

SKI SALT LAKE'S SUPER PASS OFFERS FLEXIBILITY, CONVENIENCE and VALUE FOUR GREAT RESORTS: ALTA, BRIGHTON, SNOWBIRD & SOLITUDE, ON ONE PASS

SALT LAKE CITY, UT – Following the record-breaking 2010-11 ski and snowboard season at Salt Lake's four world-class resorts, where nearly 800 inches of the "Greatest Snow On Earth" fell, this season bodes well for those choosing to enjoy the famed Cottonwood Canyon resorts: Alta, Brighton, Snowbird and Solitude.

Yes, the snow was flying in early October and the resorts are primed for another epic season. In addition to the famed Utah powder paired with the world-renowned Cottonwood resorts, Salt Lake offers the ideal winter vacation destination due to its unmatched accessibility, variety and, yes, snowquality.

Located just 40 minutes from the Salt Lake City International Airport, Salt Lake's resorts each receive anywhere from 40 to 50 feet of snow each year and collectively offer more than 7,500 skiable acres.

Although many destinations make similar claims, nowhere else in North America can skiers and snowboarders combine four world-class resorts with the amenities of a metropolitan setting, including exceptional dining, cultural arts, shopping and an eclectic nightlife. Salt Lake is the biggest ski town in North America and has redefined après ski, perfect for die-hard skiers and families alike.

Complementing the ultimate ski vacation is the Ski Salt Lake Super Pass – the most convenient and affordable way to ski Salt Lake's famed resorts. Super Passes can be loaded with one to six days of skiing or riding, are good over a seven-day period, and include free round-trip transportation from downtown and suburban Salt Lake as well as a 20 percent discount at participating resort rental shops.

Skiers and snowboarders can use their Super Passes for the number of days purchased (one to six days) within a seven-day period beginning on the date of its first use. There

are no blackout dates for the Ski Salt Lake Super Pass, and it is valid throughout the entire 2011-12 season.

Super Pass package prices start at \$124 for a two-day adult pass and go up to a six-day pass for \$360. Each Super Pass is valid at Alta, Brighton, Snowbird and Solitude, and is redeemable for a full-day lift ticket at any of those resorts.

Available for purchase online at www.Ski-SaltLake.com or through travel agencies, tour operators and participating Salt Lake hotels, the Super Pass gives visitors the opportunity to experience all of Salt Lake's famed resorts from a convenient base camp: Salt Lake City.

As a benefit, the Super Pass, includes free transportation on the UTA Ski Buses and TRAX light-rail to simplify getting to the slopes from Salt Lake. The direct-to-resort ski buses run on regularly scheduled service, eliminating the need to rent a car and the hassles of driving in snow and finding the ideal parking spot. Moreover, each Super Pass offers a 20 percent discount on all ski and snowboard equipment rentals from participating resort rental shops.

As previously mentioned, both downtown Salt Lake and the Salt Lake City International Airport sit just 40 minutes from the four Ski Salt Lake resorts. 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 skiing or riding Utah's famed slopes when those bound for other destinations are still going through security lines.

In addition to offering 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 all the other activities an urban setting has to offer, including a variety of cultural arts, a happening restaurant and nightlife scene and endless shopping.

With the passing of recent legislation, the nightlife in Salt Lake and throughout the state got even better. The quirky private club membership requirement for entry into bars, nightclubs and some restaurants was eliminated, making Salt Lake's bars and clubs just like those in most other states. 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. This means that Utah's liquor laws have been "normalized" and the alcohol misconceptions of the past are no longer an excuse for staying away from Utah and all that Salt Lake City has to offer.

In addition, Salt Lake's brewpubs and brewmasters keep on bringing home the medals from various beer competitions, something that most people find difficult to believe until they are sipping on a pint of Full Suspension Pale Ale or Polygamy Porter.

So make this the year you experience skiing as it was meant to be and make that rite-of-passage trip to the famed Wasatch Mountains of Utah. With Salt Lake's four resorts each getting huge amounts of the lightest, fluffiest snow in the world, you are almost guaranteed to finally get to see, and ski, what the rest of the ski world already knows: Utah really is the home to "The Greatest Snow On Earth."

You can view this exact page, and link from it as well, via www.skiernews.net/Dec-Jan2012-Utah.pdf

To learn more about this great program use the easily found link on the homepage of www.skiernews.com

Or log on directly to www.saltlakesuperpass.com

UTAH RESORTS CELEBRATE 10 YEARS of GROWTH SINCE 2002 with IMPROVEMENTS

SALT LAKE CITY, UT – Utah's resorts are rolling out the white carpet to celebrate the 10-year anniversary of the 2002 Salt Lake Winter Games. The event officially put Utah on the map as a premier vacation destination and spilled the secret of its Greatest Snow on Earth® worldwide. Since 2002, Utah has blossomed with a cascade of improvements and amenities resulting in a 41 percent increase in skier day visits.

The 2011-12 season will feature a number of improvements both on and off the slopes. Fortunately, some things in Utah will not change. Famous for incredible access, value, variety and copious amounts of snow, Utah's ski and snowboard industry continues to build on its gold medal reputation.

ALTA SKI AREA

This season skiers can skip the ticket window and head straight to the powder at Alta using the resort's new Smartphone application. This allows skiers to reload their Alta Card for skiing directly through their phone.

The popular Corkscrew run, which brings skiers to the base of the mountain, was modified to ease the pitch and fulfill the promise of a blue run from top to bottom.

The resort also proceeded with planning for stage one of a two-pronged base upgrade. Alta is working with architects and environmental consultants to design a LEED certified building, which will include a ticket office, ski shop and other skier services. Construction on the project may occur as early as summer 2012.

