

WHAT IS YOUR TIME WORTH: DEALING WITH "DEALS"

by Wendy Daniel

BRECKENRIDGE, CO – Are you tired, frustrated, and confused about all those "deals" out there? Do your eyes hurt from all those so-called "discount" websites? All you want to do is book a trip to Breckenridge, Colo., for a week of winter fun. You would think that this would not be that difficult. Nevertheless, you can spend hours searching and clicking, browsing and surfing without anything to show for it except for a piercing headache. Why does it have to be such a chore and an incredible hassle just to book your vacation?

What do you think is the absolute worst part about getting you and your family booked on a fabulous winter holiday in Colorado? Could it possibly be the fact that most resorts launch you into an electronic abyss complete with perplexing websites and mysterious property language? Wasting hours upon hours at the mercy of some automated booking agent is not going to get the job done without an exceptional amount of stress. In addition, it will not be done to your satisfaction.

This is the perfect solution to your vacation-booking blues, a groundbreaking concept and a simple, personalized way to book your vacation to beautiful Breckenridge. Imagine, if you will, a company that actually makes it easy for you to get a nice property at a decent price without all the hassle. Ski Village Resorts is

the place to go when you do not have time to waste searching and searching without getting any results.

You already know what you want. You want to be able to see detailed photos of the properties. You want to know where these properties are located: in-town, ski-in/ski-out, or secluded in the woods. You want to know what is included. Does it have a hot tub, a working coffee pot and towels? Does it really sleep six or is one of the beds actually a cot outside on the deck? You want to get a no-hassle price without "book by or die dates." In general, you do not want any surprises.

Ski Village Resorts is there to help. They have what you need to book your Breckenridge vacation without all the hassle. The website is clear, concise, and complete with photos of all the properties. There is a photo gallery where you can see the décor firsthand, view the layout of the bedrooms, and study a list of the amenities. Nothing is hidden. Everything is simple and up front. You can even check to see if a property is available. Ski Village Resorts is the only place to go when you want to book a trip to Breckenridge.

Ski Village Resorts is located right on Main Street in Breckenridge. They know this town, and they are there to help you. Moreover, if you feel like you want to talk to a real, live person about your vacation, just pick up the

phone. It is that easy. They will take your call personally and are available to answer all your questions about Breckenridge and their properties. Keeping it simple seems like it should be a given, but it is not the standard operating procedure in this industry. Ski Village Resorts is the exception.

Do not waste your time perusing through all those useless websites, brochures, and printouts. They have what you are looking for, and it is yours for the taking. Ski Village Resorts has the locations you want for the escape you need.

So rather than spending countless hours worrying about whether your over-priced condo has red shag carpet, a groovy 70's feel, and a greasy dive bar "conveniently" located downstairs, go to Ski Village Resorts. They are up front and available for you.

Book your ski vacation like they vote in Chicago – book early and often, log on to Ski Village Resorts via an easily found link on the homepage of www.skiernews.com

Visit their website at www.skivillageresorts.com or call 1-888-972-8200.

You can also view this page online at www.skiernews.net/Oct-Nov2009-Colorado

COLORADO RESORTS RAISE SKIING EXPERIENCE for 2009-10

RESORTS FOCUS ON MOUNTAIN AMENITIES, GUEST SERVICE AND VALUE

DENVER, CO – During the 2009-10 ski season, Colorado Ski Country USA's 22 member resorts will focus on the core of what makes Colorado the most popular ski destination in the country: opportunities for guests to enjoy consistent powder snow and unparalleled services and facilities.

Resorts are treating this season as an opportunity to keep skiers coming to Colorado, amid an unstable economy, by honing in on the guest experience, a strategy that, over the years, has made Colorado synonymous with skiing. To meet their goals, Colorado resorts are adding to their on-snow profiles this season, improving and enhancing lodging and base area service facilities, and investing in the human capital that forms the backbone of Colorado's ski industry. Guest amenities remain top priority, as Colorado resorts hold their guests' satisfaction in the highest regard.

