

2024-2025

China Ski Industry White Paper

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English Version Provided

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Preface

A Sword Forged Over Ten Years, to Eliminate the False and Preserve the True

Ten years is a memorable milestone. Looking back to early spring 2016, when the first edition of the China Ski Industry White Paper was released, it can be described as both fledgling and bold. As the first comprehensive research report on China's ski industry, it was hailed as "a beacon of light in the fog" and garnered widespread attention within the industry. Over the past decade, the Chinese ski industry has experienced ups and downs, highlights, and challenges that far exceeded everyone's initial expectations. We are fortunate to have the opportunity to participate in and witness the development of this vibrant and resilient ski industry, using data as our pen and time as our scroll.

From "no data" to "an ocean of data"—this is the transformation of the past decade. As we have always believed, only through systematic, objective, and continuous data can we penetrate the noise and fog and accurately portray the true pulse of the industry. From the vague outlines of the early days to the increasingly clear skeleton and veins today, we have witnessed the power of data.

Ten years is also both a summary of a cycle and a new starting point for the future. We hope that this White Paper will continue to serve as a beacon of rationality, illuminating the industry's path forward, empowering all ski enthusiasts and those who are committed to the skiing industry to jointly paint a more magnificent and sustainable picture of the future of the industry in the baptism of wind and snow.

We would like to deliver our sincere gratitude to all industry colleagues for their long-term support of the White Paper's research! Our thanks also go to all the ski resort staff for their hard work! Special thanks go to the teams involved in this research, including Snowpal, Songding Ski Resort, Wukong Ski School, Tus Ice & Snow, Huabei, GOSKI, China Mountain Development, Beijing Material Handling Research Institute, TechnoAlpin, SMI, Doway, Nortec, Shuohuaji, Golden Snowflake Ski Industry Alliance (GSIA), and Yuanhe & Twelve Tables.

We would like to thank ISPO, the Winter Expo, GSIA, and Mr. Laurent Vanat in Switzerland for providing the official platform for the White Paper's release. We

would also like to thank Professor Chen Yuxuan, partner of Yuanhe & Twelve Tables, for providing the English version of the White Paper.

Link to download the complete White Paper for free:

<http://vanat.ch/publications.shtml>



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Chapter I. Ski Resorts and Skier Visits

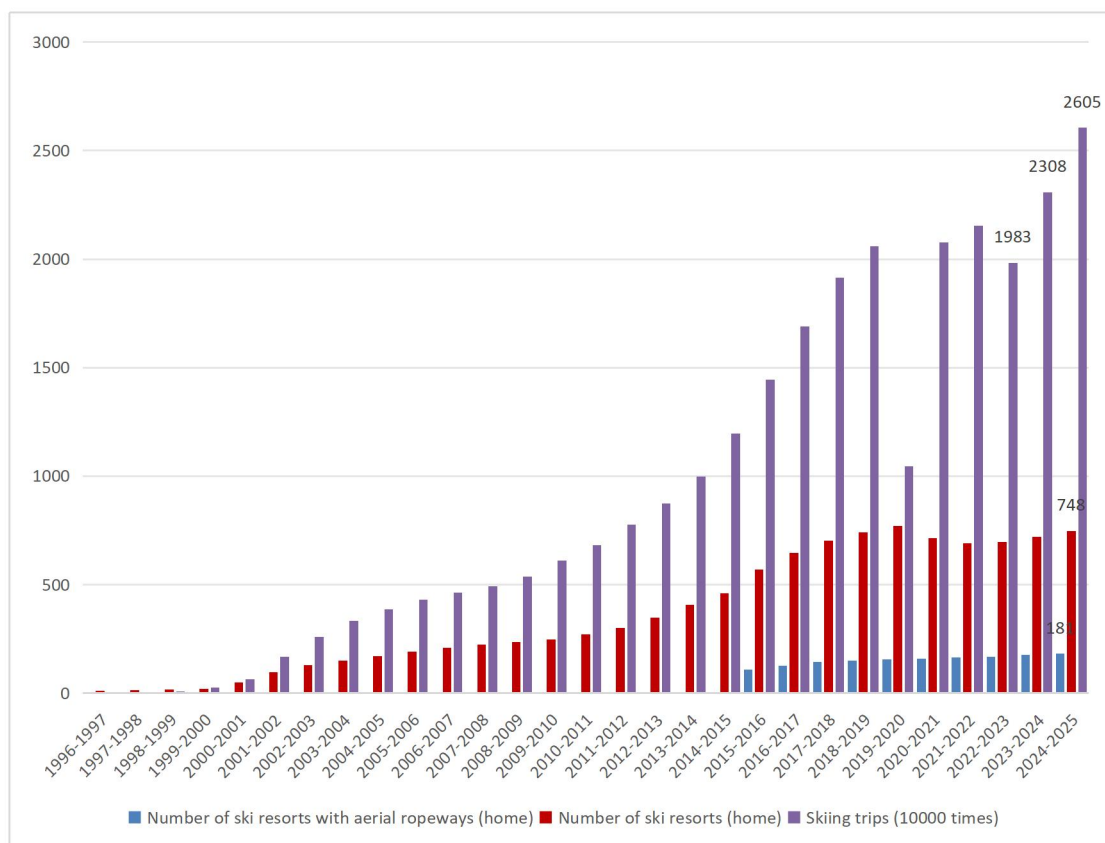
Ski resorts and skiers are the two pillars of the entire ski industry, around which all the businesses and activities of the ski industry are established and evaluated. Therefore, the numbers of ski resorts and skier visits constitute the two essential indicators of the ski industry. This report will mainly be focused on the research about outdoor ski resorts and indoor ski resorts rather than simulation ski resorts. In addition, this report uses the ‘snow season fiscal year’ as the annual report cycle, that is, from May 1 each year to April 30 of the following year.

I. Number of Ski Resorts, Skier Visits and Skiers

During the fiscal year of the 2024-2025 snow season, 22 resorts were newly built and put into operation in China, including 6 indoor ski resorts and 16 outdoor ski resorts. There are seven ski resorts that have resumed operations following a suspension. The total number of ski resorts actually open to the public is 748, including 66 indoor ski resorts and 682 outdoor ski resorts, an increase of 29 compared with the previous year. As of April 30, 2025, there are 181 ski resorts in operation with aerial ropeways across the country, including seven indoor ski resorts and 164 outdoor ski resorts, an increase of five compared with the previous year.

From May 1, 2024 to April 30, 2025, the number of skier visits in domestic ski resorts was 26.05 million, a year-on-year increase of 12.90% compared with 23.08 million in the previous year. The trend of the numbers of ski resorts and visits is shown in Figure 1-1.

According to the modeling calculation of the number of skiers in the White Paper, during the 2024-2025 snow season, the number of skiers was 13.55 million, an increase of 5.86% compared with 12.80 million in the previous year. In the 2024-2025 snow season, the per capita skiing times of skiers in domestic ski resorts increased from 1.80 in the previous year to 1.92.



Note: 'ski resorts in total' and 'skier visits' in this figure only take data of outdoor ski resorts and indoor ski resorts into account. The data of dry slopes and ski simulators are excluded.

Figure 1-1: Statistics on Ski Resorts & Skier Visits in China (by 2024-2025 fiscal year)

II. Distribution of Ski Resorts and Skier Visits (by Province)

According to the data released by the General Administration of Sport of China for four consecutive years in the *National Sports Venue Statistical Survey Data*, as of December 31, 2024, the number of ski resorts in the country is 914, while as of December 31, 2023, the number is 935. At the same time, the sports administrations of most provinces have successively released detailed data on sports venues in their provinces. These official data have been of great help to the White Paper research. Table 1-1 counts up the detailed information on the distribution of 748 domestic ski resorts in operation by province, and compares them with the official data, so that readers can fully understand the overall distribution of ski resorts.

Rank	Province	Ski Resorts Counted in the White Paper (2024-2025)	Ski Resorts as Officially Counted (2024)	Ski Resorts Counted in the White Paper (2023-2024)	Ski Resorts as Officially Counted (2023)	Ski Resorts Counted in the White Paper (2022-2023)	Ski Resorts as Officially Counted (2022)
1	Heilongjiang	73	73	78	84	78	78
2	Xinjiang	67	72	66	66	64	56
3	Hebei	67	84	64	134	63	
4	Shandong	55	88	62	87	60	70
5	Jilin	49	58	42	60	41	55
6	Shanxi	49	53	49	49	49	45
7	Henan	43	42	41	41	41	44
8	Inner Mongolia	34	54	38	51	39	48
9	Liaoning	34	73	35	66	34	59
10	Shaanxi	32	33	31	33	29	27
11	Zhejiang	27	23	23	22	23	18
12	Hubei	25	26	22	22	20	19
13	Ganshu	23	21	23	24	23	24
14	Jiangshu	22	25	22	22	22	26
15	Sichuan	22	32	15	29	15	29
16	Beijing	16	32	15	26	14	33
17	Tianjin	16	15	12	16	11	19
18	Chongqing	15	15	14	15	14	13
19	Ningxia	13	14	13	13	13	13
20	Hunan	12	10	10	10	9	
21	Anhui	10	11	5	12	3	5
22	Guizhou	9	8	8	8	9	8
23	Jiangxi	9		5	5	2	3
24	Qinghai	8	10	7	7	8	10
25	Yunnan	6	6	5	6	4	
26	Guangxi	6		6	4	3	4
27	Guangdong	3	13	3	10	3	12
28	Fujian	1	1	2	1	2	1
29	Shanghai	1	9	2	9	1	8
30	Xizang	1	1	1	1		
31	Hainan	0	0		1	0	1
	In Total	748	914	719	934(935)	697	876

Note: After comparison, it was found that the statistics on ski venues announced by some provinces included some "indoor ski simulator venues" (for example: Beijing, Guangdong, Shanghai) or snow parks (for example: Hainan).

Table 1-1: The Distribution of Ski Resorts in China (by province)

In the 2024/2025 snow season, the number of skier visits ranked in the top ten by province (TOP 10) is shown in Table 1-2.

Rank	Rank in Last Year	Province	2024-2025	2023-2024	YoY+%
1	1	Jilin	376.30	304.20	23.70%
2	2	Hebei	319.00	286.99	11.15%
3	3	Xinjiang	247.00	215.00	14.88%
4	5	Heilongjiang	207.00	184.90	11.95%
5	4	Beijing	177.60	185.50	-4.26%
6	6	Zhejiang	129.33	126.95	1.87%
7	9	Hubei	113.80	82.98	37.14%
8	7	Guangdong	109.00	102.00	6.86%
9	8	Sichuan	101.50	93.00	9.14%
10	15	Shaanxi	84.50	53.68	57.41%

Table 1-2: Skiers Visits Ranked TOP10 by Province (unit: 10,000 people)

As can be seen from the table above, Shaanxi has been added to the top ten provinces for skier visits compared to last year. Jilin, Hebei, and Xinjiang retain their top three spots. Jilin Province, with 3.763 million skier visits, leads the rest of the country by a wide margin. Beijing dropped from fourth to fifth, while Heilongjiang rose from fifth to fourth. Shaanxi Province, which ranked tenth last year, fell out of the top ten this year.

In respect of the year-on-year increase of skier visits, among the top ten provinces, Shaanxi, Hubei, and Jilin took the top three spots with increase of 57.43%, 37.15%, and 23.70% respectively. The increases in Shaanxi and Hubei were primarily derived from the newly opened indoor ski resorts, while that in Jilin was entirely driven by outdoor ski resorts.

Based on data from ten consecutive White Papers, Jilin, Hebei, Xinjiang, Heilongjiang, and Beijing are well-positioned to become China's top five ski destinations (hereinafter referred to as the "top five provinces"). Figure 1-2 illustrates the ten-year variation trend in skier visits in these five provinces. Clearly, Jilin's cumulative increase in skier visits has consistently ranked first nationwide over the past decade, and the province has entered a new phase of rapid growth.



Figure 1-2: Decadal Trend Chart of Skier Visits in the Top Five Provinces

III. Distribution of Ski Resorts and Skier Visits (by Region)

Regional statistics provide a more intuitive picture of the distribution of ski resorts and skier visits.

Table 1-3 and Figure 1-3 show the distribution of ski resorts by region. North China, Northeast China, and Northwest China are the three northern regions with the largest number of ski resorts, totaling 481, accounting for 64.31% of the national total.

