



WHITEWASHING WINTER TOURISM

Global Sports and Leisure Industry Risks
in the Uyghur Region

By Peter Irwin

UHRP

UYGHUR HUMAN RIGHTS PROJECT

ئۇيغۇر كىشىلىك ھوقۇق قۇرۇلۇشى

About the Uyghur Human Rights Project

The Uyghur Human Rights Project (UHRP) promotes the rights of the Uyghur people through research-based advocacy. We publish reports and analysis in English and Chinese to defend Uyghurs' civil, political, social, cultural, and economic rights according to international human rights standards.

About the Author

Peter Irwin is the Associate Director for Research and Advocacy at the Uyghur Human Rights Project. He leads the organization's communication strategy, advocacy at the UN and other multilaterals, and engages with governments and civil society. He has authored and edited numerous human rights reports as well as opinion articles for *Foreign Policy*, *The Guardian*, *The Independent*, and other publications. His research has been cited in the *BBC*, *Financial Times*, *Associated Press*, and other outlets.

Acknowledgements

The author would like to thank UHRP Research Director, Dr. Henryk Szadziewski, for his research contributions and substantive reviews of earlier drafts of the report, as well as UHRP Program Assistant, Adaire Criner, for proofreading and editing.

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I. Key Takeaways

- **Winter Sports and Leisure Activities as a State Tool.** Since the 2022 Beijing Winter Olympics, China has invested heavily in ski resorts, hotels, and winter tourism in the Uyghur Region, linking “ethnic” and cultural branding to a state-led narrative of prosperity while suppressing Uyghur language, religion, and culture.
- **Corporate Expansion in a High-Risk Context.** More than 20 prominent global winter sports and apparel brands—including Burton, Arc'teryx, Columbia, and Rossignol—have opened stores in the region, some inside prominent ski areas, often omitting these locations from public listings, reducing transparency about their direct engagement.
- **Sponsorships Advance Government Agendas.** International companies—including Bombardier, Patagonia, Helly Hansen, and Oakley—have backed ski competitions, pop-up events, winter tourism expos, and marketing campaigns, actively supporting state efforts to normalize leisure and “ethnic-themed” tourism in a region under documented human rights abuses.
- **Embedded Infrastructure and Equipment Supply.** European and international firms, from gondola and lift providers to snowmaking companies, supply core ski infrastructure, directly embedding international corporate actors in state-led tourism expansion.
- **Commitments vs. Reality:** Many brands publicly emphasize human rights and ethical business practices, yet few demonstrate meaningful scrutiny or mitigation of operational risks in the Uyghur Region, revealing a persistent disconnect between corporate values and commercial actions.

II. Introduction

“If there are any human rights violations in Xinjiang, I don’t know, [it’s] not my expertise by any means, so I’m not going to judge.”

- Craig Smith, CEO, Burton China (January 2022)

In the years ahead of the 2022 Beijing Winter Olympics, China mounted a coordinated effort to brand itself as a global winter sports destination. That push went far beyond the Games, accelerating state investment in ski resorts, tourism infrastructure, and international marketing, particularly in the Uyghur Region. Since 2022, many of the same global winter

sports brands, apparel companies, hotel chains, and equipment suppliers currently enmeshed in the Milan–Cortina Games have expanded their commercial presence in the region.

Just weeks before Craig Smith’s interview,¹ the Uyghur Tribunal, an independent people’s tribunal set up to examine evidence regarding human rights abuses in the Uyghur Region, found China’s actions amounted to genocide and crimes against humanity.² The judgement followed years of reporting from journalists and research from civil society making similar claims. In early 2021, dozens of genocide and atrocity prevention organizations and experts argued that China’s policies “meet the threshold of acts constitutive of genocide.”³ Human Rights Watch

¹ Robin Brant, “Winter Olympics: Snowboard company Burton defends working in Xinjiang,” BBC, January 18, 2022, <https://www.bbc.com/news/av/world-asia-china-60045448>.

² Joel Gunter, “China committed genocide against Uyghurs, independent tribunal rules,” BBC, December 9, 2021, <https://www.bbc.com/news/world-asia-china-59595952>.

³ “Open Letter of Concern to Governments on Crimes Against Humanity and Genocide Against Uyghurs in China,” Uyghur Human Rights





Global winter sports, leisure, and infrastructure companies present in the Uyghur Region.

and Amnesty International called China's treatment of Uyghurs crimes against humanity that same year.⁴

While Smith's comments may have backfired in the short term, given the negative publicity,⁵ Smith was on a broader mission to promote Burton's expansion into the Uyghur Region ahead of the 2022 Olympics, when all eyes were on a country not traditionally seen as a hub for winter sports.

Burton and a number of other companies learned a valuable PR lesson following the interview, and proceeded to quietly expand their presence in the region despite significant risks. Later that year, the UN, after an extensive investigation, concluded that

China's treatment of Uyghurs and other Turkic peoples could amount to crimes against humanity.⁶

A new UHRP analysis has found more than 20 globally-recognized winter sports apparel and equipment brands that have opened stores and rental outlets at ski resorts and urban centers in the Uyghur Region, as well as brands that have participated in promotional events tied to winter tourism, in some cases partnering with government tourism offices. Major international hotel chains have also expanded into the region, developing ski-in/ski-out accommodations and other resort-adjacent properties

Project, January 14, 2021, docs.uhrp.org/pdf/UyghurGenocideJointOpenLetter_2021FINAL.pdf.

⁴ Maya Wang, "Break Their Lineage, Break Their Roots': China's Crimes against Humanity Targeting Uyghurs and Other Turkic Muslims," Human Rights Watch, April 19, 2021, <https://www.hrw.org/report/2021/04/19/break-their-lineage-break-their-roots/chinas-crimes-against-humanity-targeting>; Amnesty International, "Like we were enemies in a war': China's Mass Internment, Torture and Persecution of Muslims in Xinjiang," June 2021, <https://xinjiang.amnesty.org>.

⁵ Bradley J. Strawser, "Burton Shreds Right and Wrong," Compass Ethics, n.d., <https://compassethics.com/burton-shreds-right-and-wrong>.

⁶ Office of the United Nations High Commissioner for Human Rights, "OHCHR Assessment of human rights concerns in the Xinjiang Uyghur Autonomous Region, People's Republic of China," August 31, 2022, <https://www.ohchr.org/en/documents/country-reports/ohchr-assessment-human-rights-concerns-xinjiang-uyghur-autonomous-region>.

to support the growing leisure market.⁷ Beyond retail and hospitality, a range of European companies have supplied essential ski infrastructure, including snowmaking systems, lifts, and gondolas, embedding themselves directly within the region's ski resorts.

Tourism promotion is closely tied to Chinese state efforts to portray the Uyghur Region as open and prosperous while obscuring ongoing rights abuses.⁸ Since 2023, several UHRP investigations have examined links between tourism promotion, the erasure of Uyghur and Turkic identities, and the normalization of genocide and crimes against humanity.⁹ In 2025, we documented a surge in hotel planning, construction, and openings by major international chains, showing how hospitality expansion reinforces propagandistic government narratives.¹⁰

These developments are tightly linked to the regional government's priorities articulated in state planning documents, which call for an integration of tourism with "culture," and emphasize building distinctive tourism brands centered on "historical and cultural," "folk," and "ethnic" themes. This emphasis on packaging "ethnic" culture for tourism unfolds in parallel with policies that have curtailed Uyghur-language education, restricted religious practice, demolished or altered cultural sites, and detained intellectuals and cultural figures. The result is not organic cultural development, but a state-managed reconfiguration of identity in which acceptable forms of "ethnic culture" are preserved for display while independent expression is suppressed.

⁷ Peter Irwin and Henryk Szadziewski, "It Does Matter Where You Stay: International Hotel Chains in East Turkistan," Uyghur Human Rights Project, April 17, 2025, <https://uhrp.org/report/it-does-matter-where-you-stay-international-hotel-chains-in-east-turkistan>.

⁸ Rian Thum, "Eight Years On, China's Repression of the Uyghurs Remains Dire: How China's Policies in the Uyghur Region Have and Have Not Changed." Simon-Skjodt Center for the Prevention of Genocide, United States Holocaust Memorial Museum, February 2025, https://vault.ushmm.org/adaptivemedia/rendition/id_f36afdaa9fbc0c6c7443b2a5c71025f8b51f459d.

⁹ Uyghur Human Rights Project, "Tourism," uhrp.org/tag/tourism.

¹⁰ Peter Irwin and Henryk Szadziewski, "It Does Matter Where You Stay: International Hotel Chains in East Turkistan," Uyghur Human Rights

Project, April 17, 2025, <https://uhrp.org/report/it-does-matter-where-you-stay-international-hotel-chains-in-east-turkistan>.

