

# CRESTED BUTTE ADDS EXCITEMENT to YEARS of IMPROVEMENTS and GREAT WINTER PACKAGES

CRESTED BUTTE, CO – Crested Butte Mountain Resort (CBMR) kicks off the 2011-12 season with improvements in all areas of operations, ensuring continued focus on the guest experience. Enhancements include a new Zipline Tour for the summer and winter seasons, renovations to the Paradise Warming House restaurant, a new fleet of high-end demo gear, and a new Learn-to-Ride snowboard fleet for women and children, a partnership with Patagonia for new employee uniforms over the next couple of seasons, and products for the resort's retail outlets. This season also concludes CBMR's yearlong celebration of 50 years of skiing with an opening day tribute on Nov. 23.

"We've concentrated our efforts on enhancements that will resonate with our guests," said Ethan Mueller, vice president and general manager of CBMR. "The new Zipline Tour is a great example; it has been a huge hit this summer and we have no doubt it will offer a memorable winter adventure opportunity."

The new Crested Butte Zipline Tour opened June 28 after much anticipation and more spring snow than anticipated. The guided tour includes five zip lines and three suspended bridges that have been uniquely adapted to accommodate winter operations. The Crested Butte Zipline Tour is available during the summer, fall and winter seasons; the resort will offer the only guided zipline tour at a Colorado ski resort, and one of the few winter canopy tour operations in the state.

Renovations to the Paradise Warming House, CBMR's mid-mountain cafeteria-style on-mountain restaurant, include a food line redesign and an updated look and feel. The remodel will improve service and use of space, while preserving the casual, come-as-you-are atmosphere for which Crested Butte is famous.

CBMR updated its rental fleet with new high-end demo skis and snowboards, featuring brands such as Rossignol, Salomon, RAMP, Nordica, Atomic, and 4-fmt. The resort also purchased new Burton Learn-to-Ride (LTR) snowboards to enhance the women's and children's fleets.

In addition, thanks to the resort's new partnership with Patagonia, CBMR retail outlets now carry an entire line from this standout outdoor apparel manufacturer and staff will be outfitted in new uniforms featuring Gore-Tex® throughout the next two years.

Several improvements have occurred over the past seven years since the Mueller family initially took ownership of CBMR in 2004. Here is a partial listing.

A new base area village called Mountaineer Square was built with new lodging, the Elevation Hotel & Spa and the

Lodge at Mountaineer Square, adding a modern ski-village atmosphere to the existing base area.

Expanded DC Terrain Park along with the addition of a base area Adventure Park complete with bungee trampolines, a climbing tower, ice skating (winter only), a lift-served tubing hill (winter only) and miniature golf (summer only) and a new children's facility called Camp CB.

More base area improvements include Treasury Center remodel adding seating, a cafeteria-style pizza window and new bathrooms; snow igloos, solid snow structures set up in the kids' play area outside of Camp CB.

Other improvements on the mountain have been cocktail hotspots near the Ice Bar restaurant and a complete remodel of the beloved Ice Bar on-mountain restaurant now called Uley's Cabin. A lift system expansion with new snowmaking and grooming has also occurred.

The addition of a combined beginner learning area for children and adults, as well as the addition of the Outpost Building Day Lodge, which now houses the Trailhead Children's Discovery Museum makes it convenient for all family members to enjoy their day.

In addition to all of the capital improvements that have taken place since the Muellers joined the resort, CBMR has made great strides in becoming a greener resort. In 2010, CBMR joined the Colorado Industrial Energy Challenge (CIEC), as one of 13 charter members in the state. By signing on, the resort committed to reducing energy consumption by two percent each year for five consecutive years, using 2008 as the base year. In June of 2011, CBMR won the Excellence in Energy Efficiency award from Governor John Hickenlooper and the Governor's Energy Office for reducing energy use by 18.9 percent in the first year.

