

# SKI UTAH RESORTS READY FOR ANOTHER GREAT YEAR, SALT LAKE, PARK CITY & OGDEN in the CENTER OF IT ALL

SALT LAKE CITY, UT — Considering the 700 inches of snow which blanketed Utah's resorts and a fifth consecutive record-breaking year of skier visits, it would appear that Utah's 2007-08 winter season was unbeatable. However, Utah's ski resorts are up to the challenge and are rolling out a number of improvements for the 2008-09 season.

Utah has three major ski towns, Salt Lake, Park City and Ogden. After flying in to Salt Lake, where the downtown area is 10 minutes away on Interstate 80, you can also keep heading east on I-80 to Park City or north from the airport on I-15 to Ogden. These are not your typical ski towns, they all boast attractions other than skiing so you will never be bored.

From downtown Salt Lake, you will find four resorts within 40 minutes; they are Alta, Brighton, Snowbird and Solitude. In Park City, three resorts are within 15 minutes: Deer Valley, Park City and The Canyons Resort.

Ogden is 40 minutes north of Salt Lake. The resorts, Powder Mountain, Snowbasin and Wolf Mountain, are 35 minutes away.

In each case, you can also choose slope-side or near slope-side lodging, it is just a matter of taste and determining the best way to stretch your dollars. Let it snow!

## HERE ARE THE HIGHLIGHTS FOR THE SKI SALT LAKE RESORTS:

### Alta Ski Resort (no snowboarders)

Alta Ski Area celebrates 70 years of skiing this upcoming season. On October 19, 1938, the Forest Service issued the initial permit to construct a lift at Alta to the Salt Lake Winter Sports Association. Alta officially opened as a ski area that December and continues to remain one of the country's favorite resorts.

Find out more at [www.Alta.com](http://www.Alta.com)

### Brighton Resort

Brighton Resort has built a new day lodge called the Milly Chalet. The lodge is located at the base of the Milly high-speed quad. The new \$1.5-million facility is approximately 3,500 square feet and will provide guests a comfortable place to rest when skiing in the Millicent area.

Log on to [www.BrightonResort.com](http://www.BrightonResort.com)

### Snowbird Ski & Summer Resort

The Tram Club at Snowbird has undergone an extensive remodeling project for the first time in 15 years. Owner Bill Carter has updated the previous "Disco" feel to a more modern, après-ski setting. The Tram Club will feature 12 flat screens, 3 projection screens and all major sports packages.

The Aerie Sushi Bar (on the top floor of the Cliff Lodge) has also been renovated and is now open year-round. The Aerie Sushi Bar is no longer a private club, which enables the whole family to enjoy the

extensive offerings, including a café menu with kid-friendly items like burgers and fries.

Kids age 12 and under will continue to ski free with all lodging packages booked through Snowbird Central Reservations or [Snowbird.com](http://Snowbird.com). Snowbird's Mountain School has added new pre-season pricing to its private lesson offering.

Log on to [www.Snowbird.com](http://www.Snowbird.com)

### Solitude

Solitude Mountain Resort has announced \$7 million in lift upgrades for the 2008-09 winter season, including two new high-speed chairlifts, which are accessed at each base area - Solitude Village and Moonbeam Center.

Apex Express will replace the existing Apex double lift with a high-speed quad and provide access to the heart of the mountain. Another high-speed quad dubbed Moonbeam Express will bring Solitude's total high-speed lift count to three. The new lift will create a faster ride, eliminating a large amount of stops per ride due to passenger loading on a fixed grip lift.

Moonbeam Express will provide guests who are beginners a much easier loading and unloading experience, hopefully encouraging them to return. Solitude's goal with terrain and lift improvements, now and into the future, is to create pockets of terrain that are specific to ability levels, which every ability level can appreciate.

Find out more at [www.SkiSolitude.com](http://www.SkiSolitude.com)

## HERE ARE THE HIGHLIGHTS FOR THE PARK CITY AREA RESORTS:

### The Canyons Resort

Snowriders at The Canyons Resort will enjoy a new lift and gondola during the 2008-09 season. The new Frostwood gondola will transport guests staying in the Frostwood area, which includes the Miners Club, as well as the Dakota Mountain Lodge, which is currently under construction, to the resort base. It will also connect all other development projects in that area to the resort base.