Such an explicit, state-directed linkage between tourism and culture—particularly so-called "ethnic minority" culture—positions tourism as a Party-state tool for shaping how Uyghur and other Turkic identities are curated and presented to domestic and international audiences.

Taken together, these developments between the 2022 Winter Games and the Milan–Cortina Games illustrate how international companies, from global winter sports brands to hotel chains and European equipment suppliers, have embedded themselves in the Uyghur Region. Some companies merely operate as retailers to the developing snow sports and leisure market, while others have more closely aligned themselves with a state-led tourism strategy unfolding amid credible findings of genocide and crimes against humanity.

III. Winter Sports Development in the Uyghur Region

Since the lead-up to the 2022 Winter Olympics, the Uyghur Region has experienced a rapid expansion of winter sports infrastructure as part of a broader domestic ski industry strategy.¹¹ The China Ski Industry White Paper, published annually since 2016, shows the growth in both ski areas in the Uyghur Region and total visitors over the last ten years.¹² State media frequently highlight large-scale investment in ski facilities and supporting hospitality, portraying these developments as drivers of tourism, economic growth, and regional integration.¹³

Project, April 17, 2025, <https://uhrp.org/report/it-does-matter-where-you-stay-international-hotel-chains-in-east-turkistan>.

¹¹ Wang Zhuoqiong, "Winter sports in China eye white-hot growth," *China Daily*, February 19, 2024, <https://www.chinadaily.com.cn/a/202402/19/WS65d2aeb4a31082fc043b7d29.html>.

¹² Wu Bin (Benny Wu), "2024-2025 China Ski Industry White Paper," Beijing Snowpal Enterprise Management Co., Ltd., August 26, 2025, <https://de.cdn-website.com/64e34689550d402aa147af5bbc27524d/files/uploaded/2024-2025China+Ski+Industry+White+Book.pdf>.

¹³ Xinhua, "A glimpse into thriving ice and snow industry in Xinjiang," January 30, 2024, <https://en.people.cn/n3/2024/0130/c90000-20128461.html>.



创新发展示范区。扶持发展旅游市场主体，发展壮大新疆旅游投资集团，引导疆内外各类资本进入旅游产业。

扩大旅游产品供给。推动形成环准噶尔旅游环线、环塔克拉玛干旅游环线、环天山南北旅游环线。加快开发冬季旅游，推动旅游业向四季游发展。培育农业观光、乡村旅游、冰雪旅游、山地避暑、森林康养等新业态，建设一批乡村旅游村落和特色旅游村镇。推动“旅游+”“+旅游”等产业融合发展，营销拓展旅游市场，建立新疆旅游商品体系，多层次全方位扩大旅游供给，延伸旅游消费产业链。

打造旅游特色品牌。加大生态旅游、历史人文和民俗文化旅游、红色旅游、乡村旅游、边境旅游等特色旅游品牌培育力度，推动文化和旅游业从“资源时代”进入“品牌时代”。优化旅游市场环境，完善旅游信息服务体系，提高旅游信息化、智能化、便捷化水平，推行“无感通行”“绿色通行”，打造“一部手机游新疆”，提高旅游信息化、便捷化水平。

专栏 3	旅游重点工程
1.	旅游精品景区建设工程。推进天山天池、那拉提、喀拉峻、托木尔、帕米尔冰川公园等自然旅游精品景区建设。
2.	重大旅游基础设施建设工程。推进一批国家4A级以上景区基础设施建设，加大公共服务设施补短板力度，建设智慧管理、游客服务、旅游交通、停车场、厕所等设施。
3.	旅游度假区培育工程。重点培育喀纳斯、温泉县、乌鲁木齐南山度假区，争取创建1-2家国家级旅游度假区。推进博湖县博斯腾湖、福海县乌伦古湖、巩留县库尔德宁、拜城县铁热克温泉、和静县巩乃斯自治区级旅游度假区创建工作。

第二章 促进生产性服务业提档升级

推动生产性服务业向专业化和价值链高端延伸，引导和支持

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The Five-Year Plan for the Uyghur Region: the government will “Accelerate the development of winter tourism [...] Cultivate new business models such as [...] ice and snow tourism,” and notes the “Ürümchi Nanshan Resort area as a priority development project.”

This rhetoric has also been backed by the Chinese government. The regional government’s 14th Five-Year Plan (2021–2025) puts an explicit focus on the importance of the tourism industry, a priority largely absent from the preceding 2016–2020 cycle, noting

¹⁴ 新疆维吾尔自治区发展和改革委员会 [Xinjiang Uyghur Autonomous Region Development and Reform Commission], “新疆维吾尔自治区国民经济和社会发展的第十四个五年规划和 2035 年远景目标纲要” [The 14th Five-Year Plan for National Economic and Social Development and the Outline of Long-Term Goals for 2035 of Xinjiang Uyghur Autonomous Region], April 11, 2022, <https://archive.ph/Z9RtL>.

¹⁵ “Full text: CPC Guidelines for Governing Xinjiang in the New Era: Practice and Achievements,” State Council of the People’s Republic of China, September 20, 2025, https://english.www.gov.cn/archive/whitepaper/202509/20/content_WS68ce5b30c6d00fa19f7a2960.html.

that authorities will “vigorously implement the strategy of revitalizing Xinjiang through tourism.”¹⁴

Additionally, the Five-Year Plan for the Uyghur Region specifically notes that the government will “Accelerate the development of winter tourism,” and “Cultivate new business models such as [...] ice and snow tourism.” The document also explicitly mentions the “Ürümchi Nanshan Resort area as a priority development project,” an area which encompasses the Silk Road International Ski Resort, south of Ürümchi, as well as international hotel projects.

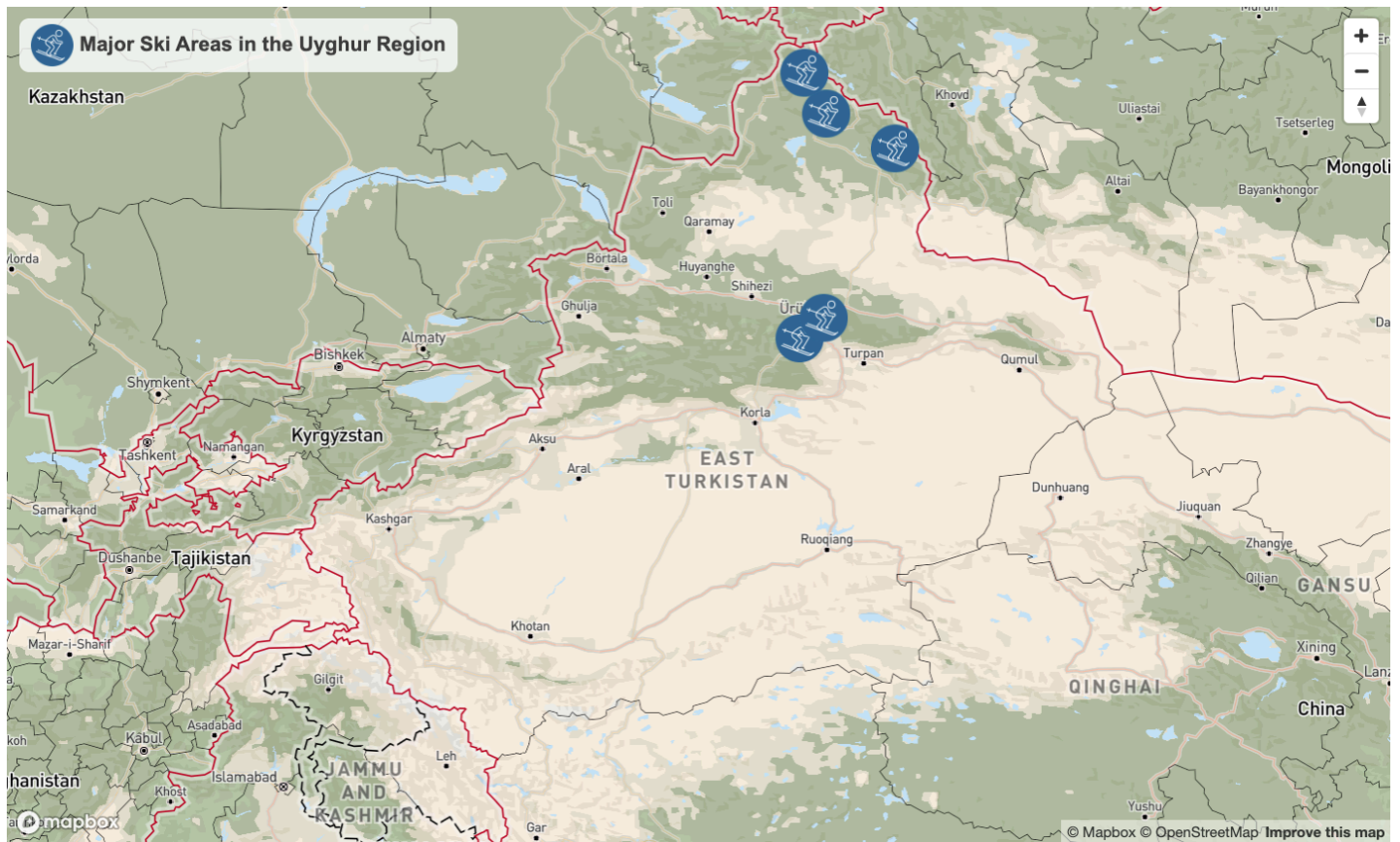
More recently, a 2025 white paper released by the central government, “The Successful Practice of the Party’s Strategy for Governing Xinjiang in the New Era,” (新时代党的治疆方略的成功实践) notes that, “Resources are now being channeled into developing the winter sports tourism sector, with 72 skiing venues and five national ski resorts established across the region by the end of 2024.”¹⁵

