

SALT LAKE CITY: AMERICA'S SKI CITY

The Ultimate Basecamp for skiers with 17,000 hotel rooms and hundreds of bars and restaurants

SALT LAKE CITY, UT – Salt Lake is the ultimate urban basecamp for skiers and snowboarders alike, particularly those who long to ski and ride some of the world's true "bucket list" resorts while experiencing all of the excitement and endless options of a capital city. Salt Lake, a.k.a. Ski City, offers a remarkable combination of endless urban activities and amenities with the world-class skiing of the Cottonwood Canyon resorts of Alta, Snowbird, Brighton and Solitude, something unmatched anywhere else in North America. This winning combination is further enhanced by more than 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 action-packed "basecamp." The centerpiece of the downtown core is City Creek Center, a 23-acre mixed-use project featuring retail, residential and office space. Along with City Creek, scores of new restaurants and bars featuring locally crafted beers and distilled spirits have opened in the downtown area alone the past few years. The Eccles Performing Arts Center, a 2,500-seat state-of-the-art theater in the heart of downtown, offers the ultimate venue for live theater, concerts and special events.

Skiing and Snowboarding

Alta, Brighton, Snowbird and Solitude are true bucket list resorts for skiers and snowboarders throughout the world. Each of the four have unique characteristics that set them apart, though share rope lines or are just a couple miles apart. Moreover, to make skiing or riding these four resorts as simple as possible, there is the Ski City Super Pass, your golden ticket to everything Ski City has to offer. Purchase anywhere from 1 to 10 days of skiing and the Super Pass gives direct-to-lift access to the resort(s) of your choosing and their combined 7,000 acres of skiing, deep discounts on rental equipment, and

even free transportation to/from the resorts via UTA's TRAX light rail and ski buses. Simple.

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 boast the most snow of any of Utah's 14 resorts, averaging more than 500 inches each winter and just under 700 inches last 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 five-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.

Ski City's Accessibility

Nowhere in North America is excellent skiing as easily reached as the resorts nestled in the Wasatch Mountains. 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.

Here are a few additional aspects that set Ski City apart from traditional ski towns and winter destinations.

The XIX 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, has experienced phenomenal growth in outdoor recreation-based companies, either expanding their operations in the Beehive State or relocating altogether. This is due to various reasons, including the hosting of the Winter Olympics and the hosting of dozens of national and international conventions each year.

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, Russia. 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/Oct2017-Utah.pdf

Check out: www.skicity.com for more.

WHAT'S NEW at UTAH SKI RESORTS for 2017-18

SALT LAKE CITY, UT – Much of what makes Utah's skiing so fantastic is the proximity of its 14 resorts and the unique qualities and variety of each. Last year Utah earned another record-breaking season of 4.58 million visitors, outdoing its previous record by three percent. They are excited for another successful season with new offerings, most of them are provided below.

What's New

Deer Valley Resort was acquired by a newly formed resort company joining Mammoth Resorts and Squaw Valley Ski Holdings. This acquisition increases the company's portfolio from 12 four-season resorts to 13. Deer Valley will continue to honor existing season pass and multi-resort products, and operations will continue in ordinary course for the full 2017-18 winter season. In addition, at the time of printing, there are no plans to allow snowboarding.

Snowbird's newly remodeled The Creekside Lodge will open at the start of the season. Snowbird has increased its available space for guests by adding over 13,500 square feet. The new facility, all just steps away from the lift, will be home to the Mountain School as well as ticketing, and expanded dining options including a boosted breakfast menu and barista-powered drinks.

Alta Ski Area has replaced Supreme and Secret lifts with a new high-speed quad chairlift, named Supreme. The lift's updated technology and new base location near Alf's Restaurant, will improve overall mountain flow for all levels.

Snowbasin is replacing the old Wildcat triple chairlift with a new high-speed detachable six-pack lift. The chairlift ride will be a quick five minutes and will rise over 1,290 vertical feet. Additionally, Snowbasin is increasing snow making in the Wildcat area, which will allow the resort to utilize beginner and intermediate terrain more frequently and earlier in the season.

As one of the first resorts to cap day passes and season passes, Powder Mountain, set among a modern village development, is a one-of-a-kind destination hanging its hat on skier experience and adventure. With the addition of two new lifts last year, the throwback mom and pop style resort boasts the most skiable acres in North America with 8,464 acres. This year the resort is "Preserving the Pow" experience by capping day passes at 1,500 and season passes at 3,000, which averages three skiers per acre.

This summer, Park City Mountain installed a new, enclosed-surface lift and a new designated beginner trail to serve skiers and snowboarders at the Park City Base Area. The new area will provide a comfortable and spacious learning area for those just starting to ski or ride.

Solitude Mountain Resort invested \$1.5 million in improvements for the 2017-18 season, including a website re-launch,

and continued improvements to the Roundhouse Restaurant, Last Chance Lodge and Moonbeam Lodge. This is in addition to realigning the Solitude portion of the SolBright connection.

