

# CRESTED BUTTE HAS YEARS of IMPROVEMENTS and 4th NIGHT and 4th DAY FREE PACKAGES

CRESTED BUTTE, CO – Crested Butte Mountain Resort (CBMR) kicks off the 2011-12 season with improvements in all areas of operations, ensuring continued focus on the guest experience. Enhancements include a new Zipline Tour for the summer and winter seasons, renovations to the Paradise Warming House restaurant, a new fleet of high-end demo gear, and a new Learn-to-Ride snowboard fleet for women and children, a partnership with Patagonia for new employee uniforms over the next couple of seasons, and products for the resort's retail outlets. This season also concludes CBMR's yearlong celebration of 50 years of skiing.

"We've concentrated our efforts on enhancements that will resonate with our guests," said Ethan Mueller, vice president and general manager of CBMR. "The new Zipline Tour is a great example; it was a huge hit this summer and we have no doubt it will offer a memorable winter adventure opportunity."

The new Crested Butte Zipline Tour opened June 28 after much anticipation and more spring snow than anticipated. The guided tour includes five zip lines and three suspended bridges that have been uniquely adapted to accommodate winter operations. The Crested Butte Zipline Tour is available during the summer, fall and winter seasons; the resort will offer the only guided zipline tour at a Colorado ski resort, and one of the few winter canopy tour operations in the state.

Renovations to the Paradise Warming House, CBMR's mid-mountain cafeteria-style on-mountain restaurant, include a food line redesign and an updated look and feel. The remodel will improve service and use of space, while preserving the casual atmosphere for which Crested Butte is famous.

CBMR updated its rental fleet with new high-end demo skis and snowboards, featuring brands such as Rossignol, Salomon, RAMP, Nordica, Atomic, and 4-fmt. The resort also purchased new Burton Learn-to-Ride (LTR) snowboards to enhance the women's and children's fleets.

With the resort's new partnership with Patagonia, CBMR retail outlets now carry an entire line from this fine outdoor apparel manufacturer and staff will be outfitted in new uniforms featuring Gore-Tex® throughout the next two years.

Several improvements have occurred over the past seven years since the Mueller family initially took ownership of CBMR in 2004. Here is a partial listing.

A new base area village called Mountaineer Square was built with new lodging, the Elevation Hotel & Spa and the Lodge at Mountaineer Square, adding a modern ski-village atmosphere to the existing base area.

Expanded DC Terrain Park along with the addition of a base area Adventure Park complete with bungee trampolines,

a climbing tower, ice skating (winter only), a lift-served tubing hill (winter only) and miniature golf (summer only) and a new children's facility called Camp CB.

More base area improvements include Treasury Center remodel adding seating, a cafeteria-style pizza window and new bathrooms; snow igloos, solid snow structures set up in the kids' play area outside of Camp CB.

Other improvements on the mountain have been cocktail hotspots near the Ice Bar restaurant and a complete remodel of the beloved Ice Bar on-mountain restaurant now called Uley's Cabin. A lift system expansion with new snowmaking and grooming has also occurred.

The addition of a combined beginner learning area for children and adults, as well as the addition of the Outpost Building Day Lodge which now houses the Trailhead Children's Discovery Museum, makes it convenient for all your family members to enjoy their day.

In addition to all of the capital improvements that have taken place since the Muellers joined the resort, CBMR has made great strides in becoming a greener resort. In 2010, CBMR joined the Colorado Industrial Energy Challenge (CIEC), as one of 13 charter members in the state. By signing on, the resort committed to reducing energy consumption by two percent each year for five consecutive years, using 2008 as the base year. In June of 2011, CBMR won the Excellence in Energy Efficiency award from Governor John Hickenlooper and the Governor's Energy Office for reducing energy use by 18.9 percent in the first year.

## PACKAGES AND SPECIAL OFFERS FOR THIS WINTER

Friends & Family Fly Free: All Season Long

One of Crested Butte Mountain Resort's most popular offers, Friends & Family Fly Free, is back for an encore. Book a Crested Butte vacation for three or more people and every third airline ticket is free. Even better, this program features direct flights into Gunnison/Crested Butte Airport (GUC) on American Airlines, United Airlines and Continental Airlines. Maximum travel credit is \$400 per free airline ticket and each reservation is limited to three free airline tickets. Subject to availability. Call 1-800-600-2803 to learn more or to book a Crested Butte getaway.

The Grandest Christmas: Dec. 17 - 25, 2011

If you are looking for that special Christmas Week ski trip it is not too late. CBMR's Grandest Christmas package returns featuring four nights of lodging at The Grand Lodge Hotel and three days of skiing or riding at CBMR, including passes to the resort's Adventure Park, for a family of four for \$1,199.

Considered by many to be Colorado's last great ski town, Crested Butte is the ideal holiday destination. Dazzling twinkling lights line Elk Avenue, and crowds gather for the Torchlight Parade as skiers wind down the mountain on Christmas Eve. The Grand Lodge is located just 200 yards from the chairlift, making first tracks on Christmas morning a definite possibility. CBMR's Grandest Christmas package must be booked by Dec. 17 for travel from Dec. 17 - 25 (checkout on Dec. 26, 2011). Price is subject to availability and has been quoted prior to all fees, taxes and optional travel protection. The Grandest Christmas package is available exclusively through Crested Butte Vacations, please call 1-800-600-2803.

