

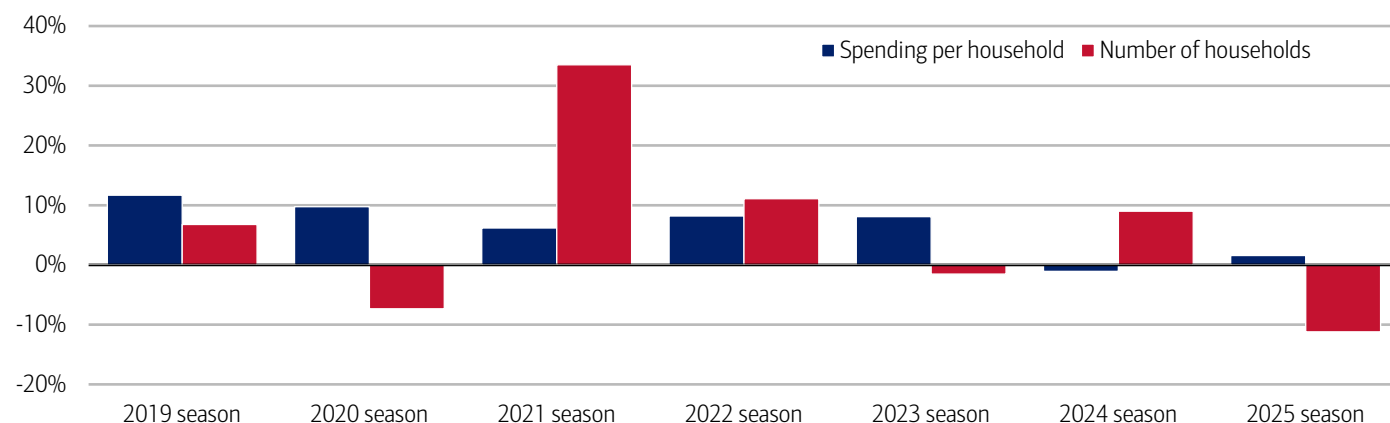
## Daily Insights

# Signs of a slow start to ski season – except in New England

30 January 2026

### Winter sports spending per household is up 1.6% YoY so far this season, but the number of households has fallen 11.2% YoY

Credit and debit card winter sports spending per household (YoY%, annual) and number of households transacting (YoY%, annual)



Source: Bank of America internal data

Note: Winter sports refers to activities concentrated in ski areas.

BANK OF AMERICA INSTITUTE

Ski season is in full swing, but more households are hanging up their gear than hitting the slopes this year. Snow sports spending per household is up 1.6% year-over-year (YoY) so far in the 2025 season, a rebound from 2024's decline, yet the number of households is down more than 11% YoY, signaling concentration among more committed and higher-spending participants.

Still, for some ski resorts, more snow has attracted more visitors than ever before. For the first time in seven seasons, winter sports spending per household is strongest in New England.

Read our latest publication: [Under the weather: Tracking ski season.](#)

## Methodology

Selected Bank of America transaction data is used to inform the macroeconomic views expressed in this report and should be considered in the context of other economic indicators and publicly available information. In certain instances, the data may provide directional and/or predictive value. The data used is not comprehensive; it is based on **aggregated and anonymized** selections of Bank of America data and may reflect a degree of selection bias and limitations on the data available.

Any payments data represents aggregated spend from US Retail, Preferred, Small Business and Wealth Management clients with a deposit account or credit card. Aggregated spend include total credit card, debit card, ACH, wires, bill pay, business/peer-to-peer, cash, and checks.

Unless otherwise stated, data is not adjusted for seasonality, processing days or portfolio changes, and may be subject to periodic revisions.

Bank of America aggregated credit/debit card spending per household includes spending from active US households only. Only consumer card holders making a minimum of five transactions a month are included in the dataset. Spending from corporate cards are excluded. Data regarding merchants who receive payments are identified and classified by the Merchant Categorization Code (MCC) defined by financial services companies. The data are mapped using proprietary methods from the MCCs to the North American Industry Classification System (NAICS), which is also used by the Census Bureau, in order to classify spending data by subsector. Spending data may also be classified by other proprietary methods not using MCCs.

Note that for ski spending, for those that purchased a pass that can be used at multiple locations, the Census Division charts exclude those transactions.

Ski town data series include credit card spending only. Spend is based on the location of the merchant.

Any reference to card spending per household on gasoline includes all purchases at gasoline stations and might include purchases of non-gas items.

Ski seasons are defined as follows:

2018 season: Sunday, April 1, 2018-Saturday, January 12, 2019

2019 season: Sunday, March 31, 2019-Saturday, January 11, 2020

2020 season: Sunday, March 29, 2020-Saturday, January 9, 2021

2021 season: Sunday, April 4, 2021-Saturday, January 15, 2022

2022 season: Sunday, April 3, 2022-Saturday, January 14, 2023

2023 season: Sunday, April 2, 2023-Saturday, January 13, 2024

2024 season: Sunday, March 31, 2024-Saturday, January 11, 2025

2025 season: Sunday, March 30, 2025-Saturday, January 10, 2026

Additional information about the methodology used to aggregate the data is available upon request.

## Contributors

### **Liz Everett Krisberg**

Head of Bank of America Institute

### **David Michael Tinsley**

Senior Economist, Bank of America Institute

# Disclosures

These materials have been prepared by Bank of America Institute and are provided to you for general information purposes only. To the extent these materials reference Bank of America data, such materials are not intended to be reflective or indicative of, and should not be relied upon as, the results of operations, financial conditions or performance of Bank of America. Bank of America Institute is a think tank dedicated to uncovering powerful insights that move business and society forward. Drawing on data and resources from across the bank and the world, the Institute delivers important, original perspectives on the economy, sustainability and global transformation. Unless otherwise specifically stated, any views or opinions expressed herein are solely those of Bank of America Institute and any individual authors listed, and are not the product of the BofA Global Research department or any other department of Bank of America Corporation or its affiliates and/or subsidiaries (collectively Bank of America). The views in these materials may differ from the views and opinions expressed by the BofA Global Research department or other departments or divisions of Bank of America. Information has been obtained from sources believed to be reliable, but Bank of America does not warrant its completeness or accuracy. These materials do not make any claim regarding the sustainability of any product or service. Any discussion of sustainability is limited as set out herein. Views and estimates constitute our judgment as of the date of these materials and are subject to change without notice. The views expressed herein should not be construed as individual investment advice for any particular person and are not intended as recommendations of particular securities, financial instruments, strategies or banking services for a particular person. This material does not constitute an offer or an invitation by or on behalf of Bank of America to any person to buy or sell any security or financial instrument or engage in any banking service. Nothing in these materials constitutes investment, legal, accounting or tax advice. Copyright 2026 Bank of America Corporation. All rights reserved.