

# SKI SALT LAKE'S SUPER PASS OFFERS CONVENIENCE and VALUE FOR MOUNTAIN-BOUND VISITORS

SALT LAKE CITY, UT – Ski Salt Lake promotes Salt Lake and its four Cottonwood Canyon resorts as the ideal winter vacation destination unmatched in accessibility, variety and snow quality. Located just 40 minutes from the Salt Lake City International Airport, Salt Lake's resorts average 500 inches of snow annually and collectively offer more than 7,500 skiable acres.

This winter, a vacation in Salt Lake just became more affordable and accessible than ever before. The Ski Salt Lake Super Pass, sold in increments of one to six days, good over a seven-day period, is valid at all four world-class resorts in the Cottonwood Canyons. The pass provides an easy and inexpensive way to experience each of the resorts through a single lift pass, while enjoying all the dining, nightlife and value that downtown Salt Lake has to offer. With most major airlines operating flights into Salt Lake every day, many featuring non-stop morning arrival flights from major gateway cities, visitors can be schussing down the slopes when those bound for other destinations are still going through security lines.

Super Pass prices start at \$114 for a two-day adult pass and go up to a six-day pass for \$336. It is valid at Alta, Brighton, Snowbird and Solitude, and is redeemable for a full-day lift ticket at any one of these resorts. Available for purchase online at [www.Ski-SaltLake.com](http://www.Ski-SaltLake.com) or through travel agencies, tour operators and Salt Lake hotels, the Super Pass gives visitors the opportunity to tour all of Salt Lake's famed resorts from a convenient base camp.

One of the resorts included in the Super Pass, Solitude

Mountain Resort, has recently installed the Powderhorn II chairlift, a \$1.5 million improvement to lift infrastructure. The replacement of the original Powderhorn double and a holdover from its mid-70s installation, albeit with an improved lift line, comes on the heels of last winter's \$7 million investment in two, new high-speed detachable lifts.

Powderhorn II starts from the bottom of Sunshine Bowl, travels above the Concord ski run, and ends in the same location as the original Powderhorn Lift. The move to a mid-mountain starting point allows expert snow riders to make continuous laps on the upper mountain from Diamond Lane to Sunshine Bowl without the need to return to the base area via beginner runs. Visitors will enjoy a seven-minute lift ride on the new lift, as opposed to 12 on the old double, a savings of 5 minutes per run on some of Utah's steepest groomed terrain. Moreover, Honeycomb Canyon will still be conveniently accessed from the top of this lift.

To make getting on the slopes from Salt Lake even easier, the Super Pass also includes free transportation on the UTA ski buses and the new TRAX-light-rail. The direct-to-resort ski buses run on regularly scheduled service, eliminating the need and associated costs of renting a car.

In addition to the Super Pass, a Salt Lake winter vacation provides a variety of lodging options to fit every interest and budget. From a luxury Five-Diamond hotel and spa to a variety of remarkably well priced budget hotels, Salt Lake offers a downtown base camp that is high on value and low on stress. Off the slopes, visitors can take advantage of the other activities Salt Lake has to offer, including a variety of

cultural offerings, happening restaurants, nightlife scene and endless shopping. Salt Lake is also the ski town in the U.S. to have its own NBA franchise, the Utah Jazz.

## THE SNOW IS DRY - THE BARS ARE WET

As of July 1, 2009, the nightlife in Salt Lake City got a whole lot better. The quirky private club membership requirement for entry into bars, nightclubs and some restaurants was removed. Private Clubs in Utah are no longer required to charge membership fees or ask patrons to fill out applications before they can enter the business to buy a drink or dine. In other words, Utah's liquor laws have been "normalized" and the drinking misconceptions should no longer be used as a reason for not taking advantage of all that Salt Lake has to offer.

As most cities in America, there are some differences between restaurants and bars, or as Utah Liquor Licenses define them, Dining Clubs and Social Clubs. Guests under 21 years of age can enter a Dining Club type restaurant if accompanied an adult, but cannot enter Social Clubs or bar. With Utah's new laws, patrons of legal drinking age are no longer required to become a member to enter and be served an alcoholic beverage in Social Clubs.

For more information, please visit Salt Lake's Super Pass website through an easily found link on the homepage of [www.skiernews.com](http://www.skiernews.com) or view their site directly at [www.ski-saltlake.com](http://www.ski-saltlake.com)

You can read more online by also logging on to [www.skiernews.net/Dec-Jan2010-Deals](http://www.skiernews.net/Dec-Jan2010-Deals)

# SKI BUTLERS SAVE YOU TIME and MONEY with NO SKI BAGGAGE FEES & NO HASSLE CONVENIENCE

PARK CITY, UT — Consider Ski Butlers a full service ski shop and snowboard shop that offers ski rentals and snowboard rentals to over 25 North American ski resorts. Ski Butlers' award winning Ski Rental Delivery service is the most convenient and hassle-free way to rent skis. Instead of traveling to a busy ski shop and waiting in line, when you use Ski Butlers you will be fitted for your ski rentals in the comfort of your own hotel or lodge. If there are any problems during the rental, Ski Butlers will meet you to fix those problems.

They will also pick up the ski equipment on the final day of your ski rental. Ski Butlers allows you to reserve your ski rental equipment online and they will file your customer information for future use from ski rental to ski rental and location to location. Wherever you are skiing, you can experience the same award winning ski rental and snowboard rental service and equipment from Ski Butlers.

Ski Butlers is perfect for a family or group ski vacation to most any Western ski resort. Ski Butlers will take care of your group with the best customer service and high performance ski equipment of any ski shop. Reserve your ski rentals

and snowboard rentals online and forget the airline baggage fees. There are high-quality equipment packages for adults and juniors from industry leaders Rossignol, Volkl, Roxy, Fischer, Elan, Marker and Head.

Launched this past August, Ski Butlers new website makes for an easier and better user experience. "Our new website makes our service hassle-free from the time the customer visits [www.SkiButlers.com](http://www.SkiButlers.com) to the time we pick-up their skis on the final day," says Bryn Carey, president of Ski Butlers. "If you are a first time customer that has little knowledge about ski rental delivery, the steps to describe the service are very clear. If you are a returning customer, our customer accounts and information feature on the ski and snowboard equipment is much improved. Online reservations can be made in just minutes. It is very user friendly."

"Not only have our old features of the website improved, we have also started an online community for ski enthusiasts and first time skiers," said Carey. There is a blog, photo gallery and live Twitter feed that will be updated daily with current snow conditions, trends, and local insights to keep customers connected to the mountain community. For first-

time skiers, there are guides on how to ski and snowboard, how to choose the best mountain, how to pack for a ski trip and other valuable ski and travel information.

Save 10 percent at participating locations when you book online seven days in advance. Save 15 percent on reservations for six or more days. Groups of 15 or more also save 15 percent at participating locations. Blackout dates apply for both discounts.

## ABOUT SKI BUTLERS

Founded five years ago in Park City, Utah, Ski Butlers has become the leader for in-room fitting of ski and snowboard equipment. Ski Butlers serves over 25 resorts in Colorado, California, Utah, Wyoming and British Columbia, Canada. Ski Butlers' web site lists all of the resorts where you will find their service.

You can log on and link to Ski Butlers from skiing's newest website [www.skiernews.net/Dec-Jan2010-Deals](http://www.skiernews.net/Dec-Jan2010-Deals)

Log on to Ski Butlers via an easily found link on the homepage of [www.skiernews.com](http://www.skiernews.com) or visit them online directly at [www.ski-butlers.com](http://www.ski-butlers.com)