



# ZOOM SNOWBOARDS HARVARD CASE SOLUTION & ANALYSIS

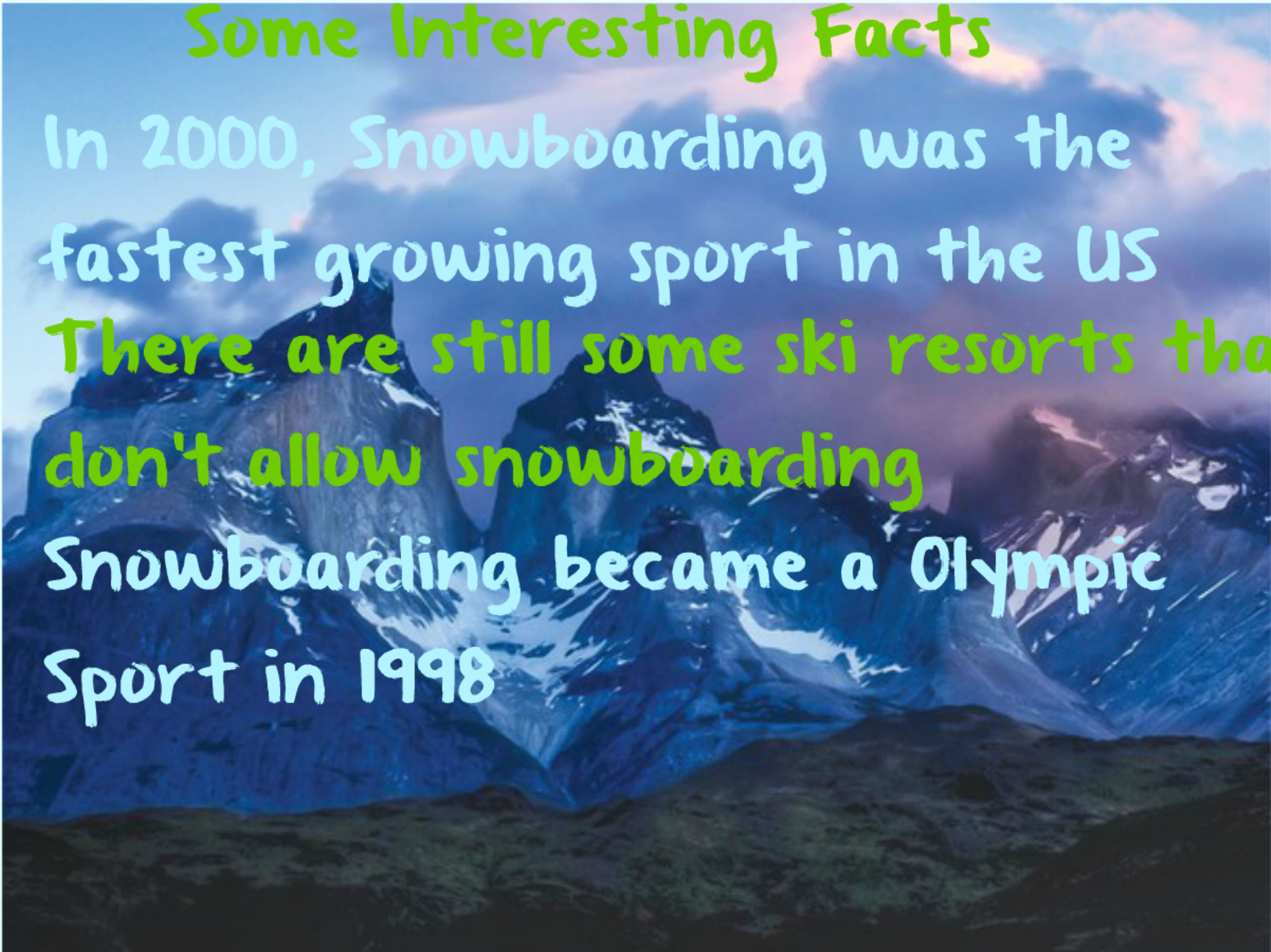
[TheCaseSolutions.com](http://TheCaseSolutions.com)

## Some Interesting Facts

In 2000, Snowboarding was the fastest growing sport in the US

There are still some ski resorts that don't allow snowboarding

Snowboarding became a Olympic Sport in 1998



# WHAT IS SNOWBOARDING?

Snowboarding is like skiing, but only with your feet attached to a single board.

Started in 1965

(modern Snowboarding)

Like Skiing, You have to

descend a hill with snow on it.

It is a comprise of surfing and skiing.



