

COME to SALT LAKE CITY for the SCENERY, STAY for the SCENE - and SKI for FREE on THEM

SALT LAKE CITY, UT – Welcome to Salt Lake, a place where diverse pastimes, eclectic cultures and stunning landscapes come together in the modern mountain hub of the West. Ordinary was left behind a couple of stops and a couple centuries ago.

This is why

Every winter, Salt Lake transforms itself into “America’s Ski City,” Utah’s urban gateway to The Greatest Snow on Earth®. Offering one of the most exhilarating and adventurous ski vacations in the world, it is the ideal urban basecamp for skiers and riders who enjoy the winter playground of the Wasatch Mountains. Options are endless. It is all about maximizing time on the slopes coupled with vibrant nightlife and diverse cultural experiences.

Salt Lake combines the endless urban activities and rich cultural offerings of a big city, but with quick mountain access. From its vibrant downtown, it is just a 35-minute drive to Big and Little Cottonwood canyons where Alta, Snowbird, Brighton, and Solitude, four of North America’s greatest mountain resorts, each average 500 inches of Utah’s famous powder each winter.

Talk about value

While traditional ski vacations come with high-season resort pricing, Salt Lake offers tremendous deals while delivering on a world-class getaway. From 5-diamond luxury hotels and snowy mountain lodges to modern urban hotels in the heart of city life, it is all minutes from the slopes. In addition, with more than 20,000 hotel rooms throughout the valley and hundreds of restaurants and bars, there is something for every budget.

Once you have had your fill of famous Utah powder, be sure to enjoy après ski Salt Lake style. There are dozens of brewpubs, bars, cafes and James Beard nominated dining options open to satiate all tastes. Catch a Utah Jazz basketball game or a touring Broadway show such as Hamilton at the Eccles Theater, or the internationally renowned Utah Symphony. If you are staying slope-side, do not miss out on the amazing offerings the ski resorts have to keep everyone busy and happy. From award-winning restaurants and bars to educational tours to activities for the entire family, each resort has unique and intriguing offerings.

A ski-for-free deal

This winter they are offering free skiing to sweeten the deal. Thanks to Visit Salt Lake’s “West of Conventional” newest travel campaign, when visitors book three or more nights in participating Salt Lake lodging properties, they can select two (2) free one-day Midweek Salt Lake Ski



SALT LAKE CITY, UT - Smiles continue for these happy guests with Utah’s scenic Wasatch Mountains as the backdrop. This winter they are “West of Conventional” with two free one-day midweek Salt Lake Ski Super Passes with their booking of three nights minimum, at participating Salt Lake lodging properties. With their passes they can enjoy either Alta, Brighton, Snowbird or Solitude. Please see the article for more.
Austen Diamond Photo courtesy of Visit Salt Lake

Super Passes (www.visitsaltlake.com/westofconventional).

The Salt Lake Ski Super Pass is your all-in-one lift ticket to Salt Lake’s Cottonwood Canyons’ ski resorts. With the Midweek Super Pass, you can access the storied terrain of Alta, Brighton, Snowbird and Solitude, Monday through Thursday with direct-to lift access*. The Super Pass also includes free transportation to and from the resorts via UTA ski buses and TRAX light rail plus equipment rental discounts at participating rental locations. That is a value of over \$240.

Other perks available

If you do not need free ski passes, you can choose between two (2) free two-day Salt Lake Connect Attractions Passes or two (2) free three-day Salt Lake Brewery Passes when booking two or more nights in participating Salt Lake lodging properties. The Salt Lake Connect Attractions Pass puts 16 offerings at 13 of Salt Lake’s most popular urban and mountain attractions in the palm of your hand.

The Salt Lake Brewery Pass introduces beer lovers and

drinkers to the area’s award-winning craft ales, lagers, porters and ciders at more than a dozen of Salt Lake’s top brewpubs by offering a \$5 credit toward the purchase food, beverage or merchandise at each of the participating breweries.

If the storms keep rolling in or you are looking to extend your ski days into the weekend, the Salt Lake Ski Super Pass is sold online and offered in increments of three to 10 days (valid over a 14-day period) with no blackout dates. Per-person savings range from \$78 for a 3-day to \$330 for the 10-day Super Pass.

In the modern mountain hub of the West, things that would not ordinarily go together blend effortlessly, creating an eclectic and creative spirit that brings better thinking and fresh ideas to the world. It is their hope that your experience there is inspiring and that you leave Salt Lake changed for the better.

For more information and to book your stay, head over to www.VisitSaltLake.com.

The Small Print:

* Direct-to-lift access available only at Alta, Brighton, and Snowbird. To gain lift access at Solitude, users must validate Super Pass at Solitude resort lift ticket window daily.

* Visit Salt Lake Bound West of Conventional value-added offers are available for all Salt Lake County participating lodging properties booked on the www.lodging.visitsaltlake.com website. Minimum night stay requirements must be met to access free offers. All free value-added offers are available on a limited basis and may sell out at any time. You must opt to choose only one (1) of the value-added offers to be combined with your lodging reservation as multiple offers cannot be combined.