Region	Number of ski resorts	Proportion
North China	182	24.33%
Northeast China	156	20.86%
Northwest China	143	19.12%
East China	125	16.71%
Central China	80	10.70%
Southwest China	53	7.09%
South China	9	1.20%
In Total	748	100.00%

Table 1-3: Number of Ski Resorts by Region

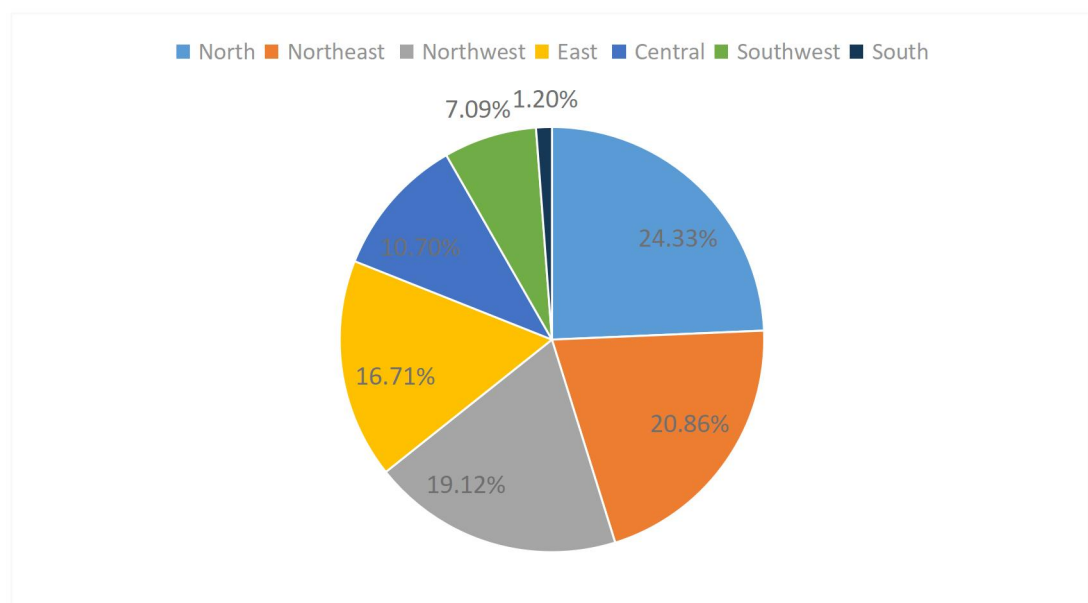


Figure 1-3: Schematic Diagram of the Proportion of Ski Resorts in Each Region

The regional distribution of skier visits is shown in Table 1-4 and Figure 1-4. North China and Northeast China each accounted for over 25% of skier visits. The combined share of these two regions has exceeded 50% for two consecutive years. Central China saw the largest year-on-year increase of 22.76%, primarily driven by the opening of new indoor ski resorts.

Region	Skier Visits (10,000) 2024-2025	Proportion of Skier Visits in Region 2024-2025	Skier Visits (10,000) 2023-2024	Proportion of Skier Visits in Region 2023-2024	YoY+%
North China	669.92	25.71%	634.64	27.50%	5.56%
Northeast China	651.8	25.02%	544.1	23.58%	19.79%
Northwest China	390.66	14.99%	335.4	14.53%	16.48%
East China	338.24	12.98%	303.69	13.16%	11.38%
Central China	230.45	8.85%	187.73	8.14%	22.76%
Southwest China	195.2	7.49%	183.98	7.97%	6.10%
South China	129	4.95%	118	5.11%	9.32%
In Total	2605.27	100.00%	2307.54	100.00%	12.90%

Table 1-4: Number of Skier Visits in Each Region and Their Proportion

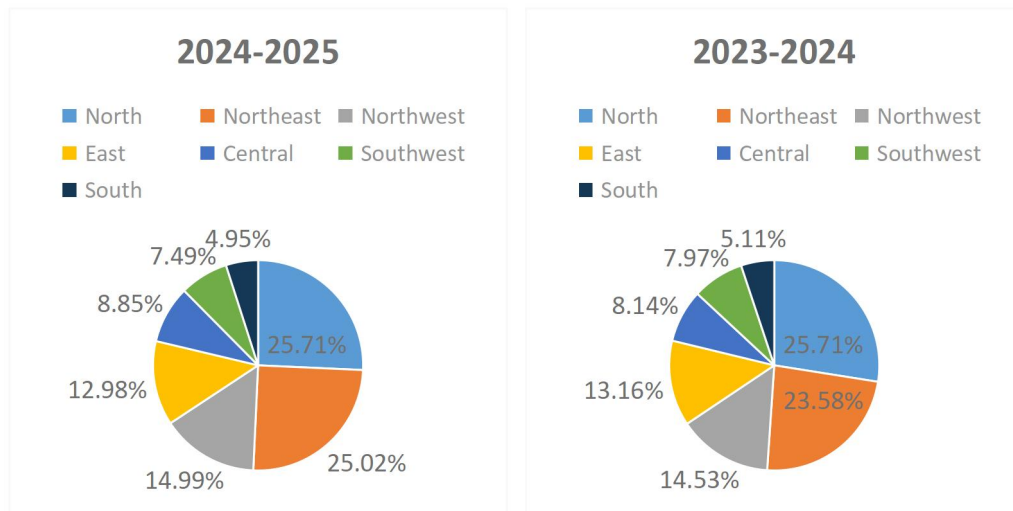


Figure 1-4: Schematic Diagram of the Proportion of Skier Visits in Each Region

Chapter II. Classified Information Statistics of Ski

Resorts

In order to have a clearer insight into the characteristics of domestic ski resorts, this report conducts a study on the classified information statistics of ski resorts from six different dimensions, namely, indoor and outdoor, core target customer groups, vertical drop, slope area, number of aerial ropeways, and number of skier visits.

I. Statistics by Indoor and Outdoor Classification

1. Number of Indoor Ski Resorts in Operation and Skier Visits

Six new indoor ski resorts opened between 2024 and 2025, bringing the total number of indoor ski resorts operating in China to 66, a 10% increase over the previous year and accounting for 8.82% of the 748 operating ski resorts. These 66 indoor ski resorts generated a cumulative 5.63 million skier visits, a 15.37% year-on-year increase from 4.88 million skier visits in the previous year, accounting for 21.61% of the total 26.05 million skier visits.

The indoor ski resort industry has experienced explosive growth in China. Figure 2-1 shows the number of indoor ski resorts put into operation since 2013.

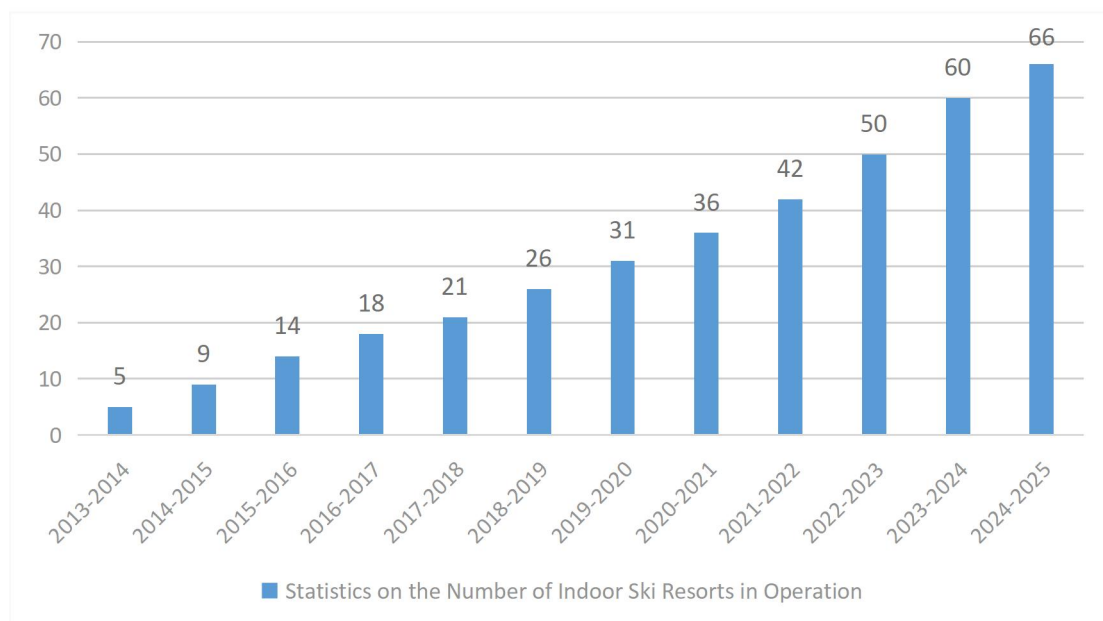


Figure 2-1: Statistics on the Number of Indoor Ski Resorts in Operation in China

The statistics of the number of skier visits at the domestic indoor ski resorts that have been put into operation are shown in Figure 2-2.



Figure 2-2: Statistics on Indoor Ski Resorts & Skier Visits

The year-on-year growth statistics of the number of indoor ski resorts and skier visits is shown in Table 2-1.

	2024-2025	2023-2024	YoY+%
Number of Indoor Ski Resorts	66	60	10.00%
Indoor Skier Visits (10,000)	563	488	15.37%
Number of All kinds of Ski Resorts in Operation	748	719	4.03%
Total Skier Visits (10,000)	2605	2308	12.87%
Proportion of Indoor Ski Resorts	8.82%	8.34%	5.76%
Proportion of Indoor Skier Visits	21.61%	21.14%	2.22%

Table 2-1: Statistics on the Number of Skier Visits in the Indoor Ski Resorts

2. Distribution of Indoor Ski Resorts and Skier Visits (by Province)

Table 2-2 details the distribution of operating indoor ski resorts in China by province. Zhejiang, Hunan, Jiangsu, Hubei, and Shaanxi provinces occupy the top five positions in terms of indoor ski resorts. Zhejiang Province has nine operating indoor ski resorts, the highest number in China. Furthermore, several indoor ski resort projects are still under planning within the province.

Rank	Province	Number
1	Zhejiang	9
2	Hunan	7
3	Jiangsu	6
4	Hubei	6
5	Shaanxi	5
6	Guangxi	4
7	Guizhou	4
8	Jiangxi	3
9	Guangdong	3
10	Hebei	3
11	Chongqing	3
12	Beijing	2
13	Yunnan	2
14	Fujian	1
15	Anhui	1
16	Shanghai	1
17	Inner Mongolia	1
18	Henan	1
19	Sichuan	1
20	Heilongjiang	1
21	Liaoning	1
22	Jilin	1
Total		66

Table 2-2: Distribution of 66 domestic indoor ski resorts in operation in 2024-2025 (by province)

3. Distribution of Indoor Ski Resorts and Skier Visits (by Region)

The regional distribution of indoor ski resorts is detailed in Table 2-3 and Figure 2-3. East China has the largest number of operating indoor ski resorts in China, with 21; Central China ranks second with 14.

Region	Number of Indoor Ski Resorts	Proportion of Indoor Ski Resorts in Each Region	Indoor Skier Visits (10,000)	Proportion of Indoor Skier Visits in Each Region
East China	21	31.82%	141.60	25.13%
Central China	14	21.21%	122.80	21.80%
Southwest China	10	15.15%	90.00	15.97%
South China	7	10.61%	126.00	22.36%
North China	6	9.09%	20.50	3.64%
Northwest China	5	7.58%	33.00	5.86%
North China	3	4.55%	29.50	5.24%
Total	66	100.00%	563.40	100.00%

Table 2-3: Statistics on the Number of Indoor Ski Resorts and Ski Visits in China (2024-2025)
by Region

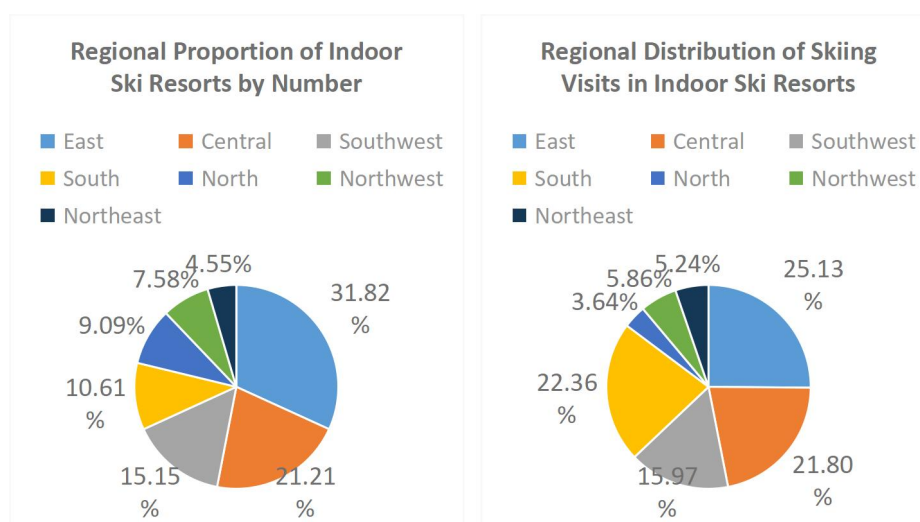


Figure 2-3: Schematic Diagram of the Proportion of Indoor Ski Resorts and Skier Visits in Each Region

4. Global Ranking of Indoor Ski Resorts by Snow Area

In terms of global indoor ski resort development, China is far ahead of other countries, undeniably claiming the top spot. As shown in Table 2-4, China already holds seven of the top ten indoor ski resorts globally, ranked by snow area. It is worth noting that, the top five indoor ski resorts by snow area are all in China.

