

2026 NSAA Annual Wage and Salary Survey

Sierra Research Associates LLC is pleased to announce the launch of this year's NSAA Annual Wage and Salary Survey.

The focus of the survey is to capture base hourly (or salaried) compensation for 245 of the most frequently used positions in the US Ski Industry. Additionally the survey seeks resort input on a short list of employment and labor related metrics to help maximize the lobbying and advocacy provided by the NSAA on behalf of the Ski Resort Industry.

This year's survey spreadsheet and instructions are now available on the NSAA website under Member Services, as well as the Sierra Research Associates LLC website. Your resort can use the following link to the Sierra Research Associates' website to download this year's files: www.sierraresearchassociates.ski.

The due date for this year's submissions is March 7th. The final Wage and Salary Report is scheduled for distribution through the NSAA Member Services group in early May.

As in prior years the NSAA offers a significant savings for participating resorts. Participating resorts will receive the 2026 study at a discounted rate of \$250 per copy, while non-participating NSAA Members will need to pay the normal rate of \$600 per copy.

The greater the number of participating resorts in the survey, the more meaningful the analysis and results for all members, and the best information for lobbying and advocacy on behalf of the Ski Resort Industry by NSAA.

It is important that your completed survey is emailed to Survey2026@sierraresearchassociates.ski before the March 7th deadline to be included in this year's study and to receive the discounted survey rate.

Help: Should you have questions on completing the survey you can email Sierra Research Associates at help2026@sierraresearchassociates.ski and a member of our team will contact you normally within 24 hours.

Again, thank you for your participation in this year's survey.

Charles Riley and Dr. Harold Richins

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Important Notice on Protecting Resort Confidentiality:

As in all past surveys, Sierra Research Associates will keep your data strictly confidential and use it for consolidated reporting only. Data will only be published when it can be aggregated with more than a single reporting resort for a given job and resort category. The survey includes a more comprehensive statement on confidentiality in the last spreadsheet on the right with the red tab. The information is provided here as well.

“The survey data requested and collected from both individual ski areas, as well as ski areas as part of a broader corporation, will be maintained strictly confidential by Sierra Research Associates LLC and NSAA. This survey data will only be used as part of broader, aggregated data set of ski area information that is compiled, analyzed, and published for industry use, and evaluated on either a state, regional, or national basis, or by size or other categories of business operations. This aggregated data will be published in various NSAA research publications and the NSAA Journal magazine. Sierra Research Associates LLC is the only entity that will have access to resort-specific data, and only authorized employees of Sierra Research Associates LLC will be permitted to access this data; NSAA’s staff, directors, members, agents or contractors, will not be permitted to access to underlying, resort-specific data. Unless compelled by statute, regulation, law, or any court of competent jurisdiction, resort-specific survey data obtained from a ski area (or ski areas as part of a corporation) that names or identifies that ski area or corporation will not be released in any way by NSAA or Sierra Research Associates LLC —whether to other ski areas, the media, the general public, other research organizations, parties involved in disputes or litigation, or any other individual or entity—without express written authorization and consent from the ski area or corporation.

If any outside entity seeks such survey data, NSAA and Sierra Research Associates LLC will require that person or entity to make a request or demand of such data directly to the individual ski area or corporation. NSAA and Sierra Research Associates LLC emphasize that maintaining strict confidentiality of this survey data is absolutely critical for encouraging and ensuring comprehensive participation in collecting this information, and NSAA and Sierra Research Associates LLC understand that without safeguarding this survey data, ski areas would be unwilling to participate in research that is fundamentally essential for industry analysis, comprehension, strategy, growth, and/or government advocacy for the ski industry and NSAA members. Without guaranteeing the confidentiality of this data, it would jeopardize our ability to obtain accurate and comprehensive data and impede the collection and analysis of such data for use in the ski industry’s research and resulting publications.

Furthermore, individual ski areas or corporations may enter into separate confidentiality or data protection agreements with NSAA or Sierra Research Associates LLC that separately outlines the terms and conditions of the use of such survey data. If NSAA or Sierra Research Associates LLC receives a request or demand of survey data for an individual ski area or corporation, NSAA and/or Sierra Research Associates LLC will notify the ski area or corporation in writing as soon as possible.”