Additionally, an implementation document released by the regional government in January 2025 instructs all government institutions from the regional to local levels to “promote Xinjiang’s ice and snow products and services to the world.”¹⁶ The document calls on officials to, “Actively attract well-known domestic and international ice and snow enterprises” for the development of facilities in the region, and to “Strengthen cooperation and exchanges with [...] leading ice and snow countries internationally through branded events.” The overall objective, according to the document, is to attract more than four million visitors annually by 2027 and reach an output value of 200 billion yuan (USD\$28.6 billion) for the ice and snow industry by 2030.¹⁷

¹⁶ 印发《自治区关于以冰雪运动高质量发展 激发冰雪经济活力的实施方案》的通知 [The Autonomous Region issued the “Opinions on Promoting High-Quality Development of Ice and Snow Sports,” Notice on the Implementation Plan for Stimulating the Vitality of the Ice and Snow Economy], 新疆维吾尔自治区人民政府办公厅 [“General Office of the People’s Government of Xinjiang Uyghur Autonomous Region”], 2024, <https://archive.ph/v9ke1>.

¹⁷ 新疆维吾尔自治区人民政府办公厅 [General Office of the People’s Government of Xinjiang Uyghur Autonomous Region], “印发《自治区关于以冰雪运动高质量发展激发冰雪经济活力的实施方案》的通知” [“Notice on Issuing the Implementation Plan of the Autonomous





A network of ski areas now spans the region. In Altay Prefecture, Jiangujunshan International Ski Resort in Altay City, Jikepulín International Ski Resort in Hemu (MON: Kom-Kanas) Village, and Keketuohai International Ski Resort in Köktoqay County are among the major ski areas. Around Ürümqi, the Silk Road International Ski Resort and Tianshan Heaven Lake International Ski Resort have expanded access for winter sports, complemented by smaller areas like Baiyun and Wukesong Ski Resorts.

In addition to promoting the region as a center for leisure and consumption,¹⁸ state media repeatedly frame winter tourism in the Uyghur Region around carefully curated displays of “ethnic culture,” highlighting its scenic potential and visitor appeal while presenting local heritage as an exotic tourist

experience.¹⁹ This portrayal stands in stark contrast to the lived realities of Uyghurs, including pervasive surveillance, arbitrary detention, restrictions on religious and linguistic expression, family separation, and coercive labor programs.

These state-driven investments and ambitious expansion plans have created an infrastructure primed for international participation. Western companies, from global winter sports brands to hotel chains and European equipment suppliers, have seized these opportunities, embedding themselves in the region’s ski resorts, retail spaces, and hospitality networks.

Region on Stimulating the Vitality of the Ice and Snow Economy through High-Quality Development of Ice and Snow Sports”], December 29, 2024, <https://www.xinjiang.gov.cn/xinjiang/c112545/202501/5680054cecc264347beb196ef4bec356f.shtml>.

¹⁸ China Daily, “Xinjiang transforms as cultural and tourism center,” September 25, 2025, <https://www.prnewswire.com/news-releases/xinjiang-transforms-as-cultural-and-tourism-center-302566839.html>.

¹⁹ China Daily, “Xinjiang attracts tourists with winter sports,” February 2, 2024, www.chinadaily.com.cn/a/202402/02/WS65bc576ca3104efcbdae955b.html.



Rendering of the now-open Hotel Indigo Kanas Hemu by IHG in Altay. Source: [NDA Group](#).

IV. Ski-in/Ski-out Resorts

While documenting the surge in international hotel chains opening properties in recent years in the Uyghur Region, UHRP researchers noticed a number of new “chalet-style” accommodations in proximity to—or in some cases, within—ski resorts.

This includes IHG’s Hotel Indigo Kanas Hemu, located within the Jikepulin Ski Resort, which promotes its “unique ethnic and cultural charm” on its website.²⁰ The dual-branded Conrad Altay Hemu and Hilton Altay Hemu, also located within the resort, bills itself as a “serene stay inspired by culture.” In total, at least six hotels from major international brands—including Hilton, Hyatt, IHG, and TUI Group—are already open,

with two additional Marriott properties and one Hyatt hotel slated to open in the Altay region.

These developments also extend beyond the Altay Mountains to smaller ski areas south of Ürümqi, including Baiyun and Wukesong, consolidating Western hospitality presence across the region. The regional government’s 14th Five-Year Plan (2021–2025) explicitly mentions the Ürümqi Nanshan Resort area as a focus for “tourism resort development projects.”²¹ The area encompasses two planned IHG hotels, the Holiday Inn Express Urumqi Silk Road Resort²² and a Crowne Plaza-branded hotel, which will operate in the vicinity of the Silk Road International Ski Resort, south of Ürümqi.

²⁰ IHG, “Hotel Indigo Kanas Hemu,” n.d., www.ihg.com/hotelindigo/hotels/us/en/xinjiang/kjika/hoteldetail.

²¹ 新疆维吾尔自治区发展和改革委员会 [Xinjiang Uyghur Autonomous Region Development and Reform Commission], “新疆维吾尔自治区国民经济和社会发展第十四个五年规划和 2035 年远景目标纲要” [The 14th

Five-Year Plan for National Economic and Social Development and the Outline of Long-Term Goals for 2035 of Xinjiang Uyghur Autonomous Region], April 11, 2022, <https://archive.ph/Z9RtL>.

²² IHG, “Holiday Inn Express Urumqi Silk Road Resort,” n.d., www.ihg.com/holidayinnexpress/hotels/us/en/urumqi/urcsr/hoteldetail.

V. Winter Sports Gear and Infrastructure

Following the rapid development of winter sports infrastructure in the Uyghur Region, a growing number of international apparel and equipment

companies have also embedded themselves in the local market. Leading international winter sports brands have opened stores and rental outlets in ski resorts and urban centers.

Burton Snowboards, for example, operates two retail stores in the region, one at the Jikepulin International



Clockwise from top left: Burton store at the Jiangjunshan International Ski Resort (via Douyin, 2025); Volcom Jiangjunshan International Ski Resort (via Douyin, 2025); Descente store in Ürümchi (via Douyin, 2025); Rossignol store in Ürümchi (via Douyin, 2025).



