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RENT EQUIPMENT THE EASY WAY, IN YOUR ROOM, WITH SKI BUTLERS

PARK CITY, UT – Ski Butlers proudly announced that Telluride became another new location when it opened last season ski season. “We are excited about our expansion into Telluride. It is a great opportunity to offer another world class ski destination to our customers,” said Bryn Carey, founder and President of Ski Butlers.

Founded five years ago in Park City, Utah, Ski Butlers has become the leader in in-room fitting. Ski Butlers serves over 25 resorts in California and the Rocky Mountains, including the top eight in SKI Magazine’s Top 50 Resort Rankings. In addition to its extensive network of resorts, Ski Butlers has designed the industry’s most user-friendly reservation system that allows customers to create accounts and store their information online from vacation to vacation and resort to resort.

Skiers and snowboarders visiting these major ski resorts across the U.S. can enjoy hassle-free in-room fitting of ski and snowboard equipment without leaving their accommodations. This new service is growing increasingly popular among skiers and riders in the know. Ski Butlers, an innovative leader in the ski delivery business, stresses that this is a high quality service without a big price tag.

“Our goal is to take the stress out of renting skis and all the hassles associated with going to a rental shop, standing in line, and lugging all the equipment back to your lodging. Now you can set up an appointment and a team of qualified ski technicians will come to you at your convenience,” said Carey. Words like convenience and stress-free are normally not associated with ski rentals.

As airlines continue to raise their baggage fees, ski rental delivery is becoming more and more popular among people in the know. “Most airlines are charging anywhere from \$15 to \$50 per checked baggage,” says Carey. “For skis, airlines are charging \$100 to \$175 one-way, which could cost up to \$350 round trip just to check your skis. With our high quality equipment and hassle-free service, it is almost a no brainer.”

Currently, Ski Butlers operates at the following locations: Heavenly, Kirkwood, and Sierra in California; Aspen, Snowmass, Highlands, Buttermilk, Breckenridge, Keystone, Copper, A-Basin, Telluride, Vail, Beaver Creek, and Arrowhead in Colorado; Park City, Deer Valley, The Canyons, and Big and Little Cottonwood Canyons in Utah; Jackson Hole in Wyoming; and Whistler/Blackcomb in British Columbia.

Ski Butlers features high quality equipment from industry leaders like Rossignol, Volkl, Nordica, Dolomite, Marker, Fischer, and Elan in five performance levels: sport, high performance, and high performance plus for adults, and junior and junior performance for children 12 and under. As a full service rental shop, Ski Butlers also rents helmets, boot dryers, and two-way radios.

When the ski technicians arrive they are supplied with a variety of sizes and types of skis and boots, which guarantees proper fit. “Everyone was happy including the veteran skier in our bunch who promised me equipment delivery would not work because her boot size was very hard to get just right. Your team had plenty of extra boots on hand and fixed her up in no time,” commented Mr. Bill Houghton of Atlanta, Ga.

In-room fitting is a new concept being driven by today’s guests who want to maximize their vacation time and experience. “Renting skis has always been the major drawback of our ski vacations,” stated Mike Wilson of Cincinnati, Ohio. “Your over-the-top service has turned that painful experience into one that is truly enjoyable. Thank you for making our vacation to Vail that much better.”

In addition to renting equipment, Ski Butlers carries an extensive line of accessories, including goggles, sunglasses, sunscreen, lip balm, gloves, hats, neck gators, and hand and toe warmers.

For more info, go to www.skibutlers.com or via an easily found link on the homepage of www.skiernews.com and you can call Ski Butlers at 1-877-754-7754.

COLORADO RESORTS RAISE SKIING EXPERIENCE for 2009-10

RESORTS FOCUS ON MOUNTAIN AMENITIES, GUEST SERVICE and VALUE

DENVER, CO – During the 2009-10 ski season, Colorado Ski Country USA’s 22 member resorts will focus on the core of what makes Colorado the most popular ski destination in the country: opportunities for guests to enjoy consistent powder snow and unparalleled services and facilities.

