**SFL 2024 Post Event Survey**

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**Section 1: Background**

Ski for Light (SFL) is a not for profit, all volunteer organization. The mission of SFL is to enhance the quality of life and independence of visually or mobility-impaired adults through a program of cross-country skiing. **Skiing. Sharing. Learning.**

SFL holds an annual week-long event, called “Ski for Light International.” The 49th Annual SFL International event was held Jan. 28 – Feb. 4, 2024, in Rhinelander, Wisconsin at the Northwoods Nordic Ski Club trails. Event attendance was: 243 total, 99 VIP’s, 3 MIP’s, 108 Guides and 33 Others. (\*see Acronym Key for definitions)

The three main components of the annual SFL event are:

* On-Snow: XC Skiing (skiing, trails, team matching, training)
* Off-Snow Activities (lodging, meals, seminars, activities, entertainment)
* Overall Camaraderie at a unique event

**SFL Post Event Survey Key Learning Objectives:**

* Primary Objective: Annual Event planning and optimization for all key areas
* Additional Objectives:
  + SFL long range strategy and planning
  + SFL Impact (for grant applications, sponsorships, donors and overall promotion of SFL)

**Methodology**

An on-line survey was distributed to all 2024 event attendees by Julie Coppens, SFL President. All responses are anonymous. Survey Monkey (an online market research platform) was used to field and gather data. The survey was distributed less than two weeks after the event, and fielded (i.e., open to be completed) from February 13 to March 18, 2024. The survey data and implications are objectively summarized here by SFL volunteer Leslie Maclin and verbatims were summarized by SFL volunteer Donna Patterson; both the survey questionnaire and complete summary were approved by SFL President, Julie Coppens.

The survey consisted of seventeen questions: fifteen multiple choice questions and two open-ended (verbatim) questions.

* Three questions were specific to the 2024 event.
* Six questions were specific to SFL annual event planning including one open-ended.
* One question was about the influence of SFL on attendee behavior.
* Six questions related to demographic information.
* One general feedback question was open-ended, requesting additional written comments.

**Notes on reading survey results**

* Results are based upon 154 actual survey participants (Not all SFL event attendees responded), which is 63% of event attendees. This response rate is large enough to show positive engagement and merit utilization of the results. The response is similar, but slightly higher than prior surveys; response rate of prior surveys (since 2016) ranged from 45-56%.
* 64% of respondents contributed verbatim responses, which shows a positive level of engagement.
* The total survey completion rate was very good: 83%, with a 7-minute average completion time.
* Generally, question answer percentages 70% to 100% are good to very good to excellent. Answer percentages 50 - 70% are fair to below average. Answer responses below 50% are below expectations to poor.
* N/A (not applicable) was a response option for some questions but were excluded from percent calculations for those questions summaries to accurately represent the responses for folks who participated in that activity and responded.
* Not all respondents answered every question; thus, the results percentages stated are based upon the actual number of responses for each question.
* Percentages for each question may not total exactly 100% due to rounding.
* When relevant, summary implications make comparisons to prior year quantitative survey results (2016, 2017, 2018, 2023) for questions that were the same or similar. Note that surveys in 2020 and 2021 were qualitative and that no surveys were fielded in 2019 and 2022.
* A general feedback question was an “open ended” question, allowing respondents to write in specific comments. These are summarized into key areas, with positives and opportunity areas sorted for key areas (refer to appendix 1 for verbatim summary and Appendix 2 for full written responses).
* Refer to appendix 3 (separate attachment) for a copy of the questionnaire.
* \*Acronyms Key: SFL = Ski for Light, VIP = Visually Impaired Person, MIP = Mobility Impaired Person, Guide = Volunteer Ski Guide, Worker Bee = non-skiing Volunteer, and NA = Not Applicable