* All free passes will be issued under the primary reservation holders name and email and are non-transferable nor refundable.

For More Info

This season, experience Salt Lake City and Utah’s “Greatest Snow on Earth” and learn what locals know about a great winter experience.

Read, view and share this page online on at: www.skiernews.com/Jan2022-VSL-Editorial.pdf

For more Salt Lake Ski Super Pass info about their four great resorts and to learn more about the ease of getting to Salt Lake, check out their comprehensive websites at: www.visitsaltlake.com

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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 117, since 1988.

DON “SNOSHU” THOMPSON - UNIQUELY TALENTED

On Sept. 17, SKIER NEWS lost one of our original writers from 1988, Don “Snoshu” Thompson. Don was a long-time ski and golf writer who passed away at the age of 91, from complications from pneumonia. His nickname was derived from the 1860s mailman who trekked the region on snowshoes. He turned his Snoshu moniker into a synonym for Reno-Tahoe promotion. We met Don and his wife Norma at many ski events. Later, when in Tahoe, we would visit them in Reno at their lovely home in summer and winter. He will be missed.

Snoshu learned to ski in 1948 at Sky Tavern on the Mt. Rose Hwy. He was a member of the University of Nevada Reno ski team but that was interrupted by his service in the Korean War. He later returned to the UNR ski team. He pioneered publicity for Tahoe skiing in the 1960s by producing the weekly “Snoshu Tracks” report that he mailed to subscribers. He once skied 15 area resorts in one day, bragging about the number of ski resorts and golf courses within an hour of Reno, a major city with a major airport. At age 68, he teed off at one hole at 40 area golf courses in one day. He was a longtime ski writer and covered three winter Olympics. On Sept. 24, 2021, his obituary was the lead sports story on Reno’s www.rgj.com/sports/

For much more on the life of a true local Reno-Tahoe legend please see: www.skiernews.com/2021-09-17_SnoshuPhotos&Obit.pdf

DAVID VAN DAME, THE SNOW FARMER, A UTAH LEGEND

Last winter we were informed by Alta’s marketing director, Brandon Ott, to visit their website and view the snow farmer video. We did and we were amazed. Van Dame was 74 and passed away on Oct. 17, after a battle with cancer. His skiing legacy will live on at Alta and with everyone who watched the video. Unlike Snoshu, we never met David. He was so beloved by the staff at Alta that, announcing his passing, they wrote;

“Alta will not be the same place without you. You taught us all how to love every moment in the mountains, how to live a life worth living, with a focus on simple pleasures not material things.

“Donning your faded red jacket, wool-knit hat and Pocket Rocket skis, you showed us how to effortlessly ski deep powder for 48 years at Alta. You have inspired our entire mountain community with your calming demeanor, unwavering voice and gentle smile—almost always obscured beneath your frosty ice beard.

“It is difficult to capture the impact that you have had on the Alta family, as it has been far-reaching over many generations of Alta skiers. You are an artist and the mountain has been your canvas. This is only the beginning of trying to tie together your life’s work in these mountains.

“Thank you for spending your days farming snow in the upper reaches of Little Cottonwood. We will forever save a spot for you on the Wildcat double chair.”

Please view his amazing skiing and hiking abilities, filmed last February when he was 73, at: www.alta.com/stories/steeped-in-tradition-episode-8-farmer

SKI EQUIPMENT SUPPLY

Supply chain issues are, at press time in late October, hitting the ski industry. The bottom line, if you are thinking about purchasing outerware or purchasing or renting ski gear do it as soon as possible. It may not be available later. Also keep visiting your local ski shop and maintain your equipment to keep it in great shape.

OUR USUAL CLOSING THOUGHTS - THINK SNOW, SKI SAFELY and STAY WELL

Once again we ask God to bless our troops in the Middle East and all around the world, as they continue to defend America against terrorists and other 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. Also, do not forget 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 34 years and 117 editions.

We hope you continue to read it, enjoy it and visit our websites, all linked from www.skiernews.com and please contact our advertisers for the great deals they provide.

ON THE COVER

STEAMBOAT SKI RESORT

Steamboat’s base area has undergone a huge redevelopment beginning with demolishing their administration building. An escalator will now help guests avoid the maze of steps leading to the lifts. They also moved the Gondola Base to an on-slope spot. This will enhance the Steamboat Square experience by moving gondola riders on to the snow instead of amassing in the Square.
Please read more on page 8

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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 two national and two regional editions for this ski season, from November through Spring. These double November - Mid-January and Mid-January - Spring, Summer and Fall issues are published online at www.skiernews.com. The inaugural issue was published November, 1988. in the ski industry, that was pre-historic 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 consider the term “skiing” to be the all-comprehensive, generic term for all downhill 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 edition possible. Now he publishes Fine Edge boating books in the Pacific northwest.

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

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SKIER NEWS is published in the shadows of the beautiful but now defunct, formerly rope-tow serviced Belle Mountain Ski Area in Hopewell, New Jersey, Exit 7-A. Printed in New Jersey off of Exit 3.

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 URL address. 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. But 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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