Alta's surrounding community has launched a new nonprofit, The Alta Chamber and Visitors Bureau, which aims to attract new visitors through focused marketing and a new website: www.discoveralta.com.

BRIAN HEAD

Brian Head Resort in Southern Utah added the Chair 9 Deli & Pub and real-time snow alert texting options. The resort also launched a new website and expanded its demo and high-performance rental packages. Also, a new United Express nonstop flight between Los Angeles International Airport (LAX) and the new St. George Airport (SGU) leaves only a 90-minute drive to Brian Head and provides easier access to the resort.

BRIGHTON RESORT

Brighton invested \$500,000 in snowmaking upgrades and \$20,000 in terrain park features for the 2011-12 season. Additionally, the resort added new high-end equipment to their demo center.

CANYONS RESORT

Canyons opened this season with the first phase of their resort re-creation complete. Many additions to the resort appeared throughout last season such as two new chairlifts, including the Orange Bubble chair with heated seats; more than 300 acres of new terrain; a completely remodeled ski-beach base area; and a number of new restaurants and services. This season, Canyons will offer heli-skiing in conjunction with Wasatch Powderbird Guides.

DEER VALLEY

Deer Valley redesigned the beginning/learning area on Wide West ski run and installed additional Sunkid conveyor lifts. The resort also opened a new children's clothing retail outlet in the Snow Park Lodge. The resort purchased 41 energy efficient air-water snowmaking guns for the 2011-12 winter season.

PARK CITY MOUNTAIN RESORT

Beginners of all ages will enjoy a new dedicated learning zone featuring two new conveyor lifts. New Snowmamas (real moms from around the country) will be chosen this fall to share and assist with the ins and outs of creating unforgettable winter family vacations. A new zip line now also operates in both the winter and summer.

Park City also improved its terrain park experience, overhauling 3 Kings lift, which will double skier and rider-carrying capacity. Dirt work conducted over the summer enabled the resort to open the 22-foot Eagle Superpipe earlier in the season.

Finally, a functional wind turbine, solar panels and an interactive kiosk devoted to educating visitors on the resort's commitment to exploring renewable energy sources is located at the top of Silverlode lift.

POWDER MOUNTAIN

With over 7,000 skiable acres, Powder Mountain offers guests several ways to transport themselves to the resort's many peaks. As the use of snowcats continues to grow in popularity, Powder Mountain expanded their single-ride snowcat terrain by 50 percent with the addition of 350 skiable acres and an additional snowcat. The resort's trail crew also gladed additional terrain, adding new tree skiing to Powder Country, and Backcountry "DMI" Tour areas as well as the Snowcat Powder Safari Zones.

SNOWBASIN

Snowbasin is warming up their season with new outdoor gas fireplaces on Earl's Patio. Slope modifications on School Hill increase the efficiency of building the resort's 22-foot Dew Tour regulation halfpipe. The resort will host the winter Dew Tour once again Feb. 9-12, 2012. Two new additional snowcats were added to Snowbasin's already extensive grooming equipment. The resort also added seventeen light posts to Earl's Base Area and the upper parking lot.

SNOWBIRD

The completion of The Cliff Spa and Aerie Restaurant marks a complete remodel of Snowbird's flagship hotel, The Cliff Lodge. The Aerie Restaurant will also feature a new chef and manager.

The resort's mountain school introduced three new programs: Expedition Team for expert skiers/boarders ages 10-15, with side-country camps and backcountry skills training; and an Adult Adventure program for parents of Adventure Team kids. The school has also implemented the Flaik system and equipment so children and parents can track the terrain and vertical feet they cover.

Snowbird also recently unveiled version 2.0 of its free iPhone app, featuring snow reports, live mountain cams, road conditions, and even allows users to brag about how many days of skiing they've logged at Snowbird throughout the season.

SOLITUDE

Solitude Mountain Resort now has free Wi-Fi throughout all of Solitude Village. The resort aims to keep families and friends connected using popular social media and Smartphone tools.

The Thirsty Squirrel has expanded for this season as well. This expansion will give visitors the elbow space needed for more animated story-telling, high fives and backslaps. The bar will also feature live music throughout the season.

WOLF MOUNTAIN

Utah's best kept family skiing and boarding secret, Wolf Mountain, once again made improvements. The 2,700-foot Wolfdeedo lift cable was replaced this summer to provide even better uphill transportation to its guests.

Wolf Mountain has also improved some trails, added snowmaking machines and improved some of the physical features of the lodge. New daily ticket pricing options accommodate every guest's time schedule.

SKI UTAH

New for this winter season, Ski Utah has launched the Yeti Pass, enabling pass holders to ski one day at every Utah resort for \$499 (\$35 per day).

TRANSPORTATION

The Utah Transit Authority (UTA) and the state's ski industry are committed to the development of public transportation that will strengthen the destination's already unparalleled accessibility. For the first time ever, UTA will offer public bus service from Salt Lake City to Park City. A new rail extension from Salt Lake City International Airport to downtown Salt Lake City is currently under construction and scheduled to open in 2013. The train will provide quick transfer from the Airport to downtown hotels and restaurants, including the new City Creek shopping and entertainment center, which is scheduled to open March 2012.

Ski Utah is the marketing firm owned and operated by the 14 statewide ski resorts that make up the Utah Ski and Snowboard Association. The organization has been creating brand awareness of and demand for the Utah winter sports product since its inception in 1978. For more information on Ski Utah or the state's 14 ski and snowboard resorts, visit www.skiutah.com where you can read this report in its entirety.



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