

SALT LAKE CITY: AMERICA'S SKI CITY

4 World-Class Resorts, 500+ inches of snow, 17,000 hotel rooms and hundreds of bars and restaurants

SALT LAKE CITY, UT – Combining the endless urban activities and amenities of an urban center with the world-class skiing of the Cottonwood Canyon resorts of Alta, Snowbird, Brighton and Solitude, Salt Lake truly is Ski City. This winning combination is further enhanced by over 500 inches of Utah's famed "Greatest Snow On Earth," value unattainable in traditional ski town lodging and dining, and Salt Lake's unbeatable accessibility.

Ski towns have their place, but for the ever-changing demographics of skiers and snowboarders, the Salt Lake urban experience completely meets and often exceeds the multiple wants, needs and expectations of today's skiers.

Ski City's Urban Experience

Salt Lake's transformation over the past decade, with billions of dollars invested in the redevelopment of its downtown, has created a new type of "base camp." The centerpiece of the downtown core is the \$2 billion redevelopment of City Creek Center, a 23-acre mixed-use project featuring retail, residential and office space. Along with City Creek, more than 45 new restaurants and bars have opened in the downtown area alone the past few years. In addition, the Eccles Performing Arts Center, a 2,500-seat state-of-the-art theater in the heart of downtown, was recently completed, offering the ultimate venue for live theater, concerts and special events.

Ski City's Accessibility

Nowhere in North America is world-class skiing as easily reached as the resorts nestled in the Wasatch Mountains, particularly Alta, Snowbird, Brighton and Solitude. Salt Lake City International Airport, which offers more than 700 daily flights, is located just six miles from downtown. Add to that the Airport TRAX light rail line that whisks visitors to and from the airport to downtown in just 20 minutes and costs only \$2.50. In addition, the SLC International Airport is undergoing a \$2.9 billion renovation without any interruption to service, ensuring it remains the nation's most efficient airport and further adding to SLC being the most accessible ski destination in the U.S. Once downtown, Ski City's four resorts are just 40 minutes away by car or UTA's ski buses.

Snow at Ski City's Resorts

"The Greatest Snow On Earth" is far more than just a slogan – it is fact. Ski City's four renowned resorts, which offer a combined 7,000 skiable acres, boast the most snow of any of Utah's 14 resorts, averaging more than 500 inches each winter.

Ski City's Value

Due to limited resources and infrastructure, traditional ski towns demand and receive a premium price for lodging properties and dining. Salt Lake, on the other hand, offers more than 17,000 hotel rooms throughout the valley and hundreds of restaurants and bars. Moreover, because downtown Salt Lake also acts as a business center, hotel rates are even lower Thursday through Sunday, the most popular travel days for skiers and snowboarders. Ski City offers every level of accommodation, from 5-diamond luxury hotels to limited service properties, condominiums to private homes, and everything in between. The same is true for dining and nightlife. With literally hundreds of options, the ideal dining and nightlife option exists for every skier or group's possible want, need and budget.

Still wondering what Ski City is and what makes it so unique? Here are a few additional aspects that set Ski City apart from traditional ski towns and winter destinations.

Skiing and Snowboarding

Alta, Brighton, Snowbird and Solitude are some of the finest resorts in the world and constitute true "bucket list" resorts for skiers throughout the world. Couple the epic skiing with unbeatable accessibility with Utah's famous powder snow, and you have an unbeatable combination.

The Olympic Winter Games

Salt Lake City was the host city of the 2002 Olympic Winter Games and is likely to present a bid to host a future Winter Olympics, possibly for the 2026 or 2030 Games. The infrastructure is already in place and is continually upgraded as part of the 2002 Olympic Legacy, and Salt Lake's Olympic venues continue to host world-class international competitions.

Economic Development

Salt Lake and the state of Utah as a whole have experienced a phenomenal growth of outdoor recreation-based companies either expanding their operations there or relocating altogether. This is due to various reasons, including the hosting of the Winter Olympics and the hosting of the annual Outdoor Retailer Winter and Summer Markets, the largest outdoor recreation-based tradeshows in the U.S.

Education and Athletes

With three prominent institutions of higher education – the University of Utah, Westminster College, Salt Lake Community College – and numerous other educational programs, Salt Lake produces an incredibly well educated population. It also offers endless access to outdoor adventure that produces scores of Olympic-caliber skiers, snowboarders and other world-class athletes.

The special programs offered by these colleges and universities allow U.S. Ski and Snowboard Team members and U.S. Speed skaters the ability to pursue their college degree while training and competing at an Olympic-caliber level.

In fact, so many U.S. athletes call Utah home that if the state were its own country, it would have ranked 10th in the medal count during the 2014 Winter Olympics held in Sochi. Westminster College, home to nearly 100 U.S. Ski Team members, sent 23 athletes to Sochi to represent the U.S., which represented 10 percent of the entire U.S. Olympic team.