4th Night and 4th Day Free: Jan. 3 - March 9

Enjoy some of the best conditions of the season and an additional night of lodging and day of skiing free. Purchase three nights of lodging and three days of lift tickets between Jan. 3 and March 9 and receive a fourth night of lodging and fourth day of skiing free. Blackout dates apply. This package is available only through Crested Butte Vacations.

Nestled in the heart of Colorado's Rocky Mountains, Crested Butte is committed to preserving the pristine landscape and mountain lifestyle. With vibrant Victorian storefronts and expressive local characters, the small historic town remains true to its heritage and radiates an unparalleled welcoming and inviting spirit that celebrates a simpler life and time. Thanks to a widely diverse landscape, whether beginner or burgeoning national champion, outdoor enthusiasts of all levels will find a new challenge with each visit. From excellent mountain biking, to legendary skiing and snowboarding, to a secluded fly-fishing experience, Crested Butte is one of Colorado's best-kept secrets. This season, Crested Butte celebrates 50 years of skiing and riding with a yearlong celebration, Crested Butte-style.

For more information about Crested Butte's lodging, conference, meeting facilities and special packages, please call Crested Butte Vacations, 1-800-600-2803 or visit their website at [www.skicb.com](http://www.skicb.com).

For information on ski area real estate opportunities call (970) 349-4999 or 1-877-805-6109 or visit their website at [www.cbliving.com](http://www.cbliving.com)

You can view this exact page online, and link from it as well, at [www.skiernews.net/Dec-Jan2012-Colorado.pdf](http://www.skiernews.net/Dec-Jan2012-Colorado.pdf)

You can visit Crested Butte's website via an easily found link on the homepage of [www.skiernews.com](http://www.skiernews.com) or log on directly at [www.skicb.com](http://www.skicb.com)

# COLORADO SKI COUNTRY USA RESORTS PREPARED with RENOVATIONS and UPGRADES

DENVER, CO – Colorado Ski Country USA (CSCUSA) resorts have shown continuing dedication to maintaining the highest standard in ski vacations with preparations and investments for the 2011-12 season. From minor developments that will seamlessly improve guest experiences to major renovations that will allow resorts to continue to provide the excellent service to which guests have become accustomed, resorts have devoted more than \$50 million to new projects for the upcoming season.

According to National Ski Areas Association, the United States had more skier visits in 2010-11 than any previous ski season in history, surpassing the 60 million mark. Colorado resorts accounted for more of these visits than any other state in the nation with more than one in five skiers choosing to ski at a Colorado resort.

"Without question, Colorado Ski Country's resort facilities allow the state to provide the absolute finest ski vacation experience available," said Melanie Mills, president and CEO of CSCUSA. "Colorado has always set the standard with advanced improvements from high-tech lifts and ticketing systems, to state-of-the-art terrain parks and on-mountain amenities."

Below is a roundup, by category, of what is new in Colorado Ski Country for this season. The energy and capital spent by resorts on infrastructure includes improvements that will impact all ages and abilities, and are either winter specific or year-round.

## NEW LIFTS

Aspen/Snowmass's *Buttermilk Mountain* will have a new lift and gladed terrain this season. The new Tiehack Express lift, a Leitner Poma high-speed quad, replaces both the Eagle Hill and the Upper Tiehack lifts, cutting the combined ride time from 18 minutes to just under seven minutes. The new construction was expected to be completed for the resort's December 2011 opening. In addition to the new lift, there will be some additional gladed terrain in the area.

*Copper Mountain* has replaced the High Point Lift in West Village (formerly Union Creek) with a new lift that will provide improved service for all levels of skiing and riding ability. The Union Creek High Speed Quad, manufactured by Doppelmayr USA, will have a new alignment to help improve skier and rider circulation in and out of West

Village. In conjunction with the new lift, the addition of a new trail connection from the east will make the circulation much easier from the Catalyst Terrain Park and the beginner and intermediate terrain in the area.

A new lift will reside at *Loveland* as that resort replaces Chair 4 with a new fixed grip triple from Leitner Poma, while *Monarch's* renovations for next season will also include a new lift. A 450-foot conveyor lift on Snowflake is being installed in time for the resort's opening.

For the upcoming season, *Ski Cooper* is installing a 770-foot Magic Carpet to replace the Printer Boy Platter. This sizable improvement will be at the base area of the mountain, in the ski school and beginner skier area.

## GUEST ACTIVITIES

Guests can now add zip-lining to the menu of activities at CSCUSA resorts. New and open for the season at *Crested Butte Mountain Resort* (CBMR), is a Zip-Line Canopy Tour. This major addition opened in the summer 2011 and will be open year-round, enabling guests to ski to it during the winter months.