This season, Brian Head Resort is launching their first fully interactive app that will include powder alerts and condition reports, and will allow users to track their ski day (runs, vertical skied, etc.). Other key features of the app allow users to follow their children at ski school as well as access to restaurant specials and more fun resort offerings.

Sundance Mountain Resort is opening a new outfitter shop, Sundance Mountain Outfitter 2. Located feet away from the base of Jake's Lift, it is a one-stop shopping destination for all your recreation needs with top-of-the-line skis and snowboards available for rental, as well as a full-service ski and snowboard repair center.

Anniversaries

Alta Ski Area is celebrating its 80th anniversary this winter, making it the oldest lift-serving resort in Utah. Located just outside of Salt Lake City, Alta is covered by more than 550 inches of The Greatest Snow on Earth annually. While known for their expert terrain, Alta is a wonderful place for families to learn and ski together with over 25 percent of the resort featuring beginner terrain and over 40 percent featuring intermediate terrain.

New On-Mountain Offerings

Snowbasin Resort is expanding their snow sports offerings for adults with a steeps camp. This three-day camp is comprised of skiing the steeps of Snowbasin Resort, host of the speed events in the 2002 Olympic Winter Games.

Through the Ski With a Champion program, Deer Valley Resort's Ambassador of Skiing, Heidi Voelker invites you to ski with her or one of six other Olympic snow sport athletes this winter. The athletes are available to ski with individuals, families and groups for exclusive half-and full-day memorable adventures at Deer Valley Resort.

New this year, Solitude Mountain Resort is offering a program called Women on Wednesdays (WOW), for women who seek camaraderie, challenge and a great learning partnership. The program is available to all skill levels and taught by Solitude's professional female instructors.

New Family Offerings

Unlock the secrets of the past and discover Park City's rich mining, skiing and local history on the Silver to Slopes Historic Mining Tour on Park City Mountain. On this free, guided ski tour, you will explore the mountain with an expert guide and uncover the historic mining buildings and hidden relics scattered across the resort.

At Stein Eriksen Lodge, guests and their families can participate in a family friendly year-round scavenger hunt that takes

them to some of the best attractions in Park City. Kids can earn special stamps and buttons for each activity completed and/or visited throughout town. If they collect all 10, they receive a Stein's Gold Medal and a complimentary one-night stay for a future visit.

New this year, Alta Ski Area is offering a season-long Saturday program for novice skiers age 9-14 called Alta Explorers. Participants will practice fundamental skiing skills and progress toward parallel turning and speed control on more difficult blue trails.

Events

For the 20th year, Deer Valley Resort will be hosting the FIS World Cup events Jan. 10-12, 2018. What makes this year unique is that the competition will be an Olympic qualifier for this year's 2018 Winter Games and Olympic athletes could be named to national teams at this event.

Park City Mountain is making the Holidays even more special for guests by hosting unforgettable signature events this Christmas, New Year's and Spring Break. Park City Mountain's annual Spring Gröv Celebration will return just in time for Spring Break this March with 16 days of free concerts and the famous Pond Skimming Contest.

Keep Utah Cool

Utah's resorts are committed to mitigating their environmental impacts and protecting their communities for future generations to enjoy. Utah's resorts are involved in multiple initiatives that address their responsibility to the environment including policies to reduce emissions generated by operations, championing local food, carpool and public transportation incentives, recycle programs and educating guests on how they can help.

Utah Transit Authority has continued working with the local resorts and municipalities to make significant improvements to the ski bus service feeding Alta, Brighton, Snowbird and Solitude resorts. The service now includes more frequent times during peak hours, increased parking capacity and improved connections to TRAX and FrontRunner. Those who purchase Ski City Super Passes can ride the UTA ski bus free.

Ski Utah is a membership association representing Utah's \$1.4 billion-dollar winter sports industry, including 14 alpine ski resorts and a membership of over 250 industry partners. The organization has been representing 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 Instagram and Twitter @SkiUtah and on Facebook at www.facebook.com/skiutahyeti.

This article was edited due to space limitations, you may find the full version on their website at: www.skiutah.com

SUBSCRIPTIONS – FREE FOR FOUR DOLLARS!

(JUST TO COVER A PART OF THE FIRST CLASS MAIL POSTAGE RATES)

PLEASE SEND a CHECK -- PAYABLE TO SKIER NEWS, INC
and WE'LL SEND YOU THE NEXT FOUR ISSUES FREE!

1. Place your address label here
(or print very neatly! -- If we can't read it, we can't send it.)

NAME _____

ADDRESS _____

CITY _____ ST _____ ZIP _____

2. Get your \$4 check made out to SKIER NEWS & enclose it with this form.

3. Place your address and check into an envelope, seal, stamp and mail to:

SKIER NEWS
P.O. BOX 77327
WEST TRENTON, NJ 08628

IF WE CAN E-MAIL YOU UPDATES, THEN PLEASE PROVIDE YOUR

E-MAIL ADDRESS: _____@_____