

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, recently was 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 excellent resorts, which offer a combined 7,500 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's 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 and 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 2002 Winter Olympics and the hosting of the annual Outdoor Retailer Winter and Summer Markets, the largest outdoor recreation-based tradeshow in the U.S.

Education and Athletes

With three prominent institutions of higher education, including 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. Speedskaters 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. This 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/Oct2016-West.pdf

Check out www.skicity.com for more.

MT. BACHELOR ADDS NEW CLOUDCHASER LIFT CREATING the 5th LARGEST RESORT in NORTH AMERICA

BEND, OR – Already the largest ski resort in the Cascade Range, Oregon's Mt. Bachelor is set to only get better for the 2016-17 season. Mt. Bachelor has added the Cloudchaser high-speed detachable quad lift on the mountain's east side, the most noticeable of the resort's off-season improvements.

The addition of Cloudchaser makes Mt. Bachelor, which is set atop a spectacular, 9,000-foot dormant volcano, all the more impressive. Named Cloudchaser because of Mt. Bachelor's unique weather patterns, the lift's strategic placement on the mountain's more-sheltered east side shields snow riders from the elements during storm cycles and inclement weather.

Thanks to a \$6 million capital investment, Mt. Bachelor's eleventh and newest chairlift provides access to 1,448 vertical feet and 6.2 miles of groomed runs, and adds 635 skiable acres to the resort. With 4,318 acres of skiable terrain, Mt. Bachelor is now the fifth-largest ski and snowboard area in North America.

The off-season improvements to Mt. Bachelor did not stop there. Guests will also enjoy the expansion of the West Village Lodge outdoor patio area, which has been expanded by 2,000 square feet to create one continuous heated patio. The renovation has increased bar and barbecue operations and outdoor seating, allowing guests to bask in the sun on bluebird days.

Already spectacular

Mt. Bachelor has been calling to snow lovers for generations, evolving into the premier ski and snowboard resort in the Pacific Northwest. The tallest resort peak in the Cascades

with a lift-served summit of 9,068 feet, Mt. Bachelor towers over vibrant Bend, Ore., 20 miles to the east. The mountain receives an average of 462 inches of light, dry powder each year, creating among the most reliable snow packs in North America. Moreover, the snow riding season typically lasts from Thanksgiving weekend through Memorial Day weekend.

Bend and the resort village of Sunriver, 25 minutes to the southeast, put lodging, nightlife, and endless outdoor pursuits in close proximity to the lifts, yet far enough away to maintain Mt. Bachelor's unspoiled wilderness setting. Central Oregon's impressive range of lodging choices includes everything from luxury resorts and condos, to boutique hotels and historic homes. In addition, with 30 local craft breweries in the region and an emerging culinary scene, off-slope fun is not hard to find.

Getting to Mt. Bachelor has never been easier. Redmond Municipal Airport (RDM) is just 20 minutes north of Bend and is served by Alaska, American, Delta, and United, with daily nonstop flights to and from Denver, Los Angeles, Phoenix, Portland, Salt Lake City, San Francisco and Seattle.

All to enjoy

Mt. Bachelor is welcoming to all, no matter age or skill level. Kids 12 and under ski free with the advance purchase of an adult three-days-or-more lift ticket. Mt. Bachelor's award-winning Ski-or-Ride in five lessons program promises to turn beginners into lifelong lovers of snowsports. Moreover, an easy ride up and gentle slope down can be found on Carrousel, the free beginners chairlift.

Mt. Bachelor grooms more than 30 runs each night, placing seamless corduroy across all ability levels of trails. The more experienced can ride any direction from the summit, with 360 degrees of powder-filled options. Experts can bomb down the steeper glades off the Northwest Express lift, while terrain park enthusiasts can jump and jib in five designated parks, a half pipe, and boundless natural features across the mountain.

All-year adventure

With 39 consecutive years of May skiing, unique spring opportunities arise. Each spring morning snow riders enjoy turns down typically sunny slopes. By afternoon, it is time to enjoy one of Central Oregon's many other outdoor pursuits, including golf, mountain biking, rock climbing, fishing and more. In addition, special events like Memorial Day weekend's "Springtacular" celebration have made spring at Mt. Bachelor a must.

More information

Save time and money by pre-purchasing Mt. Bachelor lift tickets, equipment rentals and other services online. Multi-day lift tickets are available for as much as 30 percent off when purchased at least four days in advance.

With a tentative opening date of Wednesday, Nov. 25, and a planned closing date of Sunday, May 29, Mt. Bachelor once again intends to offer one of the world's longest ski seasons.

Read, view and share this page online on our full-page website at www.skiernews.net/Oct2016-West.pdf

Call 1-800-609-1472 or visit www.mtbachelor.com to plan your vacation to Mt. Bachelor and Central Oregon.