Visit Ski City

Whether you live in Utah's capital of Salt Lake City or thousands of miles away, you are invited to join the Ski City community, a community united in being locals and sharing the benefits of being a part of Ski City.

Experience Ski City and the Greatest Snow on Earth for yourself this winter and learn what the locals know about a great snow experience.

Read, view and share this page online on our full-page website at www.skiernews.net/Jan2017-Utah.pdf

Check out www.skicity.com for more.

WHAT'S NEW for the 2016-17 WINTER at UTAH'S 14 SKI RESORTS

SALT LAKE CITY, UT – With winter now upon Utah, the resorts reflect last year's record-breaking season. The state saw 4.5 million visitors, outdoing the previous record by five percent. Here is what is in store for the 2016-17 season.

What's New at Snowbird

After spending \$35 million on capital improvements last season, Snowbird Ski and Summer Resort has rebuilt the Creekside Lodge. The lodge, located in Gad Valley at entry one, underwent massive reconstruction to triple the square footage of the building. The larger facility will now be the base of operations for all Snowbird Mountain Ski and Snowboard School lessons, eliminating the transporting of students and allowing a lot more time for skiing and snowboarding on the mountain.

What's New at Powder Mountain

Powder Mountain Resort continues to strive to maintain the wide open, adventurous experience. Pow Mow is known for by capping ticket sales at 2,000 per day and establishing a limit of 3,000 season pass holders annually. Powder Mountain aims to keep its skier density less than two acres per skier.

Other New Stuff

Other news out of Ogden Valley is the official opening of Whisper Ridge Cat Skiing, starting on Dec. 26. Boasting over 30,000 acres of private ski and ride terrain and eight custom PistenBully snowcats for access, Whisper Ridge is an exciting new facility to add to Utah's world-class skiing. Whisper Ridge is offering single to multi-day cat-skiing tours and optional first descent helicopter drops for an added dimension. Unique to their operation are three mountaintop overnight yurt villages for multiple day immersion experiences. In each village, you will find wood-fired hot tubs and wellness offerings with a diversity of lodging options, including Suite and Master yurts for romantic getaways. All lodging packages are fully inclusive, with chef-prepared meals for breakfast, lunch and dinner.

The Montage Deer Valley launched a new Montage Expeditions program allowing guests to experience skiing the famed slopes of Deer Valley while celebrating the centennial of the national parks in Southern Utah all in one stay. Guests can take a break from skiing during their trip and take a once-in-a-lifetime day trip adventure to southern Utah for a hiking or biking excursion led by a Montage guide, complete with private flight aboard a Pilatus-12 single-engine turboprop passenger plane and a gourmet chef-prepared lunch within one of four national parks.

New Lifts

Sundance Resort installed a new Arrowhead Lift replacing their old triple chair. The new Arrowhead Lift is a quad-chair with new safety bars and improved loading and unloading areas. This increases uphill capacity by over 500 people per hour, which will decrease lift lines.

One of the newest resorts in Utah, Cherry Peak in Richmond, near Logan, continued to expand by adding a third lift. The new Summit Lift nearly doubles the mountains' skiable terrain to more than 400 acres. Cherry Peak also has installed lights in this area to continue operating night skiing on 100 percent of the resort.

New Eats

Due to the ever-growing popularity and demand for Kansas City-style BBQ, cooked and served by John Grissinger, the owner of Brian Head Resort, the resort built a new state-of-the-art 2,000-square-foot restaurant kitchen and BBQ pit. The improvement triples the size of the previous facilities and doubles Brian Head's current capacity of serving up delicious brisket, tangy ribs, chicken or perfectly sea-

soned pork every Friday and Saturday evening.

Solitude Mountain Resort, now in its second year owned and operated by Deer Valley Resort, has renovated the Roundhouse and is expanding the Himalayan and Wasatch-inspired mountain cuisine. With one of the best and sunniest views in the Wasatch, it is worth visiting for lunch.

As the Brass Tag, a year-round dining experience located in the Lodges at Deer Valley, is in its third winter season, Deer Valley Resort also announced a new chef and a revamped menu. The new menu features Deer Valley-inspired brick-oven cuisine, including fresh seafood skewers, seared meats, oven-roasted fresh fish, locally sourced produce, seasonal flatbreads and specialty sides.

Whether it is a powder day or there is no time for breakfast, guests do not have to sacrifice quality for convenience with Waldorf Astoria Park City's new Pocket Meals program. Executive Chef Ryker Brown of Powder Restaurant is unveiling two gourmet on-the-go options, the pocket quesadilla and the early morning burrito. Both are hand-crafted in the Powder kitchen each morning and perfect for the traveler on the move.

