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# Baby Boomers and the Ski Industry Fact Sheet

## Boomers and the Ski Industry

The Baby Boom generation, who made skiing popular in the 1960's and '70s, is the single largest market segment in the U.S., making up 28 percent of the population or nearly 3 in 10 Americans, and they continue to be a significant demographic for the skiing industry. According to an annual study conducted by the National Ski Areas Association, the percentage of people ages 55 to 64 on the slopes has more than doubled to 9.2 percent since the 1997-1998 ski season. The number of skiers 65 and older has been inching up every year as well, from 2.4 percent to 3.8 percent.

## Boomers on the Slopes

With snowboarding and skiing, a very popular activity for the younger crowd, many ski resorts cater to youth and the ability to ski fast. Many runs are prepped with obstacles designed to encourage faster skiing. Younger skiers tend to have less fear on the slopes, and their comfort level can make them less aware of their surroundings. For many boomer and senior skiers, skiing gracefully down a black-diamond mogul-strewn run is a distant memory. Boomers who may have become cautious of their physical ability and stamina choose to stick to the groomed intermediate runs rather than skiing more challenging slopes for fear of injury. Boomers are seeking ways to extend their skiing longevity, but have grown averse to the risks that can come with skiing black diamonds and moguls.

## Boomer Ski Instruction

Baby Boomers often face challenges that younger skiers do not, that prohibit them from skiing off groomed runs, to include: balance control, speed control, and comfort level with the terrain. In general, the older the skier, the slower the reflexes become. The steeper the ski-run, the faster the reflexes need to be. [BUMPS FOR BOOMERS](#) ® - based in Aspen, Colorado - offers an alternative approach to the traditional, one-size-fits-all ski programs. BUMPS FOR BOOMERS is the only mogul and powder skiing program in the United States that is designed by Baby Boomers, for Boomers, and taught by Boomers. BUMPS FOR BOOMERS is an innovative and accelerated ski lesson program that teaches intermediate-level Baby Boomer and senior skiers the [skills needed to confidently ski powder slopes and moguls](#). The pioneering coaching method incorporates novel techniques to reduce knee stress and fatigue, as well as utilizes skiboards (mini-skis approximately three feet long) to help skiers achieve better balance and learn how to maintain speed control.

## For Information

The official Web site for BUMPS FOR BOOMERS, [www.bumpsforboomers.com](http://www.bumpsforboomers.com), can be used to view information on clinics or the complimentary weekly skiing tips and fitness training series. To book a clinic, call (970) 989-2529. For media information and digital images, visit [www.bfbpressroom.com](http://www.bfbpressroom.com).

*BUMPS FOR BOOMERS ®, based in Aspen, Colorado and founded by Joe Nevin, a 12-year Apple veteran, is an innovative, accelerated ski lesson program that enables intermediate-level Baby Boomer and senior skiers to ski for life by teaching techniques to confidently ski moguls and powder. BUMPS FOR BOOMERS facilitates Boomers' ability to reach peak performance and extends the longevity of their skiing years. Visit [www.bumpsforboomers.com](http://www.bumpsforboomers.com) for information on clinics or to view complimentary weekly skiing tips and fitness training series. For media information and digital images, visit [www.bfbpressroom.com](http://www.bfbpressroom.com).*