**Section 2**

**2024 Survey Results, by Question, with Summary, Implications & Data**

**Question 1: Rate key aspects of your OVERALL event expeience at thte 2024 Event**

**Summary & Implications:** The overall SFL 2024 event and location experience received 67% very or somewhat satisfied. This is the lowest overall event rating received in the five years quant. surveys have been fielded. For reference, prior overall event and location ratings ranged from 93-98% very or somewhat satisfied. The low ranking is clearly driven by the low scores also seen around facilitiies, meals, and skiing. Two other areas also ranked low; non-skiing 67% and value for the time & money 65% very or somewhat satisified. The skiing experience ranked the lowest, 36% very or somewhat satisfied, and also had the highest dissatisfaction rate, 31%, likely driven by the lack of snow. The SFL organization experience ranked 79%, the highest in the overall experience section. Despite the much lower than usual satisfaction scores overall and with both skiing and non-skiing, it is a positive that the SFL Organization rating was positive (and that there are many positives about the organization in the verbatims); that said, it was also lower than prior surveys, where it ranged from 93-97%, and again, was driven by the lower ratings in all key areas. SFL and the Event Planning team should examine the other survey question results and verbatims, to gain additional insight as to why this event had a lower rating than the prior consistently high overall rating the annual event receives. Looking deeper at specific element ratings in the following survey questions, as well as the verbatim responses (both many positive as well as negative/opportunity), can inform planning for future events. Data below. Note; This section asks respondents to rank key areas and experiencs of the event from an overall perspective. Questions two and three ask about details within the skiing and non-skiing experence.

|  |  |  |  |
| --- | --- | --- | --- |
| **Question 1:**  **Overall Experience** | **Very or Somewhat Satisfied** | **Neutral** | **Dissatisfied or Very Dissatisfied** |
| **Overall SFL 2024 Event & Location** | 67 | 17 | 16 |
| **Skiing Experience** | 36 | 33 | 31 |
| **Non-Skiing Experience** | 67 | 21 | 12 |
| **SFL Organization Experience** | 79 | 16 | 5 |
| **Value for the Time & Money** | 65 | 22 | 14 |

**Question 2: Rate key aspects of your SKIING experience; everything “on snow”**

**Summary & Implications:** Note; This question included a caveat statement reminding respondents: “…taking into account this season’s low & no snow conditions.”

Three of the seven elements ranked positive in satisfaction: Skier & Guide Matching and Relationship 86%, Saturday “no Snow” games 80% and giant ski 72% very or somewhat satisfied. Other elements ranked lower; SFL Guide Training 68%, SFL Skill Sessions 67%, Northwood Golf Club 66%, and SFL Trails 50% very or somewhat satisfied. The highest dissatisfaction was for SFL Trails. Looking at the verbatim responses will provide specific insight into both positive and negative/opportunity areas for key elements of the overall on-snow experience.

Note; This section asks respondents to rank key areas and elements within the skiing experience.

|  |  |  |  |
| --- | --- | --- | --- |
| **Question 2:**  **Ski Experience** | **Very or Somewhat Satisfied** | **Neutral** | **Dissatisfied or Very Dissatisfied** |
| **Northwood Golf Club Skiing** | 66 | 21 | 14 |
| **Skier & Guide Matching and Relationship** | 86 | 10 | 5 |
| **SFL Trails** | 50 | 28 | 22 |
| **SFL Guide Training** | 68 | 28 | 6 |
| **SFL Skill Sessions** | 67 | 27 | 6 |
| **Giant Ski** | 72 | 24 | 4 |
| **Saturday “No Snow” games** | 80 | 17 | 4 |

