

Is 'sidecountry' a four-letter word?



Submitted by Doug Chabot on Wed, 03/13/2013 - 10:37

Riding in the sidecountry is fun, and it is marketable. Google 'sidecountry' and you get 438,000 search results. As more people recreate in the sidecountry, ski areas promote it, equipment manufacturers capitalize on it, riders benefit through new technology and increased availability, the media eats it up, more people want the experience, and WHAM! - we are lost somewhere in a very successful feedback loop. Ski area avalanche professionals and backcountry avalanche forecasters, however, are scratching their heads about how to deal with the phenomena; do we attempt to stop the sidecountry locomotive in its tracks or do we embrace the term, shape the definition to benefit our mission, and attempt to harness its branding power to educate the various user groups that recreate in terrain adjacent to ski areas?

[Sidecountry_TAR_April 2013.pdf](#)

Publication

The Avalanche Review

Date of Publication

Wednesday 3/13/13