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THE NATIONAL Ski CLUB NEWSLETTER

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Rocky Mountain Getaways would like to thank our group clients who contributed to our unprecedented success and growth this season! We are currently welcoming your RFP's for 2014/2015 and beyond. Please submit to melissa@rockymountaingetaways.com

RMG is also looking to add an experienced and self sufficient group sales representative to our swiftly growing team starting immediately. We offer industry leading compensation and operations support. Please email your resume to melissa@rockymountaingetaways.com. Thanks for your support! We look forward to serving your group's needs well into the future! Sincerely
Melissa Schreiber

NORTHSTAR TRAVEL MEDIA ACQUIRES MTS

Northstar Travel Media, a business-to-business information company serving the travel and meetings industries, has acquired Mountain Travel Symposium (MTS) from Michael Pierson Associates. MTS is the premier event focusing on mountain regions globally and the changing trends in marketing, distribution and technology. The seven-day event provides travel industry executives, tour operators, and group purchasers such as incentive planners and ski club officers, the opportunity to meet one-to-one at exchange sessions and networking functions. MTS is the largest and longest-running annual gathering of travel professionals promoting business connections for mountain destinations. The 2015 MTS will be in April at the Fairmont in Whistler, British Columbia.



WHO WILL OWN PARK CITY MOUNTAIN RESORT IN THE FUTURE?

Ski Area Management Magazine reports that Powdr Corp and Vail Resorts continue to address one another in the media and public forums as they await a judge's ruling -- which will probably come in June -- on the status of Park City Mountain Resort's (PCMR) lease for most of its ski terrain. The case awaits two rulings: The first regards the validity of PCMR's lease and the second relates to whether Powdr had a first right of refusal, ahead of Vail Resorts, to purchase the land Powdr has leased for decades. During a Q&A session at MTS, Vail Resorts CEO Rob Katz (shown above) said that he has made his position clear stating that he views the PCMR lease as invalid and, that if the courts agree, Vail plans to take over operation of the resort and would operate Canyons and Park City separately -- but would interconnect them and make PCMR available on the Epic Pass. Acknowledging that Powdr owns the land at the base area, parking lots, and lower lift terminals, Katz noted, "Our company is very willing to work constructively with Powdr to maximize the value of your base lands." He also said that Vail would work with PCMR should Powdr prevail in the litigation.

On the other side of the dispute; Powdr president, John Cumming replied in a public letter that Vail's statements "are part of a transparent plan to pressure me and my company, Powdr, into agreeing to a Vail takeover of Park City Mountain Resort." He disputed Katz' claim that PCMR had chosen to litigate with Talisker, the disputed lands' owner, rather than negotiate, saying that Powdr had offered to buy the land at more than market value, or to lease it for more than the going market rate. "Talisker's response to all these overtures was to demand capitulation," he said, seeking a rent that would "quickly put us out of business," and that they also demanded that, at the end of any new lease, the base facilities and all other assets involved in the operation of the resort would be turned over to Talisker for free. Cumming said that the base lands owned by Powdr have value in the future operation of the resort, and that Powdr has no intention of selling that land. "If you win the lawsuit you'll certainly have succeeded in buying a chair at the negotiation table, but you will not own the table, or the resort. So we must negotiate a resolution, even if Vail wins the lawsuit." On that point, Cumming reiterated his willingness to enter into a long-term lease "for an amount consistent with our offer to purchase the land," and to "negotiate the terms of an interconnect between our two resorts."

Both CEO's pledged to also do what's best for the Park City community.

WHITEFISH MOUNTAIN RESORT GETS NEW TRIPLE CHAIRLIFT

Whitefish Mountain Resort will complete its two-year \$1.29 million Flower Point Project by installing a fixed-grip triple chairlift to the north side of the mountain for the 2014/2015 season -- opening up access to new runs from the top of Flower Point and adding an additional 200 acres of lift-served terrain. The Base Lodge will undergo a half-million dollar renovation this summer, with an expansion of the food court area, window access from the outside patio area and a new indoor seating area.

NEW QUAD FOR GORE

Gore Mountain ski area in New York will install a new Adirondack Express quad chairlift to replace a 30 year- old triple chair lift at a cost of \$6 million. The lift being replaced was the oldest high-speed triple lift in North America (and one of the few that were built around the world). The new high-speed detachable quad will have a capacity of 2,400 people per hour.

WISCONSIN'S EAU CLAIRE SKI CLUB WANTS JUMPING HILL RETURNED

The Eau Claire Ski Club Wisconsin wants to regain ownership of the Silvermine Ski Hill that the Eau Claire City government bought for just \$1 over 45 years ago for reasons relating to insurance. The club sent a letter earlier last month to the city to begin discussions for reacquiring the Silver Mine Ski Jumping Complex. The club has made about \$300,000 worth of improvements to the ski jumping site in recent years including installing plastic on our hill to enable summer skiing. The letter also stated that the Eau Claire and Flying Eagles ski jumping clubs are in the process of merging.

U.S. SKIER DAYS OFF BY 1.3 PERCENT DUE TO DRY PACIFIC AREAS

The number of skiers and snowboarders hitting the slopes at U.S. ski areas fell by about 700,000, or 1.3 percent, this season according to the National Ski Areas Association. A preliminary estimate showed there were 56.2 million customers compared with 56.9 million last season, the association said. The 10-year industry average is 57.3 million. Rocky Mountain resorts posted a 6.4 percent increase in business, the association reported. Resorts in the Southeast, Midwest and Northeast also reported increased business. However, resorts in the Pacific Northwest and Pacific Southwest saw their visits plunge nearly 28 percent -- the second-lowest level in 36 years, according to the association. The U.S. ski industry logged a record number of skier and snowboarder visits with 60.5 million in 2010-11, but had one of its worst seasons with 51 million visits in 2011-12. The National Ski Areas Association said it will release final skier and snowboarder visit data for the 2013-2014 ski season in its annual Kottke End of Season Survey in the summer.

HYPERLINK WAS NOT CORRECT.

The Hyperlink for Alphorn Tours was not correct in the advertisements in our right hand column. If anyone tried to email Jamie@AlphornTours.com they reached a dead end. We apologize for the mistake.



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.

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>



For the most personalized service and guaranteed results, contact AlphornTours and Jamie Chabot for your next European or North American group ski trip. Once you partner with Alphorn Tours, you won't go anywhere else! Jamie@AlphornTours.com



For all your ski related group needs please contact Tommy Geary at Vail Resorts. tgeary@vailresorts.com. 303-404-1096