Ski Resort and another at Jiangjunshan Ski Resort. Despite prominently listing physical storefronts around the world on its website, including stores across Asia and mainland China, Burton conspicuously omits the two locations in Altay from its list. Videos from Chinese users on Douyin from early 2026 clearly show the store located at the Jiangjunshan Ski Resort, and Baidu Maps lists both locations prominently.²³ A Chinese state media release also indicates that Burton also operates a store at the Silk Road International Ski Resort, though this could not be corroborated elsewhere.²⁴

Volcom, a U.S.-based snowboarding brand with a global retail footprint, also maintains a visible commercial presence at Jiangjunshan International Ski Resort, where it operates a branded retail store and rental counter within the resort complex.²⁵ Volcom, although listing five stores in China on its website, omits its Jiangjunshan location.²⁶

The Austrian ski company, Fischer, also has two dealers in the Uyghur Region, one at the Jiangjunshan International Ski Resort, and another at the Jikepulin International Ski Resort. Douyin videos posted by Fischer also show Fischer testing a new line of skis at the Keketuohai International Ski Resort.²⁷

Descente, a Japanese sports clothing and accessories company, operates multiple stores across the region, including one at Jiangjunshan International Ski Resort and another two in Ürümqi. Descente also maintains

a partnership with Jiangjunshan, where its logo is displayed prominently on chairlifts and in other areas. The Descente brand is operated in China through a joint venture with its Japanese parent company, Itochu Corporation, and Anta Sports.²⁸ A major investigation last year by Daniel Murphy with *The Bureau of Investigative Journalism* and journalists at *The New York Times* and *Der Spiegel* found that Anta directly owns production sites linked to Uyghur forced labor.²⁹

This is not the first time Chinese apparel companies have been implicated in controversies surrounding winter sports. Ahead of the Beijing 2022 Winter Games, the International Olympic Committee (IOC) released a statement claiming to have conducted “third-party due diligence” on Anta and the Chinese apparel company, Hengyuanxiang Group (HYX Group), who supplied uniforms and other branded products for the Games.³⁰ Human Rights Watch and the Coalition to End Forced Labour in the Uyghur Region pushed back, noting that the IOC’s statement, “contained significant gaps, including inadequate transparency of audit results and lack of analysis of suppliers’ responsible sourcing practices.”³¹

Many other companies have expanded into the Uyghur Region with stores, including Swedish outdoor apparel company, Fjällräven,³² which has opened at least six

²³ Baidu Maps, “奈斯 BURTON (禾木店),” accessed February 24, 2026, <https://shorturl.at/EelHu>; and Baidu Maps, “BURTON (将军山雪场店)” accessed February 24, 2026, <https://shorturl.at/g3hPV>.

²⁴ 中国日报网, [China Daily Online], “BURTON 持续推动单板滑雪文化深耕中国” [BURTON continues to promote snowboard culture in China], November 16, 2021, <https://qiye.chinadaily.com.cn/a/202111/16/WS61937329a3107be4979f87c3.html>.

²⁵ Baidu Maps, “Volcom 雪具及租赁店 (将军山店)” accessed February 24, 2026, <https://shorturl.at/ibwxW>.

²⁶ Volcom, “Retail Stores,” n.d., <https://www.volcom.fr/blogs/store-locator>.

²⁷ Fischer Ski Resort, “十一月中，雪季全面来到！清晨在可可托海，享受 RC4 NOIZE ST PRO 在灯芯绒形态的雪道滑行。NOIZE CONTROL 从声乐中带来的智慧启发 #双板滑雪 #FISCHER #NOIZE #次世代 RC4 #STpro” [Mid-November marks the full arrival of the ski season! Enjoy a morning in Koktokay, gliding the RC4 NOIZE ST PRO on the corduroy-patterned slopes. NOIZE CONTROL draws inspiration from the wisdom

of sound. #Skiing #FISCHER #NOIZE #NextGenerationRC4 #STpro], Douyin, November 13, 2025, <https://www.douyin.com/video/7572262914686471439>.

²⁸ Anta holds the majority stake (around 54%).

²⁹ Daniel Murphy, “China’s economy runs on Uyghur forced labour,” *The Bureau of Investigative Journalism*, May 29, 2025, <https://www.thebureauinvestigates.com/stories/2025-05-29/chinas-economy-runs-on-uyghur-forced-labour>.

³⁰ International Olympic Committee, “IOC conducts third-party due diligence on its suppliers for Olympic Winter Games Beijing 2022,” January 19, 2022, <https://www.olympics.com/ioc/news/ioc-conducts-third-party-due-diligence-on-its-suppliers-for-olympic-winter-games-beijing-2022>.

³¹ Human Rights Watch, “China: IOC Can’t Ensure Olympic Apparel Is Abuse-Free,” February 14, 2022, <https://www.hrw.org/news/2022/02/14/china-ioc-cant-ensure-olympic-apparel-abuse-free>.

³² See Fjällräven’s response to UHRP in Appendix II.





Left: Nalati Kite Skiing Open (“King of Snow and Wind”) via Instagram, December 29, 2024 ([Marie Dubois](#)). Right: Nalati Kite Skiing Open (“King of Snow and Wind”) via Facebook, January 5, 2025 ([Mingyee Ng](#)).

In December 2024, several international brands including Patagonia (USA),⁴⁵ Ortovox (Germany), Naish (USA), Jones Snowboards (USA), K2 Snowboards (USA), Smith Optics (USA),⁴⁶ Backcountry Access (USA), Armstrong Foils (USA), and Bombardier Recreational Products (Canada) sponsored the first Nalati Kite Skiing Open (“King of Snow and Wind”) in Ili Prefecture.⁴⁷ According to state media, the event was intended to “respond to the national call and promote the integrated development of culture, sports, and tourism in [Ili].”⁴⁸ Other Chinese media have noted that the purpose of the event was to

perfect farewell!], November 28, 2021, <https://sports.sina.com.cn/o/2021-11-28/doc-ikyakumx1877865.shtml>.

⁴⁵ See Patagonia’s response to UHRP in Appendix II.

⁴⁶ Owned by Safilo Group S.p.A., an Italian company.

⁴⁷ Xinhua, “跟着赛事去旅行，2024年“风雪之王”那拉提首届风筝滑雪公开赛12月28日邀您共赏！”[“Travel with the event! Join us on December 28, 2024 for the inaugural Narat Kite Skiing Open, the ‘King of Snow and Wind’!”], December 27, 2024, <https://archive.ph/oERmU>.

⁴⁸ 新华网新疆频道 [Xinhua News Agency Xinjiang Channel], “跟着赛事去旅行，2024年“风雪之王”那拉提首届风筝滑雪公开赛12月28日邀您共赏！”[“Travel with the event! Join us on December 28, 2024 for the inaugural Narat Kite Skiing Open, the ‘King of Snow and Wind’!”], December 27, 2024, <https://xi.news.cn/20241227/f0b49350694942c996678a8c0e5ea3ba/c.html>.

“revitaliz[e] tourism businesses,” and construct infrastructure in order to “upgrad[e] winter tourism and create a high-quality tourist destination.”⁴⁹

Beyond apparel and equipment, other global companies provide key ski infrastructure and engineering services. Ropeway and mountain infrastructure companies such as Poma (France),⁵⁰ Bartholet Maschinenbau Flums (BMF) (Switzerland),⁵¹ and MND (France) have installed gondolas, lifts, and snowmaking systems in multiple ski areas across the

⁴⁹ 伊犁零距离 [Yili Zero Distance], “冰雪胜境魅力伊犁 | 2024年“风雪之王”那拉提首届风筝滑雪公开赛12月29日开赛” [Ili, a Winter Wonderland: The Inaugural Narat Kite Skiing Open, the “King of Snow and Wind” in 2024, will kick off on December 29th.], 微信 [Weixin], December 19, 2024, https://mp.weixin.qq.com/s?_biz=MzA5NzQ4MzUwNA==&mid=2651057980&idx=4&sn=e3f4069858e71cbf13823585c8916818&chksm=8aa8165a6098c4c5d7850aa8514f6196260b5d25c048e81fab13d023c7cd2541325d228dbb22&scene=27.

⁵⁰ Tianshannet, “Booming winter tourism industry in NW China’s Xinjiang,” January 29, 2024, <https://english.ts.cn/system/2024/01/11/036892095.shtml>.

⁵¹ Bartholet Maschinenbau AG, “Happy Easter from Bartholet!...,” Facebook, April 17, 2025, https://www.facebook.com/permalink.php?story_fbid=pfbid02WZf94j9tjSYpoTd7dh7XxSdcUXtLeAX62fpDDxjVhzcXVd4DyLeewUpPv246QcGgl&id=100063621188548.

Uyghur Region,⁵² including in Nalati, where a new 8-seater gondola was built and promoted by BMF in collaboration with the Porsche Design Studio.⁵³ TechnoAlpin,⁵⁴ a major Italian snowmaking company, which has participated in trade fairs⁵⁵ and winter expos⁵⁶ in the Uyghur Region, provides snowmaking systems to the Keketuohai International Ski Resort and other ski areas,⁵⁷ according to state media. Austria's Doppelmayr/Garaventa Group's China subsidiary also participated in a trade fair in the region in 2024.⁵⁸

Disney has also established preliminary procurement agreements with multiple ski resorts across the Uyghur Region, and showcased its products at the 2025 Xinjiang Winter Tourism Industry Trade Expo, where Disney characters “were featured on a range of snow sports equipment, including snowboards and ski apparel.”⁵⁹ A company representative explained that their goal is to, “explore opportunities to secure operational rights for ski resorts, develop themed slopes and children’s zones, inject contemporary and trendsetting vitality into Xinjiang’s winter sports industry, and diversify its commercial offerings.”⁶⁰



Disney at the 2025 Xinjiang Winter Tourism Industry Trade Expo (November 2025). Source: [Tianshannet](#).

