

# National Ski Club Newsflash

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## SQUAW VALLEY HAS NEW GLADE AREAS

Squaw Valley spent November in an ecological forest thinning project to remove more than 5,000 dead or diseased trees from the Red Dog region in the lower mountain to improve the natural habitat, reduce the risk of wildfire, and improve access to tree skiing and riding in that area, resulting in nearly 100 additional acres of enhanced skiable terrain this season which resulted in three new designated glade areas - Red Dog Glades, Paris Glades and Heidi's Glades- as well as a new connector trail on Champs Elysees.

## VAIL RESORTS OPENS NEW CONCEPT RETAIL OUTDOOR STORE IN FRISCO, COLORADO

Vail Resorts opened its first retail store to spotlight its Epic brand -- Epic Mountain Gear -- in Frisco, Colorado, in November. The new flagship store has 10,000 square foot of store featuring high-end gear, customized rental services and high-end clothing and luxury brands such as Stockli, Kjus and Mountain Force.

Each month, a different vendor will showcase their newest products, technology innovations and emerging styles and designs in a rotating Vendor's Lab.

Electronic information screens with up-to-the-hour weather conditions, snow conditions, trail openings, special events, and traffic updates that are easily visible throughout the store. The dynamic and constantly updated information will assist shoppers in preparing for their time on the slopes. Even the equipment rental service gets the Epic treatment where plush chairs will allow skiers and riders to relax comfortably until their rental gear is brought directly to them for fitting and adjustments.

## THE 20TH ANNUAL WINTER TRAILS DAY IS JANUARY 10, 2015

This year's Winter Trails day offers kids and adults an opportunity to try snowshoeing and/or cross country skiing FREE at over 100 venues throughout North America. There is no charge for the use of equipment or trails. Most locations offer snowshoeing AND cross country skiing. Some locations only offer snowshoeing and an estimated 11,000 new enthusiasts trying cross-country skiing and snowshoeing each year through Winter Trails and most event sites operate daily with rentals and instructors to make sure everyone learns correctly and has a great time. Locations, hours and offerings are posted at [wintertrails.org](http://wintertrails.org) and venues include alpine resorts, Nordic centers, state parks, National Park Service and U.S. Forest Service land.

Advanced registration is suggested, but many sites also offer on-site registration. Get the details about the 100 event's listing on the Winter Trails at [www.wintertrails.org/wintertrails.aspx](http://www.wintertrails.org/wintertrails.aspx).

## IS SKIING BECOMING A SPORT PRIMARILY FOR THE MORE AFFLUENT?

Despite the availability of deals and season pass sales, a report commissioned by the National Ski Areas Association found that skiing in the U.S. has increasingly become a sport for the wealthy. The percentage of people who participate in snow sports with household incomes over \$100,000 has risen over the past eight seasons from 45 percent of ski area visitors in the 2006-07 season to 56 percent of visitors in the 2013-14 season, according to the report.

Meanwhile, those with household incomes under \$50,000 dropped from 30 percent of ski area visitors to 19 percent over the same period. Visitors who make between \$50,000 and \$99,999 remained steady over the years at about 25 percent. "Snow sports participants continue to skew significantly more affluent than the general U.S. population," according to the report, which was based on surveys of skiers and snowboarders at 87 U.S. resorts. The resorts surveyed hosted 31.9 million of the nation's 56.5 million skier and snowboarder visits last winter.

## “FIRST DAY FACES” CONTEST FOR NEW SKIERS

A new campaign called "First Day Faces" debuted in December as part of the snow sports industry's efforts to attract new skiers and snowboarders. The social media campaign features the happy faces of "newcomers" who just took beginner lessons. Beginners have a chance to win a free ski trip to Utah by entering the First Day Faces promotion. Newcomers simply register and share their positive experiences about learning how to ski or snowboarding via lessons with a photograph taken on the slopes in their posts. One photo will be selected weekly and will be posted on the [learntoskiandsnowboard.org](http://learntoskiandsnowboard.org) web site. The campaign ends February 28, 2015 and the Utah trip winner will be announced immediately after that date.

## SKI NATION MOBILE APPLICATION AVAILABLE FOR IPHONE AND ANDROID

The new Ski Nation mobile app features updated snow conditions, trail reports, trail maps, photos, and resort information for more than 1,000 ski venues in North America, a list that's expected to grow as more "off-the-radar" areas are found. All ski venues are pre-loaded including downhill alpine areas, cross-country, and even ski jumps. The list includes major resorts, regional areas, local ski hills, and community facilities.

Skiers and snowboarders can also collect free digital pins to track a lifetime of all the places they've been, how many seasons on snow, gear preferences, skill, and more. "It's the modern version of old-school ski pin collecting," says Jack Turner. "Ski areas large and small have submitted unique designs that users can keep in an online pin collection. See <http://www.skination.com/> for more information and download the Ski Nation mobile app from the Apple Store or Google Play.

## POWDER ALLIANCE PARTNERS WITH SKI NATION MOBILE APP

The Powder Alliance ([www.PowderAlliance.com](http://www.PowderAlliance.com)) has selected Ski Nation® as the official mobile app for the coalition of 13 western ski resorts. The Powder Alliance areas include Crested Butte, CO; Snowbasin Resort, UT; Sierra-at-Tahoe, CA; Stevens Pass, WA; Timberline, OR; Schweitzer, ID; Angel Fire Resort, NM; Bridger Bowl, MT; China Peak, CA; Mountain High, CA; Arizona Snowbowl, AZ; Mt Hood Skibowl, OR; and Silver Star, BC. Ski Nation allows users to collect a digital ski pin from any place they ever skied in North America.

Skiers and snowboarders who claim a pin from each of the 13 Powder Alliance resorts are automatically awarded a commemorative "Powder Alliance 13" ski pin for their on-snow history. It can be shared on Facebook, Twitter, and by email. The Powder Alliance is also conducting a contest to visit all 13 resorts during the 2014-15 ski season. Skiers and snowboarders that complete the entire circuit this winter will also be awarded an additional ski pin for the "Wild West Powder Quest." Each Powder Alliance resort visited counts as an entry to win a variety of prizes.

## AUSTRIA'S HIGHEST AREA GOES 100% SOLAR POWERED

Austria's highest ski area, The Pitztal glacier, with slopes reaching 11,286 feet above sea level, will build Europe's highest photovoltaic station at 9,286 feet. Since power production from the panels at this altitude is 40% higher than in the valley below, it should supply all the power needed for the area's power requirements for lifts, restaurants and other needs. The solar array, which will cost an estimated over \$3 million to install, will feature 2,500 modules with a gross collector area of over 400 square meters and produce around 850,000 kWh/year -- enough to match the centre's power needs.



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 [wilbanks@ski-club.net](mailto:wilbanks@ski-club.net).



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