

# SKI SALT LAKE'S SUPER PASS OFFERS CONVENIENCE and VALUE FOR MOUNTAIN-BOUND VISITORS

SALT LAKE CITY, UT – Ski Salt Lake promotes Salt Lake and its four Cottonwood Canyon resorts as the ideal winter vacation destination unmatched in accessibility, variety and snow quality. Located just 40 minutes from the Salt Lake City International Airport, Salt Lake's resorts average 500 inches of snow annually and collectively offer more than 7,500 skiable acres.

This winter, a vacation in Salt Lake just became more affordable and accessible than ever before. The Ski Salt Lake Super Pass, sold in increments of one to six days, good over a seven-day period, is valid at all four world-class resorts in the Cottonwood Canyons. The pass provides an easy and inexpensive way to experience each of the resorts through a single lift pass, while enjoying all the dining, nightlife and value that downtown Salt Lake has to offer. 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 schussing down the slopes when those bound for other destinations are still going through security lines.

Super Pass prices start at \$114 for a two-day adult pass and go up to a six-day pass for \$336. It is valid at Alta, Brighton, Snowbird and Solitude, and is redeemable for a full-day lift ticket at any one of these resorts. Available for purchase online at [www.Ski-SaltLake.com](http://www.Ski-SaltLake.com) or through travel agencies, tour operators and Salt Lake hotels, the Super Pass gives visitors the opportunity to tour all of Salt Lake's famed resorts from a convenient base camp.

One of the resorts included in the Super Pass, Solitude Mountain Resort, has recently installed the Powderhorn

II chairlift, a \$1.5 million improvement to lift infrastructure. The replacement of the original Powderhorn double and a holdover from its mid-70s installation, albeit with an improved lift line, comes on the heels of last winter's \$7 million investment in two, new high-speed detachable lifts.

Powderhorn II starts from the bottom of Sunshine Bowl, travels above the Concord ski run, and ends in the same location as the original Powderhorn Lift. The move to a mid-mountain starting point allows expert snow riders to make continuous laps on the upper mountain from Diamond Lane to Sunshine Bowl without the need to return to the base area via beginner runs. Visitors will enjoy a seven-minute lift ride on the new lift, as opposed to 12 on the old double, a savings of 5 minutes per run on some of Utah's steepest groomed terrain. Moreover, Honeycomb Canyon will still be conveniently accessed from the top of this lift.

To make getting on the slopes from Salt Lake even easier, the Super Pass also includes free transportation on the UTA ski buses and the new TRAX-light-rail. The direct-to-resort ski buses run on regularly scheduled service, eliminating the need and associated costs of renting a car.

In addition to 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 the other activities Salt Lake has to offer, including a variety of cultural offerings, happening restaurants, nightlife scene and endless shopping.

## THE POWDER IS DRY - THE BARS ARE WET

As of July 1, 2009, the nightlife in Salt Lake City got a whole lot better. The quirky private club membership requirement for entry into bars, nightclubs and some restaurants was removed. 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. In other words, Utah's liquor laws have been "normalized" and the drinking misconceptions should no longer be used as a reason for not taking advantage of all that Salt Lake has to offer.

As most cities in America, there are some differences between restaurants and bars, or as Utah Liquor Licenses define them, Dining Clubs and Social Clubs. Guests under 21 years of age can enter a Dining Club type restaurant if accompanied an adult, but cannot enter Social Clubs or bar. With Utah's new laws, patrons of legal drinking age are no longer required to become a member to enter and be served an alcoholic beverage in Social Clubs.

