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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, Vermont.
- 28,000 members – 24,000 volunteer and 4,000 paid patrollers.
- Represented at 98 percent of ski areas.

- 11 Divisions
 - Alaska
 - Central
 - Eastern
 - European
 - Far West
 - Intermountain
 - Northern
 - Pacific Northwest
 - Professional
 - Rocky Mountain
 - Southern

- Seven Program Directors
 - Outdoor Emergency Care
 - Outdoor Emergency Transportation
 - Avalanche
 - Certified
 - Instructor Development
 - Mountain Travel & Rescue
 - Nordic

- Four Program Advisers
 - Alumni
 - Telecommunications
 - Women's
 - Young Adult Program

- Five National Positions
 - Awards Adviser
 - Historian
 - Legal Adviser
 - Medical Adviser
 - Safety

MEMBER BENEFITS

- *Ski Patrol Magazine*: produced three times a year – fall, winter, summer.
- Education programs and materials.
- Member services.
- Member discounts from NSP Pro Deals Page.
- Member discounts from NSP Online Store.

NSP MEMBER DEMOGRAPHICS

- 85 percent of NSP members patrol because of love of skiing, snowboarding, or other winter sports.
- 58 percent 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 member spends \$415 annually through the NSP Pro Deals Page and on average \$170 per order in the NSP Online Store, which sees 22,000 unique orders per year.
- 66 percent of patrollers feel their most important benefit is training and education, with their second most important benefit being industry discounts and pro deals.
- 77 percent of members said they have excellent relationships and frequent, pleasant interactions with resort guests in a given year.
- The NSP member 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: 37 percent
- \$100,000-\$149,900: 26 percent
- \$150,000 or more: 20 percent

OCCUPATION OF NSP MEMBERSHIP:

- Business (owner, executive, manager, employee): 23 percent
- Healthcare: 14 percent
- Technology: 12 percent
- Professional (lawyer, CPA): 11 percent
- Educator: 11 percent
- Professional patroller: 7 percent

NSP Executive Director: TBD

NSP Education Director: Sheila Summers

NSP Finance Director: William Finley

NSP Marketing and Development Director: Melanie Hood