

# SKI SALT LAKE: PICK YOUR FLAVOR - ALTA, BRIGHTON, SNOWBIRD or SOLITUDE

## SKI SALT LAKE'S SUPER PASS OFFERS FLEXIBILITY, CONVENIENCE and VALUE

SALT LAKE CITY, UT – Following the record-breaking 2010-11 ski and snowboard season at Salt Lake's four world-class resorts, where nearly 800 inches of the "Greatest Snow On Earth" fell, this season bodes well for those choosing to enjoy the famed Cottonwood Canyon resorts: Alta, Brighton, Snowbird and Solitude.

Yes, the snow was flying in early October and the resorts are primed for another epic season. In addition to the famed Utah powder paired with the world-renowned Cottonwood resorts, Salt Lake offers the ideal winter vacation destination due to its unmatched accessibility, variety and, yes, snow quality. Located just 40 minutes from the Salt Lake City International Airport, Salt Lake's resorts each receive anywhere from 40 to 50 feet of snow each year and collectively offer more than 7,500 skiable acres.

Although many destinations make similar claims, nowhere else in North America can skiers and snowboarders combine four world-class resorts with the amenities of a metropolitan setting, including exceptional dining, cultural arts, shopping and an eclectic nightlife. Salt Lake is the biggest ski town in North America and has redefined après ski, perfect for die-hard skiers and families alike.

Complementing the ultimate ski vacation is the Ski Salt Lake Super Pass – the most convenient and affordable way to ski Salt Lake's famed resorts. Super Passes can be loaded with one to six days of skiing or riding, are good over a seven-day period, and include free round-trip transportation from downtown and suburban Salt Lake as well as a 20 percent discount at participating resort rental shops.

Skiers and snowboarders can use their Super Passes for the number of days purchased (one to six days) within a seven-day period beginning on the date of its first use. There are no blackout dates for the Ski Salt Lake Super Pass, and it is valid throughout the entire 2011-12 season.

Super Pass package prices start at \$124 for a two-day adult pass and go up to a six-day pass for \$360. Each Super Pass is valid at Alta, Brighton, Snowbird and Solitude,

and is redeemable for a full-day lift ticket at any one of those resorts.

Available for purchase online at [www.Ski-SaltLake.com](http://www.Ski-SaltLake.com) or through travel agencies, tour operators and participating Salt Lake hotels, the Super Pass gives visitors the opportunity to experience all of Salt Lake's famed resorts from a convenient base camp: Salt Lake City.

As a benefit, the Super Pass, includes free transportation on the UTA Ski Buses and TRAX light-rail to simplify getting to the slopes from Salt Lake. The direct-to-resort ski buses run on regularly scheduled service, eliminating the need to rent a car and the hassles of driving in snow and finding the ideal parking spot. Moreover, each Super Pass offers a 20 percent discount on all ski and snowboard equipment rentals from participating resort rental shops.

As previously mentioned, both downtown Salt Lake and the Salt Lake City International Airport sit just 40 minutes from the four Ski Salt Lake resorts. 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 skiing or riding Utah's famed slopes when those bound for other destinations are still going through security lines.

In addition to offering 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 all the other activities an urban setting has to offer, including a variety of cultural arts, a happening restaurant and nightlife scene and endless shopping.

With the passing of recent legislation, the nightlife in Salt Lake and throughout the state got even better. The quirky private club membership requirement for entry into bars, nightclubs and some restaurants was eliminated, making Salt Lake's bars and clubs just like those in most other states. 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, meaning that 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. In addition, Salt Lake's brewpubs and brewmasters keep on bringing home the medals from various beer competitions, something that most people find difficult to believe until they are sipping on a pint of Full Suspension Pale Ale or Polygamy Porter.

So make this the year you experience skiing as it was meant to be and make that

rite-of-passage trip to the famed Wasatch Mountains. With Salt Lake's four resorts each getting huge amounts of the lightest, fluffiest snow in the world, you are almost guaranteed to finally get to see, and ski, what the rest of the ski world already knows: Utah really is the home to "The Greatest Snow On Earth."

For more info, please log on to [www.ski-saltlake.com/superpass](http://www.ski-saltlake.com/superpass) either directly or via an easily found link on the homepage of [www.skiernews.com](http://www.skiernews.com)

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# THE BEST DEAL in PARK CITY IS at the PARK CITY PEAKS HOTEL

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.

If you drive, the indoor parking lot is especially comforting on cold or snowy nights when you want your

vehicle to be "ready to go" in the morning.

However, once you are at the hotel, there is no need to drive. The extremely efficient Park City bus service stops right at the hotel. This free service offers rides to the three nearby ski resorts, the town of Park City and some go to the outlets located a few miles out-of town.

Within walking distance are a few restaurants, but located in the hotel is a Sports Bar on the third floor, with great twilight views, as well as a fine-dining restaurant on the first floor adjacent to the lobby. Both offer great options after a day on the slopes. You can use their indoor or outdoor hot tub and pools then eat and relax the night away without the hassle of leaving your hotel.

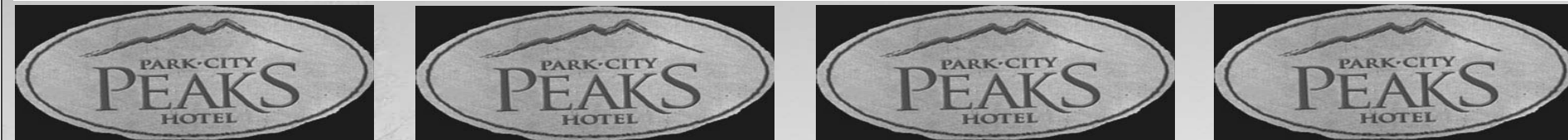
Put all of that together with a special winter rate package and you have the best deal in Park City. This special lodging rate starts at just \$99 per person (based on double-occupancy, restrictions apply). This big value package includes your lodging and breakfast.

To take advantage of this offer please visit their website from an easily found link on the homepage of [www.skiernews.com](http://www.skiernews.com)

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Please call (435) 649-5000 or 1-800-649-5012 and mention you saw this article or their ad in SKIER NEWS.

# THE BEST DEAL in PARK CITY IS at the PARK CITY PEAKS HOTEL



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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 Buffet Breakfast Included daily from December 1 to April 9
- Complimentary Apres-ski Cookie Cart
- Complimentary ski/snowboard storage
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- 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)
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- Giant outdoor hot-tub
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\*Rates are subject to availability and based on double occupancy.