

# GREAT CHANGES ABOUND at STEAMBOAT SKI RESORT

STEAMBOAT SPRINGS, CO -- Steamboat Ski Resort prepared for the 2019-20 winter with a load of new programs and improvements, creating a better guest experience across the resort. At the top of the list of this year's biggest news is the hiring of a Sustainability and Community Engagement Director, the \$15 million new gondola and night skiing on the Ikon Pass.

"Steamboat continues to invest in its guests and the destination experience that can only be found at Ski Town, U.S.A.®," said Rob Perlman, president and COO of Steamboat Ski & Resort Corporation. "We continue to work with Alterra to ensure the future of Steamboat Ski Resort is strong, and the improvements at the resort for the upcoming winter are major steps towards big master plans. A new focus on sustainability programming led by our Director and the new gondola may be behind the scenes efforts, but the impacts of these improvements will certainly change the experience for skiers at Steamboat."

## Sustainability

Steamboat Ski Resort has hired Sarah Jones to oversee the resort's sustainability programming and community engagement efforts. Jones brings nearly two decades of professional experience in sustainability and environmental programming to Steamboat Ski Resort. Most recently, Jones served as the Executive Director of the Yampa Valley Sustainability Council (YVSC) since 2012. Prior to her role at YVSC, Jones worked as an environmental consultant and helped schools develop sustainable practices in the Denver area.

In her new role, Jones will be responsible for developing, implementing and overseeing all the resort's sustainability programming and practices. She will also focus on as improving Steamboat's operational environmental performance and further the resort's policy goals on climate and energy.

## Yampa River Fund

Steamboat Ski Resort is proud to announce a \$500,000



SKI TOWN USA - Steamboat Springs, Colo., has great lodging in the Western-style downtown area or at the nearby mountain village (see lodging page 7). This full-service ski town is perfect for families, groups or a long weekend get-away with a few friends.

Photo courtesy of Steamboat Mountain Resort

founding donor contribution to the new Yampa River Fund. This is the largest single cash donation in the resort's history. For more information please visit: [www.yampariverfund.org](http://www.yampariverfund.org)

## A New Gondola

A brand new Doppelmayr gondola replaced the resort's previous 30-year-old lift. Guests are moved out of the base area and up the mountain nearly 38 percent faster than in the past, significantly reducing base area wait times. Multiple factors play into the increased capacity including the addition of 12 cabins, a more advanced machine that moves faster at 6 meters

per second, a better tower setup, and no-step walk-in cabins. The no-step walk-in cabins allow customers to load the gondola seamlessly. The entryway and queue for the gondola are improved with an expanded enclosed area. In addition, the RFID gates are moved to the entrance of the building. Also, the new guest resolution center at the entrance and new loading/unloading mats create a smooth transition to the walk-in cabins.

The top terminal at Thunderhead Lodge features a new exit with easier to navigate and more guest friendly stairs. Now they have wider platforms with shorter rise. Additionally, the exit terminal received a facelift by adding a timber gabled roof to match the main entrance to the building. The new gondola follows the same line as the previous gondola.

## Ikon Pass - Night Skiing and More

Ikon passholders can now access the trails after the sun goes down with access to night skiing Thursday to Monday from December through March. Full Ikon passholders receive unlimited access to night skiing. Ikon Base passholders can either ski the same night as they used one of their days, or use one of their days to ski or ride at night. This added perk is best for guests that are late arrivals. Now these passholders can get an earlier start on their skiing and riding.

## Ski Your Pass Off

Steamboat continues to reward its most loyal powder hounds with the "Ski Your Pass Off" loyalty program. Adult Ikon passholders (ages 13 and up) are rewarded for the number of days they hit the mountain. When passholders log 10 days before the end of December 2019, they will earn a complimentary First Tracks ticket.

Guests then receive rewards at 10, 20, 40, 60, 80, 100, 120 and 140 days with an initial \$10 dining voucher for the first 10 days and \$20 dining vouchers at each remaining benchmark. Guests who ski all 144 days of the season receive additional recognition and rewards at an end of season celebration.

## Retail, Repair, Rentals and Storage

Steamboat Mercantile is located in the heart of Gondola Square across from Gondola Joe's, and is the resort's newest retail outlet. It 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.

Steamboat Sports™ - Sheraton: The resort's flagship rental and retail outlet received a complete overhaul in 2019, resulting in an additional 2000 square feet of commercial space, an improved rental process and more retail offerings. Located Slopeside from Christie Peak Express Lift, Steamboat Sports will be the place to go for equipment rentals of all ranges, and the latest apparel, logo wear, souvenirs and equipment for purchase.

Steamboat Sports™ - Thunderhead Peak: In its new location on the snow, trading in skis at the top of the gondola will be a much-improved experience as the resort opened a brand new building that offers top of the line skis for demo and sale at the intersection of Spur Run and Tower trails. The location for demo rentals and sales has 360 square feet dedicated to Rossignol, Nordica, Volkl and Head ski with better ambiance.

Steamboat Ski Resort now has ski tuning in-house with the latest technology and machinery from industry leader Montana. Steamboat's rental fleet is top of the line with more frequent tunes and the waxing and tuning specifically designed for current conditions. Guests may also drop off their own equipment for servicing at Steamboat Sports™-Gondola Square.

Below 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, poles, and snowboards at the convenient, heated base area location at the end of the day and collect them with ease before loading the Gondola in the morning. For more please visit: [www.steamboat.com/storage](http://www.steamboat.com/storage)

## Flights

Steamboat's air program continues to be one of the most robust in the Rocky Mountains with 14 total non-stop markets flying to Ski Town, U.S.A.® via the major air carriers of American, Alaska, Delta, JetBlue and United. Winter seasonal flights begin in December and run through March, making Steamboat accessible from any where in the world. For more: [www.steamboat.com/flights](http://www.steamboat.com/flights)

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Deep Champagne Powder® snow. Huge mountain with six peaks and 169 trails that's a world famous skiers paradise. Scenic beauty. And the American West. Welcome to Steamboat. Of course if we really wanted to show everything Steamboat is in one photo we would have needed to add all the friendly people who live here, a whole bunch of bars and restaurants, a big group of Olympians, and dogs.