**Question 3: Rate key aspects of your non-SKIING experience; everything “off snow”**

**Summary Implications:** Local transportation rated the highest, 93% very or somewhat satisfied; transportation was rated lower, at 78%; acceptable, but could have been influenced by the long distance from the airport. These elements were rated acceptable: Added extra fitness activities 78%, evening activities 76%, après ski sessions 73%. Covid prevention & mitigation measures were 61% very or somewhat satisfied. Facilities (Quality Inn & AmericInn) was rated 58% very or somewhat satisfied, with a 25% dissatisfied or very dissatisfied. Note that the two facilities were included together, consistent w/other event surveys where there were multiple buildings for lodging, etc. (i.e. SMR). SFL overall meals rec’d a low 33% very or somewhat satisfied, and 25% dissatisfied or very dissatisfied. Food had a high level of verbatim responses, both positive and negative- many around the low quality. This very low rating likely played a key role in the low overall event rating, as well as the lower than usual value for the money question. For Covid, there were several written verbatims. Looking at the verbatim responses will provide specific insight into both positive and negative/opportunity areas for the non-skiing experience.

Note: Note; This section asks respondents to rank key areas and elements within the non=skiing experience.

|  |  |  |  |
| --- | --- | --- | --- |
| **Question 3:**  **Non-Skiing Experience** | **Very or Somewhat Satisfied** | **Neutral** | **Dissatisfied or Very Dissatisfied** |
| **Facilities (Quality Inn & AmericInn)** | 58 | 19 | 25 |
| **SFL Overall Meals** | 33 | 33 | 34 |
| **Evening Activities** | 76 | 21 | 3 |
| **Après Ski Sessions** | 73 | 25 | 2 |
| **Added Extra Fitness Activities** | 78 | 18 | 4 |
| **Transportation to & from airport** | 78 | 7 | 15 |
| **Local Transportation** | 93 | 5 | 2 |
| **COVID** **prevention & mitigation measures** | 61 | 26 | 14 |

**Question 4: How has SFL impacted your life?**

**Summary & Implications:**

Note: this section was expanded to include six questions this year. None of the questions regarding SFL impact significantly or very much impacted respondents more than 70%. That said, three behavior changes scored 58% or above; Quality of Life Enhancement 64%, SFL & Empowerment & Confidence 60%, and the SFL program of cross-country skiing empowers me to lead a confident and healthy lifestyle 58%. Looking at this question by attendee types, for just VIP’s/MIP’s; LEAST impactful: My level of independence…41% AND, I’ve made positive lifestyle changes…. 43%; significantly or very much. MOST impactful: Participating in SFL leaves me feeling empowered…. 80% AND, My quality of life has been enhanced…69% significantly or very much. This indicates that SFL is impacting some behaviors in a positive way. Similar to prior survey results, there is a low impact rate to the independence levels of attendees-23%. This information and insight can be used in long range strategic planning including a future SFL mission renovation that is more contemporary and appropriate to the SFL population, i.e., empowerment, confidence, assuming the positive, etc. Having positive measurable examples of the impact of SFL on attendees (i.e., empowerment), as quantifiable results is also critical to use for development purposes, i.e., major donor solicitation, grant applications, etc.

|  |  |  |  |
| --- | --- | --- | --- |
| **Question 4: How has SFL impacted your life?** | **More**  **(Significantly or very much)** | **Same**  **(Neutral/ no change)** | **Minimal Impact**  **(A Little or none at all** |
| My behavior has changed regarding fitness (i.e. I exercise More) since participating in SFL | 40 | 58 | 3 |
| I’ve made positive life changes since participating in SFL (i.e., a healthier diet, taken steps toward behavioral & mental wellness, reduced stress, more social & community engagement) | 33 | 60 | 7 |
| Participating in SFL leaves me feeling empowered, confident & open to trying new things; i.e., If I can do this, I can do anything! | 60 | 34 | 6 |
| My level of independence has been enhanced since participating in SFL | 23 | 68 | 9 |
| My quality of life has been enhanced since participating in SFL | 64 | 30 | 5 |
| Participating in the SFL program of cross-country skiing empowers me to lead a confident and healthy lifestyle | 58 | 37 | 5 |

**Question 5: Economic impact of SFL**

Respondents shared their spending amounts (excluding SFL event fees and travel) in the Rhinelander area.

