

# Since 1995

An icon of the Australian Internet landscape, ski.com.au has been operating since early 1995 & has consistently remained the number one online information source for the Australian snow sports industry.



## Snow Season Traffic

Page impressions per month	<b>6,500,000</b>
User sessions per month	<b>800,000</b>
Unique visitors per month	<b>400,000</b>
Average session time	<b>20.5 min</b>
Average page views per session	<b>7</b>

## Discipline Mix



## Demographics

AB	45%
Household income 100K+	28%
Gender	
Male	63%
Female	37%

## Age

12-17 yrs	6%
18-24 yrs	16%
25-34 yrs	12%
35-49 yrs	55%
55 + yrs	8%

## Geographic Breakdown

NSW	39%
VIC	31%
QLD	16%
ACT	8%
WA	5%
SA	1%
NT	1%
TAS	1%

## Key Facts

# #1 Snow Website

by visits among all Australian websites in the Hitwise Sports - Snow Sports industry\*

# #7 Travel Website

by visits among all Australian websites in the Hitwise Travel - Destinations and Accommodation industry (July - Sept quarter)\*

# Reaches Over 85%

of all Australian skiers and boarders

\* Source: Hitwise.

This ranking relates to Australian based visitors visiting Australian sites.