Furthermore, among the already completed and soon-to-open indoor ski resorts, two projects, Shenzhen Huafa and Changchun Wandamao, will also move in the top ten in terms of scale. By then, China will hold nine of the top ten indoor ski resorts globally by snow area.

Rank	Indoor Ski Resort	Country	Snow Area (square meters)
1	Shanghai L+SNOW	China	65,000
1	Harbin BONSKI	China	65,000
3	Guangzhou BONSKI	China	55,700
4	Chengdu BONSKI	China	55,000
5	Wuhan Ganlushan BONSKI	China	47,000
6	SnowWorld Landgraaf	Netherlands	35,000
7	Taihu Lake Longemont Paradise	China	32,000
8	Alpincenter Hamburg – Wittenburg	Germany	30,000
9	Changsha Xiangjiang Snow Park	China	30,000
10	Ski Dubai	United Arab Emirates	27,870

Table 2-4: Global Ranking of Indoor Ski Resorts by Snow Area (Top 10)

II. Statistics by Core Target Customer Group Classification

Based on their core target customer groups, domestic ski resorts are categorized into three types: tourist experience, suburban learning, and destination vacation resort. In the 2024-2025 ski season, 30 ski resorts met the criteria for a destination vacation resort, one more than the previous year. These 30 ski resorts generated 7.46 million skier visits, accounting for 28.64% of total skier visits and presenting a year-on-year increase of 0.14%. Detailed statistics for ski resorts by core target customer group are shown in Table 2-5.

	Number of Resorts			Skier Visits (10,000)		
	2024-2025	2023-2024	YoY+%	2024-2025	2023-2024	YoY+%
Tourism Experience	567	554	2.35%	796	697	14.20%
Suburban Learning	151	136	11.03%	1063	951	11.78%
Destination Vacation	30	29	3.45%	746	660	13.03%
Total	748	719	4.03%	2605	2308	12.87%
Percentage of Tourism Experience	75.80%	77.05%	-1.62%	30.56%	30.20%	1.19%
Percentage of Suburban Learning	20.19%	18.92%	6.71%	40.81%	41.20%	-0.95%
Percentage of Destination Vacation	4.01%	4.03%	-0.50%	28.64%	28.60%	0.14%

Table 2-5: Statistics on Ski Resorts by Core Target Customer Groups

III. Statistics by Vertical Drop Classification

The vertical drop of a ski resort is a key indicator of the resource scale of the mountain where the ski resort is located. In the 2024-2025 ski season, the number of ski resorts with a vertical drop exceeding 300 meters was 34, an increase of one compared to the previous year. The number of skier visits generated therefrom increased by 12.42% year-on-year to 7.15 million. Statistics on ski resorts categorized by vertical drop are shown in Table 2-6.

Vertical Drop	Number of Resorts			Skier Visits (10,000)		
	2024-2025	2023-2024	YoY+%	2024-2025	2023-2024	YoY+%
> 300 meters	34	33	3.03%	715	636	12.42%
100 ~ 300 meters	127	119	6.72%	648	572	13.29%
< 100meters	587	567	3.53%	1242	1100	12.91%
Total	748	719	4.03%	2605	2308	12.87%
> 300 meters	4.55%	4.59%	-0.87%	27.45%	27.56%	-0.40%
100 ~ 300 meters	16.98%	16.55%	2.60%	24.88%	24.78%	0.40%
< 100meters	78.48%	78.86%	-0.48%	47.68%	47.66%	0.04%

Table 2-6: Statistics on Ski Resorts by Vertical Drop

IV. Statistics by Slopes Area Classification

The slopes area is another important indicator to measure the scale of ski resorts. The total area of ski slopes in all operating ski resorts in China is more than 6,000 hectares, which is not much different from the previous year.

From the classified statistics in Table 2-7, there are 14 ski resorts with slopes area exceeding 100 hectares, no change compared to the previous year. These 14 resorts only account for 1.87% of all ski resorts, while contribute 18.46% of all skier visits. The year-on-year growth in skier visits was 22.08%, exceeding the 12.87% year-on-year growth rate in total skier visits.

Slopes Area	Number of Ski Resorts			Skier Visits (10,000)		
	2024-2025	2023-2024	YoY+%	2024-2025	2023-2024	YoY+%
> 100 hectares	14	14	0.00%	481	394	22.08%
50 ~ 100 hectares	15	14	7.14%	252	253	-0.40%
10 ~ 50 hectares	96	87	10.34%	590	532	10.90%
< 10 hectares	623	604	3.15%	1282	1129	13.55%
Total	748	719	4.03%	2605	2308	12.87%
> 100 hectares	1.87%	1.95%	-4.10%	18.46%	17.07%	8.02%
50 ~ 100 hectares	2.01%	1.95%	3.08%	9.67%	10.96%	-11.69%
10 ~ 50 hectares	12.83%	12.10%	6.03%	22.65%	23.05%	-1.65%
< 10 hectares	83.29%	84.01%	-0.86%	49.21%	48.92%	0.57%

Table 2-7: Statistics on the Number and the Percentage of the Ski Resorts with Different Ski Slope Areas and Skier Visits

V. Statistics by Aerial Ropeway Classification

Whether there is an aerial ropeway in the ski resort is the most intuitive impression and standard when evaluating domestic ski resorts. As of April 30, 2025, there are 181 ski resorts with aerial ropeways in China, an increase of five from the previous year. Among them, there are 41 ski resorts with detachable ropeways, an increase of two from the previous year. Table 2-8 summarizes the relevant information of ski resorts with aerial ropeways.

Number of Aerial Ropeway	Number of Ski Resorts			Skier Visits (10,000)		
	2024-2025	2023-2024	YoY+%	2024-2025	2023-2024	YoY+%
≥ 4	16	16	0.00%	585	481	21.62%
≥2	60	49	22.45%	1173	981	19.57%
≥1	181	176	2.84%	1577	1393	13.22%
with detachable ropeways	41	39	5.13%	880	747	17.80%
Total	748	719	4.03%	2605	2308	12.87%
≥ 4	2.14%	2.23%	-4.04%	22.46%	20.84%	7.77%
≥2	8.02%	6.82%	17.70%	45.03%	42.49%	5.97%
≥1	24.20%	24.48%	-1.15%	60.54%	60.35%	0.31%
with detachable ropeways	5.48%	5.42%	1.11%	33.78%	32.38%	4.32%

Table 2-8: Statistics on Ski Resorts with Aerial Ropeways and Skier visits

It can be seen from the figure in the table that the number of ski resorts with aerial ropeways accounts for 24.20%, while the number of skiers visits accounts for 60.54%. There are 16 ski resorts with more than four aerial ropeways, accounting for only 2.14% of the total number, while contribute more than 22.46% in skiers visits.

Detachable ropeways are gaining further market recognition. A recent trend is that some newly built indoor ski resorts are also choosing to install detachable ropeways. By the 2024-2025 ski season, 41 ski resorts had detachable ropeways, generating a cumulative 8.8 million skier visits, accounting for 33.78% of total skier visits.

VI. Statistics by Skier Visits Classification

Just as Mr. Laurent in Switzerland has always focused on ski resorts with more than one million skiers in his *Global Ski Market Report* over the years, it will of more and more increasingly practical significance to classify and screen ski resorts based on the number of skiers visits as a key indicator.

In 2024-2025 ski season, the number of ski resorts with more than 100,000 skiers visits throughout the year reached 57, a 14% year-on-year increase from 50 in the previous year. Ski resorts with over 100,000 skier visits accounted for 51.90% of the total skier visits — showing a slight decline compared with the same period last year. See Table 2-9 for detailed information.

	2024-2025	2023-2024	YoY+%
Number of Ski Resorts with 100,000 or More Skier Visits	57	50	14.00%
Number of Skier Visits at Ski Resorts with 100,000 or More Skier Visits (10,000)	1352	1264	6.96%
Total Number of Operating Ski Resorts	748	719	4.03%
Total Number of Skier Visits (10,000)	2605	2308	12.87%
Percentage of Ski Resorts with 100,000 or more Skier Visits	7.62%	6.95%	9.64%
Percentage of Skier Visits at Ski Resorts with 100,000 or More Skier Visits	51.90%	54.77%	-5.23%

Table 2-9: Statistics on Ski Resorts with More than 100,000 Skier Visits

Chapter III. Equipment & Facilities in Ski Resorts

I. Lifting Facilities for Ski Resorts: Aerial Ropeway & Magic Carpets

Lifting facilities fundamentally determine the operational efficiency of ski resorts and are the most important part of any ski resort. At present, aerial ropeways and magic carpets are the main lifting facilities in domestic ski resorts. Frequently asked questions such as ‘Does the ski resort have aerial ropeways?’ or ‘How many aerial ropeways are there?’ show that it is an important KPI to evaluate the scale and efficiency of the ski resort.

1. Aerial Ropeway

In the 2024-2025 snow season, a total of 12 new ski aerial ropeways were built and put into operation in China, including five detachable aerial ropeways and seven fixed aerial ropeways.

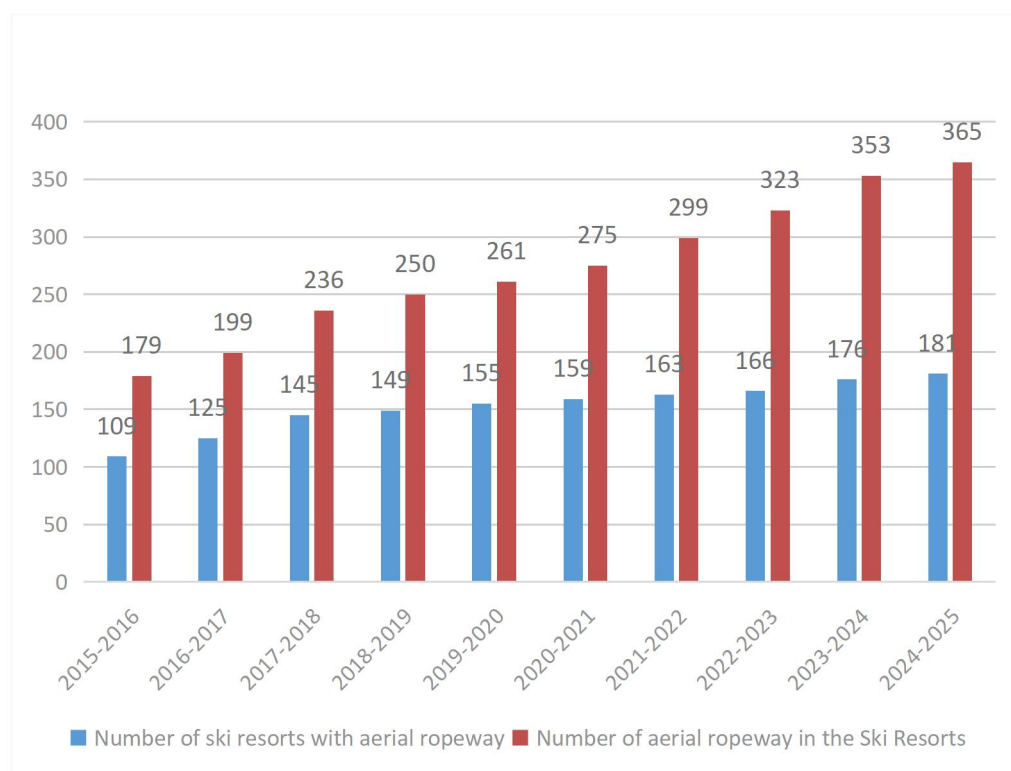


Figure 3-1: Statistics on the Number of Ski Resorts with Aerial Ropeways and of Aerial Ropeways

As of April 30, 2025, the total number of aerial ropeways built and put into use in domestic ski resorts is 365, distributed in 181 ski resorts across the country. The total number of detachable aerial ropeways in domestic ski resorts has reached 119, and the number of ski resorts with detachable ropeways has also increased to 41.

