

JACKSON HOLE'S DEALS ADD to LIFT, SNOWMAKING and CONVENIENT FLIGHTS

TETON VILLAGE, WY – Big improvements have taken place at Jackson Hole Mountain Resort for this winter season. The resort has invested \$4.5 million to make the experience more enjoyable. Among them are a redesigned Kids Ranch, a new lift, and increased snowmaking and grooming. You get to experience all of this via an easily accessed airport and a deal starting at \$99 for a lift ticket, lunch and lodging. Here is an overview of Jackson's exciting big changes and enhancements for 2011-12.

BIG AIR NONSTOP FLIGHTS AVAILABLE

Access to Jackson Hole continues to be one of the best-kept secrets in the winter world. Nonstop flights arrive in Jackson daily from six major cities, including Los Angeles, Dallas, Chicago, Salt Lake City, Denver and Atlanta. Once on the ground, travelers can forget the hassles and perils of I-70, toll roads, or treacherous mountain passes. The drive from the Jackson Hole Airport to JHMR is a breeze. Flat, quiet and well-plowed country roads lead to the resort in a little more than 30 minutes. The journey from the airport to the mountain village takes you past the National Elk Refuge – a great place to visit on your day off of the slopes – and through the historic town of Jackson. Another must see is the world-famous Cowboy Bar and the Jackson Town Square, complete with lighted elkhorn arches.

BIG SNOW

Jackson Hole's five-year in-season snowfall average is a whopping 475 inches. During the 2010-11 winter, a staggering 723 inches of snow fell before the faucet finally shut off in June. Now, meteorologists forecast a return of the famed La Nina phenomenon for this winter. Statistically at Jackson Hole Mountain Resort, winters during which the La Nina phenomenon is in effect provide 52 percent more snow than non-La Nina years. This statistic is based on the resort's average since 1974; all measurements are taken by the Bridger Teton National Forest Avalanche Center, located on the mountain in what is known as the Rendezvous Bowl Plot.



With Jackson's Big Red Tram passing overhead an on-mountain sign shows the vicinity of the new Marmot Lift. The new lift will provide easy access to the Gondola Summit restaurant and gondola.

SKIER NEWS' photo from 2010-11 - Dave Leonardi

LONGEST SEASON

The excitement will last longer this year, in fact longer than ever before. JHMR is open for 2011 on Thanksgiving Weekend (Nov. 26) and closes Easter Sunday (April 8) for a record total of 135 days.

NEW LIFT MAKES DINING MORE ACCESSIBLE

This winter, JHMR has added the Marmot chairlift. This is a double chair that will carry skiers and snowboarders 1,200 vertical feet from South Pass Traverse, below the existing Thunder Lift, to the top of the Gondola. The Marmot Lift will significantly improve the skier flow across the mountain, making it easier than ever before to travel not just up and down the mountain, but also across. With another lift option, it will improve skier flow on the mountain. Guests will be able to fine-tune the terrain choices, elevation and every aspect of their day in order to maximize their on-mountain experience. In the early and late season, the Marmot lift will allow guests to stay on the mid and upper reaches and enjoy the best conditions the mountain has to offer. Stepping off the Marmot Lift onto the Gondola Summit, guests can make a quick stop to fuel up with a specialty hot dog or a slice of pizza at the Dog House Café, or sit back for a mid-mountain European-style relaxed lunch at the award winning Couloir Restaurant. The lift now makes it possible to visit the Gondola Summit restaurant without a riding up from the base village.

SNOWMAKING

This year Jackson has added more snowmaking in critical areas of the lower mountain that will ensure more terrain is open during the early and late season, even on lower snow years.

NEW GROOMER

The addition of a new grooming machine and additional staff will translate into better corduroy and smoother cruising, all over the mountain. In addition, a dedicated Park and Pipe cutter will further improve the terrain and stash parks.

KIDS RANCH IMPROVEMENTS

The Kids Ranch is the facility that houses all of JHMR's summer and winter children's programs. For the winter of 2011-12, a million dollar improvement will make the traffic flow and registration faster and more fluid. The kids will be in good hands faster, and Mom and Dad will be on the snow sooner.

JACKSON HOLE RESORT LODGING PACKAGES & SHOOTING STAR

Spanning the gamut from the plush luxury homes to convenient and affordable ski in-ski out properties, Jackson Hole Resort Lodging is your home in the Tetons. The new Luxury Collection includes one of the highly sought after Shooting Star Cabins, with full access to the five-star clubhouse and spa.

The Lift, Lodging & Lunch will continue to be one of the very best values of any ski destination, where everything you need for a day is included in a package for \$99. Call for details and availability, but the deal is that for \$99 you receive a lift ticket, lodging and lunch.

ENVIRONMENTAL RECOGNITION

This past May, at the National Ski Area Association's (NSAA) Annual Conference, Jackson Hole Mountain Resort received NSAA's Golden Eagle Award for Environmental Excellence for resorts having 200,000 to 500,000 annual skier visits. The award, which JHMR first received in 1995, represents the highest honor of environmental achievement in the ski industry. It comes on the heels of JHMR's five-year anniversary of ISO 14001 registration. This is a training program designed for companies for the implementation of environmental management systems and to build overall excellence in protection. JHMR is one of two resorts in the U.S. to reach this benchmark. The resort is known for its conformance in terms of environmental performance.

JHMR President Jerry Blann states, "We are honored to receive this recognition for our environmental work. We have invested strategically and labored intently to be the best possible stewards of our natural resources, and the Golden Eagle Award is welcome recognition of that work."

For more info, you can log on to www.jacksonhole.com via an easily found link on the homepage of www.skiernews.com

You can view this page online and link to Jackson Hole from it, at www.skiernews.net/JacksonBest-12.pdf

To also find out more about Jackson's great \$99 lift, lodging, lunch deal, call 1-800-443-8613.



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