

# CRESTED BUTTE MOUNTAIN RESORT ADDS AMENITIES, TERRAIN and JET SERVICE

MT CRESTED BUTTE, CO — Crested Butte Mountain Resort (CBMR) has moved forward with plans and improvement projects for the 2008-09 winter season. The resort experienced their snowiest winter on record last season, with a total of 421 inches of snow and an unprecedented 100-inch base on closing day.

“With the launch of our new branding and marketing, new airline service and improvements to the mountain and base area, we were excited to start the work this summer in anticipation of this winter,” said Ken Stone, Vice President and Chief Operating Officer.

CBMR improvements for the 2008-09 winter season are focused on creating an enhanced guest experience. New this winter are; increased and expanded airline service, upgrades and remodel of the Treasury Center, a new “Kids Base Camp”, on-mountain terrain expansion in Teocalli Bowl, and glading and brush cutting on the mountain. Along with these improvements, the resort’s base area hotels continue to expand guest amenities and services. The Lodge at Mountaineer Square, Elevation Hotel and the Grand Lodge were recently accepted and are now part of the prestigious Preferred Hotel Group.

## NEW BRANDING TO “INSPIRE YOUR PASSION”

After months of research and development, Crested Butte has a new brand positioning expressed in the tag line, “Inspire your Passion”. The new brand promise of “Inspiring your passion for adventure” and its implications will be seen resort-wide. Beginning with a new marketing and advertising campaign, the brand will also be reflected in other areas of the resort from signage to employee uniforms, even in the architectural design of future real estate development.

“Establishing a new brand message and promise by defining what makes Crested Butte different from other mountain destinations is only the beginning. Providing higher levels of guest service and standards that match our brand promise is our focus,” said Ethan Mueller, Director of Operations.

## EXPANDED JET SERVICE

Travel to Crested Butte will be easier this winter. Beginning in December 2008, Delta Airlines will begin direct jet service to Gunnison/Crested Butte Regional Airport from Atlanta (ATL) and Salt Lake City (SLC). In addition, American Airlines will add direct jet service from Chicago to complement their current Dallas daily jet service, and United will expand service with three jet flights daily from Denver connecting to hundreds of daily flights world wide.

“Crested Butte Mountain Resort is evolving and expanding,” stated Ken Stone, “Our biggest initiative is to provide exceptional customer service, and that begins by doing our part to simplify access to Crested Butte. Our new air partnerships will ensure a larger number of travel options for our destination guests.”

## NEW KIDS FACILITIES

The Kids’ World ski school will see a completely new concept “Kids Base Camp” and see the greatest physical transformation. The new Kids Base Camp will be an exciting, themed program that will intrigue and engage kids through exploration and adventure both on and off the mountain. The current building was taken down to the “studs” and completely redesigned. From a new entrance to remodeled kid friendly bathrooms and play areas, the entire space will be completely revamped. Not only will the space be designed with the kids in mind, it will be easier and quicker for the little ones to get into the flow and let Mom and Dad “hit the slopes”.

“After viewing many of the top children’s facilities in the nation we came home and incorporated the best ideas into our kids building and day care program in Crested Butte. We are excited to have a great children’s facility to go along with our exceptional staff,” said Ethan Mueller.

## BASE AREA IMPROVEMENTS

The Treasury Center building in the base area was redesigned to improve a number of guest services. The Crested Butte Ski and Snowboard Rental Shop has moved to a slope-side location. The rental shop and a new retail store will include top of the line rental skis and snowboards along with an expanded retail selection.

The former location of the Crested Butte Ski and Snowboard Shop is transformed into a “Pizza Zone”. Fresh, pizza, beverages and snacks will be available in the lower level of the Treasury Center to eat on the run or to sit and enjoy. The Outpost building in the base area was re-designed and will open as a day lodge for guests. Tables and comfortable seating will allow guests to have more inside space for a break or just to warm up.

## NEW GUEST AMENITIES

New this winter will be a central ski valet and overnight ski, snowboard and boot valet service. The service is free to all CBMR hotel guests and is available to other guests for a nightly fee. It features ski-in ski-out access. The ski valet service pampers hotel guest from lobby check-in to hotel check-out with a seamless handling of your ski and snowboard equipment.

The season locker storage on the main level of the Treasury Center will add a basket check for overnight storage of boots, bags or any of those extras that you need to “peel off” or store for the day or overnight.

Elevation Hotel & Spa completed a \$25-million remodel that includes all 260 luxury rooms. Also completed is an 11,000-square-foot spa and fitness center, slope side sun deck and fire pit and a completely new Atmosphere Restaurant & Bar in the hotel.

Snow Igloos, Crested Butte’s new, fun addition to the mountain experience, will sprout up around the resort to provide for everything from après ski cocktails to adventure play areas for the kids. The solid snow structures will be at Kids Base Camp and mid mountain outside the Ice Bar Restaurant.