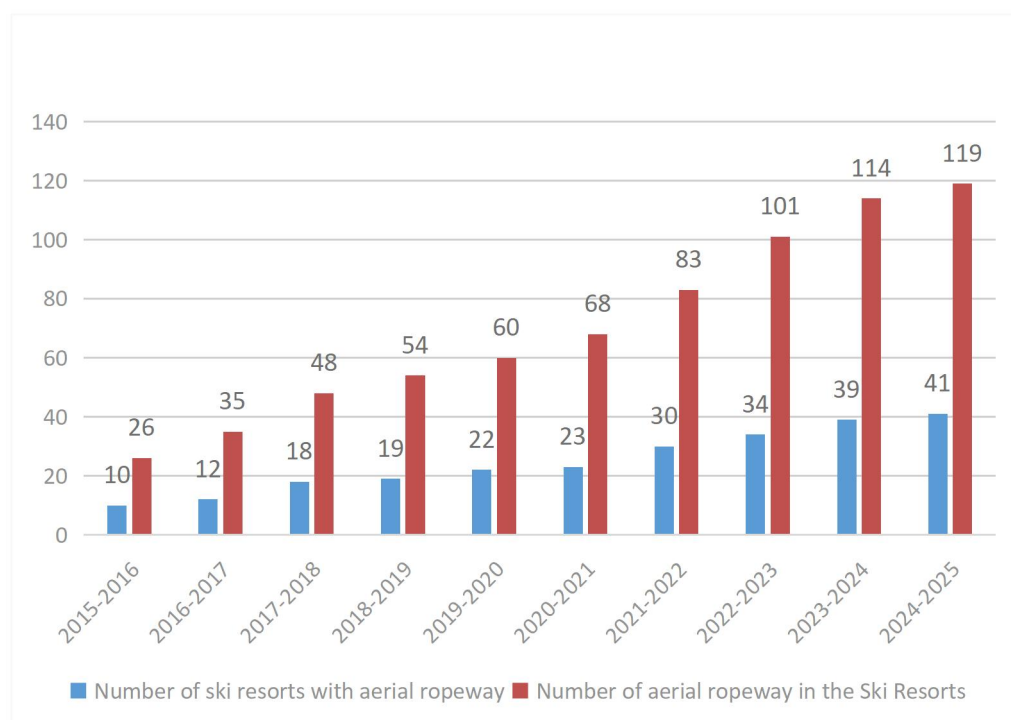


Figure 3-2: Statistics on the Detachable Aerial Ropeways in Ski Resorts in China

Figure 3-3 shows the relationship between the number of imported and domestically produced detachable aerial ropeways since 2015. Among the detachable ropeways put into operation in domestic ski resorts, the number of domestically produced aerial ropeways has reached 67, far exceeding the number of imported ones.

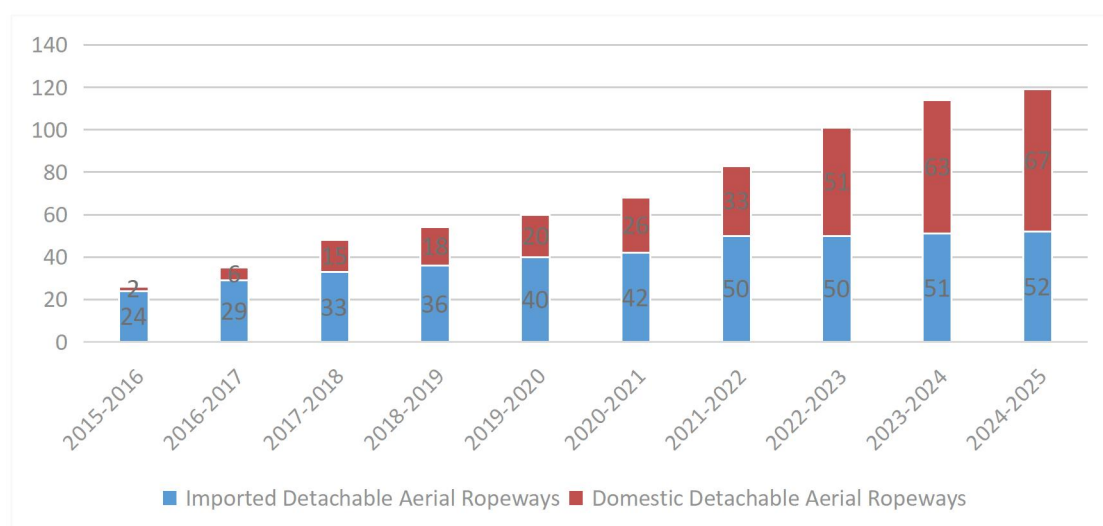


Figure 3-3: Statistics on the Imported and Domestically Manufactured Detachable Aerial Ropeways

Table 3-1 and Table 3-2 provide detailed statistics on the distribution of detachable aerial ropeways in domestic ski resorts.

Rank	Ski Resort	Detachable Aerial Ropeways 2024-2025	Province
1	Qiaoshan Beidahu	12	Jilin
2	National Alpine Ski Center	7	Beijing
2	Hemu Jikepulin	7	Xinjiang
4	Vanke Songhua Lake	6	Jilin
4	Koktokay	6	Xinjiang
4	Jiangjunshan	6	Xinjiang
7	Wanlong	5	Hebei
8	Wanda Changbaishan	5	Jilin
8	Taiwoo	5	Hebei
9	Genting	4	Hebei
9	Fulong	4	Hebei
9	Yabuli (sport commission)	4	Heilongjiang
9	Wanfeng (Tonghua)	4	Jilin
9	Silkroad	4	Xinjiang
9	Taibai Aoshan	4	Shaanxi

Table 3-1: Ranking of Ski Resorts in China by Number of Detachable Aerial Ropeways (4 or More)

Province	Ski Resorts with Detachable Aerial Ropeways 2024-2025	Number of Detachable Aerial Ropeways 2024-2025	Number of Detachable Aerial Ropeways 2023-2024
Jilin	9	33	32
Hebei	10	28	26
Xinjiang	7	27	27
Beijing	2	8	8
Heilongjiang	3	7	7
Inner Mongolia	3	5	5
Shannxi	1	4	4
Hubei	2	2	1
Shanghai	1	2	1
Henan	1	1	1
Shanxi	1	1	1
Sichuan	1	1	1
Total	41	119	114

Table 3-2: The Ranking of Provinces by the Number of Detachable Aerial Ropeways

Jilin, Hebei and Xinjiang ranked the top three with 33, 28 and 27 detachable ropeways respectively.

2. Magic Carpets in Ski Resorts

If one were to describe the defining characteristics of the Chinese ski market, it would be the crowded magic carpets. We say the Chinese ski market remains a nascent market primarily because a large number of beginner skiers experience and learn skiing on magic carpets areas. With the widespread usage of magic carpets in ski resorts, many domestic scenic spots have also begun to use magic carpets as a transmission device for tourists. Because the equipment manufacturers did not strictly classify the orders from various customers, so it is difficult to count the accurate number of magic carpets in the ski resorts. According to incomplete statistics, in the 2024-2025 snow season, the number and length of new magic carpets at ski resorts are slightly lower than last year, at around 100 and 17,000 meters respectively.

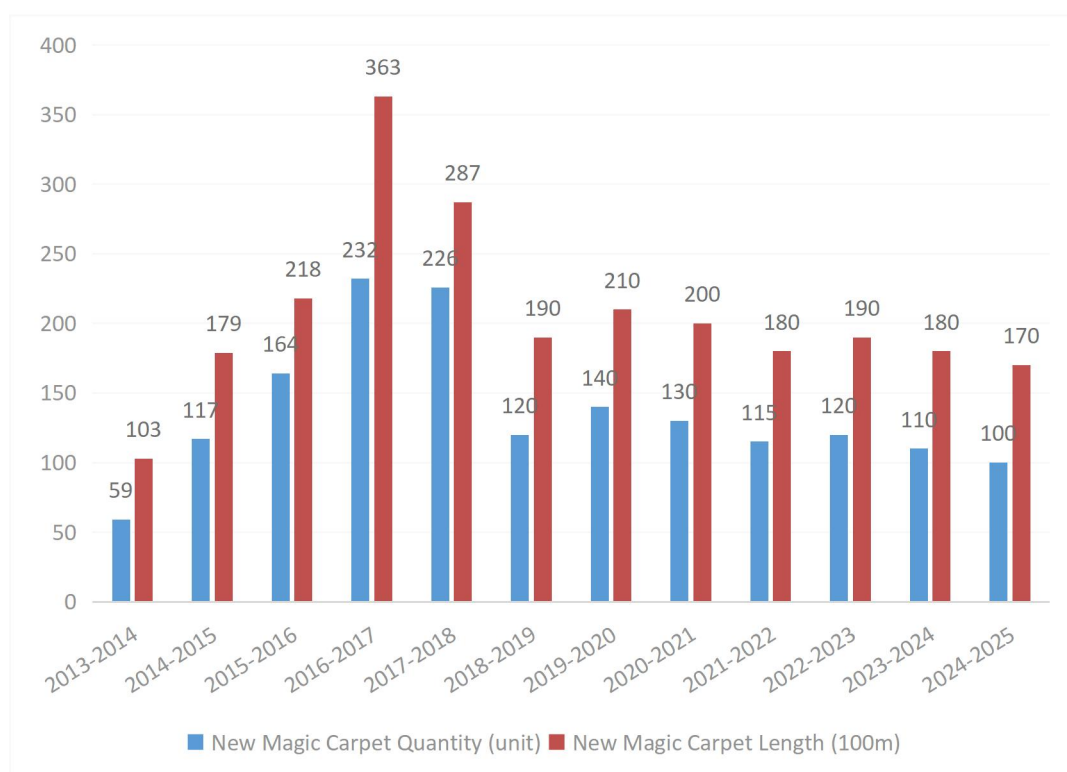


Figure 3-4: Number & Length of Newly Added Magic Carpets in Ski Resorts



Figure 3-5: Total Number & Length of Operating Magic Carpets in Ski Resorts

II. Ski Resort Field Facilities: Snow Groomer & Snowmaker

Judging from the actual sales performance of major snowmaker and snow grooming suppliers, the number of the ski resorts facilities is still growing overall.

According to the White Paper survey, the number of imported snow groomers has shown a slight decline over the past two years, as illustrated in Figure 3-6. Meanwhile, the transaction of the second-hand snow groomers and the rental business have increased significantly compared to previous years.

In the last two years, the number of newly added snowmakers has continued to fluctuate between 1,000 and 1,200, as shown in Figure 3-7. Market feedback indicates that the snowmakers rental business has declined significantly in the past two years.