ARAPAHOE BASIN

Over the last several years, A-Basin has gone through a transformation. The iconic resort went from installing its first snowmaking system in 2002 to carrying out the largest terrain expansion in the United States in 2008 by opening Montezuma Bowl. Arapahoe Basin has grown significantly in size and reputation, while maintaining the friendly attitude.

For this ski season, the resort is focusing on keeping these improvements in top shape and on continuing momentum from last season, which was the resort's second best season on record in terms of skier visits.

ASPEN/SNOWMASS

Aspen Skiing Company (ASC) has invested more than \$130 million over the previous six seasons, giving guests some of the most seamless skiing/riding experiences in the industry. Improvements over that period include 11 new lifts with two new gondolas, the industry-leading Treehouse Kids' Adventure Center, three new restaurants, additional terrain plus the new Snowmass base village.

This year alone, ASC will invest nearly \$8 million in on-mountain improvements. Included in these improvements will be a 100 percent hands-free radio frequency gate access program across the four mountains of Aspen/Snowmass. Lift tickets will be a plastic card with a chip inside detecting guests as they move through lift lines.

In addition to the on-mountain improvements, the company will complete the first phase of an \$18 million renovation at The Little Nell hotel this fall.

Guests this season will see the LEED Silver-certified Viceroy Snowmass, the anchor hotel for the new \$1 billion base village at Snowmass. The Viceroy Snowmass will open with 152 guest rooms, a 7,000-square-foot spa, a fine dining restaurant and café.

Aspen/Snowmass will continue to be the host resort for world-class events, including the Women's FIS World Cup Alpine ski races in November and the CoverGirl Snow Angels Invitational in April. Also returning for the 2009-10 season is the ESPN Winter X Games 14 in January, which has recently extended their contract stating that Buttermilk will host the X Games through 2012.

COPPER MOUNTAIN

Copper Mountain recently opened Woodward at Copper, which is the first indoor/outdoor ski and snowboard camp on the planet. The 20,000-square-foot Woodward at Copper Barn gives campers access to Snowflex® jumps, foam pits, a spring floor, trampolines and indoor skateboard features. Participants develop their tricks in The Barn and progress them in Copper's nationally recognized terrain parks and Superpipe.

In the winter, Woodward at Copper will offer Winter Camp Days, One Hit Wonder Sessions, Drop-In Sessions and Skate only sessions.

The Woodward at Copper Winter Camp Day utilizes the indoor features in The Barn as well as Copper's on-mountain park and pipe features and is the best value for a Woodward at Copper winter experience. A Winter Camp Day consists of setting up goals for the day, a lift ticket, lunch, a fully coached morning session in The Barn, a fully coached on-snow training session in one of Copper's nationally recognized terrain parks, and access to the evening's first Drop-In Session. Winter Camp Days are offered to anyone eight years old and up with intermediate or above skiing and/or riding skills.

Read more about Copper online at www.skiernews.net/Colorado2010-Copper

CRESTED BUTTE

Under the new ownership of CNL lifestyle properties, with the Muellers still at the operational helm, Crested Butte Mountain Resort remains dedicated to enhancing the overall guest experience, and improvements slated for the coming season reflect that commitment. Notable changes include a remodel of the popular Ice Bar. This will double the size of the existing restaurant, increase capacity yet maintain the simple, intimate setting.

In addition, the resort has added a new base area, Adventure Park, for year-round play. The Adventure Park features an eco-friendly synthetic ice skating rink, bungee trampolines and a climbing wall, as well as a multi-lane, lift-served tubing hill for the winter. The skating rink, made from Super-Glide® synthetic ice, the first synthetic skating facility in Colorado, was recycled from the American Museum of Natural History in New York where it was part of a display on climate change.