⁵² MND, “Loisirs outdoor : l’offre globale de MND” [Outdoor leisure: MND’s comprehensive offering], February 25, 2022, <https://mnd.com/loisirs-outdoor-loffre-globale-de-mnd>.

⁵³ bartholet.swiss, “Enjoy the beautiful grassland of Nalati!” Instagram, June 21, 2023, <https://www.instagram.com/reels/CtwkeB8li8A>.

⁵⁴ TechnoAlpin, “What a view! Recently the ski resort of Keketuohai...” Facebook, September 30, 2020, <https://www.facebook.com/technoalpin/posts/what-a-view-recently-the-ski-resort-of-keketuohai-in-the-chinese-province-of-xin/10158549909981061>.

⁵⁵ 乌鲁木齐晚报 [Ürümchi Evening News], “冰雪盛会中共享发展机遇——第十七届新疆冬季旅游产业交易博览会亮点扫描” [Sharing Development Opportunities Amidst the Ice and Snow Extravaganza: Highlights of the 17th Xinjiang Winter Tourism Industry Trade Fair], December 25, 2023, http://wlmq.wenming.cn/ywjj/202312/t20231225_8376772.shtml.

⁵⁶ 任江 [Ren Jiang], “‘冬博会’热雪节”热流滚滚” [The Winter Expo and the Snow Festival are generating a lot of buzz], *天山网-新疆日报*

[*Tianshannet-Xinjiang Daily*], January 4, 2024, http://www.cjxw.cn/xw/xjxw/202401/t20240104_18370709.html.

⁵⁷ 乌鲁木齐晚报 [Ürümchi Evening News], “冰雪盛会中共享发展机遇——第十七届新疆冬季旅游产业交易博览会亮点扫描” [Sharing Development Opportunities Amidst the Ice and Snow Extravaganza: Highlights of the 17th Xinjiang Winter Tourism Industry Trade Fair], December 25, 2023, http://wlmq.wenming.cn/ywjj/202312/t20231225_8376772.shtml.

⁵⁸ Tianshannet, “Booming winter tourism industry in NW China’s Xinjiang,” January 29, 2024, <https://english.ts.cn/system/2024/01/1/036892095.shtml>.

⁵⁹ Ren Jiang, “Disney IP products appear at the 19th Xinjiang Winter Tourism Industry Trade Expo,” *Tianshannet*, November 18, 2025, <https://english.ts.cn/system/2025/11/17/036984927.shtml>.

⁶⁰ Ibid.

Western and international ski instruction programs have also established a presence in the Uyghur Region, providing professional training and certification on-site. The Canadian Ski Instructors Alliance advertises opportunities for experienced instructors in China,⁶¹ including with SnowSports Unlimited, which teaches courses in the Uyghur Region, according to social media posts.⁶² The French Club Med Ski Academy also operates in collaboration with Jiangjunshan International Ski Resort.⁶³

In 2024, Ski Austria, partnering with a Chinese company, delivered a ski coach certification program at the Keketuohai International Ski Resort.⁶⁴ Similarly, RADSkier GmbH, headquartered in Graz, Austria, with Snowsports Academy Austria, partnered with

Keketuohai International Ski Resort in 2024⁶⁵ and with the Silk Road International Ski Resort in 2025 to provide professional instructor training.⁶⁶

VII. Promotion of Leisure and Adventure Tourism

Engagement in infrastructure extends beyond ski areas, reaching other facets of winter leisure tourism, including recreational equipment and adventure sports. The 2025 Xinjiang Winter Tourism Industry Trade Expo, organized with the participation of the regional Department of Culture and Tourism, included Canadian manufacturer Bombardier Recreational Products (BRP),⁶⁷ where the company reportedly sold



Bombardier Recreational Products (BRP) at the 2025 Xinjiang Winter Tourism Industry Trade Expo (November 2025). Source: Douyin.

⁶¹ Canadian Ski Instructors Alliance, “CSIA International Resellers,” n.d., <https://www.snowpro.com/en/initiatives>.

⁶² snowsportsunlimited and xinjie_training, “Keketuohai Super Course in full effect! Just as much fun off the snow!” April 22, 2025, <https://www.instagram.com/p/DIVgvV2RI45>.

⁶³ Tianshanet, “Foreign ski instructors invited to ski resorts in Altay to provide systematic and targeted training,” November 14, 2024, <http://english.ts.cn/system/2024/11/12/036936138.shtml>.

⁶⁴ Ibid.

⁶⁵ Zhang Ting and Dong Shiju, “Foreign ski instructors invited to ski resorts in Altay to provide systematic and targeted training,” *Shiliuyun-*

Xinjiang Daily, November 14, 2024, <http://english.ts.cn/system/2024/11/12/036936138.shtml>.

⁶⁶ Snowsports Academy Asia, “Partner Introduction | Silk Road Mountain Resort, Xinjiang, China,” LinkedIn, November 2025, https://www.linkedin.com/posts/snowsportsacademyasia_radskier-silkroadmountainresort-snowsportsacademyaustria-activity-7393901293993472001-41eK.

⁶⁷ 张艳芳 [Zhang Yanfang], “第十九届新疆冬季旅游产业交易博览会全面启动” [The 19th Xinjiang Winter Tourism Industry Trade Fair has officially commenced], 石榴云/新疆日报 [Shiliuyun/Xinjiang Daily News], November 14, 2025, <https://www.xinjiang.gov.cn/xinjiang/xjyw/202511/432143b123684e9bbb2180c4c526d622.shtml>.



Bombardier Recreational Products (BRP) promotional video filmed in Nalati Grasslands in the Uyghur Region (September 2025).

over 200 snowmobiles.⁶⁸ BRP has emphasized expanding sales and cultivating scenic “playgrounds” for riders in China, partnering with authorized dealers across China in an attempt to support “cultural tourism” exploration.⁶⁹

On at least two occasions, BRP has collaborated with Chinese singer, Hao Yun, in marketing events in the Uyghur Region. In a promotional video posted on Douyin, with the caption, “Let’s embark on an original ecological grassland journey,” the singer can be seen driving an ATV from one of BRP’s sub-brands, Can-Am, across the Nalati grasslands in Ili Prefecture.⁷⁰ Another promotional event in the Kalajun Prairies shows the singer riding with a group through the nature park under the theme “Exploring New Ways to Go Wild.”⁷¹

⁶⁸ 新疆日报 [Xinjiang Daily], “新疆冰雪游的“新”三重奏” [A New Trio for Xinjiang’s Ice and Snow Tourism], January 10, 2026, <http://xi.people.com.cn/n2/2026/0110/c186332-41468912.html>.

⁶⁹ 千龙网 [Qianlong.com], “顶尖玩家 巅峰相会 庞巴迪 BRP 硬核演绎户外动力新风潮” [Top players meet at the pinnacle of performance as Bombardier BRP delivers a new trend in outdoor powertrain technology], October 9, 2024, <https://baijiahao.baidu.com/s?id=1812419412869437421>.

⁷⁰ 庞巴迪 BRP [Bombardier BRP], “共赴一场原生态的草原之旅…” [Embark on a pristine grassland adventure...], Douyin, September 11, 2025, <https://www.douyin.com/video/7548754033512107307>.

In February 2025 BRP, a major producer of snowmobiles, personal watercraft (PWCs), motorcycles, and ATVs, signed a strategic cooperation agreement with the China Tourism Association.⁷² The agreement reportedly stipulated that the two parties will “work together to promote the deep integration of cultural tourism and outdoor dynamic sports, and drive the high-quality development of outdoor sports in scenic areas.” In 2024, BRP opened what appears to be its only authorized dealership and after-sales service center in Kūnas County, just west of the Nalati Airport.⁷³

On January 16, 2026, BRP General Manager Wang Yuan attended a China–Canada Trade and Investment Dinner with Canadian Prime Minister Mark Carney and Vice Premier of the State Council, He Lifeng, promoting bilateral trade and investment between the

⁷¹ 庞巴迪 BRP [Bombardier BRP], 郝云 喀拉峻探索之旅 [Hao Yun’s Karajun Exploration Trip], Bilibili Video, www.bilibili.com/video/BV18fHz6Eo6.

⁷² 新浪体育 [Sina Sports], “庞巴迪 BRP 与中国风景名胜区协会开展战略合作” [Bombardier BRP and China Scenic Area Association Establish Strategic Cooperation], February 24, 2025, <https://sports.sina.com.cn/o/2025-02-24/doc-inempwtp2385755.shtml>.

