

FIND YOUR FREEDOM with a SALT LAKE SKI TRIP – and GET FREE PERKS

A \$200 airlines eGift Card, two one-day Salt Lake Super Pass lift tickets, or a \$100 gas card & more

SALT LAKE CITY, UT – Freedom this winter comes in all shapes and sizes in Salt Lake. Maybe it is booking that long-overdue family ski trip. Maybe it is getting the gang together to explore the food scene in another city. Or maybe it is just getting away for a weekend to change things up a bit. Whatever version of freedom fits your comfort level, Visit Salt Lake has some free offers to help plan your perfect escape.

For example, book two+ nights at a participating Salt Lake hotel, and choose from perks like a \$200 Delta Air Lines eGift Card, two one-day Super Pass lift tickets, a \$100 Sinclair Gas Card and more.

See details at www.visitsaltlake.com. Want more details on what to expect out of your trip to Salt Lake? Please keep reading.

The Snow

There is a reason it's called "The Greatest Snow on Earth." Storms pick up extra moisture as they pass over the Great Salt Lake and drop it in the form of dry, fluffy snow in the nearby Cottonwood Canyons. The Cottonwoods are home to Salt Lake's winter resorts.

The four resorts – Alta, Brighton, Snowbird and Solitude average approximately 500 inches of snow each season. Utah powder days are described with terms like "chest deep." But if "steep and deep" is not really your thing, no problem. Each night the resorts groom a large percentage of trails to perfection so there's plenty of groomer skiing.

The Resorts

Salt Lake's four resorts stand out for the quantity and quality of their snow, the variety of terrain and their unique character. Some people are dedicated to just one of the four as their favorite; nevertheless, if you have never been to Salt Lake, you owe it to yourself to experience all four.

Alta – Between the most snow in Utah and a distinct, old school vibe, it is easy to see why Alta is a longtime local favorite. Tip: After ending the day with a lap down Alf's High Rustler or High Boy, enjoy a beer on the deck of the Goldminer's Daughter.

Brighton – Arguably Utah's most laid back resort and snowboarder Mecca, Brighton is littered with terrain parks plus countless nooks and crannies waiting to be explored. Tip: If you arrive on an afternoon flight and want to hit the slopes, you are in luck. Brighton has the best night skiing in Utah.

Snowbird – An adrenaline junkie's dream, Snowbird is known for its iconic aerial tram that takes you 3,000 vertical feet to a summit where you can access some of the best terrain in Utah. Tip: During big storms, head for the trees off the Gad 2 lift.



VISIT SALT LAKE - Salt Lake City is home to some of the finest resorts in the world, Alta, Brighton, Snowbird and Solitude. Combine the skiing with unbeatable accessibility to Salt Lake City plus Utah's famous powder snow and you have an unbeatable combination. Cruise the mountains by day, and then explore a real city's restaurants, bars and brew pubs. Salt Lake City is a different adventure every day and night.

Photo courtesy of Visit Salt Lake/Ski City

Solitude – Solitude holds up to its name. Known for its short lift lines, it is also one of the few places you can still ski powder well after lunch. Tip: On storm days, be on the lookout for Honeycomb Canyon to open – it is worth the wait.

Urban Après

There is no reason the fun has to end when the lifts stop spinning. Choose from a wide variety of restaurants, bars, and things to do. Most restaurants and bars are open (following all recommended safety protocols of course) and curbside pickup and delivery are popular dining options as well. Regardless, it is easy to grab a table, have a drink at a downtown bar, see a Broadway musical at Eccles Theater, take in some music, and tons of other stuff. What other ski town offers that?

Rest-day Activities

As much as we all hate to admit it, your legs might need a break if you are skiing the entire week. Salt Lake has all the typical urban activities you'd expect, and a whole bunch of stuff you would not; axe throwing, anyone? Or how about a trip to Antelope Island where you can see wild bison? Or, if you have a couple of extra days, take a scenic road trip to any

one of Southern Utah's five National Parks: Zion, Bryce, Arches, Canyonlands and Capital Reef. Many people say they are even more beautiful in the winter.