**Summary & Implications:**

The majority spent $1-$249. SFL can share this information with potential hosts communities as one point of the impact SFL may have on the community, i.e. SFL attendees’ shop and impact the local economy, i.e. est. 250 attendees spending Est. $250 equals est. $62,500. However, combining with the SFL expenditures of lodging and meals, fees, taxes, etc. may yield a more impactful number. Data below.

|  |  |
| --- | --- |
| **Question 5:**  **Economic Impact** | **Spend amount ranges** |
| **$1-99** | 39 |
| **$100-249** | 36 |
| **$250-499** | 12 |
| **$500-999** | 9 |
| **$1000 or more** | 2 |
| **N/A** | 2 |

**Question 6: Rank of SFL event attendance decision making factors.**

**Summary & Implications:**

When deciding upon SFL event attendance, respondents ranked the factors in order of importance to their attendance-making decision. The top five were: skiing, travel time & convenience of travel relative to event location, overall geographic location, cost, and my schedule. Skiing and cost have consistently placed at the top of considerations. Non-skiing again ranked in the middle. Health and safety were the least important consideration, down from #6 in 2023 when Covid was still very present, and many people tested positive at both the event and afterwards. This information should be reviewed by the Site Selection and Event Planning Committees to gain insight into attendee perspectives, keeping in mind that skiing and cost have consistently placed in the top of considerations and should be weighted as such when selecting event locations. Because these rankings have been fairly consistent in our surveys, and because the ranking exercise is time consuming for all attendee types, this question can be skipped in next year’s survey.

Note: there were ten factors total, note that there were two “ties’ thus this summary list concludes at eighth.

1. Skiing; Quality and Variety of Ski Trails, Grooming & Facilities
2. Travel Time & Convenience of Travel relative to event location, and, Overall Geographic location of Event (tied for #2)
3. Cost, and, My Schedule (tied for #3)
4. Non-Skiing; Facilities &activities, lodging, meals, special events
5. Time commitment of 9 days
6. Level of fitness required to xc ski for six consecutive days
7. Time commitment of 8 days
8. Health and Safety considerations

Note: there were ten factors total, note that there were two “ties’ thus this summary list concludes at eighth.

**Question 7: Prioritizing event attendance decision making factors**

When it comes to deciding if you’ll attend a future SFL event, what’s the ONE factor that is THE most important to your attendance decision. Respondents were asked to write in one area, and many added additional comments relative to that area.

**Summary & Implications:** There were some similarities to responses seen in the prior question ranking exercise, but also some differences. Skiing is clear and away the number one consideration, being listed 51 times, while Non-Skiing considerations was only listed once, as opposed to being 4th in the ranking question. Similar to the ranking exercised, schedule, location & travel time/travel convenience are also important. Health and safety comes out a bit higher here. SFL should continue to make high-quality skiing the program cornerstone, and should review the additional comments in the chart below for insight.

|  |  |  |
| --- | --- | --- |
| **Question 7.**  **Write in one factor that is THE most important to your attendance making decision.** | **Rank and Number of times written in** | **Additional related comments written in, by area** |
| Skiing; Quality and Variety of Ski Trails, Grooming & Facilities | 1st: 51 | Experienced grooming. Good trails. Variety of trails for different levels of skiers. Real trails, not golf courses. Snowmaking (written in multiple times). Beginner trails for people who only ski once a year. Good mix of trail types. Quality of skiing. Real Nordic Center. Reliable snow, i.e., snowmaking. |
| My Schedule | 2nd: 17 | Time away from work. Personal obligations. Hard to be away from my young family that long. Limited vacation time. Date of event. |
| Overall Geographic location of Event | Tied for 3rd; 11 | A new location or otherwise something different. Novel/new location. Places not needing long bus rides. |
| Travel Time & Convenience of Travel relative to event location | Tied for 3rd; 11 | Short transit time to ski. Short travel time location. Proximity of lodging to ski trails. Ski-in/ski-out locations. |
| Cost | Tied for 3rd; 11 | Personal finances. |
| Time Commitment (general) | Tied for 4th; 10 | See related comments above under my schedule. |
| Health & Safety Considerations | Tied for 4th 10 | Making sure people who are ill are in isolation. Trusting that the overall health and safety of all should be the top priority of SFL. |
| Level of fitness required to xc ski for six consecutive days | 5th; 3 | No specific comments written in. |
| Non-Skiing; Facilities &activities, lodging, meals, special events | Last; 1 | Food for ALL groups, including vegans |

