SKIPASS
TOURISM AND WINTER SPORTS

31ST OCTOBER
3RD NOVEMBER 2019
MODENA – ITALY

WWW.SKIPASS.IT
WHAT SKIPASS IS

For the last 26 years Skipass has been the reference show in Italy for white mountain and snow related sports. The reference event for operators and winter enthusiasts.

Tourism
Snow and winter holidays

Sport Equipment
Winter, snow related and outdoor sports

Awards,
Freeski, Snowboard e Snow Park top players’ awarding

FISI
Season novelties and celebration of the best Italian Athletes

Skating Rinks, Skiing, Snowboarding and Cross-country Skiing,
free admittance for everyone

Active sport, Climbing, Slackline, Pumptrack

Skipass
Panorama Turismo,
the Italian Observatory on Mountain Tourism

Skipass Matching Day
the B2B event dedicated to Winter tourism trends

Vette di Gusto - taste’s peaks
promoting high alpine gastronomy and foods
For the second consecutive year, Skipass will host the only original Italian Big Air race.

- 30,000 linear meters of scaffolding
- 4 competitions
- 140 athletes

- 250 cubic meters of snow produced every day
- 24 European countries and non-Europeans broadcasted the live

- 46 meters, the height of the ramp
- 130 meters, the length of the ramp

Rai Sport live TV
DATAS OF 4 UNFORGETTABLE DAYS
edition 2018

90000 visitors

20000 square meters of indoor exhibition area

25000 square meters of equipped outdoor area

SPORTS
TOURISM
BUSINESS
SHOWS
CONTESTS
EVENTS
TOURISM AND WINTER SPORTS

socials

Facebook views
402,320

Instagram followers
4,198

Youtube views
31,582

Facebook fans
43,080
**NUMERO DI VISITATORI**

<table>
<thead>
<tr>
<th>PAESE</th>
<th>TV CHANNEL</th>
<th>LIVE</th>
<th>NEW ACCESS + HIGHLIGHTS</th>
<th>RERUN + DELAYED</th>
<th>MAGAZINE</th>
<th>STREAMING</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italia</td>
<td>RAI SPORT</td>
<td>30.533</td>
<td>10.389</td>
<td>75.344</td>
<td></td>
<td></td>
<td>114.266</td>
</tr>
<tr>
<td>Malaysia/Brunei</td>
<td>ASTRO SUPER SPORT</td>
<td>11.000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>11.000</td>
</tr>
<tr>
<td>Norvegia</td>
<td>NRK2</td>
<td>49.000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>49.000</td>
</tr>
<tr>
<td>Turchia</td>
<td>ESI SPORT 3</td>
<td>33.554</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>33.554</td>
</tr>
<tr>
<td>Austria</td>
<td>ORF SPORTS</td>
<td>42.000</td>
<td>3.000</td>
<td>4.259</td>
<td>1.754</td>
<td>30.992</td>
<td></td>
</tr>
<tr>
<td>Europa</td>
<td>EUROSPORT 1 + EUROSPORT 2</td>
<td>27.357</td>
<td>1.000</td>
<td></td>
<td></td>
<td>28.357</td>
<td></td>
</tr>
<tr>
<td>Europa</td>
<td>EUROSPORT 1 + EUROSPORT 2</td>
<td>34.244</td>
<td></td>
<td></td>
<td></td>
<td>34.244</td>
<td></td>
</tr>
<tr>
<td>Europa</td>
<td>EUROSPORT 1 + EUROSPORT 2</td>
<td>13.900</td>
<td></td>
<td></td>
<td></td>
<td>13.900</td>
<td></td>
</tr>
<tr>
<td>Bulgaria</td>
<td>BNT 3 (BNT HD)</td>
<td>2.742</td>
<td></td>
<td></td>
<td></td>
<td>2.742</td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>CT SPORT</td>
<td>27.000</td>
<td></td>
<td></td>
<td></td>
<td>27.000</td>
<td></td>
</tr>
<tr>
<td>Finland</td>
<td>YLE 2</td>
<td>70.100</td>
<td></td>
<td></td>
<td></td>
<td>70.100</td>
<td></td>
</tr>
<tr>
<td>Europa</td>
<td>EUROSPORT 1 + EUROSPORT 2</td>
<td>2.759.714</td>
<td></td>
<td></td>
<td></td>
<td>2.759.714</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>3.194.892</strong></td>
</tr>
</tbody>
</table>

