

## Trends in Hockey

- **Hockey participation** in USA Hockey was 510,279 in 2013 and in 2009 the participation level was 457,000. This is an increase in participation by 10% from 2009.
- **Hockey participation.** in the past 5 years in Chicago has seen a nice increase in participation with the Chicago Blackhawks doing well. Currently there are 6,000 people on the waiting list for tickets.
- **Off- ice training.** is critical for the success of the ice operations and completing with the regional demographic. Off ice training provides, warm up to improve mobility and the reduction of injury. The ability to train movements, ground based and unilateral. This area provides core training specific for ice, while also training on unstable surfaces. The space creates the ability to practice on unstable surfaces and incorporate variety and progression. Finally the recovery can be strategic and dramatic.
- **Sophisticated video analysis.** state of the art technology allows players get a quicker understanding of hockey specific biomechanics, allowing the invisible to be visible. This improves communication between the instructor and player.
- **Product/equipment costs.** continue to increase which in turn reduces the potential for new players
- **Ice Time.** is critical and finding quality ice creates hurdles for teams and rinks need to balance the programming as it relates to offering programs, leagues and events at various times throughout the day.
- **Competition for skaters/goalies** from large travel hockey programs that sell themselves as glorified travel programs. Also because of the success of the local market the demand for good skaters becomes a high value and programs continue to recruit kids.

## Trends in Figure Skating

- **The United States Figure Skating Association** has seen its membership number dip from 2009 (196,000) to (156,000) in 2013. This is a reduction in membership by 25%.
- What does remain consistent in the participation spike during the Olympic games, this variance can be anywhere from 25% - 50% increase depending on the results of the events at the game
- Typically in the United States northeast part of the country is the strongest region as it relates to participation and the Midwest being the second strongest.
- **Couples Ice Dancing** is gaining momentum from the Olympic results, which is typical when the USA does well at a certain event.
- **Artistic and theater skating** is gaining momentum. The event gives opportunities for figure skaters to be artistic and creative. There are events for single skaters, duets, small ensembles and production numbers. Categories include light entertainment, dramatic entertainment, and improvisation. Singles, duets, and groups compete under spotlights.
- **Synchronized team skating**, also known as precision skating, is the newest and fastest-growing skating sport. It consists of a team of 8 or more skaters (in the United States) or 12 or more skaters (in Canada) who perform various movements, which are in unison with at least part of the team.
- **Competition for skaters** continues to be aggressive by each rink to gain more skaters since the overall participation numbers are down.
- **Ice Time Allocation**, with the growth in hockey the figure skating program needs to make sure there is adequate time to grow the numbers. This becomes a balancing act.