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**The last day of the ski season in Quebec took place on May 30, in Saint-Sauveur**

## **Extraordinary results for the 2022-2023 ski season in Quebec**

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**Terrebonne, June 5, 2023** – Making turns on a ski slope on May 30 is mission accomplished for Sommet Saint-Sauveur, who just hosted last week the Quebec Ski Areas Association annual conference presented by Doppelmayr Canada and Prinoth. With over 450 participants gathering for the event, the annual meeting allowed ski areas managers and industry leaders to tackle different issues impacting the ski business such as digital marketing, labor shortages solutions, sustainable development to envision ski areas evolution on the verge on the 2030 decade.

### **Impressive 2022-2023 participation results**

Preliminary results of the 22-23 Economic and Financial Study of Quebec Ski Resorts, headed by Michel Archambault, Ph.D. are unequivocal: skiing is once again on the rise in Quebec with the best season of the last 16 years. A total of 6.6 million ski-days were recorded, an increase of 5% compared to last year. The lifting of health measures has greatly contributed to the 14% increase in daily ticket sales, and nearly 350,000 season ticket holders confirm another impressive result, a record pushed back for a third consecutive year.

Of all the regions showing growth in skier visits, Chaudière-Appalaches and the Outaouais regions show the most impressive results with a 16 % increase. They are followed by the Laurentians at + 11 % and Lanaudière at + 10 %. It is important to note that the Laurentians now count for over 2 million skiers-days, making it the most popular region of the entire province.

“Once winter took off for good in January, we were able to benefit from favorable weather conditions and it paid off for the entire province” says Yves Juneau, CEO of ASSQ. “However, we have lost grounds for the Holiday Season and we have to be able to continue to adapt to climate change to make sure that we gain back early season skier visits and make sure that the Christmas season pays off for all our economic partners,” added Juneau.

### **Quebec Ski Industry Awards**

The annual conference ended with ASSQ’s awards night that celebrated the best of the ski industry in *La Belle Province*. Here are the winners:

- Community involvement and societal leadership : Bromont, mountain of experiences, Eastern Townships
- Sustainable development initiative: Parc du Mont-Bellevue, Eastern Townships
- Skier growth program and/or loyalty of a targeted clientele: Ski Saint-Bruno, Montérégie
- Risk management (ski area with 100,000 ski-days and less): Mont Edouard, Saguenay-Lac-Saint-Jean

- Risk management (ski area with 100,000 ski-days and more): Corporation Ski & Golf Mont-Orford, Eastern Townships
- Young leader (ski area with 100,000 ski-days and less): Mathieu Desmarais, Mont-Adstock recreational tourist resort
- Young leader (ski area 100,000 ski-days and more): Jean-François Gour, Station Mont Tremblant

### **An industry first**

The *Pour l'amour du ski* tribute prize, awarded in memory of Louis Dufour, builder of the ski industry, was awarded for the very first time to Mont Grands-Fonds. The Charlevoix family resort received this honor thanks to the results of the customer satisfaction survey, which awarded it the highest score in Quebec.

In addition, the gala evening was also an opportunity to highlight the performance of athletes who distinguished themselves last winter in winter sports. Thus, Valérie Grenier, Laurence St-Germain and Élisabeth Hosking received a complimentary Provincial Pass for life to visit Quebec ski resorts as a result of their outstanding performance on the world stage.

### **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.

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#### **Source :**

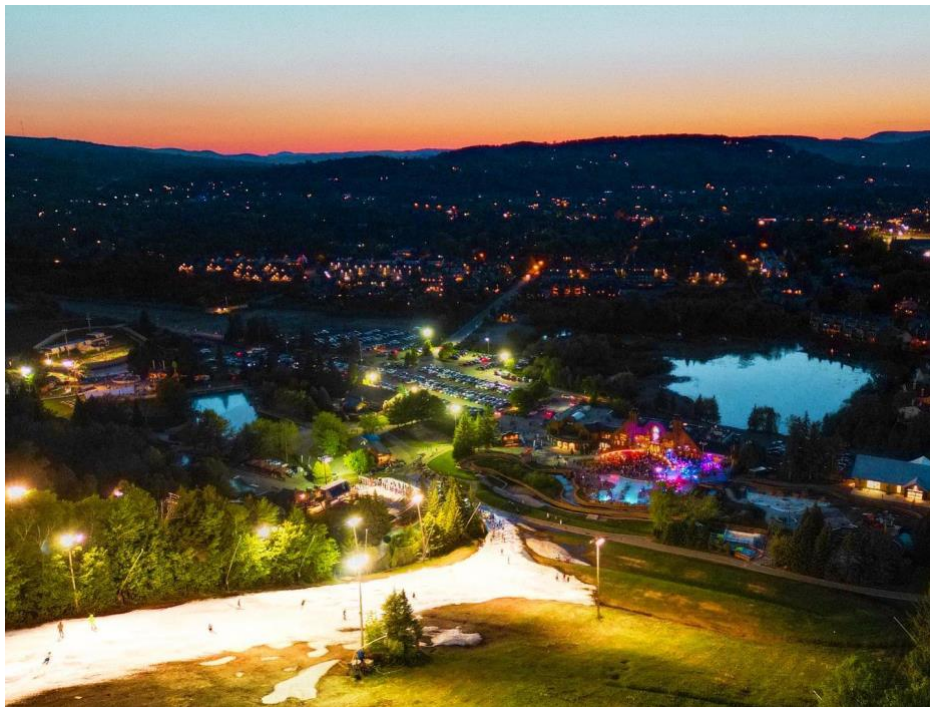
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The team from Mont Grand-Fonds, winner of the *Pour l'amour du ski* award, surrounded by David Dufour, son of Louis Dufour and Executive Vice-President of Les Sommets, and Jean-Michel Ryan, Chairman of the Board of the ASSQ and President and CEO of Mont Sutton.



Jean-Michel Ryan, Chairman of the Board of the ASSQ and President and CEO of Mont Sutton, Élizabéth Hosking, Laurence St-Germain and Valérie Grenier, athletes, Patrice Malo, President and CEO of Station Mont Tremblant and Maxime Cretin, General Manager of Mont-Sainte-Anne and Station touristique Stoneham.



The last ski run to open in Quebec, at the Sommet Saint-Sauveur, on 30 May 2023. (Credit: Fahri Yavuz)