Over \$315 million has been invested in on- and off-mountain improvements and amenities at CBMR since Tim and Diane Mueller purchased the ski area in 2004. The resort recently unveiled Mountaineer Square, the new base area village at Crested Butte, featuring the Lodge at Mountaineer Square, new dining options, the Adventure Center, and distinctive shops. In addition, the new Elevation Hotel & Spa opened, providing a new luxury option at the base of the mountain.

While the experience continues to evolve, CBMR remains committed to growing the resort in a responsible manner that answers the needs of a changing community and an increasing number of visitors, while respecting the surrounding native environment.

Read more about Crested Butte online at www.skiernews.net/Oct-Nov2009-CrestedButte or on page 6.

ELDORA MOUNTAIN RESORT

Under the guidance of new general manager Jim Spent, visitors to Eldora Mountain Resort will see enhanced guest services starting with a new website. New for 2009-10, Eldora.com features improved functionality including new features such as an interactive trail map and the ability for guests to post photos and videos. Robust guest experiences for this season are evident in the upgrade to Eldora's rental fleet. The resort invests tens of thousands of dollars each year to provide top of the line equipment including Volkl skis and Burton snowboards.

LOVELAND

As Loveland enters its 73rd year of operation, the ski area has been busy making area-wide improvements. Last season, Loveland added a Magic Carpet surface lift to Loveland Valley for children's ski school programs. This addition made lessons easier and more enjoyable for children. Loveland has spent more than \$500,000 on base area enhancements at both Loveland Basin and Loveland Valley.

MONARCH MOUNTAIN

In preparation for its 70th year of operations, Monarch's rental department has invested over \$55,000 in new equipment. The latest high-end skis from K2, Salomon and Volkl and snow-

boards from K2 and Burton have been added to the demo fleet. Monarch has also brought in some beginner-specific boots from Salomon that make walking around the base area easier.

Monarch's total capital investment over the past four seasons comes to \$3 million. Monarch is also spending \$100,000 on its Master Development Plan Project this summer for scoping and environmental analysis. Terrain expansion plans are still active as the mountain added 200 acres of new terrain to the Snowcat area last season and has been working with the United States Forest Service on proposed lift served skiing on the West side of the continental divide in the No-Name Bowl.

PURGATORY at DURANGO MOUNTAIN RESORT

Answering the call from expert and advanced skiers for more challenging terrain, Purgatory is expanding its expert terrain this season by more than 30 percent, opening new, steep, tree-skiing terrain accessible from its Legends lift (Chair 8). This expansion to the west of the previous ski area boundary will increase Purgatory's skiable acreage by more than 10 percent.

Purgatory's terrain enhancement comes after years of steady growth at the resort. Most recently, the resort added a new \$50 million base area anchored by Purgatory Lodge and improved its snowmaking capabilities, effectively doubling the resort's ability to make snow on the mountain.

The resort is making steady progress in implementing its master plan, which includes replacing several chair lifts, adding new lifts, and building a new ski school on the mountain.

SILVERTON MOUNTAIN

Celebrating its 10th anniversary this year, Silverton will continue to offer its specialty of extreme terrain and heli-skiing. The resort's recent acquisition of an Astar B3 helicopter for mountain operations allows Silverton to monitor and provide guests with access to large reaches of its terrain.

SKI COOPER

Ski Cooper is known as a family resort and this year wants to be known as a military family resort. For 2009-10, the ski area is offering specific season passes for military personnel and their families.

Beginners can pay as they go for three lessons, and upon completion of the third lesson, they receive a season pass. Ski Cooper is freezing prices on lift tickets, ski school and rentals, keeping them the same as last year.

STEAMBOAT

Over the past four years, more than \$30 million in on-mountain improvements have erupted at the Steamboat Ski Area. Look for enhanced terrain to challenge all levels of ability, faster and more comfortable chairlifts, expanded culinary options and remodeled restaurants, among other improvements.

