

National Ski Club Newsflash

Thursday, February 05, 2015

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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.



For all your ski related group needs please contact Ryan Dohnal at Vail Resorts 303-404-1839 or Rdohnal@vailresorts.com

INCREASED AIR ACCESS TO U.S. RESORTS

Montana's Bozeman-Yellowstone International Airport airline seats have increased by 20% for this year. The increased winter air service will be with a Delta Airlines flight from Seattle, WA and United Airlines from Houston. The new flights bring a total of 14 non-stop flights into Bozeman-Yellowstone International Airport (BZN) that serves both **Big Sky** and **Bridger Bowl** ski resorts.

Tahoe just got a lot closer for East Coast skiers as JetBlue announced it will be the only airline to offer nonstop service between Nevada's **Reno-Tahoe International Airport (RNO)** and **New York's JFK** on May 28, 2015.

United Airlines now has once-a-week direct flights from **Chicago to Montana's Flathead Valley** in winter. The service, aimed at skiers, will run on Saturdays from Dec. 20 through April 4. **Whitefish Mountain** is located 19 miles from the airport. The Glacier Airline Enhancement and Retention Outreach committee, or Glacier AERO, raised \$240,000 for a revenue guarantee to secure the Chicago service.

NEW LIFTS:

Vail will replace the Avanti Express lift (#2) with another six seater, complete with loading conveyor next winter. The Avanti Express Lift (#2) is a primary lift on the front side of Vail Mountain, serving intermediate and advanced terrain and dispersing skiers and snowboarders from Lionshead to mid-mountain.

Powderhorn Mountain Resort outside Grand Junction will invest \$5 million this summer primarily for a Poma high-speed quad chairlift along the same alignment as the current Take Four lift -- which will cut ride time in half. The bottom terminal will be lowered by approximately eight feet to create much easier access to lift loading area. The new chairlift will be ready for opening day in mid-December for the 2015-2016 ski season.

MAMMOTH BUYS BIG BEAR MOUNTAIN AND SNOW SUMMIT

The owners of the Mammoth Mountain Ski Area are purchasing California's Big Bear Mountain Resorts and Snow Summit -- which are two miles apart and connected by shuttle. The Southern California ski resorts, combined, have 55 runs on 438 acres served by 26 lifts and attain nearly 800,000 skier days annually. When added to Mammoth and June's figures, this transaction has created one of the nation's largest ski companies with over two million visitors per year. There's also a new season pass the "Cali4nia Pass" that includes unrestricted access to Mammoth, June Mountain, Big Bear, and Snow Summit, for \$689 for adults.

UBER NOW SERVICING COLORADO SKI RESORTS

Uber is coming to Colorado ski country. The driver service recently announced that its smartphone app is ready to launch in several Colorado mountain towns including Summit County (Breckenridge - Copper Mountain - Keystone-Arapahoe Basin), Eagle County (Vail and Beaver Creek), and Pitkin County (home of Aspen-Snowmass-Buttermilk-Aspen Highlands).

MTS REGISTRATION BEGINS

Registration begins this week for the 40th annual Mountain Travel Symposium (MTS), a business-to-business event that annually attracts the most influential domestic and international tour operators worldwide to meet with mountain resort representatives and destination marketing organizations. The 2015 event is being held at Whistler/Blackcomb from April 12-18. See details at talktous@mntntrl.com

SQUAW VALLEY ALPINE MEADOWS' 6TH ANNUAL KID-O-RAMA

Squaw Valley Alpine Meadows' Kid-O-Rama celebration returns Feb. 14-21. This family-friendly resort tradition features street parties, live music, cookie happy-hour, free face painting, kid-approved game and craft room, and fan-favorite Big Truck Day. Big Truck Day, offered at both mountains for the first time, invites youngsters to get behind the wheel of some heavy-duty machinery, including fire trucks, snowplows, grooming machines, snowmobiles and more. Big Truck Day is Feb. 16 and Feb. 19 from 3-5 p.m. in The Village at Squaw Valley. At Alpine Meadows, Big Truck Day will be Saturday, Feb. 14 from 10:30 a.m. to 2 p.m. Also new to Kid-O-Rama, Light Up the Night will take over the SnoVentures Activity Zone with snowtubing and mini-snowmobiling under the stars. Snowtubing lanes will be lit with colored lights, and free glow sticks for kids and families will add to the festivities. Light Up the Night is Feb. 14 and Feb. 21 from 4-7 p.m.

