

National Ski Club Newsflash

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MOUNTAIN TRAVEL SYMPOSIUM 2013

HOW THE CHARLOTTE SKI CLUB IS ATTRACTING YOUNGER MEMBERS

IT WAS A GOOD YEAR FOR THE SKI INDUSTRY

NEW LIFTS FOR SKI RESORTS:



The National Ski Club Officers' Newsflash is emailed each month to America's ski club officers by The National Ski Club Newsletter on a year-round basis to augment our four printed issues which published in November, January, March, and May. If you wish additional club officers to receive the Newsflash, please email their names, club name, their office within the club, and email addresses to <mailto:wilbanks@ski-club.net>

Click on the logo below for a great video to play at meetings to help sell your ski trips to Switzerland.



<http://www.youtube.com/user/myswitzerland>

MOUNTAIN TRAVEL SYMPOSIUM 2013

The Mountain Travel Symposium's Group Exchange was held April 10-13 at the newly remodeled Westin Hotel in Snowmass, Colorado, with about 115 club officers attending one segment of the ski industry's largest convention. The event included skiing at Snowmass and Aspen, inspection of lodging options in those areas, and several receptions or parties, by several vendors including Ski.com, Snowmass Tourism, United Airlines, and the Aspen Skiing Company, and culminating in the Group Exchange, which consists of 8-minute interviews with some 40± representatives from ski resorts, lodges, tour operators, and convention and visitors' bureaus, from around the world. Saturday, the club officers also heard a presentation about air travel by Mike Hibbard of Sports America and Bill Tomcich of Stay Aspen Snowmass. Photo: Club and council attendees at MTS 2013. Photo by Kelly Buck, Finger Lakes Ski Club.

HOW THE CHARLOTTE SKI CLUB IS ATTRACTING YOUNGER MEMBERS

When Pat Harvey, VP of the Crescent ski Council, told us that The Charlotte Ski & Snowboard Club in North Carolina has been very successful in attracting and adding younger members to our Club. We asked her to tell us how they did it. Here is her response:

Currently both our incoming and outgoing President are around 35 years old. The oldest of the other officers is 50! Most of the younger members are coming from our racing program (We had about 40 racers compete from our Club this year), through the social networking sites -- particularly our Facebook page and Meetup -- and our Club's website -- which is updated regularly and has a link to our Club's Facebook page.

One of the biggest attractions in getting the new younger members is that once a Club has a few, and they come to the Club's meetings, the younger guests at the meetings see that the Club isn't all an older group of people, they stay and get interested and in our Club's case have gotten involved. We highly recommend that all the Clubs have Facebook page (rather than a Facebook group which is harder to work and interact with). We've also set up a page for Crescent Ski Council in the southeast which is regularly updated with news from the resorts, the trips and other events offered by the Clubs in our Council. We "like" the other Clubs who are on Facebook and also to the resorts and this has become another tool to attract skiers and snowboarders to the Clubs in the Southeast.

IT WAS A GOOD YEAR FOR THE SKI INDUSTRY

The 2012-2013 ski season's turnaround was due to good snowfall in many parts of the country, according to information released by the National Ski Areas Association that said 78 percent of ski resorts across the country indicated they gained visits this season. The median was a 10.6 percent increase. The NSAA reported that skier and snowboard rider visits were up about 11 percent this season to an estimated 56.6 million although the national trade association's final report won't be released until July.

Vail Resorts announced that visits at its four resorts in Colorado and three in California were up 5.5 percent.

Whitefish Mountain Resort logged nearly 323,000 total visits during their 65th season, marking just the third time that the mountain has seen 300,000 or more skiers. While local residents make up roughly half of the skiing population at Whitefish Mountain Resort, most of the out-of-state visits to Whitefish came from the rest of Montana, Alberta, Washington, Minnesota, Saskatchewan, Oregon, North Dakota and Manitoba.

Jackson Hole Mountain Resort topped its most visits ever in the 2012-2013 snow season with 502,222 visits. The visit total climbed 5 percent over the previous season and beat the record set in the winter of 2008, which featured significantly more snowfall than this season.

Sun Valley Idaho hit 386,782 skier days this season, which was about a 1.2 percent increase over last year's 382,128 total.

According to Balkans Business News.com the largest percentage of tourists visiting Bulgaria's top ski resort, Bansko, were by visitors from Russia, followed by Bulgaria's neighbors, Greece, Serbia, FYR Macedonia and Romania -- and only 10% of skiers were Bulgarian, according to data by the local tourist business association.

NEW LIFTS FOR SKI RESORTS:

Alyeska Resort is replacing their Chair 6 with a new high-speed detachable quad. The current Chair 6 provides primary lift access to the upper mountain trails at Alyeska Resort and was originally installed in 1988.

Whistler is replacing Harmony Mountain's high-speed quad with a new six-pack, Harmony 6, which will service terrain from the edge of the Symphony Amphitheater all the way to Glacier Bowl, adjacent to the Peak Express. **Blackcomb Mountain** will replace its current fixed-grip triple chair with a new quad in the Crystal Zone. Construction begins this spring with completion expected in time for the beginning of the 2013-14 season.

June Mountain is set to reopen December, 2013 after being closed for a year. The resort will continue to target families and entry-level skiers and snowboarders, with tentative plans for lift and snowmaking upgrades down the road. Mammoth Mountain, which owns June, will invest \$6 million in a new chairlift for June once the necessary permits are acquired.

Åre, Sweden will add three 4 and 6 seat chairlifts, boosting capacity by about 5,000 people per hour and further improve the skiing experience in the zone below the treeline. A quad chairlift will replace the T-bar today operating in Tegefjäll. The second new lift, Fjällgårdsexpressen, a six-seater goes from Fjällgården up on Sadeln. There is currently no lift in place here and the nearby T-bar, Tottiliften, will remain in its existing position. The third new lift, Sadelexpressen, another six-seater chairlift will take skiers from the base station of Högåsliften in Björnen to the top of Sadelliften.

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wilbanks@ski-club.net
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P.O. Box 4704
Englewood, CO 80155