

# Ski and Snowboard road to the Beijing Olympics

**A short history on the development of winter sports in China**

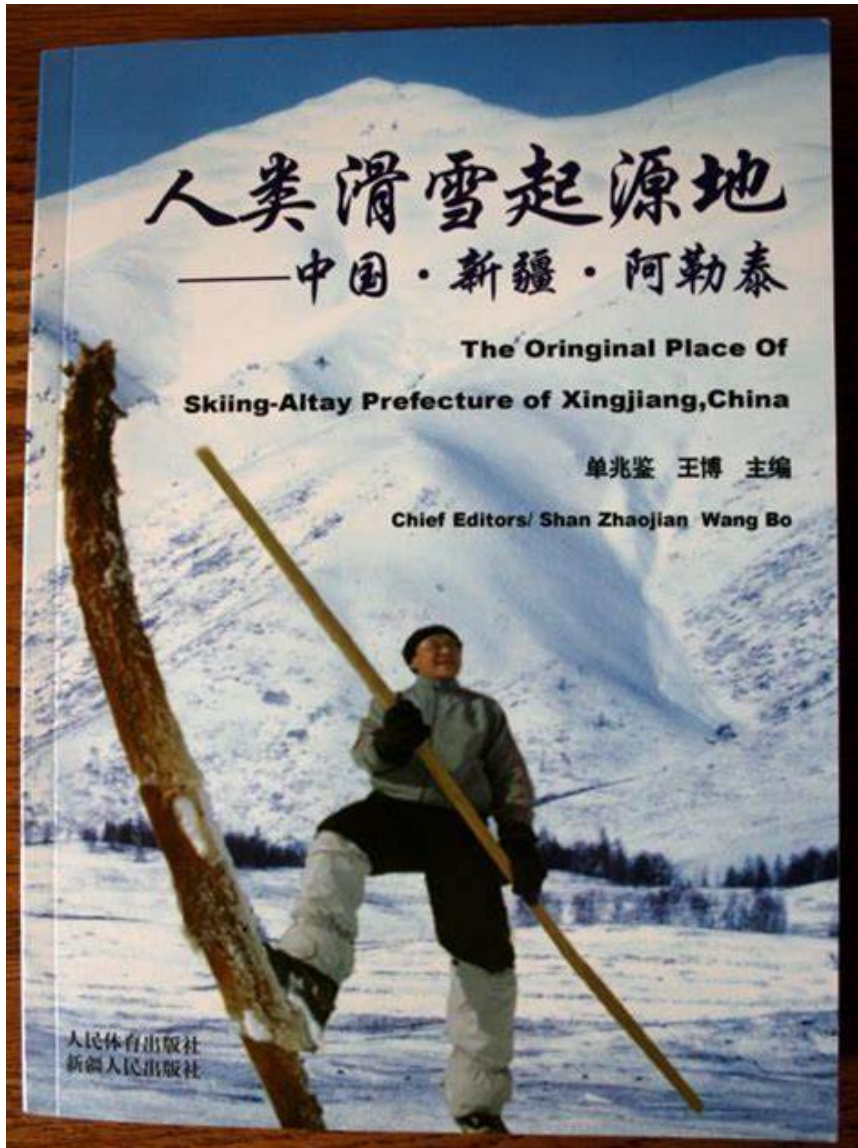
# History of skiing in China

China claims to be the birth place for skiing!?