Value

In Salt Lake, how much you spend is really up to you. With 200-plus hotels, 2,000-plus restaurants and food trucks, there are accommodations and dining for every budget. In addition, there are other ways to save. While the holidays are high season for most resort areas, in Salt Lake you can find some of the best lodging rates of the year.

The Super Pass

Alta, Brighton, Snowbird, and Solitude have teamed up to offer you a discounted rate on lift tickets. The Super Pass can be used at any of the four Salt Lake resorts and it offers free transportation on UTA ski buses and TRAX light rail. As mentioned earlier, if you book two+ nights in Salt Lake, you get two free one-day Super Passes. Again that offer can be found online at: www.visitsaltlake.com

Access

The Salt Lake City International Airport has more than 650 daily flights from over 95 non-stop destinations. It has been recognized for having more on-time arrivals than any other airport in the country. And now that it's been completely rebuilt, it is better than ever with comfortable waiting areas, more restaurants and shopping and on-site rental car facilities. Downtown Salt Lake is just 10 minutes away and Salt Lake's four resorts can all be reached in about 30 minutes.

A Different Adventure Every Day

No two days on your Salt Lake ski trip have to be the same. Because you can mix and match resorts, lodging, restaurants, and activities to change things up day-to-day, there is no better place for your ski trip than Salt Lake. And with the free perks being offered right now with a two+ night stay at a participating hotel, there has never been a better time to book it. So start planning and they will see you soon.

For More Info

Experience Ski City and Utah's "Greatest Snow on Earth" this season and learn what locals know about a great winter experience.

Read, view and share this page online on at: www.skiernews.com/Jan2021-VSL-Editorial.pdf

For Ski City Super Pass info and to learn more about the ease of getting to Salt Lake and these four "bucket list" resorts, check out the comprehensive websites at: www.skicity.com or www.visitsaltlake.com

SKIER NEWS

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BE AWARE, SKI WITH CARE, KNOW THE CODE

Ski resorts can be enjoyed in many ways. At the areas you may see people using alpine, snowboard, telemark, cross country and other specialized ski equipment, such as that used by disabled or other skiers.

Observe the code listed below and share with other skiers the responsibility for a great skiing experience.

1. Always stay in control.
2. People ahead of you have the right of way.
3. Stop in a safe place for you and others.
4. Whenever starting downhill or merging, look uphill and yield.
5. Use devices to help prevent runaway equipment.
6. Observe signs and warnings, and keep off closed trails.
7. Know how to use the lifts safely.

KNOW THE CODE, IT'S YOUR RESPONSIBILITY.
(This is a partial list, now wash your hands!)

From the PUBLISHER'S DESK:

By Publisher and Editor, Dave Leonardi

Welcome to SKIER NEWS edition number 115, since 1988.

Due to the uncertainty brought on by COVID-19, we shortened our publishing frequency to two editions instead of three. We did not publish our October-November 2020 edition and we are carrying on our tradition with this December-January 2021 edition. If all goes well you can expect a February-Spring 2021 to be in ski shops and your mailboxes near the end of January.

We must acknowledge that these two editions of SKIER NEWS are made possible by our loyal advertisers. The most prominent of which are Visit Salt Lake (see their ad on page 16 and learn how to get extras when you visit) and Jackson Hole Mountain Resort (see their ads on pages 7 and 9 and learn how to get 50 percent of lift tickets and a \$300 airfare credit). Thanks also are due to Silver Mountain in Northern Idaho and the Pocono Mountain Visitors Bureau of Pennsylvania. These entities, on opposite sides of the country, also played a large part in getting this printed. We also would like to thank all the many lodging properties that you will find throughout our 115th edition.

