



Is Snowtunnel the future of the Winter Olympics?



A groundbreaking new concept could redefine the future of winter sports and Olympic training. The world-first Snowtunnel™ is emerging as a game-changer for developing the next generation of Winter Olympic athletes, sports and audiences.

At the **Summer Olympic Games**, athletes from **206 National Olympic Committees** compete, effectively representing almost every nation in the world. By contrast, only around **93 countries** are expected to compete at the **Winter Olympics Milano Cortina 2026** – less than **50% of the world's countries**. This stark gap highlights one of the greatest structural barriers in global sport: access to snow.

Snowtunnel aims to help change that by giving athletes from **warm-climate nations, low-snow regions, and traditionally underrepresented winter sport countries** consistent, year-round access to real snow training and world-class coaching.

“Snowtunnel represents the evolution of winter sports and athlete training, from welcoming new snow sports participants, to instructing learners and even developing future talents to an elite level,” said Scott Kessler, CEO and Co-Founder of Snowtunnel.

"Imagine discovering the next Olympic snowboarder, slalom skier, or cross-country champion — all trained entirely within Snowtunnel's urban venues," added Scott. "That's the future we are building."

The world's first indoor **Snowtunnel Park** is set to open in Australia, featuring its namesake and global innovation, The **Snowtunnel®** as the star attraction. Standing at a colossal 12.5 metres / 41ft high and 16 metres / 52.5ft long, the patented Snowtunnel™ is a rotating tunnel with variable speed control, lined with real powder snow made from water & air, groomed to corduroy-lined perfection, which provides an "endless mountain" of constantly rideable surface area.

Snowtunnel gives athletes the ability to ride and train consistently without relying on seasonal snow or remote travel. The facility enables young talent to access world-class conditions and expert coaching 365 days a year, opening the door to broader participation.

The Snowtunnel team are currently working with top-tier sports coaches and international partners to design athlete development pathways and processes with precision analytics, motion tracking, and AI-enhanced coaching systems to be integrated into the Snowtunnel environment.

The Future of Global Indoor Snow Events



Beyond training, Snowtunnel sees the opportunity to also pioneer a new category of winter sport competition - indoors.

Using existing digital technology to project course layouts and standardised race parameters, Snowtunnel venues around the world will be able to host:

- Simultaneous competitions across multiple countries
- Standardised courses with aligned gate geometry and timing systems
- Comparable performance data and global leaderboards
- Broadcast-ready “city vs city” winter sport formats

This innovation removes the historic need for long-haul travel to chase out-of-season snow and opens the door to year-round global winter sport leagues and championships.

The combination of sustainability, technology, and accessibility also makes it a strong candidate for inclusion as a stand-alone event in future Winter Olympic Games. With global warming, the number of destinations that could host future Winter Olympic Games is declining. Regions that have already hosted the Winter Olympics have a significant advantage over those that don't, as they have the existing infrastructure. In addition, the carbon footprint of a Snowtunnel Park venue is small due to its size and design features.

In the face of all these global challenges, will Snowtunnel be the future of the Winter Olympics?

To follow the journey, sign up at snowtunnel.com

Key Insights & Talking Points

- The patented Snowtunnel stands at **12.5 metres (41ft) high, equivalent to a 4-storey building.**
- At **16 metres (52.5 ft) long**, the Snowtunnel is as wide as your average ski run.
- Each Snowtunnel delivers the "**endless mountain**" with **over 600m² (6,458ft²) of constantly rideable surface area.**
- Each venue will contain over **3000 m² (32,292 ft²) of total snow play, learn and ride zones**, covered with over **900 cubic metres (31,783 cubic feet) of snow.**
- **Variable speed control** provides both safety and acceleration to suit all abilities.
- Lined with real snow, the constantly groomed "**endless mountain**" has been developed and engineered under wraps in Australia, with plans for a Global headquarters to be established in a major Australian capital city.
- The **first Snowtunnel Park is set to open in 2027.**

- A reported **95% of people have not participated in snow sports***.
- More than **50% of countries around the world do not have ski fields**.
- Snow seasons around the world are short (typically 3 to 5 months a year), Snowtunnel is accessible all year round.
- Each venue is forecast to cost between **AUD \$20 million and \$25 million**, including full venue construction. This represents **less than half of the cost of most surf parks** and only a fraction of the capital typically required for major, land- and construction-intensive indoor snow slope developments around the world.
- Combined with forecasted higher customer volumes, year-round operation and a wider array of experiences, it makes it a formidable and sustainable commercial enterprise.
- At the **Summer Olympic Games**, athletes from **206 National Olympic Committees** compete — effectively representing almost every nation in the world. By contrast, only around **93 countries** are expected to compete at the **Winter Olympics Milano Cortina 2026** — less than **50% of the world's countries**
- Only **47** of the participating countries have achieved a medal in the Winter Olympics. Australia and New Zealand being the only countries in the Southern Hemisphere to win a gold medal.

About Snowtunnel

Snowtunnel Parks are the world's first indoor snow park with real snow, graded slopes and the patented Snowtunnel endless mountain technology. Perfect for everyone to ride, learn and play all year round.

CTA: Get regular updates and the chance to join our exclusive Test Crew at snowtunnel.com

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For access to all media content and brand assets, visit snowtunnel.com/media.

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