⁷³ Baidu Maps, 新疆庞巴迪动力产品 BRP 授权 4S 店 (Xinjiang Bombardier Power Products BRP Authorized 4S Store), accessed February 24, 2026, <https://j.map.baidu.com/28/PCaM>.

two countries. During his speech, He Lifeng directly refers to Bombardier⁷⁴ as a Canadian company developing its business in China.⁷⁵ Wang Yuan has noted that China’s ice and snow tourism is shifting from “sightseeing” to “experience,” creating “a huge market space for top-tier global snow machinery and all-terrain vehicles.” She further notes that BRP will continue to deepen its presence in the Chinese ice and snow market in the future, underscoring the company’s strategic prioritization of China’s winter and outdoor recreation markets.⁷⁶

VIII. Contrast Between Values and Actions

Many apparel brands emphasize strong commitments to human rights and ethical business practices, but these commitments are most often articulated through the lens of supply-chain due diligence.

Burton, Patagonia, and Fenix Outdoor AB (Fjällräven’s parent company), however, are “Fair Labor Accredited Companies” with the Fair Labor Association, whose membership⁷⁷ depends on compliance with the UN Guiding Principles on Business and Human Rights (UNGPs). The UNGPs require heightened due diligence in high-risk areas, which includes regions experiencing systematic human rights violations. Fjällräven states in its code of conduct that, “We are willing to take in consideration cultural differences and other factors that may vary from country to

country, but we will not compromise on our basic requirements regarding safety and human rights.”⁷⁸ Similarly, Descente has pledged to respect human rights in Japan and elsewhere in its operations.⁷⁹

Patagonia, which sponsored the 2024 Nalati Kite Skiing Open, cited the Fair Labor Association’s March 2020 call⁸⁰ for an immediate end to forced labor and other human rights abuses targeting Uyghurs, and released a statement that month noting that they have been, “horrified by what we’ve read in the media regarding a systemic, planned effort to force the country’s population of ethnic minorities into lives of factory work and a program to change their basic beliefs.”⁸¹ The statement goes on to say that the persecution of Uyghurs is “an unfolding tragedy the world, at every level, must care about.” Patagonia’s parallel business engagement in the Uyghur Region directly undermines this earlier statement.⁸²

Although many apparel and equipment companies present at different levels in the Uyghur Region publicly profess adherence to high standards of human and labor rights conditions in supply chains, considerably less can be found about other forms of business exposure in high-risk regions. This creates a notable gap in transparency and accountability, and opens the door for corporate complicity in human rights abuses.

⁷⁴ Bombardier Recreational Products (BRP), formerly part of Bombardier Inc., is an independent company. The Beaudier Group, the holding company of the Beaudoin family (descendants of Bombardier founder Joseph-Armand Bombardier), holds a minority economic stake, but maintains majority voting control through BRP’s multiple voting share structure.

⁷⁵ Canada China Business Council, “CCBC Hosts Prime Minister Carney and Vice Premier He Lifeng in Beijing,” January 20, 2026, www.youtube.com/watch?v=QCdu9C9qUAA.

⁷⁶ Ibid.

⁷⁷ Fair Labor Association, “Fair Labor Accredited Companies,” n.d., <https://www.fairlabor.org/members/fla-accredited>.

⁷⁸ Fjällräven, “Fjällräven Code of Conduct,” August 5, 2013, www.fjallraven.com/493307/globalassets/return--legal/fjallraven-code-of-conduct-13116.pdf.

⁷⁹ Descente, “Descente Sustainability Policy,” n.d., <https://www.descente.com/en/about/sustainability>.

⁸⁰ Fair Labour Association, “Forced labor risk in Xinjiang, China,” January 9, 2020, www.fairlabor.org/fla-statement-on-sourcing-from-china.

⁸¹ Patagonia, “Patagonia Statement on Xinjiang,” March 12, 2020, <https://www.patagoniaworks.com/press/2020/3/12/patagonia-statement-on-xinjiang>.

⁸² The author emailed Patagonia about their sponsorship of the Nalati Kite Skiing Open on February 12, 2026. Patagonia representatives wrote back on February 25, 2026 noting that: “We support outdoor athletes and outdoor apparel stores in China, and we donated jackets and backpacks to be used as prizes for participants in the Nalati Kite Skiing Open, which we acknowledge was a mistake.” See their full response in Appendix II.



IX. Conclusion

Each international company noted in this analysis faces various levels of exposure to human rights risks. However, all of the companies present in the regional market benefit commercially from a tourism industry that is closely intertwined with Chinese state-led efforts to “revitalize” and promote the Uyghur Region—a region where UN bodies, tribunals, and leading human rights organizations have documented actions amounting to crimes against humanity and, in some cases, genocide. By embedding themselves in ski resorts, retail spaces, and tourism infrastructure, these firms profit from state-led development designed to project normalcy and prosperity while obscuring ongoing abuses.

Despite clear expectations under the UNGPs for heightened scrutiny in such contexts, there is no public evidence that these companies have taken meaningful steps to assess or mitigate operational human rights risks in the Uyghur Region. When confronted with these findings, companies have largely avoided engagement, exposing a disconnect between stated values and commercial behavior. Many firms should be aware that their presence in the region is ethically fraught, yet continue operations with minimal transparency.

As the Milan–Cortina Winter Games place many of these same brands back in the global spotlight, their growing presence in the Uyghur Region warrants close scrutiny. Craig Smith’s 2022 claim that human rights violations in Xinjiang were “not [his] expertise” increasingly reflects an industry stance: commercial opportunity continues to outweigh accountability, even amid atrocity crimes.

X. Recommendations

- **End Participation in State-Led Tourism Promotion.** Companies should immediately cease sponsorships, events, marketing campaigns, or partnerships with regional tourism bureaus in the Uyghur Region that support state-led promotions, “ethnic-themed” tourism, or propaganda. Firms must ensure their operations do not contribute to the normalization of human rights abuses, and reassess any ongoing collaborations in the region.
- **Ensure Transparency and Accountability in Supply Chains and Business Relationships.** Conduct and publish heightened human rights due diligence to determine whether any suppliers, contractors, or business partners are linked to state-imposed forced labor or other human rights violations.
- **Recognize Operational Limits in High-Risk Areas.** International companies should acknowledge that meaningful human rights due diligence is effectively impossible in the Uyghur Region due to pervasive state surveillance, repression, and documented crimes against humanity. Companies should avoid operations that rely on on-the-ground oversight and refrain from embedding themselves in state-led tourism projects.
- **Strengthen Ethical Procurement and Infrastructure Practices.** Suppliers of ski and tourism infrastructure should ensure that their products and services are not directly facilitating human rights violations, including coerced labor or the promotion of state-managed cultural narratives, and adopt mitigation strategies where risks are identified.



XI. Appendices

Appendix I. (Table of Companies)

Global Winter Sports and Leisure Companies Present in the Uyghur Region				
Company	Operating Retail Store	Operating or Present at Ski Area	Participation in Tourism Promotion Activities	Notes on Exposure
Blizzard (Austria)	✓	✓	—	- Retail store at the Silk Road International Ski Resort.
Doppelmayr/Garaventa Group (Austria)	—	✓	—	- Participated in a trade fair in the Uyghur Region 2024.
Fischer (Austria)	✓	✓	—	- Lists two dealers in the Uyghur Region, one at the Jiangjunshan International Ski Resort, and another at the Jikepulin International Ski Resort. - Douyin videos posted by Fischer also show Fischer testing a new line of skis at the Keketuohai International Ski Resort
HEAD (Austria)	—	—	✓	- Sponsored the “Phenix Cup,” a national alpine ski competition at the Keketuohai International Ski Resort, in partnership with the Altay Prefecture Bureau of Culture, Sports, Radio, Television and Tourism, a regional government body.
RADSkier GmbH (Austria)	—	✓	—	- Partnered with Keketuohai International Ski Resort in 2024 and the Silk Road International Ski Resort in 2025 to provide professional instructor training.
Snowsports Academy Austria (Austria)	—	✓	—	- Partnered with Keketuohai International Ski Resort in 2024 and the Silk Road International Ski Resort in 2025 to provide professional instructor training.
Ski Austria (Austria)	—	✓	—	- Partnered with a Chinese company to deliver a ski coach certification program at the Keketuohai International Ski Resort.



