

STEAMBOAT GETS NEW GONDOLA and MORE

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."

A New Gondola

A brand new Doppelmayr gondola replaced the resorts 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. Also, the RFID gates are moved to the entrance of the building. 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



STEAMBOAT SPRINGS, CO – The Thunderhead Lodge is the full-service, top terminal for Steamboat's new gondola. It provides a quicker and more comfortable ride for guests. Flights from 14 nonstop markets make Steamboat very accessible from across the U.S.

Photo courtesy of Steamboat Ski Resort

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 all equipment rentals, 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 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

Flights

Steamboat's air program continues to be one of the most robust in the Rocky Mountains with 14 total nonstop 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

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 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).

Yampa River Fund

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

For more info

Please read more about Steamboat by logging on to: www.skiernews.com/2020-Steamboat.pdf

To contact Steamboat reservations, call 1-877-462-4681.

Or for more, please connect with Steamboat for updates and info at: facebook.com/steamboatresort or log on to: www.steamboat.com

CRESTED BUTTE LODGING HAS MORE VALUE for LESS DOLLARS

CRESTED BUTTE, CO – Many people travel far and wide to discover the bounty of beauty that is Crested Butte in every season. With so many things to do in Crested Butte and even more places to stay, choosing might be the hardest part. From rustic retreats to hot tub havens, Crested Butte Lodging is there to help you sort through the variety of options and find just the right experience for your trip. Five other lodging options were presented in SKIER NEWS Oct-Nov edition. Find those choices online at: www.skiernews.com/Oct2019-Colo.pdf

Here are five great, additional options for your lodging choices.

1. All Under One Roof at Three Seasons

Ideal for families and groups, Three Seasons combines the convenience of a hotel with the comfort of a condo. Suites feature a separate living room, kitchen and fireplace; they encircle two large atriums and feature a host of amenities. Avoid mountain chills by relaxing in the indoor pool, hot tub and sauna, or channel your inner pool shark for a round of billiards in the game room. Cyclists rejoice. The property is furnished with a free bike washing station and an indoor storage facility.

2. Chateaux, a Year-Round Party

With a 1,100-square-foot clubhouse ready to host large meetings, get-togethers and dinners, Chateaux makes family or group travel an absolute breeze. Winter visitors enjoy splashing around in the heated outdoor pool and hot tub, even as the flakes fall. In addition, summer mountain bikers can rinse off their wheels at the complimentary bike wash station on-site. Condos range from one to four bedrooms (the largest of any on this list) and are furnished with a wood-burning fireplace, private deck and full kitchen.

3. Two (Hot Tubs) for the Price of One at Redstone

After playing like a Crested Butte local, the last thing anyone wants to do is awkwardly squeeze between strangers for an end-of-day plunge in the resort hot tub.

Located just a short three-minute walk to the base area, Redstone alleviates any anxiety by providing not just one, but two hot tubs for all guests to enjoy. Between stunning mountain vistas and out-of-this world stargazing, this property lends itself to this additional amenity. Inside, units boast open floor plans, generous square footage, private balconies, cozy fireplaces and full kitchens. If you manage to peel yourself away, head to a nearby base area restaurant for some light fare that you will not soon forget.

4. Snowcrest Trifecta: Unbeatable Views, Location & Price

Yes, nearly all of the properties on this list include some fashion of a bubbling bath complete with some sort of outlook, but few properties can hold a candle to Snowcrest's outdoor deck and hot tub. Boasting one of the best Crested Butte Wildflower Festival vantages in summer due to its slightly elevated and central locale, this property feels like it's off the beaten path when, in fact, it's right in the heart of it all.

Accessible via the private pedestrian footbridge, guests are just steps away from two express chairlifts, charming shops and gourmet restaurants. Inside, each unit features a circular freestanding fireplace (think rustic mountain chalet), as well as a private balcony and full kitchen at surprisingly affordable rates.

5. High Above the Rest, Eagle's Nest

Perched high on the hillside across from the base area sits the aptly named Eagle's Nest townhomes. Each unit features a glimpse of Mt. Crested Butte, so capturing views this special require not just one, but two private balconies. Watch the sun rise and fall from the comfort of your master suite, or head to

the living room and nestle up next to the wood-burning fireplace. Keep your vehicle parked in the attached, private garage as you voyage out and about on the free shuttle. The property sits directly on the Condo Loop Shuttle route. A fully equipped kitchen, in unit washer/dryer, common area saunas and two outdoor hot tubs make Eagle's Nest one of the best.

Want to Read More?

View their first five lodging options in SKIER NEWS at: www.skiernews.com/Oct2019-Colo.pdf

Plan to save on your great Colorado ski vacation. Please call Crested Butte Lodging at 1-888-620-7669 (SNOW)

Still Want More?

Check out all the lodging options on their great website at www.CrestedButteLodging.com It has more places for you to stay for your Crested Butte visit in any season.

View, read and share this page online and you can link from it also, at: www.skiernews.com/Jan2020-Colo.pdf

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