



# SIA Intelligence Report

Is Your Retail Shop Ahead of the Curve? How do your margins on snow sports products compare to the average? This retailer-specific version of the *SIA Intelligence Report* can be used to compare an individual retail establishment's performance to the overall retail marketplace. It also includes many other statistics and demographic information on the industry.

**This exclusive research report is available with the SIA Retailer Membership.** Membership dues are \$250. The non-member price for the *SIA Intelligence Report* is \$425. Contact Chris Semon at 703.506.4211 or [chris@snowsports.org](mailto:chris@snowsports.org) for more details.