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Arc'teryx (Canada)	✓	—	—	<ul style="list-style-type: none"> - Operates two stores in Ürümqi. - Lists all stores in China, but excludes the two locations in the Uyghur Region. - Owned by Anta Sports
Bombardier Recreational Products (Canada)	✓	—	✓	<ul style="list-style-type: none"> - Sponsored the Nalati Kite Skiing Open (“King of Snow and Wind”) in Ili Prefecture, an event which intended to “respond to the national call and promote the integrated development of culture, sports, and tourism in [Ili].” - Participated in the 2025 Xinjiang Winter Tourism Industry Trade Expo, organized with the participation of the regional Department of Culture and Tourism. - Opened an authorized dealership and after-sales service center in Kūnas County, just west of the Nalati Airport. - Emphasized expanding sales and cultivating scenic “playgrounds” for riders in China, partnering with authorized dealers across China in an attempt to support “cultural tourism” exploration. - Produced a promotional video driving ATVs from one of BRP’s sub-brands, Can-Am, across the Nalati grasslands in Ili Prefecture, as well as a promotional event in the Kalajun Prairies under the theme “Exploring New Ways to Go Wild.” - Signed a strategic cooperation agreement with the China Tourism Association where the parties will “work together to promote the deep integration of cultural tourism and outdoor dynamic sports, and drive the high-quality development of outdoor sports in scenic areas.”
Canada Ski Instructors Alliance (Canada)	—	✓	—	<ul style="list-style-type: none"> - Advertises opportunities for instructors in China, including with SnowSports Unlimited, which teaches courses in the Uyghur Region.
SnowSports Unlimited (Canada)	—	✓	—	<ul style="list-style-type: none"> - Teaches ski instructor courses in the Uyghur Region.

Club Med (France)	—	✓	—	- Operates ski instructor courses in collaboration with Jiangjunshan International Ski Resort.
MND (France)	—	✓	—	- Installed gondolas, lifts, and snowmaking systems in ski areas in the Uyghur Region.
Poma (France)	—	✓	—	- Installed gondolas and lifts in ski areas in the Uyghur Region.
Rossignol (France)	✓	—	✓	- Operates a store in Ürümqi. - Sponsored the “Phenix Cup,” a national alpine ski competition at the Keketuohai International Ski Resort, in partnership with the Altay Prefecture Bureau of Culture, Sports, Radio, Television and Tourism, a regional government body.
Salomon (France)	✓	—	—	- Operates at least three stores in Ürümqi including at the Huijia Times mall, CCmall, and Tianshan Vanke Plaza mall. - Excludes Uyghur Region stores from its website. - Owned by Anta Sports.
Bogner (Germany)	—	—	✓	- Sponsored a pop-up promotional event at the Jiangjunshan International Ski Resort with Tmall, China’s largest online marketplace, targeting winter sports tourists, and aiming to promote Altay as a winter tourism destination.
Ortovox (Germany)	—	—	✓	- Sponsored the Nalati Kite Skiing Open (“King of Snow and Wind”) in Ili Prefecture, an event which intended to “respond to the national call and promote the integrated development of culture, sports, and tourism in [Ili].”
TUI (Germany)	—	✓	—	- Operates a hotel at the Keketuohai International Ski Resort.
Nordica (Italy)	—	—	✓	- Sponsored the “Phenix Cup,” a national alpine ski competition at the Keketuohai International Ski Resort, in partnership with the Altay Prefecture Bureau of Culture, Sports, Radio, Television and Tourism, a regional government body.



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Colmar (Italy)	—	—	✓	<ul style="list-style-type: none"> - Sponsored the “Phenix Cup,” a national alpine ski competition at the Keketuohai International Ski Resort, in partnership with the Altay Prefecture Bureau of Culture, Sports, Radio, Television and Tourism, a regional government body.
TechnoAlpin (Italy)	—	✓	—	<ul style="list-style-type: none"> - Participated in trade fairs and winter expos in the Uyghur Region. - Provides snowmaking systems to the Keketuohai International Ski Resort and other ski areas.
Descente (Japan)	✓	✓	✓	<ul style="list-style-type: none"> - Operates a store at the Jiangjunshan International Ski Resort and two in Ürümchi. - Maintains a partnership with Jiangjunshan International Ski Resort, where its logo is displayed prominently on chairlifts and in other areas. - Sponsored a pop-up promotional event at the Jiangjunshan International Ski Resort with Tmall, China’s largest online marketplace, targeting winter sports tourists, and aiming to promote Altay as a winter tourism destination.
Phenix (Japan)	✓	✓	✓	<ul style="list-style-type: none"> - Sponsored the “Phenix Cup,” a national alpine ski competition at the Keketuohai International Ski Resort, in partnership with the Altay Prefecture Bureau of Culture, Sports, Radio, Television and Tourism, a regional government body. - Sponsored a pop-up promotional event at the Jiangjunshan International Ski Resort with Tmall, China’s largest online marketplace, targeting winter sports tourists, and aiming to promote Altay as a winter tourism destination.
Armstrong Foils (New Zealand)	—	—	✓	<ul style="list-style-type: none"> - Sponsored the Nalati Kite Skiing Open (“King of Snow and Wind”) in Ili Prefecture, an event which intended to “respond to the national call and promote the integrated development of culture, sports, and tourism in [Ili].”

Helly Hansen (Norway)	—	—	✓	- Sponsored a pop-up promotional event at the Jiangjunshan International Ski Resort with Tmall, China's largest online marketplace, targeting winter sports tourists, and aiming to promote Altay as a winter tourism destination.
Fjällräven (Sweden)	✓	—	—	- Operates six stores in Ürümqi.
Bartholet Maschinenbau Flums (Switzerland)	—	✓	—	- Installed gondolas and lifts in ski areas in the Uyghur Region.
Cetaphil (Switzerland)	—	—	✓	- Sponsored a pop-up promotional event at the Jiangjunshan International Ski Resort with Tmall, China's largest online marketplace, targeting winter sports tourists, and aiming to promote Altay as a winter tourism destination.
Lindt (Switzerland)	—	—	✓	- Sponsored a pop-up promotional event at the Jiangjunshan International Ski Resort with Tmall, China's largest online marketplace, targeting winter sports tourists, and aiming to promote Altay as a winter tourism destination.
Backcountry Access (USA)	—	—	✓	- Sponsored the Nalati Kite Skiing Open ("King of Snow and Wind") in Ili Prefecture, an event which intended to "respond to the national call and promote the integrated development of culture, sports, and tourism in [Ili]."
Burton Snowboards (USA)	✓	✓	✓	- Operates two retail stores in the region, one at the Jikepulin International Ski Resort and another at Jiangjunshan Ski Resort, and omits these locations from its website. - Sponsored a pop-up promotional event at the Jiangjunshan International Ski Resort with Tmall, China's largest online marketplace, targeting winter sports tourists, and aiming to promote Altay as a winter tourism destination.
Columbia Sportswear (USA)	✓	—	✓	- Sponsored a pop-up promotional event at the Jiangjunshan International Ski Resort with Tmall,



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				China's largest online marketplace, targeting winter sports tourists, and aiming to promote Altay as a winter tourism destination.
Disney (USA)	—	—	✓	<ul style="list-style-type: none"> - Attended the 2025 Xinjiang Winter Tourism Industry Trade Expo. - Established preliminary procurement agreements with multiple ski resorts across the Uyghur Region. - Disney intends to, “explore opportunities to secure operational rights for ski resorts, develop themed slopes and children’s zones, inject contemporary and trendsetting vitality into Xinjiang’s winter sports industry, and diversify its commercial offerings.”
Gore-Tex (USA)	—	—	✓	<ul style="list-style-type: none"> - Sponsored a pop-up promotional event at the Jiangujunshan International Ski Resort with Tmall, China's largest online marketplace, targeting winter sports tourists, and aiming to promote Altay as a winter tourism destination.
Hyatt (USA)	—	✓	—	<ul style="list-style-type: none"> - Operates a hotel, the UrCove Altay, adjacent to the Jiangujunshan International Ski Resort.
Hilton (USA)	—	✓	—	<ul style="list-style-type: none"> - Operates a dual-branded hotel (Conrad Altay Hemu Ski Resort, Canopy by Hilton Altay Hemu Ski Resort, and Hilton Hemu Ski Resort) at the Jikepulin International Ski Resort.
Jones Snowboards (USA)	—	—	✓	<ul style="list-style-type: none"> - Sponsored the Nalati Kite Skiing Open (“King of Snow and Wind”) in Ili Prefecture, an event which intended to “respond to the national call and promote the integrated development of culture, sports, and tourism in [Ili].”
K2 Snowboards (USA)	—	—	✓	<ul style="list-style-type: none"> - Sponsored the Nalati Kite Skiing Open (“King of Snow and Wind”) in Ili Prefecture, an event which intended to “respond to the national call and promote the integrated development of culture, sports, and tourism in [Ili].”

