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MOUNT SNOW UNVEILS the NEW PEAK PASS and GREAT LODGING GUARANTEES for WINTER 2016-17

MOUNT SNOW, VT – In an effort to reward loyal passholders who have stuck by Mount Snow through some of the deepest winters and also last winter, this year Mount Snow has decided to offer its passholders more bang for their buck with the debut of the new Peak Pass (www.peakpass.com). Having joined the Peak Resorts family in 2007, Mount Snow has long enjoyed the benefits that come with being part of a larger family of resorts. With the purchase of New York's Hunter Mountain in 2015, the stage was set for an offering that has been years in the making.

Flash forward to the run-up to the 2016-17 season, where in the spring of 2016, the decision was made to offer passholders at Peak Resorts' seven Northeast mountains more flexibility in their choice of where to ski. This year, the newly created Peak Pass is available in five different options, with the top tier pass – known as the Explorer Pass – going for just \$799 and offering unlimited skiing and riding with zero blackout dates at Attitash, Wildcat, Hunter Mountain, Jack Frost, Big Boulder, Crotched Mountain and, of course, Mount Snow.

In the spirit of added flexibility, the Peak Pass includes the Drifter Pass for skiers and riders ages 18-29 at a drastically discounted rate of only \$399 until Dec. 15, 2016. This pass, tailored for the millennial crowd, not only gives them more time to feel out the season's snow conditions before purchasing, but



Mount Snow, VT - Cruising on a beautifully groomed trail at Mount Snow is easy with your Peak Pass or a ski-and-stay package that starts at \$69. Located in Southern Vermont, this resort is a gem. Photo courtesy of Mount Snow

also offers unlimited skiing and riding at all seven mountains with zero blackout dates. It is designed to allow them to get the most skiing and riding possible without breaking the bank. Speaking of great deals for the younger generations, the Scout Pass for ages 6 and younger allows your youngest skiers and riders full lift access for the season for only \$60. This way you can start your budding Bodes and Lindsays early, instead of leaving them in daycare while you go shred.

It is not just about the pass. Mount Snow has taken steps to let its guests book their vacations with confidence in the up-

coming season. Having invested over \$43 million in snowmaking and grooming technologies since 2007 means that guests can feel confident that they are skiing on the best snow and the smoothest corduroy in Southern Vermont. However, when Mother Nature gets in the way of their vacation, Mount Snow is ready to make things right with its snow guarantee. This program, allows guests to try out the skiing for an hour, and if they do not like it, they can receive an equal value lift ticket to return at a later date, good for one year. After all, skiing and riding is supposed to be fun, so why feel locked into the day if the conditions are not to your standards.

The idea of booking with confidence extends to Mount Snow's lodging offerings as well with early season flexibility allowing guests who have booked packages with arrivals before Dec. 15, 2016, the ability to completely refund their trip right up until noon the day before arrival. Throughout the rest of the season, guests can refund or reschedule trips up to 8 days before arrival for a full refund.

Or log on to Mount Snow directly for more information on conditions and events, to purchase lift tickets in advance or book a ski and stay package, visit www.mountsnow.com

Please read this page online and link to Mount Snow from it at, www.skiernews.net/VT2017-Snow.pdf

Call Mount Snow at 1-800-245-SNOW (7669) for info on lodging deals and lift tickets.

VERMONT SKI and SNOWBOARD RESORTS PROVIDE EXCITING ANNOUNCEMENTS

MONTPELIER, VT - Resorts all across Vermont prepared for winter 2016-17 with a great number of improvements. From the south with new pass offerings at Mount Snow and new ownership at Magic Mountain to resorts in the north, resort guests will be pleasantly surprised when they hit the slopes this winter. Here are what you will find.

Killington Resort

Killington Resort hoped to begin its season hosting an Alpine World Cup skiing event. This was the first time in 25 years for any Eastern U.S. resort to host an event. The Audi FIS Ski World Cup was planned for Nov. 26-27. Giant Slalom and Slalom races pitted the best female technical alpine skiers against one another on Superstar trail. At press time in October, everyone was hoping for a successful event.

Magic Mountain

Magic is under new ownership in 2016-17 as SKI MAGIC LLC. The new owners purchased the ski area with an initial 5-year plan to invest capital into lifts and snowmaking. With a robust operating budget and new snow guns, Magic will have more snow in 2016-17, and it will be made earlier than before to improve the consistency and reliability of skiing on both the easier East Side and more challenging West Side trails. For the first time in years, both bottom-to-top summit lifts, 1,600 feet of vertical, will be in full operation, eliminating lift lines. There will also be new daycare facility for young parents, and some refurbishing to the lodge and Black Line Tavern.

OFF-SLOPE ACTIVITIES THAT APPEAL TO EVERYONE

Stowe Mountain Resort

Brand new this winter at Stowe Mountain Resort was the opening of an \$80 million Adventure Center. This state-of-the-art facility set a new standard in the industry for kids and family amenities. Located at Spruce Peak and adjacent to Stowe's new outdoor Ice Skating Rink, Stowe's Adventure Center is home to all Stowe's children's programs. From beautiful daycare facilities to ski and ride programs for kids 3 and up, the new Adventure Center has significantly advanced and expanded family amenities and services at the resort.