Lodging

Snowbird Ski and Summer Resort completed the full remodel of the Cliff Lodge, its flagship property, for the 2016-17 season. This investment enhanced the overall guest experience and provides a greater level of comfort and luxury. The renovations included elegant marble counters and imported tile in the bathrooms, plus the latest ergonomic mattresses, lush carpeting, contemporary furnishings, modern entertainment systems, energy efficient lighting and they upgraded the Wi-Fi.

Anniversaries

Brighton Resort, one of the four Salt Lake City resorts, is celebrating its 80th year of operation this season. Just 35 minutes from the airport, Brighton is Utah's only resort that serves 100 percent of its terrain via high-speed lifts, offering multiple terrain parks and an average annual snowfall of more than 500 inches.

Wired Winter

Ski Utah announced a partnership with SNOCRU, a Utah-based company and a popular ski app that can track skiing across the world. It now has something unique with Utah's 14 resorts. This winter, Ski Utah and SNOCRU apps have joined forces, combining two great resources into an aggregated forum that helps users not only track the traditional total vertical and days skied but also vertical per resort and the total amount of new snow skied all year.

If you are skiing or riding at any of Vail Resorts, like Park City Mountain in Utah, get EpicMix. The award winning app tracks your progress around the mountain, giving you vertical feet and lifts ridden, as well as a chance to hit goals, collect pins throughout the resort and connect with family and friends. New this year at Park City Mountain, the app will also include EpicMix Time, which serves up real-time wait times at lifts across the mountain.

This past summer, Snowbird Ski and Summer Resort, replaced the tram cables of 40 years, and in doing so, installed a fiber-optic line into the cable as well. The line boosts the webcams to high definition and increases the speed of the free Wi-Fi in the new Summit Lodge.

SEASON PASSES

Greatest Snow on Earth (for beginners)

Utah is committed to giving everyone the best experience possible on the slopes. Whether you are a powder-hound, a cruiser on the groomers or a beginner, Utah has something for

everyone. There are plenty of packages to help subsidize the cost for families and immerse new skiers and riders into the sport.

Ski Utah's 5th and 6th Grade Passports Program is offered to kids nationwide. Fifth graders receive three free lift tickets at each of Utah's 14 resorts and sixth graders receive one free lift ticket to each resort, with a \$35 administrative fee.

Again this year, Brighton Resort will supply kids 10 and under the ability to ski or ride free.

If you can only make a few turns in the afternoon, Alta Ski Area offers a \$10 ticket to ski after 3 p.m. on Sunnyside lift in their beginner area. If you want to make it a season-long adventure to improve your beginner skills, you can purchase a \$35 Sunnyside Season Pass.

Brian Head University Program is a risk-free program for first time skiers or snowboarders of all ages. They guarantee their Terrain Based Learning program will have you skiing and riding in just three lessons, or you receive a full refund.

January is Learn to Ski and Snowboard Month nationwide. Many of Utah's resorts participate and offer packages containing a lift ticket, rentals and lesson for \$45.

Log onto www.skiutah.com to check the individual websites for details on this January program.

Great Packages and Values

Ogden, located just 35 miles north of Salt Lake City, is working hard to break the mold of being "Utah's best kept secret." For its second year, Ogden will continue to offer a Ski3 Pass, which provides a full day lift ticket to Powder Mountain, Snowbasin Resort and Nordic Valley Resort for \$145, with two or more nights stay at participating Ogden lodging partners. To top it off, those who fly into Salt Lake City via Alaska Airlines can receive a free lift ticket at Snowbasin Resort within 24-hours of arrival.

Stay at Sundance Resort and Ski Free. Book your stay in a luxurious cottage at Sundance Mountain Resort and receive two free lift passes per night. This package also includes First Tracks skiing on Monday, Wednesday and Friday mornings. Tickets are also good for the Sundance Nordic Center.

Ski Utah will continue to feature incredible packages and deals from its resort and industry partners on the Hot Deals section of www.SkiUtah.com

Protect Our Winters (POW)

Ski Utah is proud to continue its partnership with Protect Our Winters. POW is the environmental axis of the global winter sports community, powered by its goal of reducing the effect climate change imposes upon local sports and economies. Ski Utah is excited to continue to support this organization through promoting carpooling and public transit to Utah's resorts throughout the season, especially on the annual POW Day, which will be held on Jan. 13, 2017 at Protect Our Winter resort partners, Alta Ski Area, Snowbird Ski and Summer Resort, Sundance Mountain Resort and Powder Mountain.

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About Ski Utah

Ski Utah is a membership association representing Utah's \$1.3 billion dollar winter sports industry, including 14 alpine ski resorts and a membership of over 250 industry partners.

The organization has been creating brand awareness of and demand for the Utah winter sports product since its inception in 1978. Ski Utah's primary functions are concentrated in marketing, public policy and public relations.

Information about Ski Utah and its members can be found at www.skiutah.com, on Twitter and Instagram @SkiUtah and on Facebook at www.facebook.com/skiutahyeti