Marriott (USA)	—	✓	—	- Plans to open two hotels in Altay, the Four Points by Sheraton Altay City, and one other unnamed hotel.
Naish (USA)	—	—	✓	- Sponsored the Nalati Kite Skiing Open (“King of Snow and Wind”) in Ili Prefecture, an event which intended to “respond to the national call and promote the integrated development of culture, sports, and tourism in [Ili].”
Oakley (USA)	—	—	✓	- Sponsored a pop-up promotional event at the Jiangjunshan International Ski Resort with Tmall, China’s largest online marketplace, targeting winter sports tourists, and aiming to promote Altay as a winter tourism destination.
Patagonia (USA)	—	—	✓	- Sponsored the Nalati Kite Skiing Open (“King of Snow and Wind”) in Ili Prefecture, an event which intended to “respond to the national call and promote the integrated development of culture, sports, and tourism in [Ili].”
Peet’s Coffee (USA)	—	—	✓	- Sponsored a pop-up promotional event at the Jiangjunshan International Ski Resort with Tmall, China’s largest online marketplace, targeting winter sports tourists, and aiming to promote Altay as a winter tourism destination.
Smith Optics (USA)	—	—	✓	- Sponsored the Nalati Kite Skiing Open (“King of Snow and Wind”) in Ili Prefecture, an event which intended to “respond to the national call and promote the integrated development of culture, sports, and tourism in [Ili].”
Spyder (USA)	—	—	✓	- Sponsored the “Phenix Cup,” a national alpine ski competition at the Keketuohai International Ski Resort, in partnership with the Altay Prefecture Bureau of Culture, Sports, Radio, Television and Tourism, a regional government body.
Volcom (USA)	✓	✓	✓	- Operates a store at the Jiangjunshan



				<p>International Ski Resort, and omits this location from its website.</p> <ul style="list-style-type: none"> - Sponsored the “Phenix Cup,” a national alpine ski competition at the Keketuohai International Ski Resort, in partnership with the Altay Prefecture Bureau of Culture, Sports, Radio, Television and Tourism, a regional government body.
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Appendix II. (Official Replies from Companies)

Fjällräven (Sweden)

1. *Beyond its retail stores, what other operations, business relationships, or supply-chain activities does Fjällräven have, or has it had, in the Xinjiang Uyghur Region?*

- Next to our sales distribution, Fjällräven is not aware of any other supply chain activities in that particular region.

2. *What human rights due diligence has Fjällräven conducted to identify and address risks associated with operations, sourcing, or business relationships connected to Xinjiang?*

- Since Fjällräven belongs to the Fenix Outdoor Group, it follows Fenix Outdoor’s human rights due diligence approach and aligns with the Fair Labor Association standards and our Supplier Code of Conduct, which prohibits forced labor. Given the heightened forced-labor risk associated with Xinjiang, we adopted a precautionary approach in 2020: we do not approve manufacturing in Xinjiang for Fjällräven products and require suppliers to confirm—contractually and in writing—that production is not placed there, including through unauthorized subcontracting.
- To identify and address risks, we apply a risk-based supplier assessment and ongoing monitoring, and where relevant we request traceability information and supporting documentation for key inputs. If we identify indications of elevated risk or insufficient evidence, we escalate the case with the supplier, require corrective actions and verification, and we may suspend or exit the business relationship

3. *Does Fjällräven have policies or plans governing disengagement from regions where crimes against humanity or genocide are credibly documented? If so, how have these been applied in practice?*

- Fjällräven does not operate with a single ‘genocide list’ of countries, but we do have a structured approach for high-risk contexts and disengagement decisions. Under The Fenix Way, we run an internal approval process for business partners and countries: an internal list of red flags and approved partners/countries is maintained and frequently reassessed, and only approved countries and partners are allowed for Fenix Outdoor endeavors.
- If credible sources point to severe human rights risks in a region and we cannot prevent or mitigate those risks with meaningful leverage, we will not place business there and we may suspend or end the relationship. Our Supplier Code of Conduct requires corrective actions for non-compliance, and repeated or unremedied violations can lead to early termination of contracts. Where disengagement is necessary, we commit to follow Fair Labor Association (FLA) recommendations when exiting a factory to mitigate adverse impacts on workers.



- In practice, we have applied this precautionary approach by restricting production placement in high-risk regions and by putting business relationships on hold where partners do not demonstrate sufficient responsiveness and commitment to our requirements.

Ortovox (Germany)

1. Is Ortovox engaged in other business relationships in Xinjiang?

- ORTOVOX does not source products from Xinjiang. We monitor our supply chain carefully and publish our production facilities transparently via Open Supply Hub. Our most recent factory list ([link](#)) confirms that we do not have production facilities in Xinjiang. We are committed to supply chain transparency and ongoing monitoring of our production partners in line with internationally recognized human rights standards.

2. What human rights due diligence has Ortovox conducted to identify and address risks associated with business relationships connected to Xinjiang?

- ORTOVOX is a member of the Fair Wear Foundation and is classified as a “Leader” brand in recognition of our human rights due diligence efforts at Tier 1 level. In addition, we have developed a comprehensive Tier 2 Monitoring Concept (link: https://www.ortovox.com/ORTOVOX/others/nachhaltigkeit/protact-hs-neu/Reports/240522_SupplyChainMonitoring%20Handbook.pdf?srsltid=AfmBOopGj0lz_rjNmv_tCcm5nkeyeBgo4j7y3eJWhcE85aEV1jdg-rC) to strengthen upstream supply chain oversight. This framework supports systematic risk assessment and prioritization and is available as an open-source resource so it can be used by other brands as well. We conduct structured risk scoping for our Tier 2 suppliers to allocate financial resources to areas with the highest potential human rights risks. As ORTOVOX does not source from Xinjiang, the region is not part of our current supply chain footprint.

3. Does Ortovox have policies or plans governing disengagement from regions where crimes against humanity or genocide are credibly documented?

- ORTOVOX does not maintain a region-based disengagement policy. However, we take concerns raised by civil society organizations seriously and are currently reviewing our governance approach in this regard.
- Regarding the 2024 Nalati Kite Skiing Open, our understanding is that local activities were supported by our distribution partner in China. As a mountain safety brand, ORTOVOX’s mission is to protect mountaineers by promoting avalanche awareness and safety education. Where safety trainings are conducted, they are intended to strengthen responsible mountain practices and risk awareness.

Patagonia (USA)

We take human rights seriously—it’s core to who we are as a company. We have reviewed multiple reports identifying credible evidence of forced labor and human rights violations, including those from the United Nations Office of the High Commissioner for Human Rights. We have engaged with independent experts for several years now, including the Uyghur Human Rights Project, which we hold in high regard. In accordance with guidance from the Fair Labor Association, we exited fiber sourcing and manufacturing in Xinjiang in 2020. The policy remains in effect. We support outdoor athletes and outdoor apparel stores in China, and we donated jackets and backpacks to be used as prizes for participants in the Nalati Kite Skiing Open, which we acknowledge was a mistake. We agree with the concerns raised by the Uyghur Human Rights Project. Supporting this event undermined our commitment to human rights. As a result, we are revising our internal policies to prevent any association with events that are misaligned with our brand.



The following companies did not return our requests for comment:

Blizzard (Austria)
Doppelmayr/Garaventa Group (Austria)
Fischer (Austria)
HEAD (Austria)
RADSkier GmbH (Austria)
Snowsports Academy Austria (Austria)
Ski Austria (Austria)
Arc'teryx (Canada)
Bombardier Recreational Products (Canada)
Canada Ski Instructors Alliance (Canada)
SnowSports Unlimited (Canada)
Club Med (France)
MND Group (France)
Poma (France)
Rossignol (France)
Salomon (France)
Bogner (Germany)
TUI (Germany)
Nordica (Italy)
Colmar (Italy)
TechnoAlpin (Italy)
Descente (Japan)
Phenix (Japan)
Armstrong Foils (New Zealand)
Helly Hansen (Norway)
Bartholet Maschinenbau Flums (Switzerland)
Cetaphil (Switzerland)
Lindt (Switzerland)
Backcountry Access (USA)
Burton Snowboards (USA)
Columbia Sportswear (USA)
Disney (USA)
Gore-Tex (USA)
Hyatt (USA)
Hilton (USA)
Jones Snowboards (USA)
K2 Snowboards (USA)
Marriott (USA)
Naish (USA)
Oakley (USA)
Peet's Coffee (USA)
Smith Optics (USA)
Spyder (USA)
Volcom (USA)