**Question 8: Interest in having fitness activities available, in addition to the core program of XC Skiing**

**Summary & Implications:** Nature Walk, Hiking and Snowshoeing received the highest interest. Giant Ski and ERG were in the middle, and Spin class and ice skating received the lowest. SFL may consider adding some of these activities as optional extra activities, while keeping top of mind these activities should not replace or be in place of XC skiing basis the fact that SFL’s core program is XC skiing, and that skiing is consistently ranked as the most important attendance decision making factor. Data below.

|  |  |  |
| --- | --- | --- |
| **Question 6:**  **Interest in additional fitness activities** | **YES** | **NO** |
| **Snowshoeing** | 66 | 34 |
| **Hiking** | 68 | 32 |
| **Ice Skating** | 42 | 58 |
| **Nature Walk** | 68 | 32 |
| **Giant Ski** | 49 | 51 |
| **Spin Class** | 33 | 67 |
| **Stationary Rowing or Skiing (via ERG machine/equipment** | 47 | 53 |

**Question 9: Event Length. The SFL International event is a nine-day time commitment; seven days in length, plus two days travel. Is the overall event length: too long, just right, too short?**

**Summary & Implications:** 71% of respondents feel the event length is just right, compared to 79% in 2023. 26% feel the event is too long, and 3% think it is too short. For 2024, of the people who answered “too long” the most were 30-49 years old; this is consistent with prior survey results, and why this question is asked. SFL may consider shorter event length options relative to several opportunities: to recruit and retain younger participants (who may be more likely to have time commitment restraints and less disposable income), ensure guide retention and availability, and the opportunity to make large incremental cost reductions, while maintaining high satisfaction ratings for all attendees. Summary data below.

Too short: 3%

Just right: 71%

Too long: 26%

**Question 10: 2025 Soldier Hollow attendance plans. Do you plan on attending the 2025 SFL International event in Provo and Solider Hollow, Utah?**

**Summary & Implications:** Summary data below. The event planning as well as all attendee recruiting committees can use this information as they plan event communication including both participant recruiting and retention. Note that these results were very similar to those in 2023 when asked about Rhinelander.

Yes: 67%

Maybe: 23%

No: 10%

**Questions 11-16: Demographic Information (for survey respondents)**

**Summary & Implications, per demographic area.** Find all the data below. Key committees such as Long-Range Strategic Planning, Event Planning, Recruiting (all participants) and Diversity, Equity & Inclusion (DEI) should also review the data as well as verbatim comments for consideration in their objective setting and annual and long-range planning.

**Age:** Majority of respondents, 62%, are 60-79 years old. This is similar to prior years, including the first quant. survey in 2016 when 60-79 years olds were 56%. Only 20% of respondents are 18-49 years old, and 13% are ages 50-59. To ensure a long-term pipeline of attendees and vis a vis the future of SFL, SFL should understand key factors that influence attendance by age ranges ~18-59, and leverage that insight in not only recruiting, but retention. Additionally, SFL should continue to consider the impact of easily communicable illnesses (including Covid) that may have a more severe impact on the majority of our population- the 60–79-year-old age group.

**Gender:** slightly more respondents were female for this survey, a very slight change from the typical even split of male and females seen in prior surveys.

**Gender Identification**: 10% of Identify as part of the LGBTQIA Community, similar to 11% in 2023. This was the third year for this question for the annual event survey and the info. can be used by the DEI committee.