In addition to Crested Butte's zip-line, the Purgatory Plunge Zip-Line at *Purgatory at Durango Mountain Resort* opened in the off-season and will be open year-round. The Purgatory Plunge provides the opportunity to soar from the Purgatory Village Tower over the ski beach at speeds of approximately 35 mph.

*Monarch Mountain* is expanding their fleet of touring snowcats with the purchase of a new one for the 2011-12 season. This new snowcat has the capacity to fit 14 skiers and riders comfortably in the cabin.

## DINING FACILITIES

At *Aspen/Snowmass*, The Merry-Go-Round restaurant, situated mid-mountain at Aspen Highlands, is undergoing a major remodel to make the building more energy efficient as well as enhance guest comfort and food quality. The reopening was scheduled for opening day of Aspen Highlands on Dec. 10, 2011.

At *Crested Butte*, renovations to the Paradise Warming House, the mid-mountain cafeteria-style culinary facility, are underway. The resort has redesigned the food line, created new signage and gave the facility an overall, updated look that will further enhance the guest experience.

In *Steamboat*, the resort created a new bar, located in the Cabin Restaurant at the

Steamboat Grand. This new après ski hot spot is across from the Gondola Square base area. It has a unique menu featuring Kennebec Chips with Sriracha Aioli, the Deconstructed BLT (pork belly, tomato jam and arugula, charred on a cedar plank), and Buffalo Carpaccio.

## SNOWMAKING/GROOMING

*Copper Mountain* enters 2011-12 in partnership with the U.S. Ski and Snowboard Association (USSA) to develop an on-snow training center at the resort. To support and develop the U.S. Ski Team Speed Center at Copper, the resort implemented a new automated snowmaking system, as well as safety, communications and timing equipment necessary to develop a unique training venue. The on-snow training center will operate from Nov. 1 through Dec. 10 each winter season, and will bolster the U.S. Teams' ability to train for speed events before the season begins.

On-mountain improvements continue at *Crested Butte* as the resort enhances its kids' trails. Ski instructors bring their students through these trails, adding excitement to the lesson, whether it is winding through trees, over humps and other terrain, or going around obstacles. The trails have become extremely popular with younger guests and correlate to Crested Butte's Kids Trail Map.

*Winter Park* has also enhanced its beginner trails. Beginners now have an easier trail to the Village at Winter Park with the opening of the new Sorensen Trail Bypass.

*Loveland* is adding snowmaking capabilities to Twist at Loveland Valley and Firecut at Loveland Basin, which expands their early and late season race training opportunities.

*Purgatory at Durango Mountain Resort* upgraded its expert terrain via a winch-cat that provides high-angle grooming. The resort will use this technique to groom or partially groom some expert trails, providing a great experience for expert skiers and riders.

Continuing to improve, *Steamboat Resort* upgraded its snowmaking, while also adding a new snowcat to its slope grooming fleet.

*Winter Park* also added a new snowcat for superior groomed runs. Other capital at the resort has been re-invested into improving existing infrastructure and services.

## RENTAL FLEET

*Crested Butte* significantly enhanced their demo and learning rental inventory for the season. The resort bought all new demo gear for

its higher end fleet, as well as a brand new Learn to Ride fleet, including women's and children's gear.

## MOUNTAIN FACILITIES

*Loveland's* Ptarmigan Roost Cabin, which sits at the top of Chair 2, received a facelift for 2011-12. The resort added restrooms – the first on-hill facilities at Loveland – and restored the original fireplace. Additionally, the E-Tow Cabin, between Chair 2 and Chair 6, received a massive overhaul including a new interior and an expanded deck.

*Steamboat Resort* installed heated pavers throughout the Gondola Square base area so that guests will no longer need to trudge through snow and ice as they walk to the slopes. In addition, the multi-year Promenade project continues to make headway, connecting the base area with Ski Time Square, and includes a new permanent stage facility in Gondola Square, which plays host to the resort's free spring concerts.

## TECHNOLOGIES

In 2011-12, resorts continue to use technology in unique ways that streamline and enhance the way they interact with skiers and riders. *Arapahoe Basin* upgraded its e-commerce store with a new RTP E-Store. This new site will better serve guests' needs and allow the resort to offer more of its products online.

*Aspen Skiing Company's* ongoing energy efficiency project, whereby the resort has been replacing incandescent bulbs with efficient and aesthetically acceptable fluorescent or LED bulbs, is expected to be completed by Dec. 31, 2011. On this date, all incandescent bulbs will have been completely banned and replaced, including in every building, from on-mountain restaurants to hotels, and from executive offices to parking lots.

## About Colorado Ski Country USA

*Colorado Ski Country USA (CSCUSA)* is the not-for-profit trade association representing Colorado's 22 ski and snowboard resorts. CSCUSA is the global voice of the Colorado ski industry. The Association's primary functions are concentrated in marketing, public policy and public relations.

Information about CSCUSA and its members can be found at [www.ColoradoSki.com](http://www.ColoradoSki.com)

And on Twitter @ColoradoSkiUSA and you can also find them on Facebook at [www.Facebook.com/ColoradoSkiCountryUSA](http://www.Facebook.com/ColoradoSkiCountryUSA)