# THE STATS

Number of snowboarders in 2010:

6.1 million

Number of snowboarders in 2000:

4.3 million

Percent of snowboarders who also ski:

20%

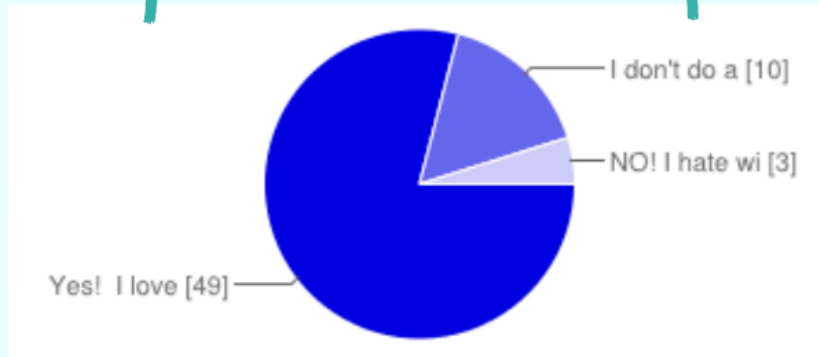
Percent of people who snowboard 10+

days: 34.4%

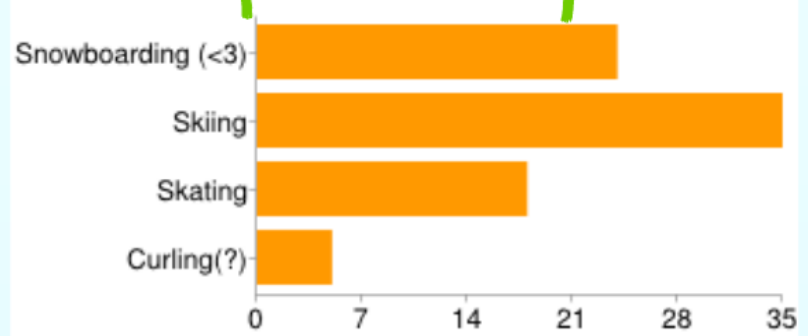


# SURVEY RESULTS

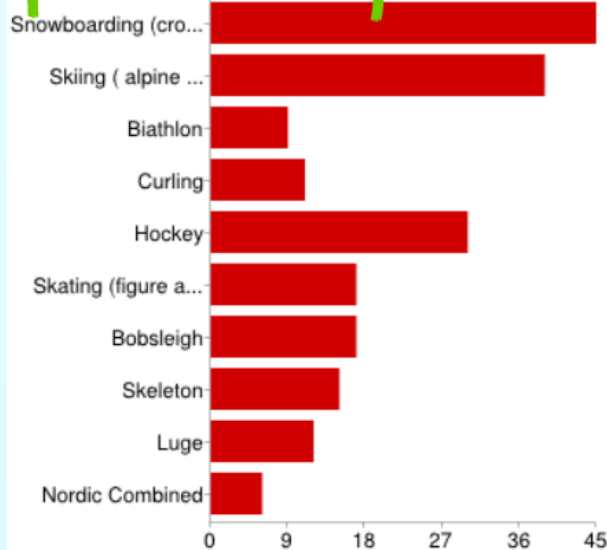
## Do you like winter sports?



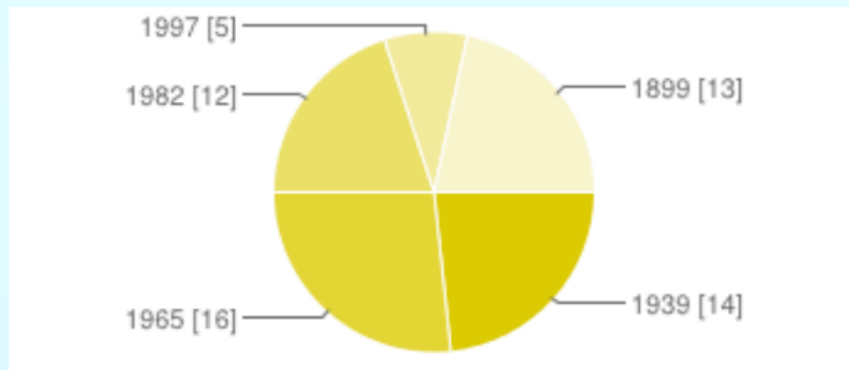
## What sports do you do?



## During the Olympics, what sports did you watch?



## What year was snowboarding made an Olympic sport?



# IS SNOWBOARDING GROWING? AND PLACES THAT SUPPORT IT

YES! IT IS! It is a really fun sport for you to take part in.

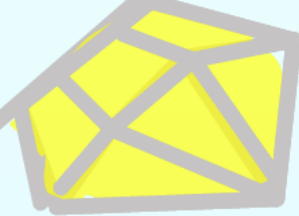
Bittersweet and Timber Ridge Ski Resorts are both supporters for snowboarding in the area (open during the winter)



# PRODUCTS USED FOR SNOWBOARDING

Snowboards (of course)

Bindings



Skiing Goggles



Skiing Helmets



Many many other appliances... :)