

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.

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 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. This will double the size of the existing restaurant, increase capacity yet maintain 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.

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.

While the experience continues to evolve, CBMR remains committed to grow-

ing 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/Dec-Jan2010-CrestedButte or see page 5.

STEAMBOAT

Over the past four years, more than \$30 million in on-mountain improvements have erupted at the Steamboat Ski Area. Look for enhanced terrain to challenge all levels of ability, faster and more comfortable chairlifts, expanded culinary options and remodeled restaurants, among other improvements.

Specifically for this winter season, Steamboat poured \$2.5 million into expanding the Kids' Vacation Center, opening a new Ski & Snowboard School Ticket Office and Patrol First Aid Base Facility, and enhancing its already top-grade snowmaking system. In fact, the only thing not being upgraded is something Mother Nature perfected years ago-Champagne Powder snow.

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

TELLURIDE

This season, Telluride is expanding terrain to offer more challenging, expert skiing by adding Gold Hill Chutes 2-5. This long-anticipated terrain comes on the heels of Gold Hill Chutes 6-10 opening in 2007-08 and Chute 1 opening in 2008-09. Chutes 2-5 offer wide-open, above tree line couloirs and chutes dropping 1,600 vertical feet. The resort added two WWII-era howitzers last season to facilitate control of this terrain, which will open as conditions allow.

Terrain expansion is just part of ongoing improvements at Telluride. In the last five years, the resort opened Revelation Bowl and the newly built Revelation Lift. Other

developments include two new restaurants, restaurant upgrades, new snowmaking and snow cats, new hike to terrain, and the addition of new sun decks.

Read more about Telluride online at www.skiernews.net/Oct-Nov2009-Telluride or below regarding the Fairmont Lodge.

WINTER PARK

Celebrating 70 years of continuous operation this year, Winter Park is putting the finishing touches on the major expansion and redevelopment of The Village at Winter Park Resort.

When the project is completed, it will total an estimated investment of \$30 million dollars for on-mountain construction and feature 20,000 square feet of new retail, rental, restaurant and living space.

While the resort has been developing The Village at Winter Park over recent years, it has also been improving other mountain and guest service features. These include adding four new lifts, creating nine new trails, adding terrain enhancements, opening two new base area lodging properties at Fraser Crossing and Founders Pointe, installing a new advanced sales fulfillment center, posting new on-mountain signage, remodeling restaurants and constructing a covered parking garage and an ice skating pond.

Read more about Winter Park online at www.skiernews.net/Colorado2010-WinterPark

Colorado Ski Country USA (CSCUSA) is the not-for-profit trade association representing 22 of Colorado's ski & snowboard resorts. CSCUSA is the global voice of the Colorado ski industry. This article and other information can be found in the online pressroom at <http://media-ColoradoSki.com>

This is a partial sampling of what is new at most Colorado resorts as compiled by CSCUSA. The material available was edited to fit this space.

You will also find more info on the the pdf web page, www.skiernews.net/Colorado2010

The FAIRMONT HERITAGE PLACE - YOUR PERFECT ESCAPE in TELLURIDE

TELLURIDE, CO - Nestled among the peaks of the San Juan Mountains, the Fairmont Heritage Place, Franz Klammer Lodge is the perfect escape to leisure and adventure. The Lodge offers premium two-and three-bedroom residences, luxury amenities and Fairmont's engaging personalized service, making it Telluride's ideal place to relax and be invigorated this winter season.

Ideally located in the heart of Mountain Village, the Fairmont Heritage Place, Franz Klammer Lodge is just steps from the slopes of the Telluride Ski Resort. The ski area offers 120 trails evenly distributed between beginner, intermediate and advanced skill levels, and ski lessons for all ages.

Convenient access to ski lifts, ski school, and slope side ski valet are just part of the seamless vacation Fairmont delivers. Personalized service begins before you arrive with pre-arrival itinerary planning, ensuring that every detail of your vacation will be attended to.

From the moment you step onto the tarmac, you can leave the hassles of daily life behind and entrust your vacation experience to the dedicated staff of the Fairmont Heritage Place, Franz Klammer Lodge, beginning with the driver who awaits you at the airport. Complimentary transportation from Telluride and Montrose airports will convey you to the Lodge for an expedient check-in to your luxury accommodations.

Enjoy the comforts of a home away from home in a spacious yet cozy residence that features a living and dining room area with a natural gas stone fireplace; a fully equipped kitchen; and a private balcony with a gas grill. Two-bedroom residences are 1,400 square feet with two master bedrooms and attached master baths. Three-bedroom residences are approximately 2,000 square feet with

two master bedrooms and attached master baths and an additional queen bedded room with adjacent bath. Oversized master baths include jetted spa tubs, and each residence contains a steam shower.

With a wide range of services and amenities, the Fairmont Heritage Place, Franz Klammer Lodge is well equipped to exceed your vacation expectations. The Lodge's 24-hour concierge service will confirm your dinner reservations, book activities for you, and fulfill any other requests you may have during your stay.

The Lodge offers complimentary wireless in-room high speed Internet access, a 24-hour business center, and also boasts a fitness center and game room. You will enjoy the outdoor heated swimming pool with interior swim-through access, as well as indoor and outdoor hot tubs, a steam room, and a sauna.

The Lodge's private Himmel Spa offers guests a retreat from the stress and demands of day-to-day living with an array of massage and body treatments and facials, using only the highest quality natural ingredients. The Spa's therapists will pamper you with consummate skill and personalized attention that will soothe your body and rejuvenate your mind.

With all the comforts and amenities of home, engaging service, and luxurious accommodations that today's discerning travelers have come to expect, the Fairmont Heritage Place, Franz Klammer Lodge is the perfect place to relax, unwind, and enjoy your stay in Telluride this winter season.

For more information, visit their website, via an easily found link on www.skiernews.com or log on directly at www.fairmont.com/klammerlodge

For reservations or more info, please e-mail franzklammer@fairmont.com or call 1-888-728-0355.

BE AT HOME ON THE MOUNTAIN
UNRIVALED RESIDENCES AT THE HEIGHT OF LUXURY



Fairmont
HERITAGE PLACE
Franz Klammer Lodge
TELLURIDE COLORADO

Nightly Rates: \$550 - \$2,200

Luxurious 2 & 3 Bedroom Condominiums

Complimentary Transportation to Telluride & Montrose Airports

Revitalizing Himmel Spa

Next Door to Skiing with Slope-side Ski Valet

Toll-Free Reservations: (888) 728.0355

www.fairmont.com/klammerlodge | franzklammer@fairmont.com

Fairmont Global Reservations Center: (800) 257.7544