
A ton of snow and a record number of people in ski resorts for School Break

Terrebonne, March 16, 2023 - The Quebec School Break period received snowfalls in all regions of the province, attracting many skiers and snowboarders in exceptional snow conditions. The School Break weeks allowed ski and snowboard enthusiasts to enjoy the mountains, where crowds were well spread out over the entire School Break period, providing an outstanding customer experience. Ontario skiers are also able to enjoy great skiing conditions during their current School Break. With minimum one month left in the season at many ski areas, there is still plenty of time to enjoy the ski conditions across Quebec.

"Snowstorms are known to draw crowds, and the beautiful snowfalls received in Quebec at the beginning of School Break, gave skiers an excellent reason to head to the resort," says Josée Cusson, Communications and Marketing Director for the Quebec Ski Areas Association. "Each year, this period represents more than 30% of the traffic for this specific reason: the temperature is slowly rising and there is still a considerable amount of snow on the ground, making skiing the must-do activity during School Break," she adds.

While some resorts experienced record numbers, others may have witnessed a School Break period similar to the last few seasons, but all agreed that snow sports enthusiasts were all smiles as they hit the slopes and participated in various activities. Tourists from outside Quebec, as well as those living in the province, were back on the slopes, and many places had sold out accommodations, a sign that the recovery of the tourism industry is well underway.

Spring skiing coming soon!

With minimum four weekends left before the end of the season in many ski areas, it is now time to enjoy the terraces, the softened surfaces and the lively après-ski. The night skiing still offered at the ski areas will gradually give way to spring festivities starting March 20, with mild weather and plenty of snow.

See the snow conditions: <https://maneige.ski/en/stations-et-conditions/>

About the Quebec Ski Areas Association

The ASSQ is a non-profit organization that represents and defends the interests of its 75-member ski areas, promotes the practice of snow sports and improves the quality of the product and the performance of the ski areas. Established in the ski industry for over 40 years, its mandate to develop the next generation of skiers and snowboarders in Quebec is achieved mainly through sales of financing products such as the Ski Passe-Partout. Each year, more than 50,000 young people are introduced to snow sports through the various ASSQ programs.

Source :

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Photo: Lots of snow and sun on the ski hills.
Credit: Pierre-Nicolas Lessard/ASSQ