In addition, a brand new fixed grip quad chair will run from the Tombstone base to a location approximately one-half mile below the DreamCatcher lift base. The lift is the first step in the Iron Mountain expansion, and will initially be used to access the Tombstone lift at the end of the day.

Trees will be gladed in places such as Mystic Pines, off the Peak 5 lift, allowing for more tree skiing and riding for guests. The Canyons will also upgrade snowmaking and grooming equipment, guaranteeing a high quality ski experience.

Find out more, please visit [www.TheCanyons.com](http://www.TheCanyons.com)

### Deer Valley Resort (no snowboarders)

Deer Valley Resort has invested \$8 million in on-mountain improvements for the 2008-09 winter season. Improvements include the replacement of the existing Cushing's Cabin at the top of Flagstaff Mountain, adjacent to the Northside Express, Quincy Express, Silver Strike Express and Ruby Express chairlifts. The new cabin will seat 40 to 45 guests, feature updated restrooms and house Flagstaff Mountain Ski Patrol.

In addition, Deer Valley has remodeled the Empire Canyon Lodge to allow more seating upstairs and improve the flow through the beverage and service areas. Deer Valley has also made improvements to snow making and maintenance equipment to ensure its signature excellence.

Log on to [www.DeerValley.com](http://www.DeerValley.com)

### Park City Mountain Resort

Park City Mountain Resort will unveil \$10.5 million in improvements for the 2008-09 winter season including a new high-speed lift, terrain enhancements and renovation of the Mid-Mountain Lodge.

Park City's new high-speed quad, the Crescent lift, will replace and realign the existing Ski Team lift. The lift will begin near the base of the Resort and extend to Crescent Ridge (also known as Ski Team Ridge). The new chairlift will significantly increase accessibility out of the base area as well as to the front-side runs, some of the Resort's best, advanced terrain.

To complement the new lift, the Resort has made terrain enhancements to improve the skiing experience on the mountain, including a new run and expanded snowmaking. Park City Mountain Resort will also assume operations for Mid-Mountain Lodge in the 2008-09 season. The Resort will renovate the Mid-Mountain Lodge to further develop on-mountain dining.

As part of its environmental commitment, Park City is offsetting 100 percent of its power consumption from renewable energy sources. This purchase of 13.9 million kWh of renewable energy credits (RECs) will avoid nearly 19 million pounds of CO2 emissions annually, which is equal to powering 1,100 average American homes for a year.

To find out more, please visit, [www.ParkCityMountain.com](http://www.ParkCityMountain.com)

## HERE ARE THE HIGHLIGHTS FOR THE OGDEN AREA RESORTS:

### Powder Mountain

Powder Mountain has added a new Mountain Adventure Center located near the Timberline Lodge, which will house all of Powder Mountain's adventure programs, including Snowcat Powder Safaris, Mountain Adventure Tours and the Snow Sports School. Last season, Powder

Mountain started all-day guided snowcat tours called Snowcat Powder Safari. Due to the popularity of the program, the terrain available via the snowcat has been increased to more than 2,000 acres.

Restaurants in all three lodges have been renovated to improve guest flow and to allow additional menu options. All changes are designed to minimize the time guests spend off the slopes on a powder day.

Powder Mountain is also taking steps to ensure everyone can enjoy and afford the sport of skiing. The price of a night lift ticket is rolled back to 2002 rates. An adult night pass will be \$15 and a child (7 - 12) will be \$12. Night operations will start one hour earlier than previous years, at 3:00 p.m., so guests can enjoy a few hours of sunlight.

Log on to [www.PowderMountain.com](http://www.PowderMountain.com)

### Snowbasin

Snowbasin Resort has replaced the Little Cat lift that services beginner terrain, with a new detachable quad chair lift starting above Earl's Lodge and ending at the upper parking lot. The new lift will span 1,578 feet in length and will have a vertical rise of 173.5 feet. A 1,000-foot-per-minute speed will yield a carrying capacity of 2,600 people per hour.

The new lift will better accommodate the beginning skier by reducing the intimidation from downhill skier traffic and easing the loading and unloading process due to the detachable lift's design.