**Race:** A very large majority of the respondents are white, 81%, consistent with prior years. This information will be useful for the DEI committee and recruiting committees, relative to recruiting a more diverse attendee population in alignment with the general population.

**Attendee type response**: 37% of respondents were VIPs, 2% MIP’s, 55% were guides, and 6% were in the other category. For reference, VIP’s and MIP’s were 42% of attendees this year. SFL should have attendee type coordinators encourage ALL attendees to complete the survey, in addition to the reminders from the President.

**SFL International Week participation:** 59% of respondents have attended from one to five years, indicating a strong engagement from newer attendees. Importantly, it will be critical to ensure the retention of these new attendees.

**Age**

* 18-29: 3%
* 30-39: 5%
* 40-49: 12%
* 50- 59: 13%
* 60-69: 33%
* 70-79: 29%
* 80-89: 4%
* 90-99: 1%
* 100+ 0%

**Gender:**

* Male: 40%
* Female: 58%
* Non-binary: 0%
* Other: 0%
* Choose not to respond: 2%

**Identify as part of the LGBTQIA Community:**

* Yes 10%
* No: 18%
* Choose not to respond: 8%

**Race Ethnicity**

* Asian 0%
* Middle Eastern 0%
* Black or African American 3%
* Hispanic or Latino/a/e 2%
* American Indian or Alaska Native 0%
* Native Hawaiian or other Pacific Islander 0%
* White 82%
* Multiracial 2%
* Other 1%
* Choose not to respond 12%

**Attendee category:**

* VIP Skier: 37%
* MIP Skier: 2%
* Ski Guide: 55%
* Worker Bee or Other Non-Skiing Volunteer: 6%

**SFL International Week participation:**

* First one: 23%
* 2-5: 36%
* 6-10: 18%
* 11-20: 13%
* 21 +: 10%

**Appendix 1**

**2024 Post Event Survey: Topline Verbatim Comment Summary, sorted by key areas**

* Overall, 67 % of respondents contributed verbatim responses, which shows a positive level of engagement.
* Please refer to Appendix 2 (separate attachment) for actual verbatim comments, unsorted.
* Note that verbatim responses are transcribed as written, so may include grammatical errors, incorrect info., etc.
* Numbers of actual pro/con on sorted responses are approximate!

**Overall Event**

* ~63 Overall Event positive comments
* Including descriptions such as organizing committee did a fantastic job, overall it was a good experience, glad I participated, creativity and positivity of SFL shone through, really had the chance to meet and develop relationships with so many more people, no regrets about coming, even though the snow was sparse the event was fantastic.
* ~26 Overall Event negative/opportunity comments
* Including descriptions such as event is too long and it is hard to take time off (4), not enough attention paid to Covid (2), pairing introductions are too long (3), poor communication (schedule, changes, PA system), feeling there is less focus on skiing than in the past.
* Two comments around sighted privilege: 1 felt both the Dome and Olympics were too sight oriented, 1 felt the guides were allowed to give longer introductions (than skiers).

**Comment Areas - On the Snow**

* 8 on Guide/Skier Matching. 4 were very positive, 4 had concerns about individual matches and matching process, including poor matches (2), and unprepared guides (2).
* There was dissatisfaction (several) with the long length and snafus of the Sunday pairing announcements – see Suggestions section.
* 23 on Trails/Conditions.
  + 5 were positive (what skiing could be done was a lot of fun, grooming was miraculous considering the snow conditions).
  + 10 cited lack of snow and SFL loss of focus on skiing as a big issue.
  + 6 disliked the trails being a golf course and not real ski trails.
  + 1 felt the golf club had poor accessibility.
  + 1 felt trails were poorly marked vs other years.
* 1 was very appreciative of the Medical Team and volunteers (to help w/an injury)