A new product, AirFlare, also joined us this ski season, and we thank them as well. It is a great concept that turns your phone into a rescue device even when you have no cell service, or simply use it to help you locate your friends for après ski. We hope you saw their ad on the back cover. The app should be on every skier's phone. Please read the AirFlare article on page 3 if you have not yet done so.

We can now say we have continuously printed in every ski season since our first edition in November, 1988.

NEW RULES FOR 2020-21

At press time on Dec. 1, besides everyone wearing a mask, here is what you need to know. Day tickets, if available, will be limited, so make your reservations early if you do not have season pass. If you do have a season pass, reservation requirements will vary from pass to pass and resort to resort. You may not be eating breakfast or lunch at an on-mountain restaurant. You may be tailgating. Depending on your resort, they may have tents outside under which you can eat your "to-go" pre-wrapped sandwich. In most cases, you may be putting on your ski boots at your car, if you can get a parking reservation.

The most important thing you can do is plan ahead. Know before you go, and you will have a great days skiing this season. Let's all hope that soon everyone who wants a vaccine will be able to get one, and hope that things might ease a bit.

We at SKIER NEWS and our advertisers are very optimistic about this ski season. You can tell by looking at their discounts and offers to get you back on the slopes. Ski resorts across America have been working very hard to enact all proper precautions to keep us as safe as possible from this virus while we are on the slopes.

We all hope you are as optimistic as we at SKIER NEWS and the ski industry are.

Mask up, wash your hands and stay safe and healthy.

OUR USUAL CLOSING THOUGHTS

Once again we ask God to bless our troops in Afghanistan, the Middle East and all around the world, as they continue to defend America against terrorism and evil-doers so that we can continue to enjoy the blessings of liberty here in our beautiful homeland.

Please continue to travel safely and enjoy the freedom of skiing. Do not forget also to thank all of our local heroes for helping to preserve our freedoms and our fine way of life.

Thank you for reading SKIER NEWS over the past 33 years and 115 editions.

We hope you continue to read it, enjoy it, visit our websites, all linked from our homepage at www.skiernews.com and contact our advertisers for info and deals.

Think snow and think vaccine!

ON THE COVER

ALTA SKI AREA in UTAH

Alta is known for steep and deep, but it also has beautifully groomed trails for families and beginners.

McKenna, on the cover, is all smiles, as she heads to the lifts to plan her day.

Alta is one of four Visit Salt Lake areas and you can use a Salt Lake Connect Pass to ski them all. Read more in the article above. Also learn how you can get perks and save money on your visit.

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We are now printed on gluten free paper with no GMO's!

SKIER NEWS, published by The Skier News, Inc., a New Jersey Corporation, distributes three national and five regional editions for the ski season, from October through April. These double issues are labeled October-November, December-January and February-Spring. Summer and Fall issues are published online at www.skiernews.com and www.skiernews.net. The inaugural issue was published November, 1988, in the ski industry, that was eons ago.

SKIER NEWS gratefully acknowledges the assistance of all of the fine organizations associated with skiing and we are by concept dedicated to promote skiing. We believe that the term "skiing" should be the all-comprehensive, generic term for all snowsports.

Appreciation is hereby, once again, proclaimed to Mark Bunzel, now of Washington state. His original technical and computer suggestions, in 1988, helped make the first issue possible. Now he publishes Fine Edge boating books in the Pacific northwest.

Thanks again to the pre-press and press room staff of Brad, Dan, Jim, Chris, Joe and many, many more.

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No animals were killed or maimed in the production of this publication. This publication was not tested on animals.

Unsolicited manuscripts will be used as kindling for our office wood stove or deleted with a loudly vocal "woo-hoo."

One more thing, we do not use a period to end a sentence when that sentence ends with a web address, URL. Some knuckleheads might think that the period is part of the web address! Not you, of course, but the guy who picked up the copy just before you or maybe the other guy also at the rack, but don't stare. Just in case we forgot to eliminate one, you would know better than to use the period. Thanks. Why are you still reading this fine print?

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