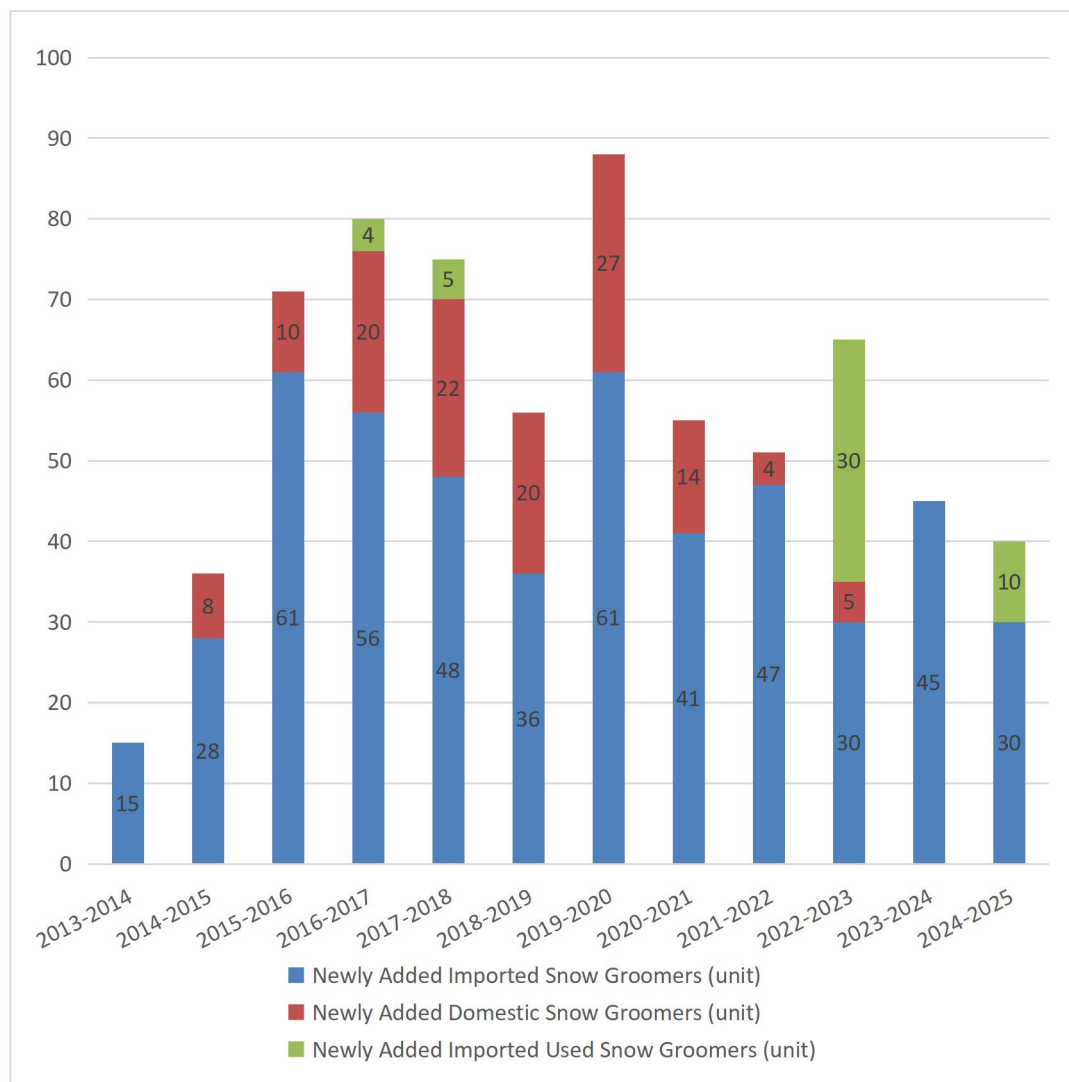


Figure 3-6: Statistics on Newly Added Snow Groomers in Chinese Ski Resorts

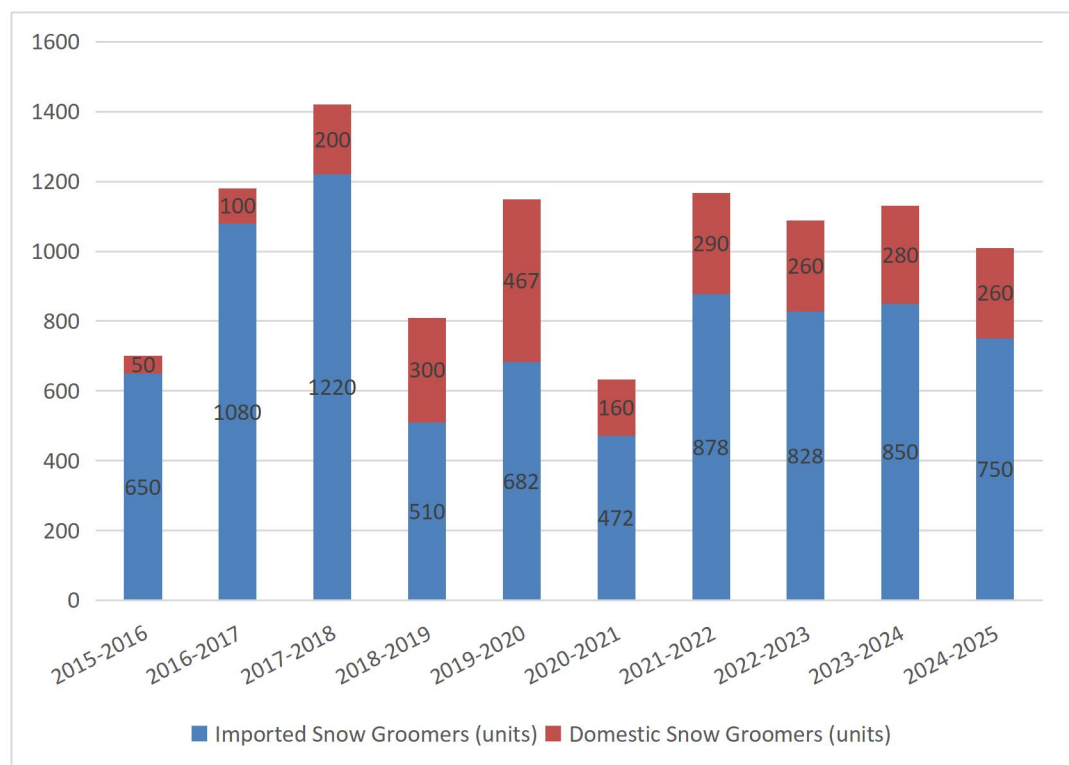


Figure 3-7: Statistics on Newly Added Snowmakers in Ski Resorts

III. Rental Equipment in Ski Resorts: Rental Ski

The ski rental market continues to show strong growth. While outdoor ski resorts are experiencing demand for upgraded rental boards, indoor ski resorts are also becoming a main force in the increasing rental board market. In addition, like the previous year, in the fiscal year of the 2024-2025 snow season, the popularity of snowboarding continues to grow nationwide. Ski resorts across the country are seeing increasing demand for rental snowboards every year.

Chapter IV. Behavioral Characteristics of Skiers

(Huabei & GOSKI Report)

I. Huabei Report

Huabei APP has been online for ten years and has effectively accumulated a large amount of data on ski enthusiasts. As the number of registered users exceeds 10 million, it can basically fully reflect the characteristics of ski consumers other than ski experiencers.

1. Overall growth trend of Huabei registered users

(1) Number of registered users

In 2016, Huabei had 179,600 registered users; in 2017, the number is 373,100; As of April 30, 2025, Huabei had 10,165,700 registered users.

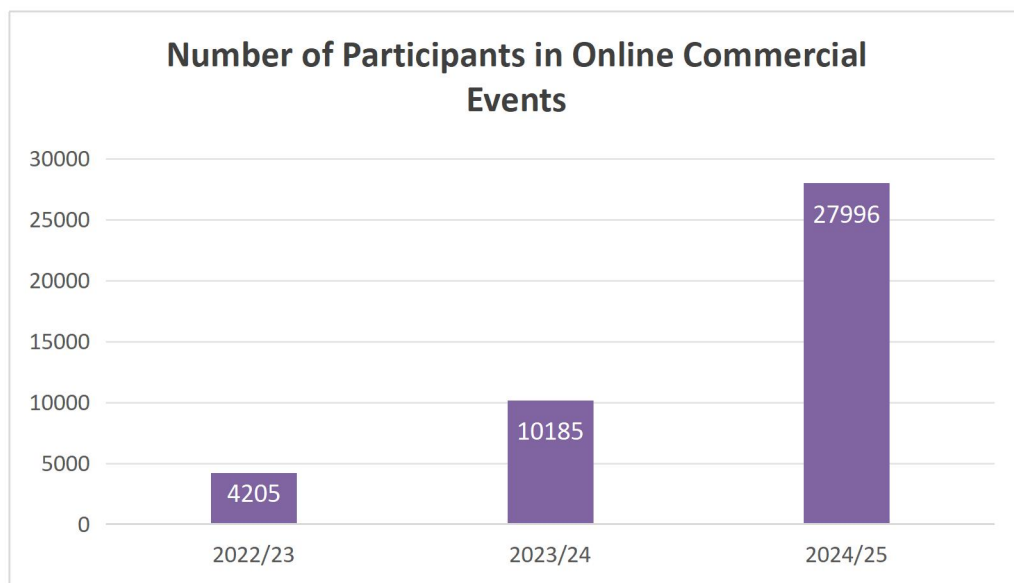
(2) Number of ski resorts covered

Year	Total Number of Ski Resorts Covered	Domestic Ski Resorts (including a small number of ski resorts with ski simulators)
2016	348	180
2017	410	219
2018	800	
2019	1126	376
April 30, 2025	1375	559

(3) Number of Registered Ski Clubs

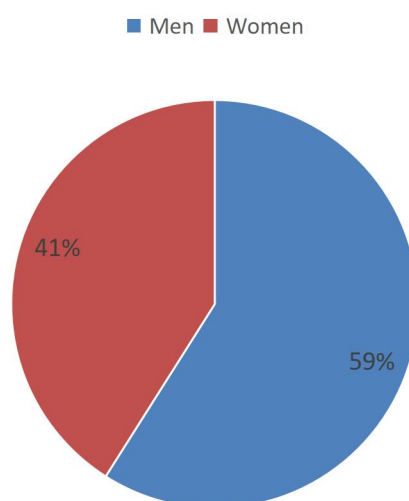
Year	Number of Registered Clubs
2016	481
2017	872
2018	1065
2019	1172
April 30, 2025	3446