SKI BANFF & LAKE LOUISE in the CANADIAN ROCKIES, CLOSER THAN YOU THOUGHT

BANFF, ALBERTA, CANADA – Bigger than your brain can comprehend, the mountains that surround you in Canada's Banff National Park are so rugged, their jagged and twisted shapes tower into the sky. Glaciers plunge to the valley floor far below while the lakes and rivers at their base lie frozen and still. The terrain is so astounding that it feels surreal. As you make turn after turn, floating through the light, silky snow, a massive grin erupts on your face. The feelings of joy and exhilaration are something you will remember forever.

Banff & Lake Louise is a paradise for skiers and snowboarders. Three world class resorts, the rugged terrain of the Rocky Mountains, light and fluffy snow, and the most stunningly scenic backdrop you'll ever experience all add up to a must-visit location for snow lovers.

Home to three world-class ski and snowboard areas, visitors can pick the resort of their choice each morning: Mount Norquay, Sunshine Village and the Lake Louise Ski Resort. The unique combination of cold light snow, diverse terrain, stunning scenery and warm and enthusiastic people makes Banff & Lake Louise one of the world's favorite destinations for skiers and snowboarders.

The skiing and snowboarding is uniquely accessible. All three ski resorts are short, easy drives from the town of Banff and the hamlet of Lake Louise and offer huge variety for skiers and riders of all ages and abilities.

Mt Norquay, located only 10 minutes from the town of Banff, is a place you can make turns while looking over the town and valley. With such quick and easy access, it is the perfect place for when you can sneak away for a couple hours on the slopes. It is a great ski hill for families, with diverse terrain for beginner, intermediate and advanced skiers and riders in addition to the very popular Tube Town tubing park. You can also ski when the stars are out, with night skiing and snow-

boarding on Fridays and Saturdays.

The Lake Louise Ski Resort is one of the largest ski areas in North America, offering spectacular views, long runs and lots of terrain for all ability levels. With 139 runs, there is a huge variety for beginner, intermediate and expert skiers and riders, making the Lake Louise Ski Resort a great choice for everyone. Big open bowls and gnarly chutes and gullies offer a lot of fun for intermediate and expert skiers as well. It is a five-minute drive from the hamlet of Lake Louise or a 45-minute drive from the town of Banff.

Topping out at 8954 feet above sea level, Sunshine Village occupies a lofty position. When you stand at the top of a run, you are high up on the Continental Divide, far above tree line with clear views of the surrounding peaks. Sunshine Village is just 20 minutes from the town of Banff. It has more than 3,300 acres of ski and snowboarding terrain, including the massive 12-acre Rogers Terrain Park. For advanced skiers, Delirium Dive and Goat's Eye have some of the most extreme in-bounds terrain in the country.

Stacked with world famous Rocky Mountain powder and awe-inspiring scenery, the ski resorts of Banff National Park are something special. With the Tri-Area pass giving you access to all three resorts, there is an endless amount of fun and adventure enjoy.

Banff National Park is located in the Canadian Rockies. Flying into the destination is easy. The Calgary International Airport (YYC) is the closest arrival point for Banff & Lake Louise. With more than 80 direct flights coming straight into this easy to navigate airport, visitors will be there in no time.

Kick back, flip on a movie and zip there from Seattle in 1.5 hours, Denver in 2.5 hours, Dallas in 4 hours, Chicago in 3.5 hours and so many more. Plan it right with an early morning flight and you could be in Banff for lunch.

You have landed in Canada and your excitement levels are bursting at the seams, so your vacation officially starts now. From Calgary, you can opt to hire a rental car or board one of the airport shuttle services that depart frequently from Calgary International Airport and deliver you directly to the front door of your hotel.

Banff is an easy 90-minute drive along the all-weather, four-lane Trans-Canada Highway, and Lake Louise is just a short hop 40-minute further west. There are no scary curves, no white-knuckle mountain passes and no traffic congestion. Relax and savor the scenic, stress-free trip into the heart of the Canadian Rockies.

If you would rather leave the driving to someone else once you are in Banff & Lake Louise – you are in luck. Each of the three ski resorts offer ski shuttle service from many Banff hotels directly to the slopes. Each shuttle offers a variety of pick-up and drop-off locations, so you will never be more than a few steps away from a ride. The best part is shuttle transportation is included with your Tri-Area Lift Ticket.

This is a great year to visit Banff. The dollar exchange rate is in favor of U.S. travelers to Canada by about 30 percent. This means lift tickets, meals and lodging are all discounted by 30 percent, and all you have to do is get there.

You can log on to the SkiBig3 web site via an easily found link on www.skiernews.com/GreatResorts.htm

You can read this exact page online and link to SkiBig3 from the online magazine page at www.skiernews.net/Oct2016-West.pdf

For further information and to book your ski vacation visit www.SkiBig3.com or call toll free 1-844-762-7191 to speak with a Banff-based Reservations Specialist.