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NSP MISSION

The National Ski Patrol is a member-driven professional organization of registered ski patrols, patrollers and others, both paid and volunteer. The NSP supports its members through credentialed education and training in leadership, outdoor emergency care, safety and transportation services, which enables members to serve the community in the safe enjoyment of outdoor recreation.

GENERAL OVERVIEW

Since 1938, the nonprofit National Ski Patrol has dedicated itself to - and has become the preeminent authority on - serving the public and outdoor recreation industry by providing education and credentialing to emergency care and safety services providers.

- Founded in 1938 in Stowe, VT
- 27,000 members – 23,000 volunteer and 4,000 paid patrollers
- Represented at 98% of the ski areas
- 11 Divisions
 - Professional
 - Alaska
 - Pacific Northwest
 - Far West
 - Intermountain
 - Northern
 - Rocky Mountain
 - Central
 - Southern
 - Eastern
 - European
- 7 Program Advisors
 - Outdoor Emergency Care
 - Ski and Toboggan
 - Mountain Travel & Rescue
 - Instructor Development
 - Avalanche
 - Telecommunications
 - Young Adult Program

- Member Benefits
 - Ski Patrol Magazine – produced three times a year – fall, winter, summer
 - Education Programs and Materials
 - Member Services
 - Member Discounts from Pro Page and NSP Catalog

NSP Member Demographics (based on a survey of members Dec. 2007-Jan 2008)

- 85% of NSP members patrol because of love of skiing, snowboarding or other winter sports.
- 58 % say they are asked for advice on the purchase of winter sports clothing or gear four or more times in a typical ski season.
- On average an NSP members spends \$400 annually snowsports equipment and apparel. That is roughly a 10.4 billion dollar market.
- 66% of the patrollers feel their most important benefit is training and education, with their second most important benefit being industry discounts and pro deals.
- 77 % of members said they have excellent relationships and “frequent, pleasant interaction” with resort guests in a given year.
- 59% of NSP members patrol with their spouse or other family member.
- Of NSP members: 94 % alpine ski; 17 % telemark ski; 14 % snowboard; 24 % cross-country ski.
- The NSP membership is a well educated affluent professional who engages in an active outdoor lifestyle. Interests outside of skiing/snowboarding include fly-fishing, rafting/kayaking, mountain biking, road biking, hiking and camping.
- Annual household income of NSP membership:
 - \$50,000-\$99,000: 33 %
 - \$100,000-\$149,900: 21 %
 - \$150,000 or more: 16 %
 - Only 12 % of membership indicated an annual household income of less than \$50,000
- Occupation of NSP membership:
 - Business (owner, executive, manager, employee): 23 %
 - Healthcare: 14 %
 - Technology: 12 %
 - Professional (lawyer, CPA): 11 %
 - Educator: 11 %
 - Professional Patroller: 7 %

NSP Executive Director:	Tim White
NSP Finance Director:	Wayne Block
NSP Sponsorship Manager:	Christine Bourne