X-GAMES DRAW YOUNGER SKIERS TO ASPEN'S MOUNTAINS

A recent article by Scott Condon in the Aspen Times noted that The Winter X Games and the terrain parks a Buttermilk and Snowmass are key to appealing to younger generations of skiers and snowboarders, according to Aspen executives. "While many other ski resorts rely on baby boomers as their primary customers, but that generation is "aging out" of the sport, according to multiple industry officials." Aspen Skiing Company's Chief Operating Officer David Perry who acknowledged at a recent business luncheon in Aspen that it's really concerning for Ski company because its clientele tend to be older than those of the ski industry as a whole. However, a survey commissioned by Aspen Chamber Resort Association showed that Aspen ranks high as a place that skiers and snowboarders of all ages across the country aspire to visit. That "aspirational" ranking of Aspen-Snowmass was particularly high among those 35 and younger. "We mostly attribute that to the powerful engine that the X Games has provided," Perry said, noting the high television viewership of the event, which tops 40 million in the U.S. "Aspen was known as a country club for rich, old, white guys 14 years ago before the resort landed the X Games, he said. The first Winter X Games were held in Aspen in 2002. Event organizer ESPN and Skico have a contract that goes through 2020. "In reality, X Games is the perfect fit for Aspen," Perry said. He then added; "People have forgotten that Aspen was the original irreverent community." Aspen Skiing Company President and Chief Executive Officer Mike Kaplan, also speaking at the recent business luncheon, said the company also has tried to crank up its appeal among younger generations by putting more emphasis on its terrain parks and halfpipes for snowboarders and skiers. Aspen-Snowmass cleaned up in the resort rankings of TransWorld Snowboarding in the fall. Skico's four ski areas ranked first, as one entity, among 140 for overall best resort.

HOWELSON HILL IS 100 YEARS OLD!

Steamboat Spring's Howelson Hill is 100 years old this year. Trees and brush were cleared from the hill in fall 1914 in time to host Winter Carnival jumping in February 1915. It remained a Nordic venue through the 1920s when an Alpine slalom hill was cut on the east flank of the hill and the first of a series of early ski lifts were built.

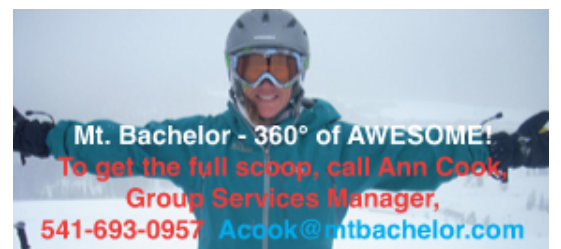
STUDY URGES EXPANDING U.S. VISA WAIVER PROGRAM

The Partnership for a New American Economy recently released a study showing how expanding the United States Visa Waiver Program to six new countries -- Brazil, Hong Kong, Israel, Poland, South Africa, and Turkey -- would result in \$7.66 billion additional spending and 50,000 U.S. jobs in five years, primarily in travel industries.

CORRECTIONS FROM THE JANUARY NATIONAL SKI CLUB NEWSLETTER

Our article about group ski and travel show schedules contained the wrong information about: The Ohio Valley Council Meeting will be held on the weekend of June 12-13 in Cincinnati. (We stated that it was a week earlier.) Contact Dan Hapner at rosehapner@aol.com. The Far West Ski Association's Convention date and contact information was in error. The correct information is:

June 4-7 San Diego, CA Eileen Sanford at esanford1@san.rr.com



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