

## **NSAA FORMULA TO DETERMINE SNOWSPORTS VISITS/DAYS:**

**Represents one person visiting a ski area for all or any part of a day or night for the purpose of skiing, snowboarding, or other downhill sliding. Snowsports visits include full-day, half-day, night, complimentary, adult, child, season pass and any other type of ticket that gives a skier the use of an area's facilities. Specifically excluded from snowsports visits are sightseeing lift rides, snowshoeing, snowtubing, on-duty ski area employees, and unused multi-day or package lift tickets.**

**Where single ride or coupon books are sold, snowsports visits for such tickets should be computed on an equivalent basis (i.e. x rides = 1 snowsports visit). Season pass snowsports visits can be accounted for using either an actual count or estimate of season pass use. To estimate, divide the price of the pass product by your resort's effective ticket price (the effective ticket price is the total paid ticket revenue divided by total paid tickets sold). This will result in an average days per pass product. Multiply the average days per pass by the number of passes sold for an estimate of the snowsports visits generated from that pass product. For example, Super Snow Resort sells 10,000 season passes at \$749 each. The effective ticket price for Super Snow Resort is \$53.50. Each passholder would thus generate approximately 14 days ( $\$749/\$53.50$ ). The total snowsports visits generated at Super Snow Resort would be 140,000 (10,000 passes x 14 days per pass). Repeat for each different pass product type at your resort. Employee off-duty snowsports visits can be accounted for using either an actual count or estimate of employee pass use. Use your best judgment as to the number of visits attributable to employee visits.**