

SKI SALT LAKE: PICK YOUR FAVORITE - 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 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 either directly or via an easily found link on the homepage of www.skiernews.com

You can also view this exact page, and link from it as well, via www.skiernews.net/SaltLakeBest-2012.pdf (see below links in full).

www.skiernews.net/SaltLakeBest-2012.pdf or www.ski-saltlake.com/superpass

STAY SALT LAKE at CRYSTAL INNS - STAY 3 NIGHTS - GET the 4th FREE

SALT LAKE CITY, UT — Crystal Inn Hotel and Suites offers three great locations in the Salt Lake valley. All hotels provide a free hot buffet breakfast, free wireless Internet access and a free airport shuttle to help save your travel dollars. Take advantage of spreading out all your ski equipment in the oversized guestrooms that include microwaves and mini-fridges. Of course, after an exhilarating day on the slopes, relax in their hot tubs and indoor swimming pools. There is a location to fit your skiing needs.

CRYSTAL INN HOTEL & SUITES - MIDVALLEY-MURRAY

The closest Crystal Inn to the slopes of Big and Little Cottonwood Canyon, enjoy a short trip by car or bus. What sets this hotel apart other than a great location is the daily Evening Social, a light meal served each night from 5 p.m. to 7 p.m.

CRYSTAL INN HOTEL & SUITES WEST VALLEY CITY

This hotel is located on the fun side of Salt Lake. Enjoy the convenience of walking to many family-friendly restaurants, award winning theater, ECHL hockey and a new shopping area. This location has it all including easy on/easy off access to freeways and other transportation.

CRYSTAL INN HOTEL & SUITES SALT LAKE CITY - DOWNTOWN

This hotel is located in the Downtown area and close to various restaurants and bars. Enjoy easy access to ski transportation. Do not forget to take in the historical sites, great shopping and even catch a Utah Jazz game!

SPECIAL OFFER - STAY THREE NIGHTS AND GET THE 4TH FREE!

Book early and often to take advantage of this special offer. Travel dates for this promotion are good to April 15, 2012. Some prices may be based on double occupancy, taxes not included. Prices will vary. Blackout dates apply. There is always something special happening at a Salt Lake Crystal Inn.

The Ski Salt Lake Super Pass is the most convenient and value laden lift ticket pass program in the nation. Good at each of Salt Lake's four world-class resorts—Alta, Brighton, Snowbird and Solitude—the Super Pass lets you choose where you want to ski when you want to ski. It also provides for free transportation on UTA ski busses and TRAX light rail access.

Please call 1-877-842-8067 to book this package and mention SKIER NEWS to get access to these fantastic deal and offers.



Salt Lake City
I-15, Downtown Exit
230 W 500 S

West Valley City
I-215, Exit 18
2254 W City Center Ct

Midvalley
I-215, Exit 9
818 E Winchester



Offer good for travel dates until April 15, 2012. Restrictions may apply. Mention Skier News to receive offer.

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We know you came to play.

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All you have to do is climb aboard.

Reserve your ski package today!

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www.crystalinns.com/ski.php

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