

## SQUAW VALLEY to INVEST \$50 MILLION, BUYS ALPINE and OFFERS GREAT COMBO PASSES and DEALS

OLYMPIC VALLEY, CA - This winter season marks a truly transformative time for Squaw Valley. The Lake Tahoe resort recently announced that it has combined with neighboring Alpine Meadows Ski Resort under common ownership. For the first time in history, both Squaw Valley and Alpine Meadows are accessible by one lift ticket and one joint season pass. The announcement about the two ski resorts followed news of Squaw Valley's \$50 million renaissance that adds dramatic improvements to the on-mountain and base village guest experience.

Squaw Valley and Alpine Meadows' new common ownership means the resorts amount to more than 6,000 skiable acres, including eight peaks, 44 lifts and more than 270 trails – all of which can now be accessed by one lift ticket and one season pass. Available on [www.squaw.com](http://www.squaw.com), the new Tahoe Super Pass allows skiing and riding at both resorts, with prices starting at \$439. Also for sale, the Tahoe Super Six pass allows six unrestricted days of skiing and riding for \$399. Shuttles run between Squaw Valley and Alpine Meadows, allowing skiers and riders to move easily between the two resorts.

Squaw Valley's renaissance is designed to allow guests to embrace their desire for adventure, exploration and immersive experiences. Whether it is discovering new terrain or socializing at the end of the day, improvements to amenities and customer service will allow skiers, riders and guests to explore Squaw Valley's 3,600 acres and vibrant alpine village like never before.

This winter season marks the first phase of the renovations, as Squaw Valley has invested approximately \$15 million in base area and on-mountain improvements. In keeping with



Fresh snowfall and a view of pristine Lake Tahoe provide the making of a beautiful day at Squaw. This season skiers are salivating at combination ticket deals with Alpine Meadows. Keoki Flagg photo, courtesy of Squaw Valley USA

the resort's focus on the enhanced guest experience, the base level of Squaw Valley's Olympic House base lodge has been transformed into a new day lodge and family recreation center. The area provides a comfortable and cozy place for families and friends to change into their equipment or relax before or after spending time on the mountain.

In addition to the day lodge, a new ticket and sales center ensures that guests can get on the mountain as quickly as possible. The main snowboard rental shop and demo center re-

opened in a new slope-side location next to the resort's main ski rental shop, allowing skiers and riders to effortlessly rent or exchange gear. The shops offer the latest in ski and snowboard technology, including a new Salomon rental fleet. The skier experience has been further enhanced by new magic carpets, new rental equipment and new progression-based features. Additionally, a major portion of the interior of the 17,000-square-foot Squaw Kids facility was remodeled and refurbished.

On the mountain, the resort partnered with Snow Park Technologies (SPT), placing the resort's terrain parks and half-pipe among the top in North America over the next few years. With a resume including the ESPN Winter X-Games, Dew Tour and signature Red Bull events such as the world's first cubed 22-foot pipe built at Squaw Valley last spring, SPT is working with Squaw Valley to improve all facets of the resort's terrain park program through design collaboration, recruitment and development. Other on-mountain improvements include the addition of four snowcats and new winch pick points to enable enhanced grooming on popular terrain. Additionally, skier service upgrades were made to the Gold Coast Complex including a new ski-in/ski-out coffee bar, the first in North America.

For the first time in the resort's 62-year history, Squaw Valley's ski runs have formally established trail names, making the mountain more accessible than ever before. Complementing this endeavor, Squaw Valley installed all new on-mountain signage that ensures that Squaw Valley's 4,000 acres of inspiring terrain are easily navigated by skiers and riders of all ability levels. Additionally, Squaw Valley has partnered with Lumiplan and Brand Connections to create new state-of-the-art information boards, making it the only ski resort in North America to offer this technology. These information boards display real-time lift status updates as well as projected lift opening times and reasons for delays, should they occur.

Additional features of Squaw Valley's new communications system will include iPhone app features such as location-based viewing, which interacts with the new mountain map. Squaw Valley implemented leading-edge technology that is used at top European ski resorts.

New culinary offerings delight visitors between runs down the mountain. The Village at Squaw Valley's newest restaurant and bar, Rucker@Squaw, is the place to be for cocktails on the outdoor patio, cold brews, signature drinks and great dinners for groups of all sizes. Enhancements to the former KT-Sundeck, now the KT Base Bar include outdoor fire pits for lingering, live music and an industry-first: on-mountain K-banas, Squaw's own cabanas with views of KT-22. The current Bar One space was enclosed to create a new dining and beverage concept for guests who desire a more relaxed experience, featuring a signature chef's harvest table with ever-changing, seasonally inspired offerings. The resort also opened a new mountaintop market called Funi's, complete with an array of treats for skiers and riders on the go.

Squaw Valley USA is located five miles north of Lake Tahoe and just 42 miles from the Reno-Tahoe International Airport.

Log on to Squaw Valley's website through an easily found link on the homepage of [www.skiernews.com](http://www.skiernews.com)

View this exact page online, and link to Squaw from it, via: [www.skiernews.net/Tahoe2012-Squaw.pdf](http://www.skiernews.net/Tahoe2012-Squaw.pdf)

([www.skiernews.net/Tahoe2012-Squaw.pdf](http://www.skiernews.net/Tahoe2012-Squaw.pdf)) To learn more about Squaw Valley USA, visit their website directly at [www.squaw.com](http://www.squaw.com) and for custom vacation planning, or please call 1-866-891-8541.



**SQUAW VALLEY**  
 YOUR NEIGHBORS DON'T WANT TO SEE A SLIDESHOW ABOUT YOUR TRIP TO ORDINARY.  
 WELCOME TO EXTRAORDINARY

### Lodging & Lift Ticket Packages

from **\$115\*** per person/  
per night

\*Restrictions apply, call for details

To speak to an Adventure Planning Expert call:

**866-891-8541**

[squaw.com](http://squaw.com)

Photo: Keoki Flagg

### ON THE INSIDE...

1 TO 5 - NORTH LAKE TAHOE, INFO & GREAT LODGING CHOICES

6 & 7 - HYATT LAKE TAHOE & GRAND SIERRA RESORT, RENO PLAY-STAY-PLAY

8 TO 11 - SOUTH LAKE TAHOE, INFO & GREAT LODGING CHOICES

12 - MAMMOTH LAKES, NOW EASIER THAN EVER TO GET TO WITH DIRECT FLIGHTS FROM SAN FRANCISCO & SAN JOSE