



## Rental Surveys

- **Nearly two-thirds plan to purchase alpine and snowboard rental equipment during the months of March or April. Did you know over 60% of shops rent alpine equipment to over 5,000 alpine skiers each season? Almost 40% replace all or some part of their snowboard rental inventory annually. More than half plan to purchase Nordic rental equipment made specifically for women. Over one-fourth rent telemark equipment to over 100 telemark skiers each season. Four out of ten report that more than half of the helmets they purchase are used for rental purposes.**

**SIA 2007 Alpine Rental Equipment Survey  
SIA 2007 Snowboard Rental Equipment Survey  
SIA 2007 Nordic Rental Equipment Survey  
SIA 2007 Telemark Rental Equipment Survey  
SIA 2007 Rental Helmet Survey**

**The SIA 2007 Rental Equipment Survey Reports** track planned rental equipment purchases by resorts over a four-year period. It provides the ultimate tool for tracking leads and potential business. It highlights which resorts will purchase, what they will purchase and the approximate budget.

The results from the **SIA 2007 Alpine, Snowboard, Nordic, Telemark and Helmet Rental Surveys** have been released. As a member of SIA, these reports are FREE. Valued at \$499 each, these reports combine the survey results SIA received in January 2006 with the survey results previously received in January 2005. This online survey was completed by U.S. and Canadian retailers and resorts which provided their contact information.

Contact [Kelly Davis](#) to request the 2007 Rental Equipment Survey Reports.