**Comment Areas – Off the Snow**

* 23 on Location: 16 positive, 7 negative/opportunity.
  + 12 loved the Rhinelander community, how welcoming and friendly they were.
  + 2 liked how close we were to town and skiing.
  + 5 did not feel it was an appropriate location for a skiing event.
  + 1 commented on poor accessibility.
* 23 on Hotel: 4 positive, 19 negative/opportunity.
  + 14 commented on the conditions at Quality Inn, that common areas and rooms were not clean, staff was not helpful, hot tub was broken, small spaces (hallways, gathering areas, dining) and 2 comments questioning selection team for visiting and then still choosing this location.
  + 2 said the AmericInn was nice, 1 liked that meals and activities were in the hotel not a separate building.
  + 1 appreciated the NaviLens signs.
  + 2 commented on poor accessibility (no elevator in QI and poor and unsafe path and travel between hotels).
  + 2 said the bar was too small and not always open.
  + 1 did not like being split between 2 hotels.
* ~26 on Meals:
  + 8 were positive.
  + 18 were negative disappointments predominantly around the dinner meal (and some on inedible breakfast).
    - Poor quality ingredients and taste
    - Lack of vegetables, repetitive entrees, lack of milk at meals, lack of a meal plan for Vegans.
    - “I was always hungry,” “need more animal protein,” “there were always a ton of SFL folks [at Culver’s] who also thought the food was pretty bad,”
    - Had to spend extra money to buy food.
    - We should not select facilities without a kitchen, etc.
* ~28 on Activities/Programs/Health & Safety/Misc.: 24 positive, 4 negative/opportunity.
  + 14 were very happy with the alternative activities created with 3 specifically mentioning the Olympics.
    - 6 said they loved the Dome night. 4 enjoyed the sing-a-longs.
    - 1 said the evening Cultural Presentations were “surprisingly good.”
  + Negative/Opportunity:
    - 2 on Covid not being managed consistently throughout the week, and people that had Covid being out in public/the group.
    - 2 wished there were evening activities not just entertainment.
    - 1 felt the Dome and Olympics both were too sight oriented.
    - 1 felt the Olympic teams were too large.
  + 3 constructive comments on optimizing the survey.
* Transportation: ~8; 1 positive, 7 negative.
  + 1 felt the bus staff were great.
  + 1 felt there was­ not enough sighted support on/with buses given all the luggage.
  + 4 felt the bus ride was way too long.
  + 1 had luggage lost by SON.
  + 1 had negative comments only about the airline.

**Suggestions & Ideas**

* ~22 Overall Suggestions including:
  + Pairing skiers and guides before Sunday dinner so they can sit together and thus avoid an announcement process that is very long and tiring, and which leaves little time for skier and guide to meet, talk and plan. (multiple versions of this suggestion; including would allow for longer skier introductions)
  + Music: Make Nancy Stevens’ Safe Home song a closing night banquet tradition. Resurrect the John Denver Country Roads parade at the banquet.
  + Return to e-mailing daily program, changes, etc. and post a master schedule, plus signs on conference rooms saying what is happening inside. A whiteboard or similar could be used for daily updates/changes.
  + Refer to the AA meetings as 12 Step Meetings.
  + Have après-ski yoga stretching for relaxation.
  + “Honest” feedback for guides from skiers and SFL so they can improve.
  + Have local guides at the hotel more, to make connecting and meeting up easier.
  + Include something like the Olympics &/or team events every year, as you meet and interact with more people when on teams.
  + Print names on both sides of name tags so they can be read even when they flip over.
  + Test PA system before first use.
  + Have NaviLens code signs in hotels again to enable independence.
  + Have designated tables for young people again. Was fun!
  + Hold event on East Coast. Also consider Midwest sites with great grooming, some have snowmaking, and closer to transportation, like Wirth Park (Minneapolis), Birkie Trail, Minocqua Winter Park, ABR, (these three; NW Wisconsin), Forbush Corners (MI).
  + Offer a discounted rate for volunteers.