For more information, please visit Salt Lake's Super Pass website through an easily found link on the homepage of [www.skiernews.com](http://www.skiernews.com) or view their site directly at [www.ski-saltlake.com](http://www.ski-saltlake.com)

You can read more online by also logging on to [www.skiernews.net/Oct-Nov2009-SaltLake](http://www.skiernews.net/Oct-Nov2009-SaltLake)

# UTAH RESORTS BUNDLE-UP WITH IMPROVEMENTS for 2009-10

SALT LAKE CITY, UT – In a time when consumers demand value and convenience, Utah's 13 ski resorts consistently offer unparalleled access, quality and bountiful amounts of The Greatest Snow on Earth. Salt Lake City International Airport was recently ranked No. 1 in the nation for having the most on-time flights according to data from the Bureau of Transportation Statistics. Salt Lake International is located within an hour drive of 11 of the state's ski and snowboard resorts enabling many visitors to maximize their time by skiing the same day they arrive.

Snow is just around the corner and Utah's resorts have bundled-up with a variety of improvements sure to please their guests.

## ALTA SKI AREA

Alta's popular Albion Basin Day Lodge has been remodeled to better accommodate guests.

## THE CANYONS

The new Dakota Mountain Lodge & Golden Door Spa, Waldorf Astoria Collection's first ski-in, ski-out property, will accommodate guests at The Canyons Resort starting this season. The lodge features 175 guest rooms and suites, elegant amenities, custom furnishings and gourmet kitchens. Guests will also be able to dine at its sumptuous Spruce Restaurant.

## DEER VALLEY RESORT

Deer Valley Resort has expanded its services to include a new property management division that will assure the Deer Valley difference from the moment

guests check-in. In addition, the St. Regis Deer Crest Resort will provide a new lodging option for Deer Valley guests. The St. Regis features 181 guest rooms, including 67 suites, luxury amenities, and a ski beach and infinity pool. The Remède Spa will enable guests to refresh with signature treatments after a day on the slopes.

## PARK CITY MOUNTAIN RESORT

Park City Mountain Resort makes family winter vacation planning easy by offering several interactive planning tools on [www.Parkcitymountain.com](http://www.Parkcitymountain.com). One tool is the recently launched Snowmamas, a blog written by moms providing insider tips for planning a winter ski vacation, and the new itinerary planner designed to allow individual users to create the perfect trip to Park City.

On the mountain, Park City has enhanced its downhill experience with two new Kids Adventure Trails designed specifically for the Kids Signature 5 program, as well as additional terrain enhancements off Crescent Ridge to allow greater usability for all levels of skiers and riders.

## SNOWBASIN, A SUN VALLEY RESORT

Snowbasin will add over 20 new features to their terrain park, offering the perfect level of thrill for everyone in the family. The resort will also host the 2010 Dew Tour, Jan. 15-17, where top freeskiers and snowboarders will compete in slopestyle and superpipe events.

## SNOWBIRD

Path to Paradise and the unloading area of Mineral Basin Express have been regraded to improve skier transportation.

## SOLITUDE MOUNTAIN RESORT

Solitude Mountain Resort has recently installed the Powderhorn II chairlift, a \$1.5 million improvement to lift infrastructure. The replacement of the original Powderhorn double and a holdover from its mid-70s installation, albeit with an improved lift line, comes on the heels of last winter's \$7 million investment in two, new high-speed detachable lifts.

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Ski Utah 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.

NOTE: This information is part of an overall compilation by Ski Utah and edited to fit, omitting some resorts. For more information on Ski Utah or Utah's 13 ski and snowboard resorts visit [www.skiutah.com](http://www.skiutah.com)

## PARK CITY PEAKS HOTEL – THE BEST DEAL in PARK CITY

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.

Put all of that together with a special winter rate package and you have the best deal in Park City. 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 or log on to [www.parkcitypeaks.com](http://www.parkcitypeaks.com)

Call 1-800-649-5012 and mention the ad on the right of this article.

## THE BEST DEAL in PARK CITY is 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 11
- 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
- High-speed Internet access
- In-room coffee maker
- Giant outdoor hot-tub
- Beer and wine store
- Newsstand
- 24-hour reception
- Guest Laundry Facilities
- Complimentary covered parking
- Sports Bar & Grill

Call toll free: 1-800-649-5012 or 435-649-5000 • [www.parkcitypeaks.com](http://www.parkcitypeaks.com)

\*Rates are subject to availability and based on double occupancy.