# History of skiing in China



**China is now Hosting the most prestigious ski event in the World, the Winter Olympics 2022**

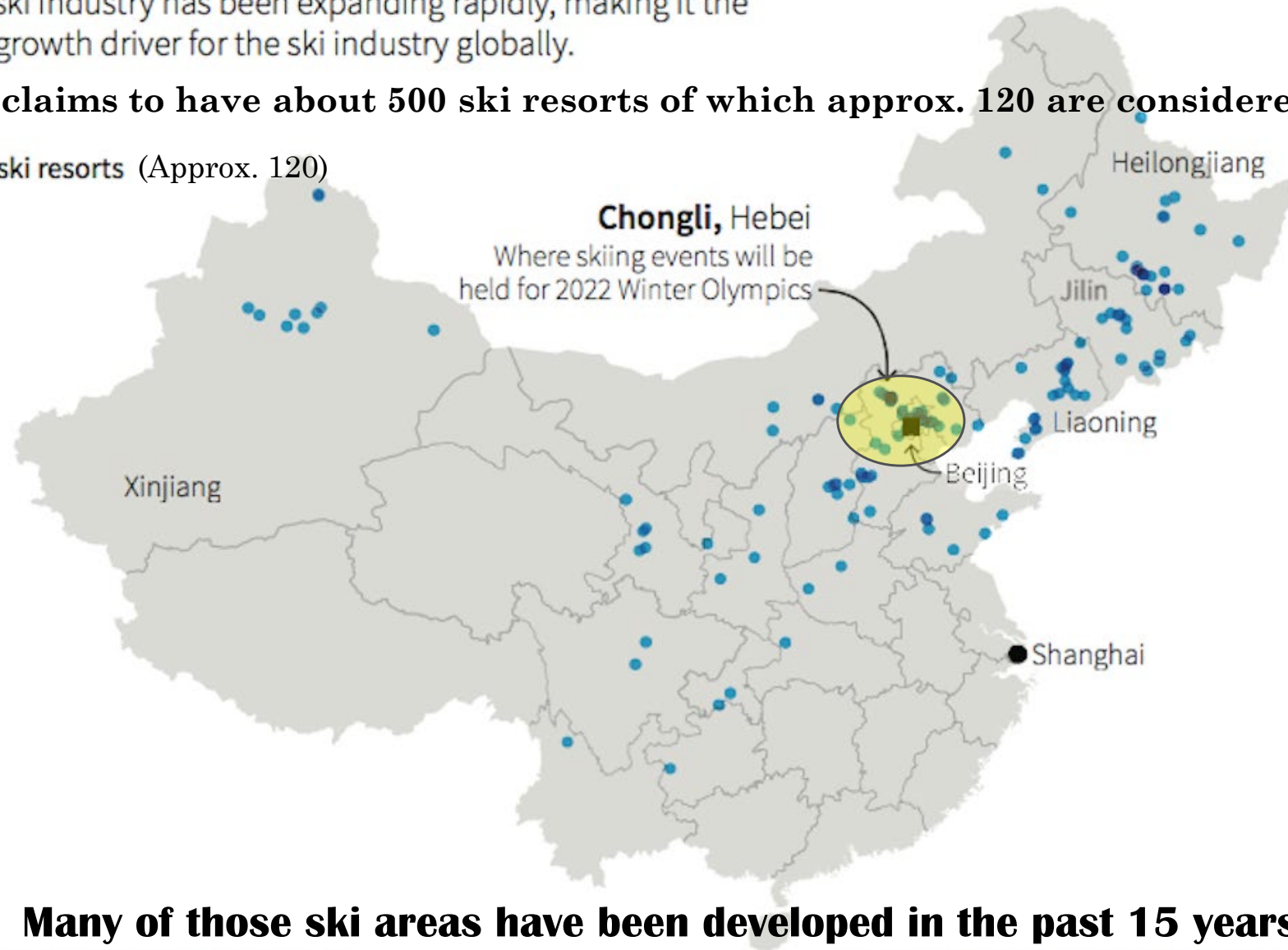


# China's ski resorts

China's ski industry has been expanding rapidly, making it the biggest growth driver for the ski industry globally.

**China claims to have about 500 ski resorts of which approx. 120 are considered major ski resorts**

● Major ski resorts (Approx. 120)



**Many of those ski areas have been developed in the past 15 years**

Source: China Ski Industry White Book

Note: Only ski resorts with chair lifts are included.

J. Wu, 23/01/2018

REUTERS



# Modern Ski Resort in China

(Genting Secret Garden)

- Master Planned by ECOSIGN from Canada
- Architecture by Hornberger + Worstell from San Francisco
- Lifts by Doppelmayr (complete with Bubbles and seat heating)
- Snowmaking by Technoalpin (completely Automatic)





