

# STEAMBOAT KEEPS GOING and GROWING with MORE FLIGHTS, LOYALTY PROGRAMS and COOL FOOD TRUCKS

STEAMBOAT SPRINGS, CO – After last winter's upgrades that included the Outlaw Mountain Coaster with 3,680 linear feet of downhill fun, gondola upgrades, more flights and automated weather recording history, Steamboat did not stand still. Upgrades to food and beverage, more flights, improved trail signage, loyalty programs and great pass deals await skiers and riders for 2018-19.

## Food and Beverage

**Timber & Torch:** The base area restaurant and bar experience is transformed with the complete overhaul of the Bear River establishment into Timber & Torch. The centerpiece restaurant for Gondola Square now features expanded indoor seating for 290, a new outdoor heated patio, two indoor/outdoor bars, an exterior fireplace and a new outdoor grill. Terrace seating was increased as the Umbrella Bar was removed to provide more space for guests soaking in the sun. Timber & Torch, named for the resort's legendary trees and Olympian heritage, features gastropub inspired food, including an open-face steak sandwich, the T&T Rachel, hand-cut fries, drunken mussels in locally brewed beer, flatbreads and charcuterie boards. In addition to an extensive craft beer lineup, Timber & Torch's bars serve signature craft cocktails. Timber & Torch is open for breakfast, lunch and dinner this winter.

**Taco Beast:** Taking the food truck to new levels, Steamboat announced the Taco Beast, an on-mountain snowcat redefining "slopeside" dining. The Taco Beast will serve four types of trail tacos, the resort's take on street tacos, esquites (Mexican street corn on the cob) and Mexican-style beer. Guests can learn more info about the Taco Beast, including expected locations, dates and times of operations, and how to track the Taco Beast, online at [www.Steamboat.com/TacoBeast](http://www.Steamboat.com/TacoBeast)

**Umbrella Bar & BBQ:** The popular Umbrella Bar moved from the base area to Rendezvous Lodge, providing additional indoor/outdoor bar service to guests in the Sunshine Peak area of the mountain. The Umbrella Bar will be open daily from 11 a.m. to 3 p.m. serving drinks and quick bites during the winter season.



STEAMBOAT SPRINGS, CO – Steamboat's gondola, starting at the center of the bustling base area, brings guests to the Thunderhead Lodge where skiers disperse on many trails to enjoy Steamboat's legendary Champagne Powder. With fine lodging in this authentic Old West town, make it your year to visit Steamboat.

Photo courtesy of Steamboat Ski and Resort Corp.

## Flights

**New JetBlue nonstop flights:** Steamboat is proud to collaborate with JetBlue Airlines to offer three new nonstop flights from Boston Logan International (BOS), Ft. Lauderdale- Hollywood International (FLL), and Long Beach (LGB). The Boston and Long Beach flights will operate twice a week, and Ft. Lauderdale will operate once a week from Dec. 15 through March 30 with an A320 aircraft capable of accommodating 150 passengers. In

addition to serving skiers and snowboarders in these three markets, JetBlue offers convenient connections from additional destinations across the country.

**15 nonstop flight markets:** Steamboat's air program continues to be one of the most robust in the Rocky Mountains with 10 new nonstop markets in the past seven years. With 15 total nonstop markets flying to Ski Town, U.S.A.®, Steamboat is one of the most accessible ski resort destinations in the Rocky Mountains.

## On- Mountain Projects

**Trail Signs:** In an effort to make it easier for guests to navigate the mountain, resort crews undertook the massive job of replacing and relocating all on-mountain signage during the 2018 summer. Guests will notice easier to read signs, more effective sign placement and route finding, and new sign locations spread across the resort's 2,965 acres. All signs were produced in-house by the resort's sign shop and took 107 days of production and labor to finalize the project. Crews cut 60,000 pounds of wood, used 5800 screws, 170 gallons of stain, 15 cases of Gatorade, and received seven stitches to produce the 327 sign bases and 228 new trail signs. True to Steamboat's Western roots, the job required additional horsepower, and horses were used to haul the signs to some remote locations.

## Loyalty Programs

**Ski Your Pass Off:** Bragging rights are part of the skiing and snowboarding experience, and Steamboat aims to reward its most loyal powder hounds with the Ski Your Pass Off loyalty program. Tested during the 2017-18 winter season, and welcomed with great fanfare, Ski Your Pass Off rewards guests for the number of days they hit the mountain. As little as 10 days earns skiers and riders a sticker for posterity and \$10 towards any Steamboat Ski & Resort Corporation restaurant. From there, guests receive rewards at 20, 40, 60, 80 and 100 days, including stickers touting their additional days and \$20 at each benchmark. Guests who ski all 144 days of the season receive additional recognition and rewards at an end of season celebration. There is also an early season "Ski Your Pass Off" incentive; guests who ski or ride 10 days prior to Dec. 31, 2018, will receive a complimentary First Tracks ticket for use anytime during the winter season.

## Retail

**Steamboat Mercantile:** Located in the heart of Gondola Square across from Gondola Joe's, the resort's newest retail outlet features Steamboat logo wear, including apparel from resort partners such as Marmot and The North Face, and gift items. It is open daily during the winter season starting at 8 a.m.

