

WINDHAM MOUNTAIN TRANSFORMS with NEW LOGO and MANY UPGRADES

WINDHAM, NY – In the last two years, over \$12 million has been devoted to the guest experience at Windham Mountain. Along with a long list of exciting operational updates, Windham unveiled new branding for the 2019-20 winter season. While that means an updated look and logo, it also means a redefined purpose to guide healthier, happier lives through an elevated, unique mountain experience – to be above and beyond the expected.

On the mountain, the relocation of a high-speed quad further increased lift capacity out of the base area after the addition of Westside Six last season. The quad replaced a fixed grip triple chair at C-Lift. It services terrain on the western most side of the mountain, including Wonderama, a beginner trail; Lower Windfall, a scenic intermediate trail that gives skiers and riders a tour of trailside homes; and What Terrain Park and its medium to large features. Also serviced are Warm Up, which serves as a training course for the Windham Race Factory, and Lower Wheelchair, an intermediate trail home to Windham's NASTAR course. The quad will also service sunset skiing until 8pm on Fridays, Saturdays and select holidays in the heart of the winter season. Sunset skiers will also notice brand new, energy efficient lighting on the six trails open during extended hours.



WINDHAM, NY – Cruising on the Lower Whirlwind trail, this woman has many reasons to smile; great conditions, sunny day, nicely groomed trail, a perfect time to enjoy all that Windham Mountain has to offer.

Photo courtesy of Windham Mountain

Windham Mountain consistently strives to make high quality snow as efficiently as possible. Investing in upgrades each season enables a higher volume of snow to be made in less time. Upper & Lower Whistler, trails making up one of Windham's signature top to bottom runs, are now fully automated, meaning snowmaking can start and stop literally at the touch of a button. A new booster pump increases snowmaking efficiency by 35 percent on the

East Peak, and ten thousand feet of new air and water snowmaking pipe in key areas across the mountain contribute to the overall efficiency of the system. Grooming is equally important as snowmaking and Windham is committed to providing a high quality snow surface. The grooming fleet is updated with a new machine each season. This winter, it is a PistenBully 400 Park Pro Cat. Four out of five machines in the fleet now have Tier 4 compliant engines, in that they meet the strictest EPA emissions requirements for off-highway diesel engines.

In the base area, a brand new 33-foot diameter European-inspired "Umbrella Bar" with room for 125 guests in enclosed, heated comfort is the centerpiece of a reenergized patio. It features a rotating collection of eight craft beers on tap, a full bar, and is conveniently located near the patio BBQ for food pairings. Steps away, a second, new building houses a unique ski simulator that offers guests the chance to ski downhill race venues from around the world virtually, while supporting the Adaptive Sports Foundation. The building also houses a new equipment valet and quick tune up station.

This fall, The Winwood Inn, a quaint lodging property in the village of Windham owned and operated by the mountain, underwent a renovation that included the adjoining restaurant, Tavern 23. Tired, hungry skiers and riders can fill up on classic American comfort food and then head upstairs to a cozy new room.

The lodging booking experience has also been upgraded with the integration of new software that allows guests to bundle their stay with lift tickets, lessons, and even rentals in one easy transaction. Guests looking to book packages over the phone are greeted by an expanded Guest Services department in a new on-site call center to facilitate the calls.

In a time of industry consolidation, strong, independent resort competition continues to carve out unique guest-focused experiences and provide an alternative to crowding and other downside impacts of acquisitions and mergers. A passion-powered outdoor community with the support of an active investor group, Windham is well positioned to continue offering a more boutique and personal experience to skiers and riders in the Catskills.

Windham Mountain encourages guests to purchase lift access at www.windhammountain.com in advance for significant savings. The dynamic pricing structure provides a greater savings the earlier a ticket is purchased. Once a guest has a Windham RFID card, they can easily reload daily lift access to their card online, eliminating the ticket line and allowing them to go directly from the parking lot to the lift.

Those looking to ski or ride Windham more frequently this season may consider a season pass product, including the new Sunday through Friday season pass being offered at the approachable price of \$549.

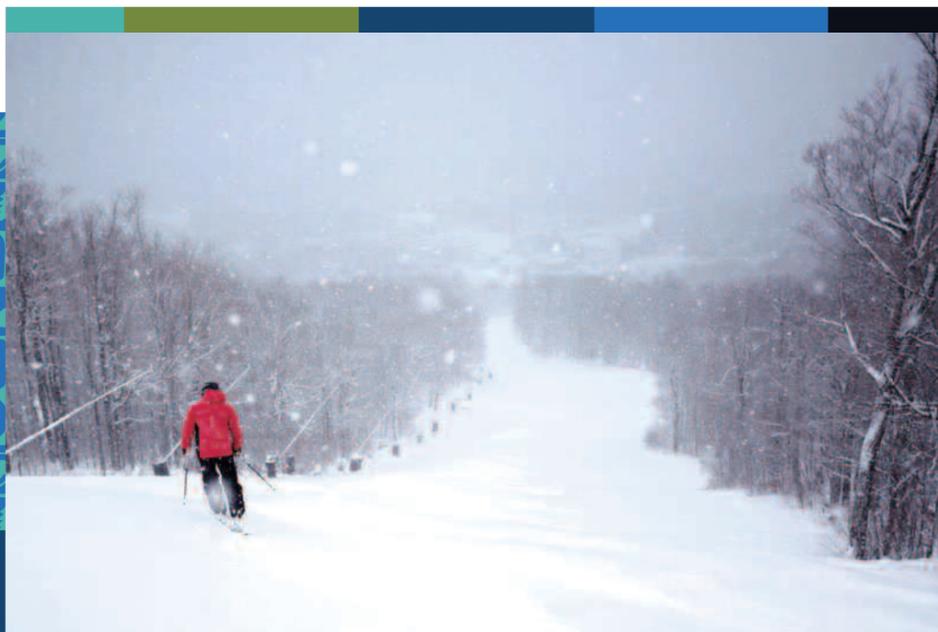
In the heart of the Northern Catskills just two and a half hours from New York City, Windham Mountain is a place to get lost and found again, to find stunning adventure close to home, and to be reminded of how good it feels to be alive with family and friends in the fresh air.

Find a link to Windham on www.skiernews.com/EastResorts.htm

Please view, read and share this page online by logging on to: skiernews.com/2020-Windham.pdf

Or log on to Windham directly at www.windhammountain.com

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Windham Mountain Resort encourages you to purchase lift access online in advance for significant savings. Online pricing and quantity of tickets vary by day. The earlier you buy, the more you can save!

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