**TIPO DI TRASMISSIONE**

<table>
<thead>
<tr>
<th>PAESE</th>
<th>TV CHANNEL</th>
<th>LIVE</th>
<th>NEW ACCESS + HIGHLIGHTS</th>
<th>RERUN + DELAYED</th>
<th>MAGAZINE</th>
<th>STREAMING</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italia</td>
<td>RAI SPORT</td>
<td>1:44:55</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>11:33:19</td>
</tr>
<tr>
<td>Malaysia/Brunei</td>
<td>ASTRO SUPER SPORT</td>
<td>3:30:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3:30:00</td>
</tr>
<tr>
<td>Norvegia</td>
<td>NRK2</td>
<td>3:15:23</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3:15:23</td>
</tr>
<tr>
<td>Turchia</td>
<td>ESI SPORT 3</td>
<td>2:00:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2:00:00</td>
</tr>
<tr>
<td>Australia</td>
<td>ORF SPORTS</td>
<td>3:15:36</td>
<td>0:30:20</td>
<td>2:01:11</td>
<td>1:41:38</td>
<td>10:06:59</td>
<td></td>
</tr>
<tr>
<td>Europa</td>
<td>EUROSPORT 1 + EUROSPORT 2</td>
<td>3:20:30</td>
<td></td>
<td></td>
<td></td>
<td>10:54:00</td>
<td></td>
</tr>
<tr>
<td>Europa</td>
<td>EUROSPORT 1 + EUROSPORT 2</td>
<td>3:10:46</td>
<td>1:29:23</td>
<td></td>
<td></td>
<td>4:40:08</td>
<td></td>
</tr>
<tr>
<td>Europa</td>
<td>EUROSPORT 1 + EUROSPORT 2</td>
<td>3:14:07</td>
<td>1:32:23</td>
<td></td>
<td></td>
<td>4:46:30</td>
<td></td>
</tr>
<tr>
<td>Europa</td>
<td>EUROSPORT 1 + EUROSPORT 2</td>
<td>3:30:58</td>
<td>1:44:35</td>
<td></td>
<td></td>
<td>5:15:33</td>
<td></td>
</tr>
<tr>
<td>Bulgaria</td>
<td>BNT 3 (BNT HD)</td>
<td>0:25:28</td>
<td></td>
<td></td>
<td></td>
<td>0:25:28</td>
<td></td>
</tr>
<tr>
<td>Repubblica Ceca</td>
<td>CT SPORT</td>
<td>0:02:54</td>
<td></td>
<td></td>
<td></td>
<td>0:02:54</td>
<td></td>
</tr>
<tr>
<td>Finland</td>
<td>YLE 2</td>
<td>1:41:00</td>
<td></td>
<td></td>
<td></td>
<td>1:41:00</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>7:23:36</strong></td>
</tr>
</tbody>
</table>
BECOME A SKIPASS EXHIBITOR
choose Skipass to spotlight your brand

Skipass, the largest show about mountain, winter tourism and snow related sports, for the last 26 years been the referring event for operators and snow lovers.

Different touristic regions, both from Italy and from abroad, take regularly part on Skipass. Sport equipment and clothing brands too.

The Skipass formula, combines exhibition and entertainment, granting direct contact with visitors, influencers, experts and in the field and more than 250 accredited journalists.

Skipass visitors enjoy their stay and look for involving experience making it easy for brand promotion.

Meeting customers, let you show your products in an direct way visitors won’t forget.

Skipass takes place at the very beginning of the winter season, the right moment to deliver promos an CTAs.

The Show is promoted through a massive media campaign on main national newspapers, online portals, specialized magazines, radio and tv channels.

SPONSORSHIP PLANS
take advantage of more than 90000 visitors and top media coverage

the Italian referring marketplace for sports and Winter tourism

Associate your brand with the top event in snow sector
Address a selected target, motivated and enthusiast
Promote your brand in the most strategic moment: the beginning of Winter season
Support your customers’ passions
Get noticed by more than 90000 people
Achieve visibility through National and International media channels
Spread the values of health and sport
Meet sector operators, companies and institutions
Interact directly with the public through activities, events and market research surveys
Collect photos and videos for Marketing and ADV purpose

TOURISM AND WINTER SPORTS take advantage of more than 90000 visitors and top media coverage

Associate your brand with the top event in snow sector
Address a selected target, motivated and enthusiast
Promote your brand in the most strategic moment: the beginning of Winter season
Support your customers’ passions
Get noticed by more than 90000 people
Achieve visibility through National and International media channels
Spread the values of health and sport
Meet sector operators, companies and institutions
Interact directly with the public through activities, events and market research surveys
Collect photos and videos for Marketing and ADV purpose
ASSOCIATE YOUR BRAND TO SKIPASS

all these promotion tools can be customized

- spaces on magazines, online portals, newspapers
- web adv campaigns
- cards, flyers, poster
- tickets
- invitations
- print@home
- vip cards
- event guide
- banners on the official web site
- advertorials on the web site
- posts on the official social channels
- promo material to enclose into the press kit
VISITOR PROFILE

AGE
- 18-24: 13%
- 25-34: 35%
- 35-44: 26%
- 45-54: 16%

GENDER
- Male: 62%
- Female: 38%

GEOGRAPHICAL AREA
- Emilia Romagna: 78%
- Toscana: 8%
- Piemonte: 7%
- Trentino: 5%
- Other: 14%

ANDROID USERS: 53%
IOS USERS: 46%

OTHER INTERESTS
- TRAVEL AND HOTEL BOOKINGS
- EUROPEAN TOURIST DESTINATIONS
- ELECTRONIC DEVICES, MOBILE PHONES
- CARS
- EMPLOYMENT
- AIR FLIGHTS
- MUSIC AND GIGS
- DATING
- FINANCIAL SERVICES
- REAL ESTATES

who talked about Skipass
- Rai Radio Uno
- Tg1
- Tg2
- Tg3 Emilia Romagna
- Tg3 Valle d’Aosta
- Rai News 24
- La Stampa
- QN Il Resto del Carlino
- Il Messaggero
- Il Mattino
- Gazzetta dello Sport
- Sportweek
- Rai Sport
- Sky Sport
- Tgcom
- Il Sole24ore
- Corriere della Sera
- La Repubblica

TV lives

UNOMATTINA
Rai 1

BUONGIORNO REGIONE
Rai Emilia Romagna

TGR
Rai Emilia Romagna

media partner
- La Stampa
- Guida Viaggi
- Radio Bruno
- Sciare
- Skiinfo.it
- Noveitalia.it
- Dovesciare.it
- Mondoneve.it
- Upclimbing.com
- Professione Montagna
- Scigratis.it
- Pointbreak
- Outdoor Magazine
- Planetadonna.it
- Trekking
- Adagio.it
- EeKid
- 4action
- Jpg Edizioni
let’s start the Winter!