(4) Number of Participants in Online Commercial Events

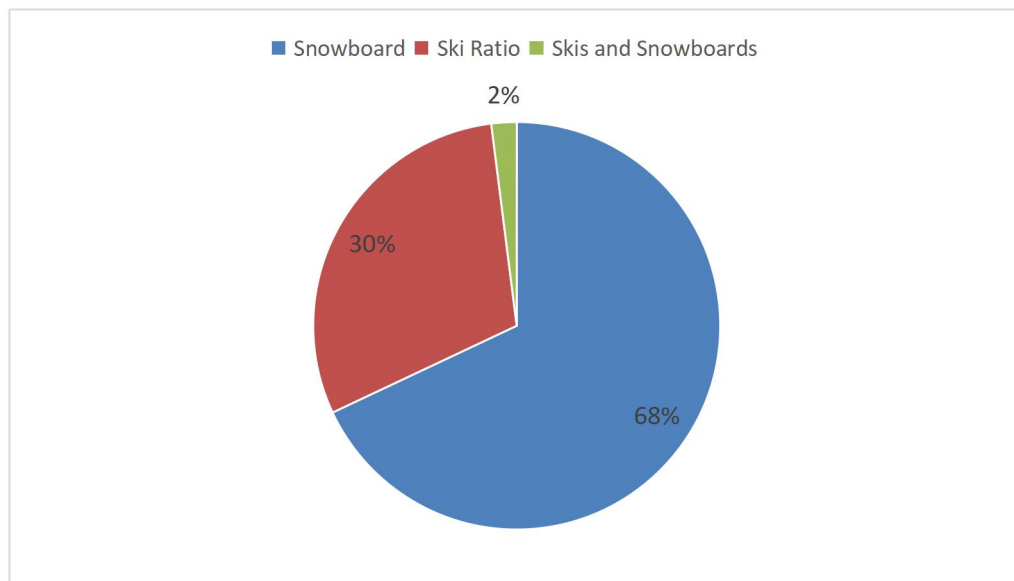


2. Huabei User Characteristics

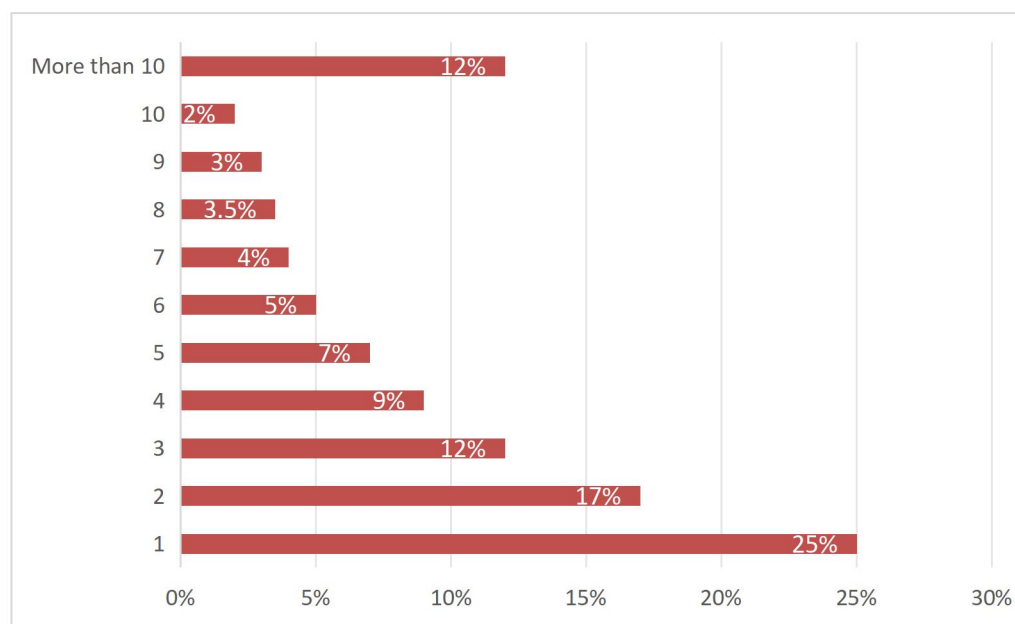
(1) Male-to-Female Ratio



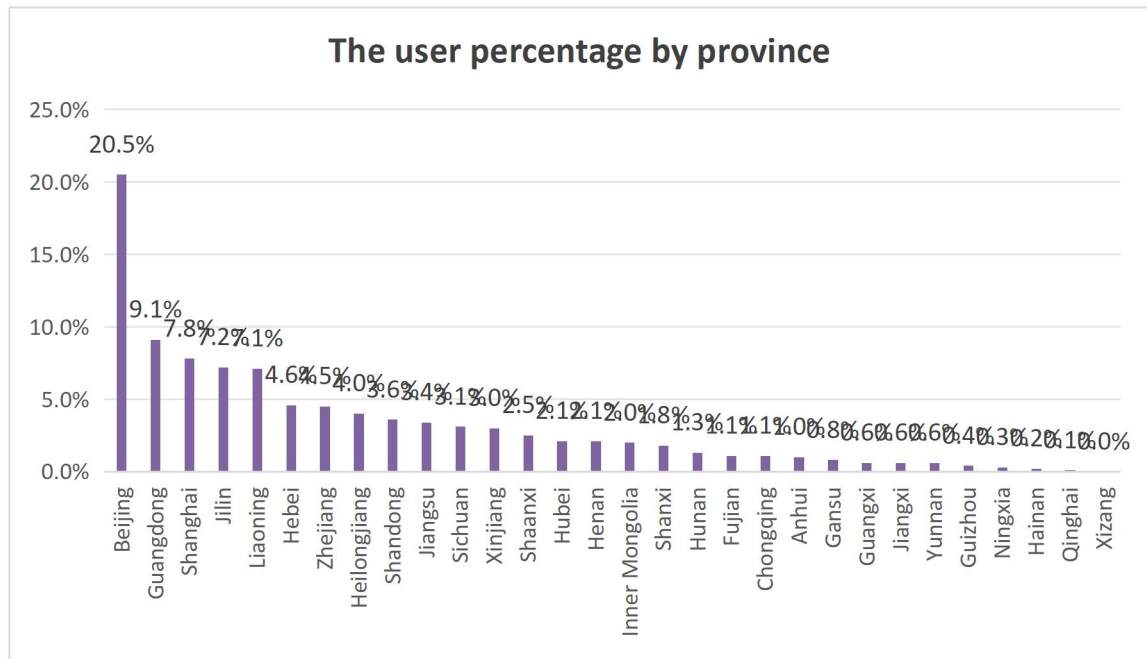
(2) Snowboard/Ski Ratio



(3) Skiing Visits per Season

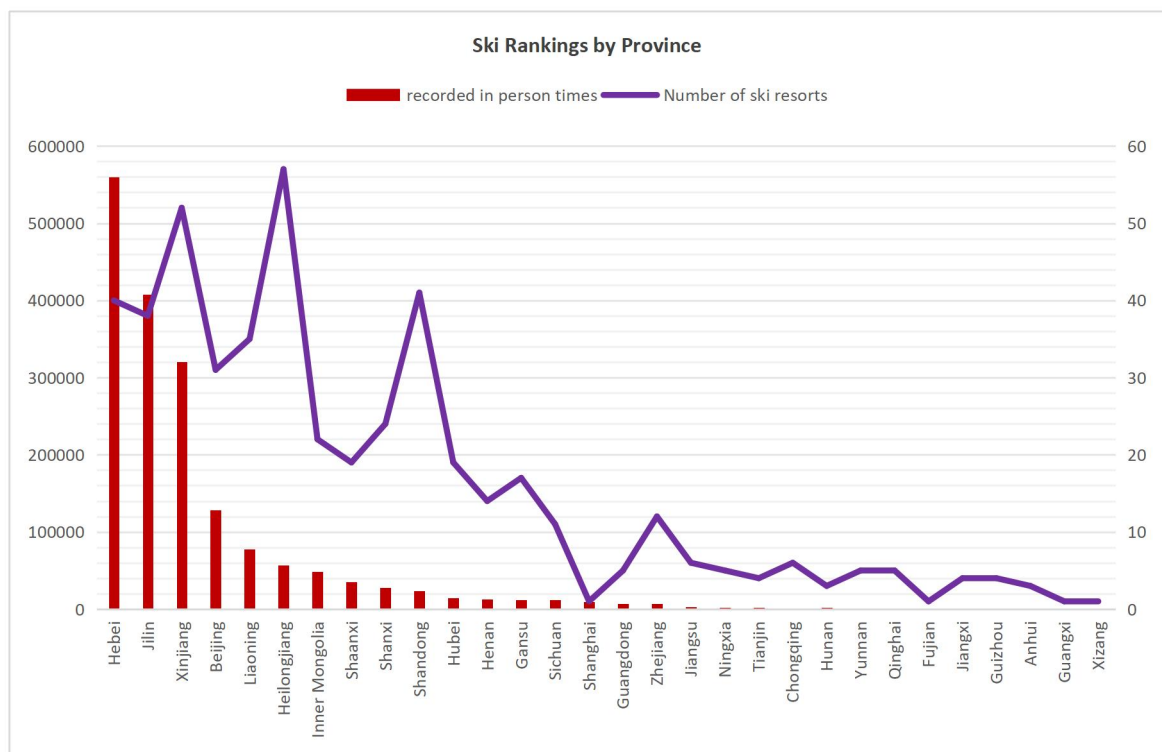


(4) Sources of Users

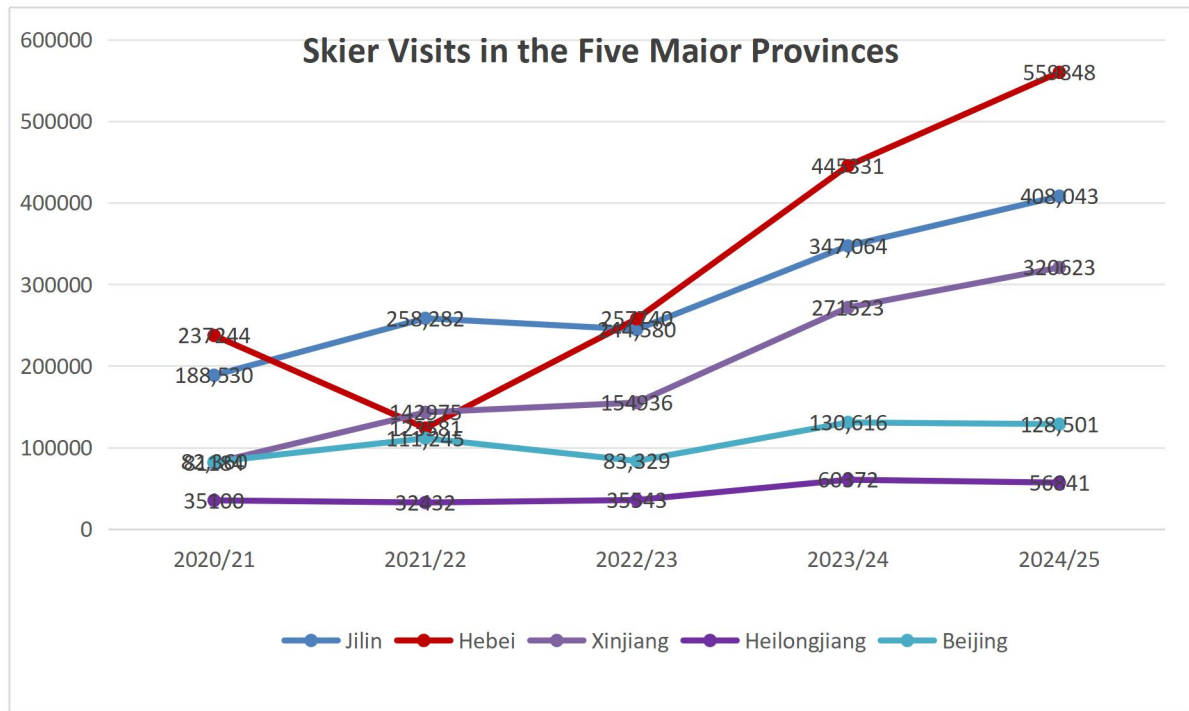


(5) Destination

Skiing Rankings by Province



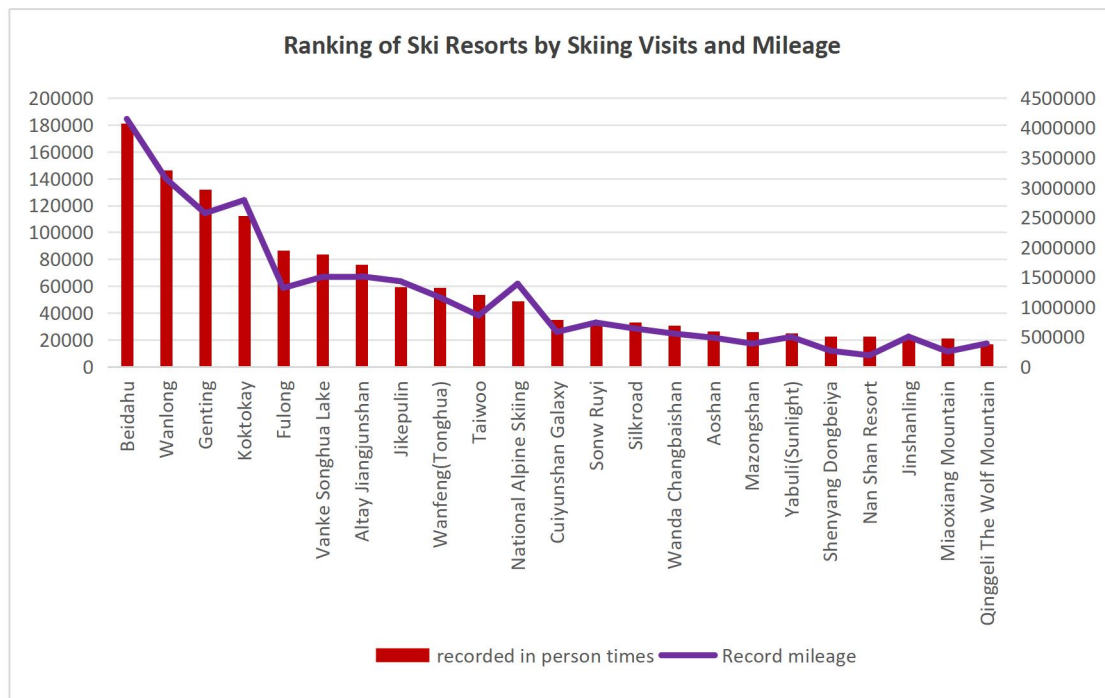
Skier Visits in the Five Major Provinces