**The North Face Store:** Steamboat Ski & Resort Corporation and The North Face opened a downtown Steamboat Springs retail location in September 2018. The store, located on Steamboat's main street, at 827 Lincoln Avenue, encompasses 1972 square feet of retail and offers a wide range of The North Face products including summer and winter active wear, outerwear, footwear and accessories.

**The North Face Steamboat store** is one of 13 flagship locations across legendary mountain communities and offers dedicated retail space for TNF clothing and footwear. The store is managed and operated by Steamboat Ski & Resort Corporation staff.

**Ski Corral:** Below the new Timber & Torch in Gondola Square, Steamboat has redefined overnight ski storage with a permanent Ski Corral facility. Complete with state of the art racking systems, guests will be able to leave their skis and snowboards at the convenient base area location at the end of the day and collect them with ease before loading the Gondola in the morning.

In addition to guest overnight storage, a limited number of seasonal storage slots will be available for long-term storage.

## STARS

To compliment the new STARS ranch being built on US 40, Steamboat Adaptive Recreational Sports now has a year round home at the base of Steamboat Ski Resort for the organization's mountain operations. The new STARS location is on the ground level of the Gondola Building and features administrative offices and space for athletes and their families.

Now, all you have to do is plan your trip and experience their Champagne Powder and friendly mountain town. It is easy with all their flights.

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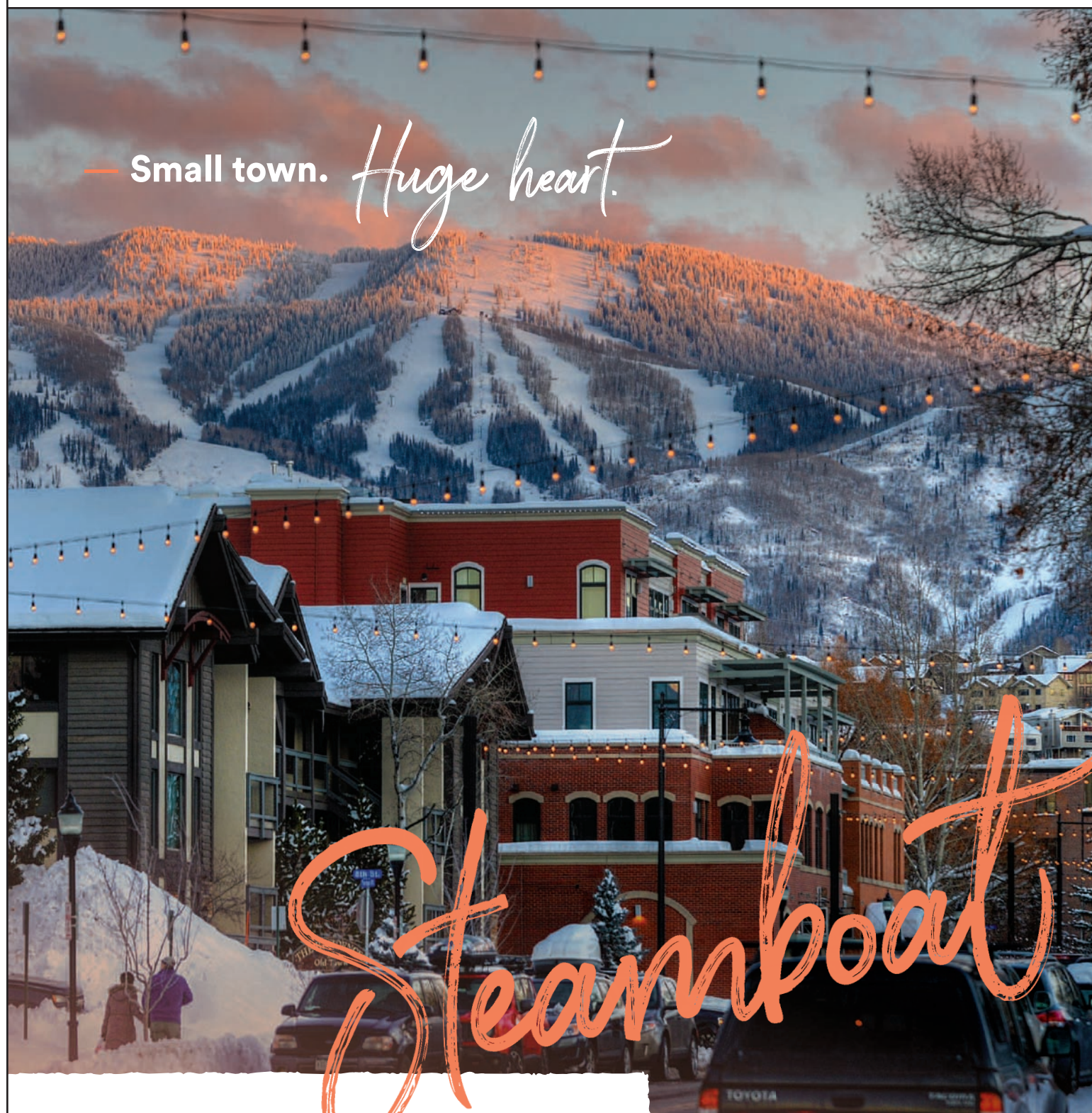
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