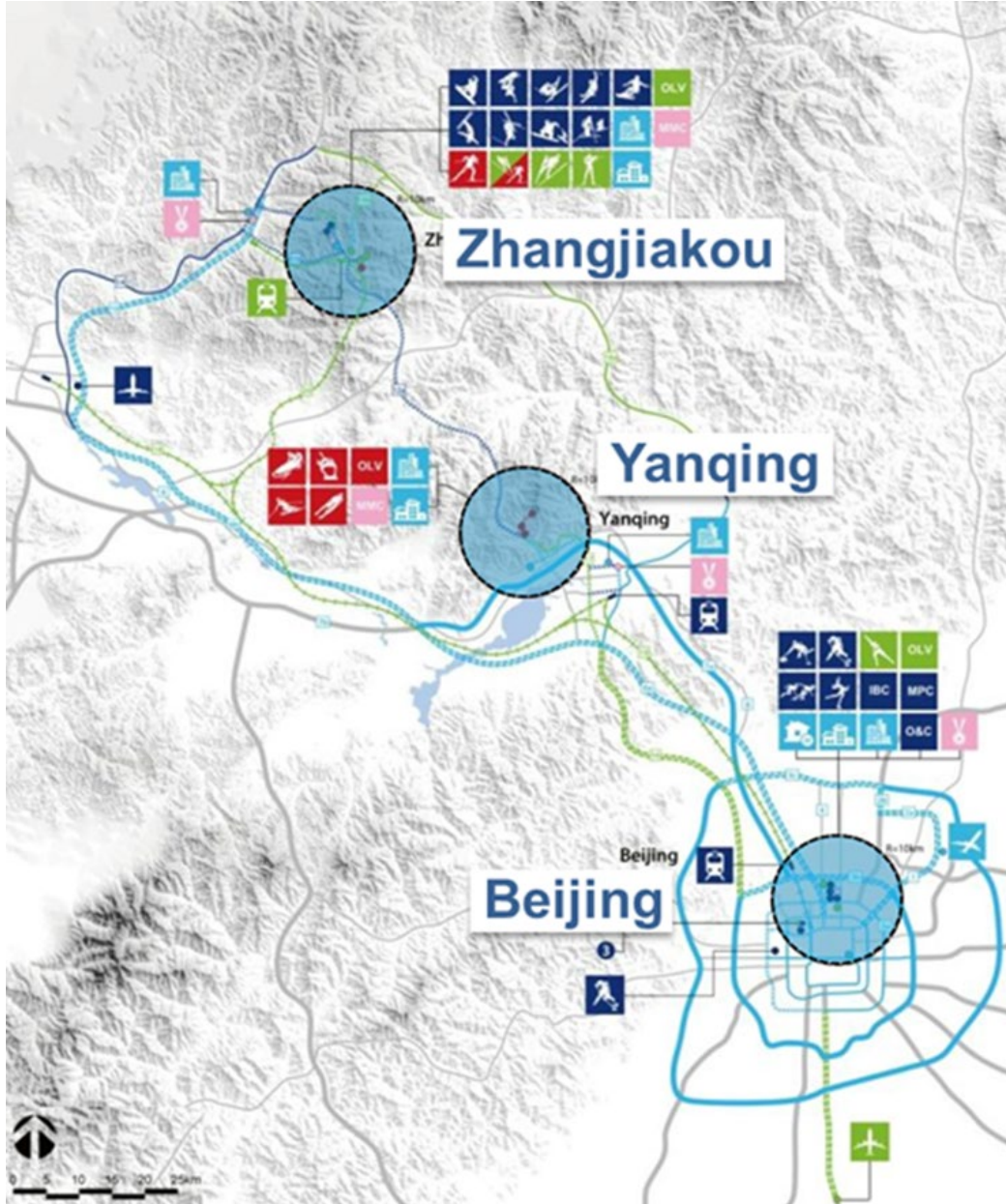


## Standard of Living at the Modern Chinese Ski Resort





# Beijing Olympic's



Driverless Bullet Train (up to 217mph (350km/h))





# Beijing 2022 Freestyle Olympic Venue





# Freestyle Olympic Venue

The image shows an aerial view of a mountainous terrain with snow-covered slopes. Several areas are highlighted in green and labeled with text:

- HP**: Located on the left side of the image.
- SS**: Located in the center-left area.
- PGS**: Located in the center-right area.
- SB Cross** and **Ski Cross**: Located on the right side of the image.
- AE / MO**: Located in a circular inset on the bottom left.

In the bottom right corner, there is a small inset map showing a detailed view of the venue layout with various colored lines and labels.

11/10/2020

Alpine Resort Consulting

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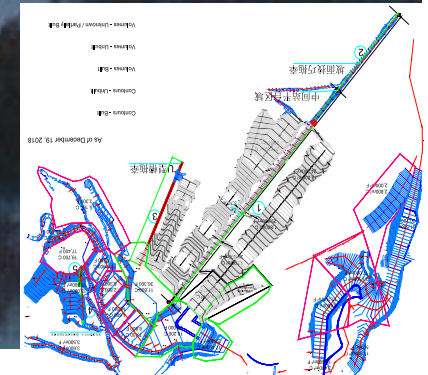
**AE /  
MO**



HP

SS PGS

An aerial photograph of a coastal area, likely a beach or dune system. Two overlapping green ellipses are drawn on the image. The left ellipse is labeled 'SS' and the right ellipse is labeled 'PGS'. The background shows a mix of light-colored sand/dunes and dark, vegetated areas.

[illegible]



## 11/10/2020



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A silhouette of a skier in mid-air, jumping over a dark, curved ridge. The skier is holding poles and has a cloud of snow or dust trailing behind them. The background is a clear, light blue sky.

**Thank You**