Specifically for this winter season, Steamboat poured \$2.5 million into expanding the Kids' Vacation Center, opening a new Ski & Snowboard School Ticket Office and Patrol First Aid Base Facility, and enhancing its already top-grade snowmaking system. In fact, the only thing not being upgraded is something Mother Nature perfected years ago—Champagne Powder snow.

Read more about Steamboat online at www.skiernews.net/Colorado2010-Steamboat

SUNLIGHT

Sunlight Mountain Resort, home of The Heathen, one of the steepest runs in the state with a 52-degree pitch, is opening this season with subtle improvements to guests' skiing and riding experience. The guest experience starts online with the new Sunlightmtn.com website. Redesigned and launched this year, the site serves as a portal for the resort's plethora of new seasonal offers, passes and promotions.

TELLURIDE

This season, Telluride is expanding terrain to offer more challenging, expert skiing by adding Gold Hill Chutes 2-5. This long-anticipated terrain comes on the heels of Gold Hill Chutes 6-10 opening in 2007-08 and Chute 1 opening in 2008-09. Chutes 2-5 offer wide-open, above tree line couloirs and chutes dropping 1,600 vertical feet. The resort added two WWII-era howitzers last season to facilitate control of this terrain, which will open as conditions allow.

Terrain expansion is just part of ongoing improvements at Telluride. In the last five years, the resort opened Revelation Bowl and the newly built Revelation Lift. Other developments include two new restaurants, restaurant upgrades, new snowmaking and snow cats, new hike to terrain, and the addition of new sun decks.

Read more about Telluride online at www.skiernews.net/Oct-Nov2009-Telluride or on page 11.

WINTER PARK

Celebrating 70 years of continuous operation this year, Winter Park is putting the finishing touches on the major expansion and redevelopment of The Village at Winter Park Resort. When the project is completed, it will total an estimated investment of \$30 million dollars for on-mountain construction and feature 20,000 square feet of new retail, rental, restaurant and living space.

While the resort has been developing The Village at Winter Park over recent years, it has also been improving other mountain and guest service features. These include adding four new lifts, creating nine new trails, adding terrain enhancements, opening two new base area lodging properties at Fraser Crossing and Founders Pointe, installing a new advanced sales fulfillment center, posting new on-mountain signage, remodeling restaurants and constructing a covered parking garage and an ice skating pond.

Read more about Winter Park online at www.skiernews.net/Colorado2010-WinterPark

WOLF CREEK

Celebrating 70 years of epic powder skiing this year, new for this season Wolf Creek will open the \$1.5 million Raven's Nest day lodge, located mid-mountain on top of the Raven chairlift. This lodge and dining facility was freshly completed in the spring of 2009. The Raven's Nest will offer a food and beverage service as well as a warming area for Wolf Creek skiers and riders. Additionally, some ski school classes will meet at this mid-mountain location, providing a seamless start to lessons for guests.

Opening Raven's Nest is the culmination of five consecutive years of resort improvements. During this time, Wolf Creek replaced the Dickey double fixed-grip chairlift with a detachable quad lift, rebuilt the Summit Building on the top of Treasure Lift for ski patrol, and upgraded its ski and snowboard rental fleet. The resort added an additional 400 parking spaces to its Tranquility Parking lot, and carried out a major refurbishment program for its Waste Water Treatment Plant totaling \$1 million. The resort estimates spending approximately \$7 million on these significant improvements.

Colorado Ski Country USA (CSCUSA) is the not-for-profit trade association representing 22 of Colorado's ski & snowboard resorts. CSCUSA is the global voice of the Colorado ski industry. This article and other information can be found in the online pressroom at <http://media-ColoradoSki.com>

This is a partial sampling of what is new at most Colorado resorts as compiled by CSCUSA. The material available was edited to fit this space.

You will also find more info on the the pdf web page, www.skiernews.net/Colorado2010