Resorts are treating this season as an opportunity to keep skiers coming to Colorado, amid an unstable economy, by honing in on the guest experience, a strategy that, over the years, has made Colorado synonymous with skiing. To meet their goals, Colorado resorts are adding to their on-snow profiles this season, improving and enhancing lodging and base area service facilities, and investing in the human capital that forms the backbone of Colorado’s ski industry. Guest amenities remain top priority, as Colorado resorts hold their guests’ satisfaction in the highest regard.

ARAPAHOE BASIN

Over the last several years, A-Basin has gone through a transformation. The iconic resort went from installing its first snowmaking system in 2002 to carrying out the largest terrain expansion in the United States in 2008 by opening Montezuma Bowl. With these improvements, Arapahoe Basin has grown significantly in size and reputation, while maintaining the friendly attitude for which it is known.

Arapahoe Basin also opened a new mid-mountain facility, Black Mountain Lodge, in 2007. The Lodge improved the skier experience and has allowed A-Basin to hold nighttime events. Skiers and riders have embraced this new addition, which allows them to stay at mid-mountain for a meal or for a respite from the mountain’s steep slopes, without having to ski to the bottom.

With these on-mountain improvements came more skiers and riders, which caused the mountain to expand parking and shuttle facilities in 2008. A-Basin increased parking capacity in 2008 by 300 spots at the High Noon and Last Chance parking lots, built a pedestrian tunnel under Highway 6, and added two shuttle busses to take guests from these upper lots to the base area.

For this ski season, the resort is focusing on keeping these improvements in top shape and on continuing momentum from last season, which was the resort’s second best season on record in terms of skier visits.

ASPEN/SNOWMASS

Aspen Skiing Company (ASC) has invested more than \$130 million over the previous six seasons, giving guests some of the most seam-

less skiing/riding experiences in the industry. Improvements over that period include 11 new lifts with two new gondolas, the industry-leading Treehouse Kids’ Adventure Center, three new restaurants, additional terrain plus the new Snowmass base village.

This year alone, ASC will invest nearly \$8 million in on-mountain improvements. Included in these improvements will be a 100 percent hands-free radio frequency gate access program across the four mountains of Aspen/Snowmass. Lift tickets will be a plastic card with a chip inside detecting guests as they move through lift lines. Now there is no need for guest to dig in their pocket to find their pass or ticket, allowing for smooth and quick access to the slopes. Besides the new and improved ticket system, a tunnel to ease skier traffic was built on Buttermilk above the terrain park above Uncle Chucks Glades to separate terrain park traffic and regular skier traffic.

In addition to the on-mountain improvements, the company will complete the first phase of an \$18 million renovation at The Little Nell hotel this fall. The Little Nell, Aspen’s only five-star, five-diamond hotel, just steps away from the Silver Queen Gondola, is setting a new standard in hotel room design with the commission of internationally known residential designer Holly Hunt.

In addition, guests this season will see the LEED Silver-certified Viceroy Snowmass, the anchor hotel for the new \$1 billion base village at Snowmass. The Viceroy Snowmass will open with 152 guest rooms, a 7,000-square-foot spa, a fine dining restaurant and café.

Aspen/Snowmass will continue to be the host resort for world-class events, including the Women’s FIS World Cup Alpine ski races in November and the CoverGirl Snow Angels Invitational in April. Also returning for the 2009-10 season is the ESPN Winter X Games 14 in January, which has recently extended their contract stating that Buttermilk will host the X Games through 2012.

COPPER MOUNTAIN

Copper Mountain recently opened Woodward at Copper, which is the first indoor/outdoor ski and snowboard camp on the planet. The 20,000-square-foot Woodward at Copper Barn gives campers access to Snowflex® jumps, foam pits, a spring floor, trampolines and indoor skateboard features. Participants develop their tricks in The Barn and progress them in Copper’s nationally recognized terrain parks and Superpipe. In the winter, Woodward at Copper will offer Winter Camp Days, One Hit Wonder Sessions, Drop-In Sessions and Skate only sessions.