3. Ski Resort Rankings

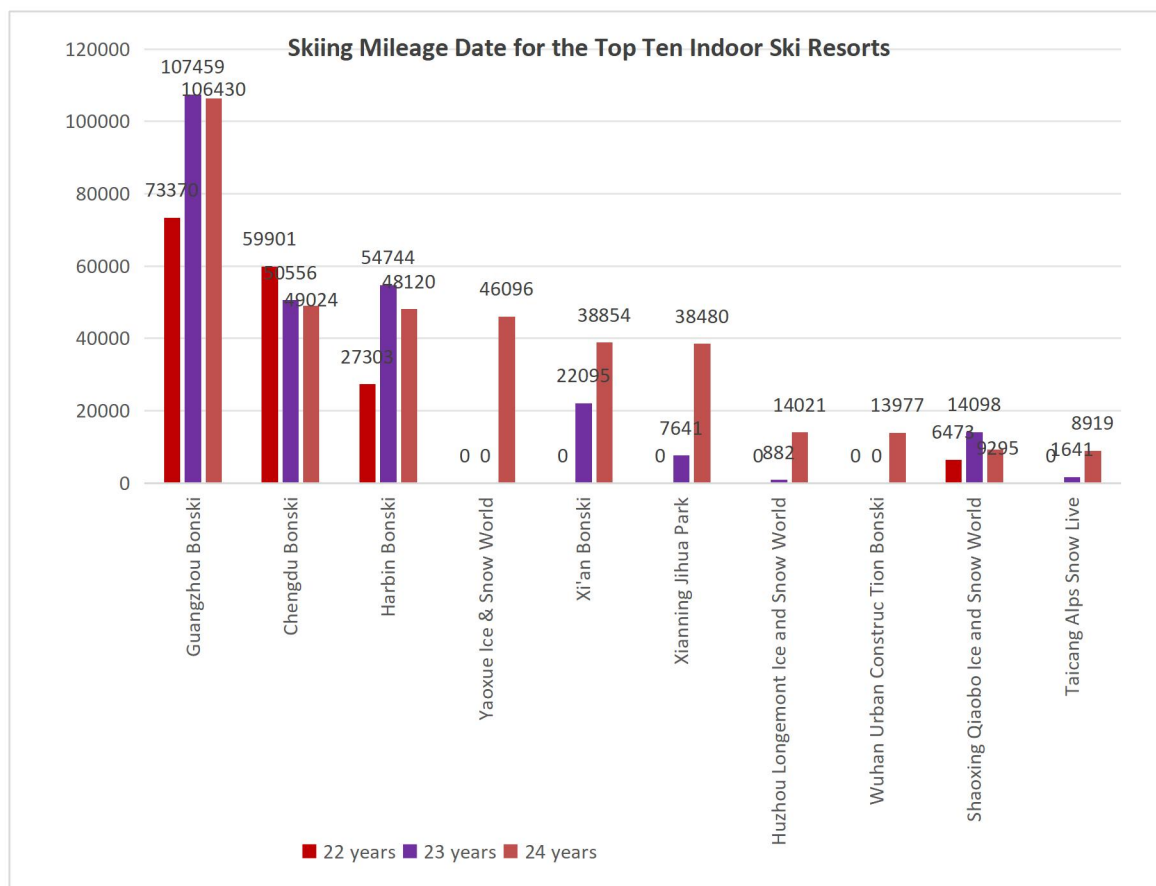
(1) Outdoor Ski Resorts

Ranking of Ski Resorts by Skiing Visits and Mileage



(2) Indoor Ski Resorts

Skiing Mileage Data for the Top Ten Indoor Ski Resorts

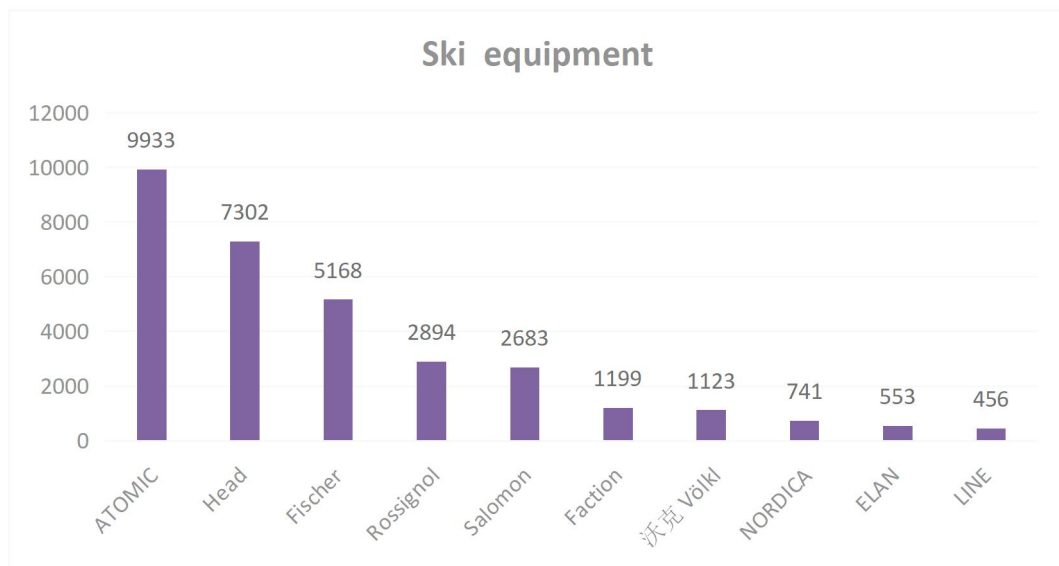
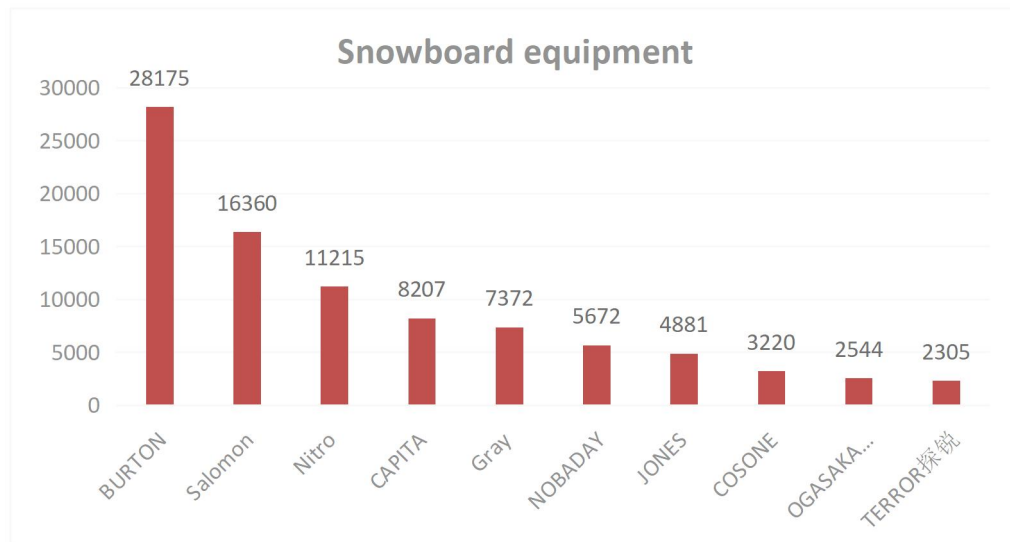


4. TOP 20 Ski Club Rankings

Ranking	Club	Mileage in 24/25 Ski Season(km)
1	Stellar Outdoor Ski Club	349,000
2	SkiGo	318,100
3	China Mono Ski Society	255,800
4	Jilin Snowriders Alliance	200,500
5	Sima Clan Ski	191,200
6	FREE Ski Crew	174,000
7	SPADERS Outdoors	112,800
8	SnowField Club	112,600
9	KC SKI CLUB	111,800
10	1031 Ski Club	108,200
11	Beijing SnowTrail Club	86,000
12	SNOWHERO	84,200

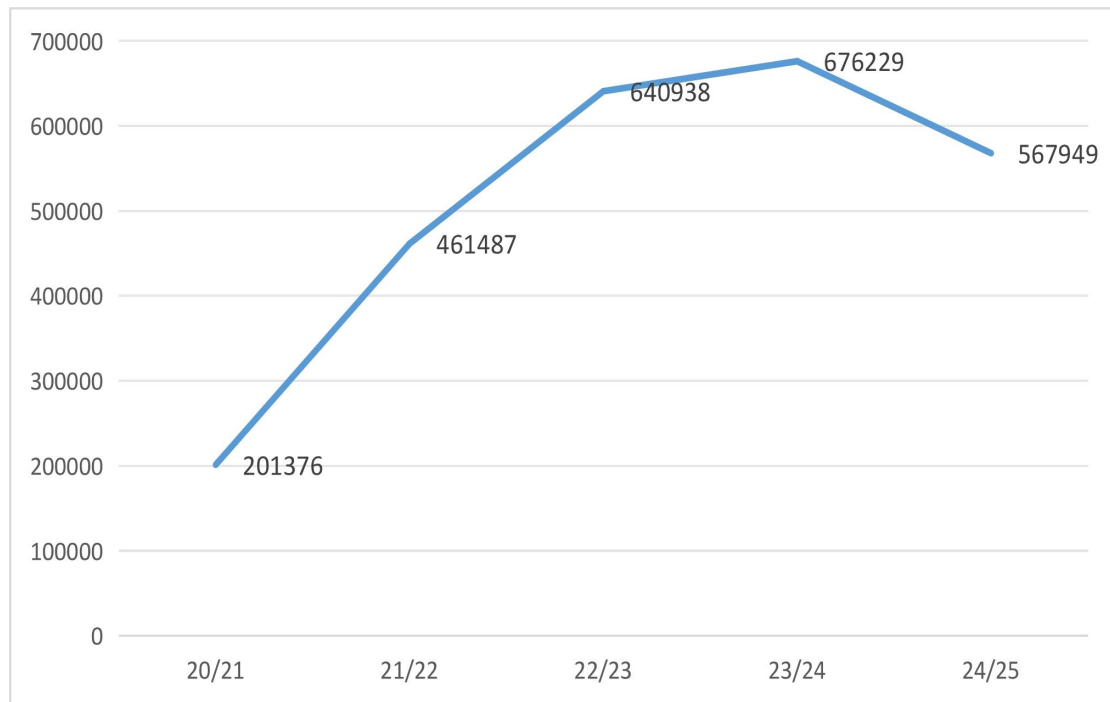
13	WhiteSteed Ski Club	81,100
14	SoberSKI@SH	79,800
15	DeepSnow Ski Club	72,500
16	Daqing DCS Ski Club	71,500
17	Snow Wolves Club	66,100
18	SnowFrenzy Club	64,900
19	Changchun X-Sports Club	63,300
20	CoolSnow Club	60,100

5. Ski Equipment Brand Ranking



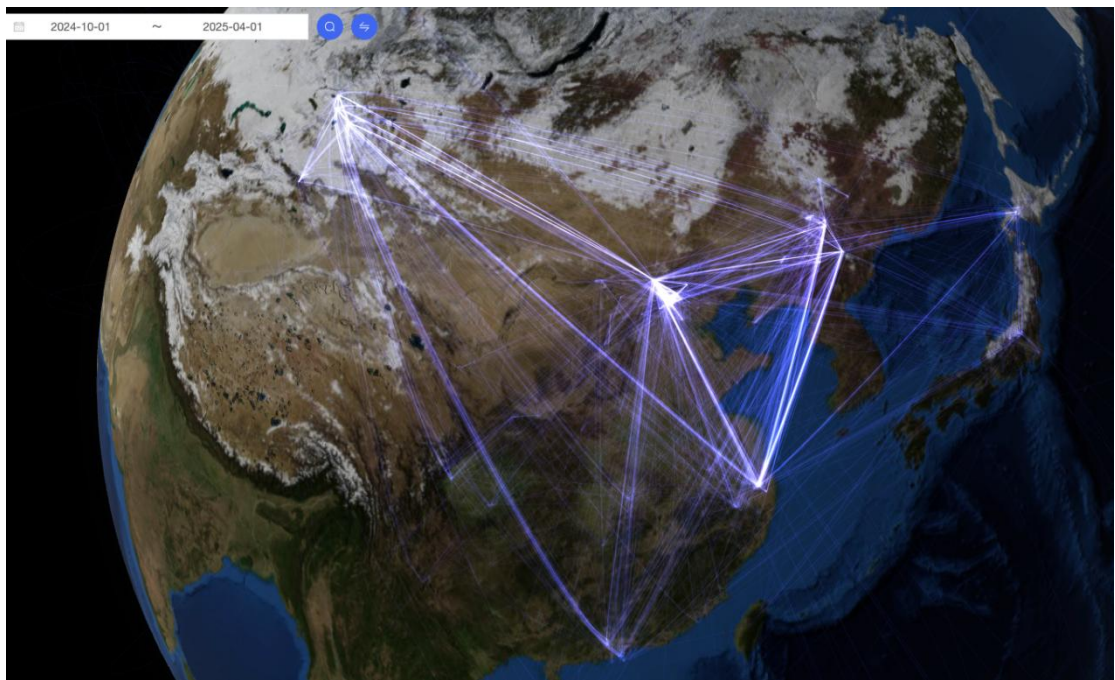
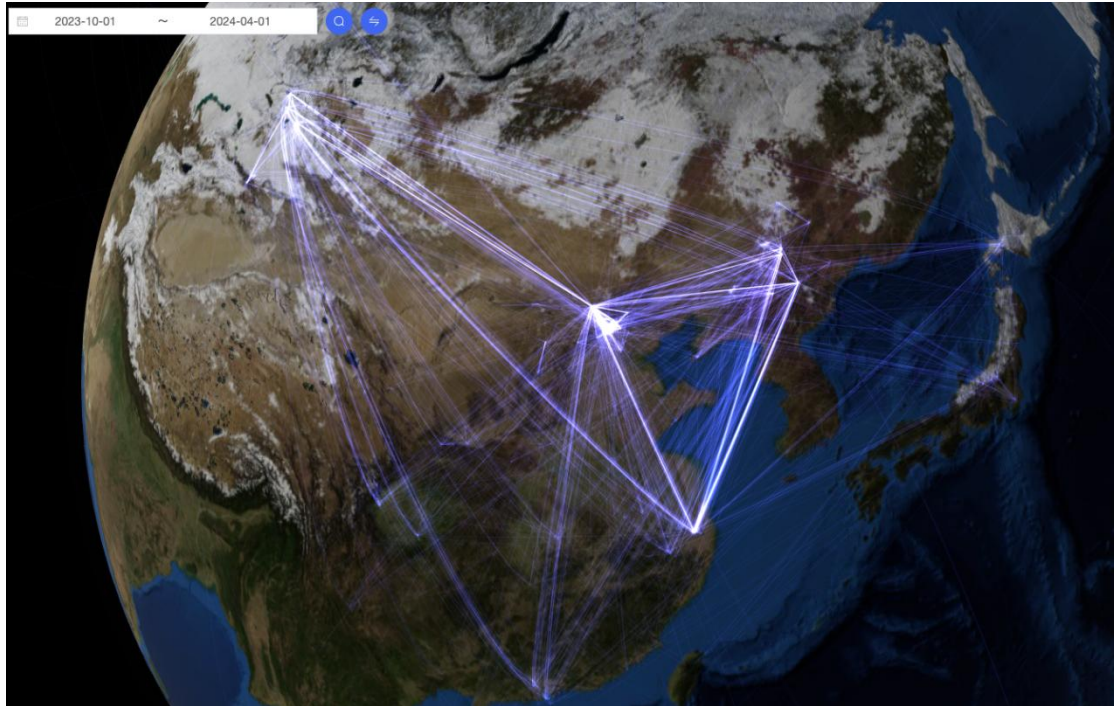
II. GOSKI Report

