales Growth Rate

In Decathlon's Wed'ze brand, the children's series has always been the core products. Table 4-2 is the proportion of sales of children's series in each category in the past three years. It can be clearly seen that the proportion of children's series in most categories has increased significantly.

Category	Propotion of sales of children's products		
	2018	2019	2020
Skis	32.27%	34.57%	44.54%
Skis Boots	23.29%	24.01%	31.29%
Ski Suits	37.63%	38.57%	43.00%
Helmets	25.91%	24.53%	22.84%
Ski goggles	Ski goggles do not distinguish between adults and children		
Snowboard	12.31%	15.79%	31.57%
Snowboard Boots	6.74%	8.04%	13.93%

Table 4-2: Propotions of Decathlon Wed'ze China's Children Products Sales

4.2 Chinese Market Report of BURTON China & Cold Mountain GOSKI

Domestic demands for snowboards have entered a period of concentrated outbreak, which has become the common feeling of people inside and outside the industry. Part of the core data provided by the world's first rate snowboards manufacturers and suppliers also strongly support this assertion. In 2020, BURTON

China's snowboards sales volume increased by 62.04% year-on-year.

Category	Magnitude coefficient range	Year-on-year growth in sales in 2020
Snowboards	1	62.04%
Snowboards Boots	1.3—1.4	71.78%
Snowboards Binding	1.1—1.3	75.24%
Snow Suits and etc.	4—5.5	31.53%

Table 4-3: Statistics on BURTON China Sales Growth Rate

Similarly, Cold Mountain's data further made us feel the unstoppable explosive power of the snowboards market.

During the 2020/2021 snow season, Cold Mountain has 27 retail stores with a total sales of RMB 120 million, an increase of 60% compared to the same period last year. Among them, e-commerce accounted for 22%. In terms of sales area, Beijing and Chongli accounted for 45%, the three provinces of the Northeast China accounted for 25%, and e-commerce and other regions accounted for 30%.

According to Lai Gang, the founder of Cold Mountain, due to the interruption of international travel, a large number of customers turned to ski and tour in domestic ski resorts, which gave birth to a blowout of the ski gear market, especially the snowboard market, which was generally out of stock before the New Year's Day.

Chapter V　Summary

The opening of the Beijing Winter Olympics is about to enter the countdown to 200 days, and the recurrence of the epidemic is still a lingering dark cloud. Post-Winter Olympics and post-epidemic have become keywords that require us to continue to reflect on, and they have also become the new era we are about to face directly.

The global ski market has been hit by the epidemic to the point of irreversibility, an inevitable and most important question in front of us is may be ‘can Chinese ski market stand alone?’ I sincerely hope that the data and analysis in this report can serve as a basis for thinking and reflection, as well as anticipation by those participating this industry.

At last, we would like to filter out some temporary fluctuation factors and summarize the following points, from the analysis for 2020 CY and 2020/2021 snow season fiscal year, for the industry's understanding and reference:

1. The growing and rising trend of the overall market has not changed.
2. The Matthew effect continues to appear, the market concentration will become further intensified, and the strong will be stronger.
3. The stickiness to skiing itself can be better reflected when the market encounters difficulties, with ski enthusiasts are gradually replacing the one-time experience group.
4. The full-scale outbreak of indoor ski resorts will change the pattern of the entire Chinese ski market. In the future, the market will benefit a lot from the substantial increase in the profound supply of indoor ski resorts.

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Introduction to the Author

Wu Bin (Benny Wu)

Mr. Wu Bin is the Founder and CEO of **Beijing Snowpal Enterprise Management Co., Ltd.**, author of ***China Ski Industry White Book***, editor-in-chief of ***Ice and Snow Blue Book***, vice chairman of **Beijing Ski Association**, and distinguished expert lecturer of **Beijing Sport University**. Before he founded Snowpal, Mr. Wu had been President of Carving Ski Group, Chief Strategy Officer of Vanke Group Ice and Snow Division, Deputy General Manager of Golf & Ice and Snow Department of Beijing Wanda Cultural Industry Group Operation Center, General Manager of Jilin Beidahu Ski Resort, General Manager of Hebei Chongli Duolemedi Ski Resort, Marketing Director of Italian Tecnica Group China (Beijing) Company, Executive Director of Beijing Snowfavor Sporting Goods Co., Ltd., etc. He has been committed to promoting the development of the domestic ski industry for a long time, and has in-depth research on the international and domestic ski industry.

Introduction to the Translator

Yuxuan Chen

Ms. Chen is a partner of **Beijing Yuanhe Partners**. She is licensed as a lawyer in China and New York State, as well as a patent attorney in China and the US. Ms. Chen is an off-campus postgraduate tutor of China University of Political Science and Law, and a distinguished expert lecturer of Southwestern University of Finance and Economics. She focuses her practice on enforcement and litigation action in relation to IPR and is experienced in advising multinational technology companies in the establishment and implementation of comprehensive IP protection, licensing, and corporate transactions.

Yuanhe Partners is a partnership law firm headquartered in Beijing, and has also set up branch in New York. Founded in 2011, with all its partners and consultants having outstanding backgrounds in legal education and had long been practicing in leading law firms in PRC and the USA, Yuanhe has been committed to providing quality services to customers domestic and abroad, especially in the fields of intellectual property, pan-entertainment law, sports law, dispute resolution, capital markets, US operations, compliance, and administrative legal affairs, and is a provider of high-end services and high-quality resources.