The Woodward at Copper Winter Camp Day utilizes the indoor features in The Barn as well as Copper’s on-mountain park and pipe features and is the best value for a Woodward at Copper winter experience. A Winter Camp Day consists of setting up goals for the day, a lift ticket, lunch, a fully coached morning session in The Barn, a fully coached on-snow training session in one of Copper’s nationally recognized terrain parks, and access to the evening’s first Drop-In Session. Winter Camp Days are offered to anyone eight years old and up with intermediate or above skiing and/or riding skills.

Read more about Copper on online at www.skiernews.net/Colorado2010-Copper

CRESTED BUTTE

Under the new ownership of CNL lifestyle properties, with the Muellers still at the operational helm, Crested Butte Mountain Resort remains dedicated to enhancing the overall guest experience, and improvements slated for the coming season reflect that commitment. Notable changes include a remodel of the popular Ice Bar. The transformation doubles the size of the existing restaurant, increasing capacity while maintaining the simple, intimate setting.

In addition, the resort has added a new base area, Adventure Park, for year-round play. The Adventure Park features an eco-friendly synthetic ice skating rink, bungee trampolines and a climbing wall, as well as a multi-lane, lift-served tubing hill for the winter. The skating rink, made from Super-Glide® synthetic ice, the first synthetic skating facility in Colorado, was recycled from the American Museum of Natural History in New York where it was part of a display on climate change.

The Crested Butte Ski and Ride School boasts a new beginner learning area for the upcoming season. The current kids’ area will be regraded and expanded to include beginners of all ages. Both adult and children’s ski school lessons will operate out of the same area, making morning drop-off seamless and stress-free.

Over \$315 million has been invested in on- and off-mountain improvements and amenities at CBMR since Tim and Diane Mueller purchased the ski area in 2004. The resort recently unveiled Mountaineer Square, the new base area village at Crested Butte, featuring the Lodge at Mountaineer Square, new dining options, the Adventure Center, and distinctive shops. In addition, the new Elevation Hotel & Spa opened, providing a new luxury option at the base of the mountain.

Other improvements in recent years include the expanded DC Terrain Park and snow igloos,

which are solid snow structures set up in the kids’ play area outside of Camp CB. Additional improvements include new snowmaking and grooming systems, expanded lift systems, a remodel of the Treasury Center, a new children’s facility called Camp CB, the new Outpost Building Day Lodge and a central ski valet service.

In addition to the recent improvements, Crested Butte’s master development plan includes an additional \$2.2 billion investment. While the experience continues to evolve, CBMR remains committed to growing the resort in a responsible manner that answers the needs of a changing community and an increasing number of visitors, while respecting the surrounding native environment.

Read more about Crested Butte online at www.skiernews.net/Oct-Nov2009-Crested-Butte

ECHO MOUNTAIN

With an emphasis on learning, progressing and family togetherness, Echo Mountain Resort is launching new Ski & Ride school programs this season. Guests can choose from several new multi-week programs for kids ages 4-14 and their parents. Kids’ morning and afternoon classes are offered in three-week sessions and a parent one-hour lesson and lift ticket can be added at a discounted rate.

One of the few resorts that offers night skiing, Echo Mountain is introducing night series programs this season geared toward specific skier types, for example, women specific skiing and riding.

ELDORA MOUNTAIN RESORT

Under the guidance of new general manager Jim Spent, visitors to Eldora Mountain Resort will see enhanced guest services starting with a new website. New for 2009-10, Eldora.com features improved functionality including new features such as an interactive trail map and the ability for guests to post photos and videos. The Eldora online experience extends to the resort’s ski school department with the launch of a new online reservation system for ski school lessons. Robust guest experiences for this season are evident in the upgrade to Eldora’s rental fleet. The resort invests tens of thousands of dollars each year to provide top of the line equipment including Volkl skis and Burton snowboards.

Additionally, the Boulder Ski Escape program is returning for another season as Eldora offers vacation packages for families of skiers and riders.

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