Smugglers' Notch Resort

After investing \$5 million in snowmaking enhancements over the last four winters, Smugglers' Notch Resort turned its attention to the resort village's most popular amenity for families, the FunZone. The new FunZone, with its expanded space, mix of features, and improved services, underscores Smugglers' continuing commitment to serving the interests of family visitors through innovative programming and activities. The new FunZone, a \$4 million investment, is expected to open mid-winter 2016-17.

FROM HOTEL ROOMS TO TRAILS, RESORTS IMPROVE

Okemo Mountain Resort

After several years of major snowmaking improvements totaling more than \$1 million, Okemo expanded its snowmaking system again. They introduced 18,000 feet of new pipe and introduced snowmaking capabilities on Catnap and Suncatcher in the South Face area. A Prinoth Bison X park cat, equipped with a Caterpillar 400 horsepower, tier 4 engine that meets all federal emission standards, is the newest addition to Okemo's fleet of grooming machines. Okemo is also in its third year of partnership with Snowpark Technologies. Rental equipment upgrades include 515 Volkl skis, 153 Burton snowboards and more than 1,000 pairs of boots. Okemo has joined the M.A.X. Pass family of resorts this year. Okemo season passholders can take their pass on the road to up to 30 mountains with an Add-On upgrade.

Stratton Mountain Resort

Stratton announced an addition to the vibrant slope-side Village dining, Karma, an Asian fusion experience. A menu inspired by the Asian travels of Karma's chef will debut with traditional ramen bowls and dumplings fresh-made with local ingredients, imaginative entrees and craft cocktails with a twist, like vodka filtered through Herkimer diamonds for a side of positive energy.

Stratton's snowmaking fleet got a new computerized control system, allowing snowmakers to record real time energy use for increased snowmaking efficiency.

The Mountain Sports School welcomed Tim Massucco as its new program manager for the Stratton Winter Sports Club Freestyle. Massucco's 16 years of coaching experience will enhance the training curriculums critical to the success of weekend and full-time competitive freestyle skiers.

Mount Snow Resort

Winter 2016-17 welcomes Mount Snow's greatest season pass offering yet, the Peak Pass, which features five pass options valid at seven different mountain locations across four states in the Northeast.

With the success of the Grommet Jam Series, Mount Snow increased the uphill capacity in its beginner terrain park by 50 percent by replacing their Ski Baba Lift with a 400-foot SunKid conveyer called Grommet Lift One.

Lastly, taking advantage of the dry spring this year, Mount Snow increased trail and glades work. More than 1,600 hours were spent pruning, mowing and clearing new lines through tree skiing areas in preparation for powdery runs this winter.

Suicide Six Ski Area

Woodstock Inn & Resort's Suicide Six Ski Area replaced Chair #1 with a new quad chairlift that will double capacity, of-

fering a more comfortable and rapid ascent to the summit. Leitner-Poma of America, Inc., installed the lift at an estimated cost of \$1.5 million.

Funding for the new chairlift was provided through a grant from the Laurance S. Rockefeller Fund. Recognized as one of the oldest ski areas in the country, Suicide Six has a rich history. Today, Suicide Six is one of Vermont's leading family-friendly ski resorts featuring more than 100 acres of skiing on 24 trails and slopes with terrain suitable for all abilities.

Bromley Mountain Resort

Bromley has rethought trash, recycling and composting food waste to implement a Go Green initiative this winter season. The intent was to eliminate organic waste and all recyclables from the Bromley dumpsters containing refuse destined for the landfill. Recycling for bottles and cans has always been available around the resort, but not universally across the base area, and composting has never been an option.

Bolton Valley

Over the past year, most suites and 25 hotel rooms at Bolton Valley have received major upgrades. The units have seen improvements such as new carpet, drapes, furniture, painting, renovated bathrooms, new mattresses and new artwork. The improvements greatly enhance guest comfort in the rooms that had become a bit dated.

Sugarbush Resort

Sugarbush has invested \$750,000 into capital improvements for the 2016-17 winter season, including lift improvements and improvements to the snowmaking pond, continuing upgrade the on-slope experience. Skiers and riders do not have to worry about crowded trails, thanks to the Valley House Quad that Sugarbush installed last season. With the new quad, the uphill capacity at Sugarbush is one of the largest in the Northeast, while still managing to spread traffic across 16 lifts and two mountains.

Mad River Glen

Mad River Glen's goal is to maintain and preserve the experience rather than overhaul or upgrade it. The ability of Mad River Glen to reinvest consistently in the mountain's infrastructure is a testament to the success of the Cooperative. Both the skier-owners and the management understand that skiers come to Mad River for the unique combination of legendary terrain, sense of community, low skier density and intimate atmosphere. In 20 years of co-op ownership, Mad River Glen has invested over \$5 million in capital improvements.

The Vermont Ski Areas Association provided this information. It was edited due to space limitations. You can find the complete info, and more, on www.skivermont.com