## 2011-12 PACKAGES AND SPECIAL OFFERS

Friends & Family Fly Free: All Season Long

One of Crested Butte Mountain Resort's most popular offers, Friends & Family Fly Free, is back for an encore. Book a Crested Butte vacation for three or more people and every third airline ticket is free. Even better, this program features direct flights into Gunnison/Crested Butte Airport (GUC) on American Airlines, United Airlines and Continental Airlines. Maximum travel credit is \$400 per free airline ticket and each reservation is limited to three free airline tickets. Subject to availability. Call 1-800-600-2803 to learn more or to book a Crested Butte getaway.

The Grandest Christmas: Dec. 17 - 25

CBMR's Grandest Christmas package returns featuring four nights of lodging at The Grand Lodge Hotel and three

days of skiing or riding at CBMR, including passes to the resort's Adventure Park, for a family of four for \$1,199. Considered by many to be Colorado's last great ski town, Crested Butte is the ideal holiday destination. Dazzling twinkle lights line Elk Avenue, and crowds gather for the Torchlight Parade as skiers wind down the mountain on Christmas Eve. The Grand Lodge is located just 200 yards from the chairlift, making first tracks on Christmas morning a definite possibility. CBMR's Grandest Christmas package must be booked by Dec. 17 for travel from Dec. 17 - 25 (checkout on Dec. 26, 2011). Price is subject to availability and has been quoted prior to all fees, taxes and optional travel protection. The Grandest Christmas package is available exclusively through Crested Butte Vacations, please call 1-800-600-2803.

4th Night and 4th Day Free: Jan. 3 - March 9

Enjoy some of the best conditions of the season and an additional night of lodging and day of skiing free. Purchase three nights of lodging and three days of lift tickets between Jan. 3 and March 9 and receive a fourth night of lodging and fourth day of skiing free. Blackout dates apply. This package is available only through Crested Butte Vacations.

Nestled in the heart of Colorado's Rocky Mountains, Crested Butte is committed to preserving the pristine landscape and mountain lifestyle. With vibrant Victorian storefronts and expressive local characters, the small historic town remains true to its heritage and radiates an unparalleled welcoming and inviting spirit that celebrates a simpler life and time. Thanks to a widely diverse landscape, whether beginner or burgeoning national champion, outdoor enthusiasts of all levels will find a new challenge with each visit. From excellent mountain biking, to legendary skiing and snowboarding, to a secluded fly-fishing experience, Crested Butte is one of Colorado's best-kept secrets. This season, Crested Butte celebrates 50 years of skiing and riding with a yearlong celebration, Crested Butte-style.

For more information about Crested Butte's lodging, conference, meeting facilities, and special packages, call Crested Butte Vacations, 1-800-600-2803 or visit the web site at [www.skicb.com](http://www.skicb.com).

For information on ski area real estate opportunities call (970) 349-4999 or 1-877-805-6109 or visit the website at [www.cbiving.com](http://www.cbiving.com)

You can visit Crested Butte's website via an easily found link on the homepage of [www.skiernews.com](http://www.skiernews.com) or log on directly at [www.skicb.com](http://www.skicb.com)

You can view this exact page online, and link from it as well, at [www.skiernews.net/Oct-Nov2011-Colorado.pdf](http://www.skiernews.net/Oct-Nov2011-Colorado.pdf)

# COLORADO'S SKI VILLAGE RESORTS ASKS "WHAT IS YOUR TIME WORTH?" and ANSWERS with "HOW TO DEAL INTELLIGENTLY WITH DEALS"

Special to SKIER NEWS 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 may not likely 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.

View this exact page and, link from it as well, at [www.skiernews.net/Oct-Nov2011-Colorado.pdf](http://www.skiernews.net/Oct-Nov2011-Colorado.pdf) or log on to the Ski Village website via a link on the homepage of [www.skiernews.com](http://www.skiernews.com)

Visit their website directly at [www.skivillageresorts.com](http://www.skivillageresorts.com) or call 1-888-972-8200.

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