## MORE MOUNTAIN TERRAIN

On-mountain improvements include expanded terrain off of the Headwall lift into the Teocalli bowl area in what is known as Teo-2 and Teo-2.5. This will add additional expert terrain into the mix. CBMR’s commitment to providing world-class terrain park and pipe facilities continues with the addition of new and expanded features in the DC Terrain Park and the addition of a completely new intermediate terrain park. Trail maintenance is also a top priority, and brush cutting and mowing work on the mountain’s trails including the “Extreme Limits” has occurred.

The upgrades are all part of the Muellers’ mission to continue to enhance CBMR as a family-friendly, guest oriented and aesthetically pleasing resort. “We want to raise the bar again and continue to ensure that we deliver the best overall resort experience for our guests,” said Tim Mueller.

## THE PLAN CONTINUES

This year’s improvements and enhancements build upon Crested Butte Resort’s continued investments in base area and on-mountain improvements over the past four years. New snowmaking, grooming and lift system expansion and improvements along with the completion of the Lodge at Mountaineer Square and Mountaineer Conference Center last season is just part of a \$200-million resort wide capital improvement plan.

Visit [www.skicb.com](http://www.skicb.com) for more info or log on to [www.skiernews.com](http://www.skiernews.com) for an easily found link to Crested Butte Mountain Resort on the right side of the homepage. You can also call 1-800-647-3123.

# SKI VILLAGE RESORTS OFFERS CONVENIENCE IN BRECKENRIDGE

BRECKENRIDGE, CO — Believe it or not, this is the year you need a ski vacation more than ever. You have been working hard, paying attention to rising gas prices and staying aware of everything that is happening in our world today. Sometimes, the more the world changes, the more it stays the same. In Breckenridge, Colo., there is the same great town, the same great skiing, and the same great adventures. Moreover, the good news is that Ski Village Resorts has the same great properties. They have the locations you want for the escape you need.

Making the most of your mountain vacation starts with choosing the right accommodations. It takes somebody who knows the area and asks the right questions. The people who work at Ski Village Resorts have all the necessary tools and experience to get you into the right location.

Imagine booking an attractive unit at The Village at Breckenridge. Here you are right at the base of Peak 9. You can hardly be any closer to the chairlift or the ski school. Access to ski rentals and the ticket windows are only a few steps away. The ultimate ski-in/ski-out experience is what The Village is all about. And the kicker is that you get the best of both worlds; not only are you steps away from the slopes, you’re also right in town. There is no need for a car when you book a unit at The Village. Your feet and the free town shuttle can take you wherever you want to go.

If you feel like you need something a little more removed from the hubbub of town, the Elk Ridge Townhomes cannot be beat. Imagine waking up and stepping onto your private balcony, full cup of coffee in hand, to check out the fresh powder. Your family is already up and making breakfast in the fully equipped kitchen. There are at least four bedrooms in each of these multi-level town homes, so there is plenty of room for everyone to settle in. Your own private hot tub only makes relaxing all that

much easier. You may think that all of this peace and serenity comes with isolation and inconvenience. Not to worry, all this luxury is within easy walking distance to the Snowflake Chairlift and only a quick shuttle ride into town. So the toughest decision you need to make is whether to stay in and eat at your lovely dining room table or take a trip into town for an elegant meal that someone else has prepared.

In addition to The Village at Breckenridge and the Elk Ridge Townhomes, Ski Village Resorts has a wide variety of properties to fit your size and budget needs. The Los Pinos Townhomes are hard to beat when you are looking for location and comfort. Available are one-, two-, and three-bedroom units at Los Pinos, so this property is a nice option for couples, families, and groups. If you imagine renting multiple units at the same property so everyone in your group can be close and can enjoy the same amenities, Los Pinos is a great choice. This is a popular property, so you should call soon to get the best set-up for your needs.

But if you have only have one thing on your mind - great skiing - then the Trails End condominiums will fit the bill. The Quicksilver Superchair is right behind the property. If you dream of waking up in the comfort of your cozy one-bedroom condo, pouring a cup of coffee and hitting the

slopes, then look no further. Do not think for a second that all this convenience is without amenities. There are indoor and outdoor hot tubs, laundry facilities, and free parking on site.

Elk Ridge, Trails End, Los Pinos and The Village are just a few of the fabulous properties that are available in Breckenridge, Colo. And, no matter what property you choose, you are bound for an alpine adventure in one of the most beautiful destinations in North America. It is all happening in Breckenridge where the air is crisp, the sun is bright. The mountains are breathtaking.

The good times are still going on in Breckenridge, and you should be a part of it. They have the locations you want for the escape you need. Treat yourself; you deserve not to miss out.

You can log on to Ski Village Resorts via an easily found link on the homepage of [www.skiernews.com](http://www.skiernews.com)

Visit their photo website to check out all of their properties. A comprehensive photo gallery is available at [www.skivillageresorts.com/pic](http://www.skivillageresorts.com/pic)

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