1.Photo Downloads (5 Ski Seasons)



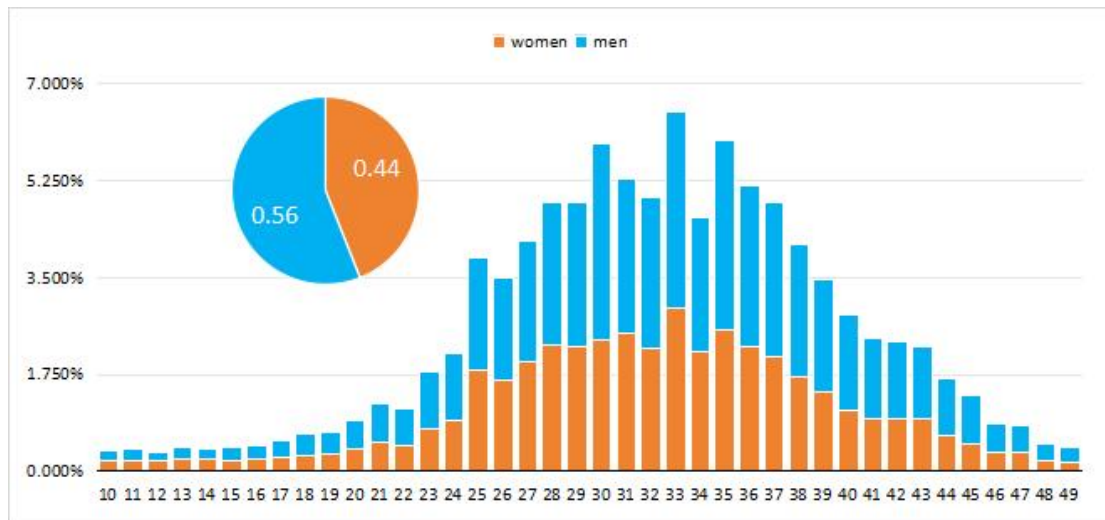
2.Variations in Heatmap Over Two Ski Seasons

Popular area rankings shown by heatmap (Chongli, Jilin, Altay)

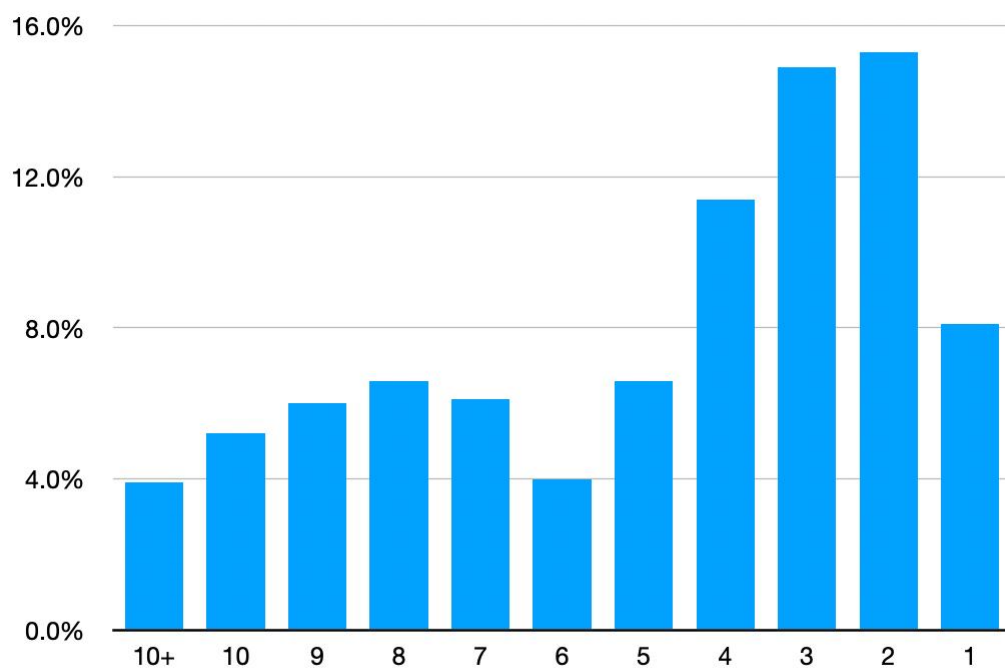


3. User Portrait

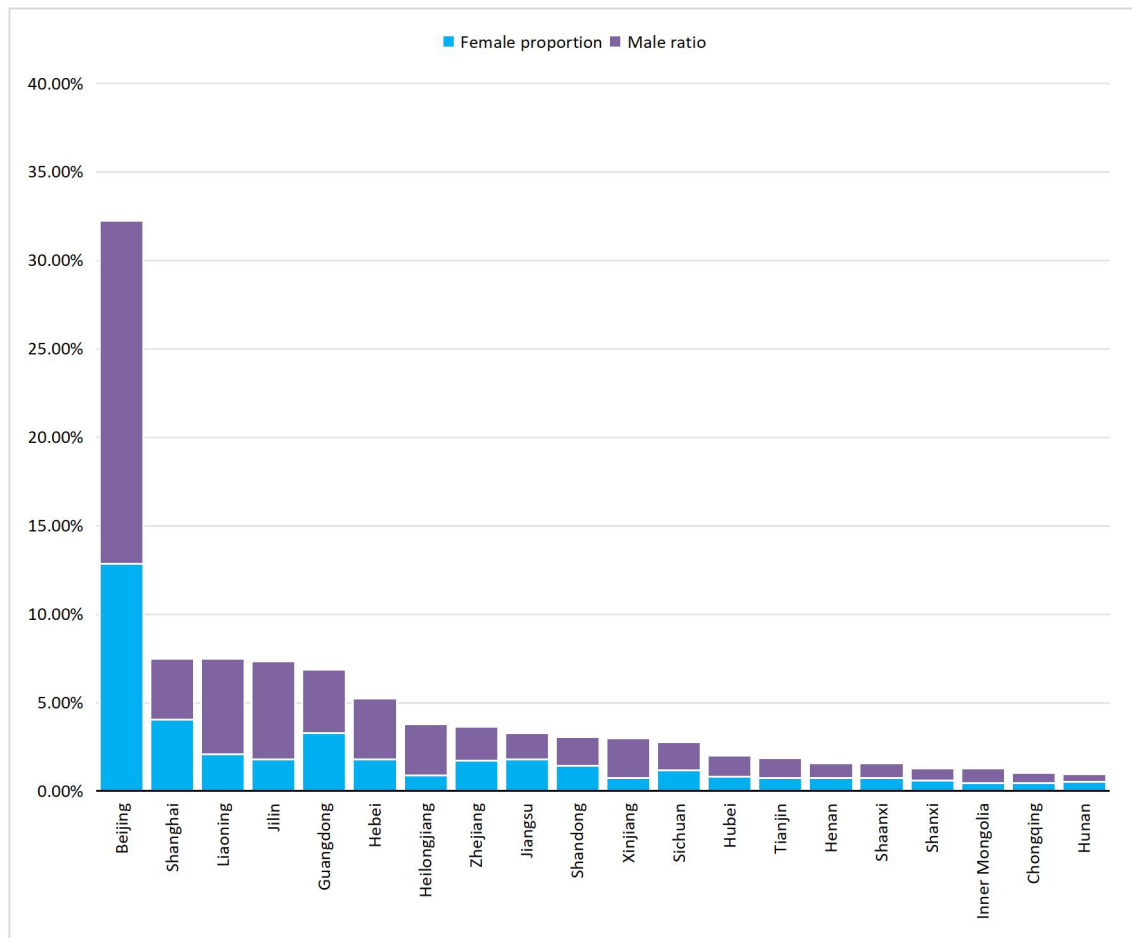
(1) Gender & Age



(2) Years of Skiing Experience



(3) Source of Skiers



Chapter V. Summary

Data from the 2024-2025 ski season confirms the conclusions largely consistent with those from the previous year, primarily focusing on the following two key points:

1. Indoor ski resorts are experiencing a comprehensive and unstoppable surge, becoming a key player in the Chinese ski market.
2. Market concentration in the outdoor ski market is further increasing, with destination ski resorts experiencing impressive growth. This is particularly evident in the four large destination ski resorts generally referred to as “Three Wan & One Hu” in Jilin Province and the three ski resorts operated by Xinjiang Altay Tourism Development Group.

Furthermore, a review of the 10-year White Paper reveals that since the successful bid for the 2015 Beijing Winter Olympics, the Chinese ski market has emerged as a relatively clear market landscape, having withstood the dual challenges of the Winter Olympics and the pandemic. Indoor ski resorts and suburban ski learning centers will be the primary venues for daily and advanced skiing activities in cities. Ultimately, the majority of the ski market will be concentrated in major destination skiing areas such as Jilin Province, Altay in Xinjiang, and Chongli in Hebei.

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Huabei Report Legend
GOSKli Report Legend

Introduction to the Author

Wu Bin (Benny Wu)



Mr. Wu Bin is the Chairman of **Henan Songding Ski Resort**, the Founder and CEO of **Beijing Snowpal Enterprise Management Co., Ltd.** and **WUKONG Ski School**, author of *China Ski Industry White Paper*, editor-in-chief of *Ice and Snow Blue Book*, vice chairman of **Beijing Ski Association**, and distinguished expert lecturer of **Beijing Sport University**. Before he founded Snowpal, Mr. Wu had been Chief Strategy Officer of Vanke Group Ice and Snow Division, Deputy General Manager of Golf & Ice and Snow Department of

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Yuxuan Chen



Ms. Chen is a partner of **Beijing Yuanhe & Twelve Tables**. She is licensed as a lawyer in China and New York State, as well as a patent attorney in China and the US. Ms. Chen is an off-campus postgraduate tutor of China University of Political Science and Law, and a distinguished expert lecturer of Southwestern University of Finance and Economics. She focuses her practice on enforcement and litigation action in relation to IPR and has being experienced in advising multinational technology companies in the establishment and implementation of comprehensive IP protection, licensing, and

corporate transactions. **Yuanhe& Twelve Tables** is a partnership law firm headquartered in Beijing, and has also set up branch in New York and Shanghai. Founded in 2011, with all its partners and consultants having outstanding backgrounds in legal education and had long been practicing in leading law firms in PRC and the USA, Yuanhe has been committed to providing quality services to customers domestic and abroad, especially in the fields of intellectual property, pan-entertainment law, sports law, dispute resolution, capital markets, US operations, compliance, and administrative legal affairs, and is a provider of high-end services and high-quality resources.