Find out more at [www.Snowbasin.com](http://www.Snowbasin.com)

### Wolf Mountain

Wolf Mountain is an integral part of Wolf Creek. Utah's complete amenity package offers the best guest experience available. Major improvements for the 2008-09 season include expanded beginner learning terrain, a more convenient skier/guest drop off area and continued improvements to its terrain park. The Wolf Mountain Learning Center offers the best value in ski and snowboard education, with the "Get on Board" pass. For only \$200, a new skier or snowboarder can take three lessons with equipment rental and receive a free season pass at the end of their lesson series.

Find out more by logging on to [www.WolfMountainEden.com](http://www.WolfMountainEden.com)

The article was compiled by Ski Utah, which is the marketing firm owned and operated by the 13 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.

There are more resorts in Utah, however space did not permit including them. However you can access information about the resorts at [www.skiutah.com](http://www.skiutah.com).

## PARK CITY PEAKS HAS GREAT DEALS

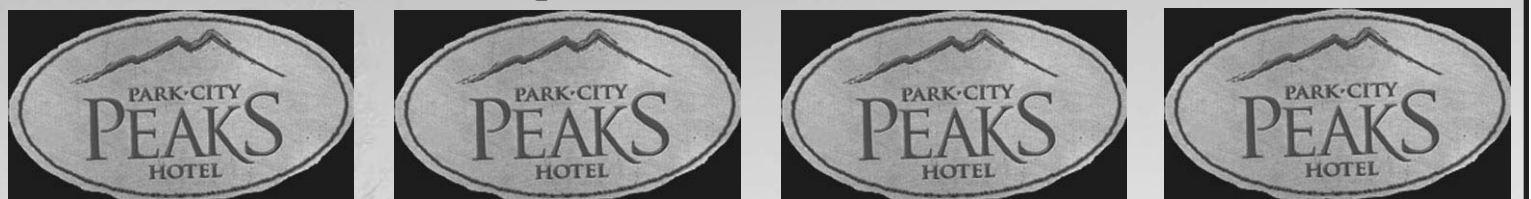
PARK CITY, UT — The Park City Peaks Hotel is ideally situated within minutes of three world-class ski resorts, the 2002 Winter Olympic Venues, restaurants, shopping and entertainment. Family owned, and known for friendly service and charming ambience, the recently renovated Park City Peaks Hotel continues to provide a perfect setting for a relaxing stay.

This hotel offers 131 guests rooms, situated on two acres. The king or double queen rooms feature: coffee-makers, high speed Internet access, hair dryers, robes, Asira Hair and bath products, an in-room safe, pay-per-view movies, Nintendo games, iron and ironing board.

All together, with a special winter package, you have an unbeatable deal. This special lodging rate starts at just \$99 per person (restrictions apply); this big value package includes your lodging and breakfast.

To take advantage of this offer, please call (435) 649-5000 and mention the ad on the right or this article. Log on to [www.parkcitypeaks.com](http://www.parkcitypeaks.com) or call toll-free 1-800-649-5012.

## SKI UTAH and Stay at the PARK CITY PEAKS HOTEL



### GREAT WINTER RATES STARTING at JUST \$99 per person\* - includes Lodging, Breakfast & Cookie Man

The Park City Peaks Hotel is ideally situated within minutes of three World Class Ski Resorts, Olympic Venues, restaurants, shopping and entertainment. Family owned, and known for friendly service, the recently renovated Park City Peaks Hotel serves as a perfect setting for a relaxing stay. Enjoy comfortably appointed rooms, quality food and beverage, all within convenient distance of Park City's popular attractions.

- Full-service restaurant
- Complimentary Full Breakfast included daily from December 1 to April 12
- Complimentary Apres-ski Cookie Cart
- Complimentary ski/snowboard storage
- Located on the Free Park City Town Shuttle route
- 1 mile from Park City Mountain resort
- 3 miles from Deer Valley resort
- 3 miles from The Canyons Resort
- 29 miles from downtown Salt Lake City
- 32 miles from the Salt Lake International Airport (approx. 35-minute drive)
- Indoor - outdoor pool
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\*Rates are subject to availability and based on double occupancy.