

FEEL the REAL UNREAL in MAMMOTH LAKES, CALIF.

MAMMOTH LAKES, CA – Let us address the Mammoth in the room. Last year, Mammoth Lakes had an unreal record-breaking ski season with a whopping 700-plus inches of snow. Visitors were able to ski through July, and locals are stoked for what is shaping up to be another stellar year. Surrounded by boundless acres of breathtaking national forest, encompassing one of the biggest, and one of the best, skiing and snowboarding resorts in California, Mammoth Lakes is a West Coast wonderland. Superior snow conditions, a giant vertical drop and a monster 400 inches of fresh powder per year prove that California's premier four-season alpine destination lives up to its larger-than-life name. The only downside? You cannot capture it in a snow globe and keep it forever.

At an elevation of 11,053 feet and home to the highest lifts in California, the mountain towers over the competition. With 28 lifts, 151 trails, 3,500 skiable acres and an impressive 3,100-foot vertical drop from the summit to the base lodge, you are guaranteed thrills and excitement at every turn. Whether this is your first trip or you make the pilgrimage every year, this mountain always delivers something new and unique. No wonder it is a bucket-list destination for any skier or snowboarder in the country. The fun does not stop at the slopes. Mammoth Lakes has over 3 million acres of wide-open wilderness to explore. So, slip on some snowshoes and trek up to Minaret Vista for unreal views of Mammoth Lakes' signature mountain skyline. Glide across more than 140 miles of cross-country trails. Or whiz around the Mammoth Ice Rink for family-friendly skating with a wraparound view. Whatever you are into, a multitude of winter activities ensures that there is enough fun for everyone.

Did we mention that the mountain got over 300 inches more snow than average in 2022-23? Add in Mammoth Lakes' average of 275 days of sunshine per year and that equals an unreal alpine destination. Where else can you barrel down a powder-soft mountain while the California sun beams through an azure sky and crystalline lakes glim-



MAMMOTH LAKES, CA - Gently sliding down one of Mammoth Mountain's powder filled trails this skier is focused and may be missing the spectacular above the clouds view. Mammoth received more than 700 inches of snow in the 2023-24 winter season which lasted until August 6th. Powder days as well as cruising days were plentiful.

Christian Pondella photo courtesy of Mammoth Lakes Tourism

fewer crowds, more opportunities to break personal records and less background noise. Lift tickets cost less, too. In addition, midweek ski days come with midweek après-ski specials, on and off the mountain. Expect to get food and drink discounts at some of your favorite local hangouts. Accommodations are also often more affordable mid-week. From cozy chalets with mountain views to boutique hotel rooms in the heart of town, you have the best options available at the best rates.

When it comes to massive snowfalls paired with bluebird skies, California's premier alpine destination serves up the best of both worlds. Moreover, the High Sierra climate gives it one of the longest seasons in the country. And this winter is already looking to be even more unreal than usual, with local meteorologists predicting that visitors will be able to ski and snowboard from early November to mid-summer again. Make this ski season your best one yet, and do not miss out on a chance to feel the real unreal at Mammoth Lakes.

Getting to Mammoth Lakes

Getting to Mammoth Lakes is easier than ever. Book on United Airlines and fly into Bishop from around the country, with nonstop service from San Francisco and Denver. In addition, Advanced Air offers another option for regional travelers. Grab a nonstop flight in under an hour from Carlsbad or Los Angeles. Learn more about flying to the area and get all kinds of insider info about the best sights to see, places to eat, and things to do once you arrive at www.visitmammoth.com. #KeepMammothUnreal

View, read and share this page online at: www.skiernews.com/Jan2024-MammothEditorial.pdf

For more, please listen to the Mammoth Lakes podcast episodes, visit: www.AlwaysUpright.com and easily find them linked from the West section label.

Please find more great Mammoth Lakes info at: www.visitmammoth.com or at: #KeepMammothUnreal

mer at the base? Where else can you soak in the warm hues of a California sunset while breathing in crisp mountain air and savoring the warmth of a fire by your feet after a long, rewarding day on the slopes? Where else does real life feel so unreal? When you come down from the clouds, you are greeted with a small-town experience that feels just as unreal. Simply head to The Village at Mammoth, where relaxation and après-ski vibes are at their highest. Enjoy a tasty bite or a hot toddy at a local restaurant. Snag a one-of-the-kind souvenir at one of the shops or enjoy live music as you hit the bar scene. Thanks to the free shuttle service, it is easy to take it all in. Simply hop on the trolley and explore a kaleidoscope of local shops and wonders.

Mammoth Lakes has a lot to offer any day of the week, but on weekdays, you practically have the place to yourself. Consider booking your trip beyond the weekend and discover a whole other side of Mammoth Lakes that ensures more runs and less wait times, more thrills and

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 121, since 1988.

Get ready for our podcast episodes at: www.AlwaysUpright.com

When you are skiing or snowboarding, it is best to be always upright. That is one of the reasons why SKIER NEWS decided, when we launched our podcasts, to name our newly minted podcast episodes just that. You can find the episodes online at www.AlwaysUpright.com. The series has interviews with ski industry insiders as well as legends in music, entertainment and sports. Many episodes were recorded at the American Century Championship in Lake Tahoe in July by Publisher, Dave Leonardi. SKIER NEWS is working media at the event.

The home page is divided into three landing pages. They are Western Ski News; Eastern Ski News and Sports and Entertainment. Larry the Cable Guy gets it done in his Entertainment based podcast as well as WVVE's The Miz, both are funny and informative.

Also on the series, you will also find music legends Jay Demarcus, formerly of Rascal Flatts, and Jason Scheff, formerly with Chicago. They discuss their new project, Generation Radio, a band that also features very talented musicians from great rock bands of the 70s and 80s.

Our sports episodes kicked-off in 2022 with NHL star, Washington Capitals forward, TJ Oshie. TJ discusses the comparison of eye-hand coordination for both golf and ice hockey. We just caught up to TJ once again at The American Century Golf Championship in Lake Tahoe last July. Alex Killorn, now with the NHL's Anaheim Ducks is also interviewed.

MLB's perfect game pitcher David Wells and Cy Young Award winner John Smoltz have separate podcast interviews as well as Jason Werth, Phillies World Series Champion.

NFL legend Joe Theismann, Super Bowl back-up QB David Carr and Place Kicker Robbie Gould highlight the football interviews along with Eagles' Super Bowl winning head coach, Doug Peterson.

Most of these interviews are about eight minutes or less

Log on to find in-depth individual interviews with our Skiing Legends series featuring Bode Miller, Dan Egan and Donna Weinbrecht, the first woman to win Olympic Gold in Freestyle Mogul Skiing in 1992.

Many hospitality and ski industry marketers and PR spokespersons are interviewed as well and comprise the majority of the podcasts. More episodes will be added and will continue throughout the ski season.

Check it out at www.AlwaysUpright.com and sign up also for our email updates.

SNOWFALL CAN BE DANGEROUS ANYWHERE

Be careful in the deep stuff, avoid tree wells and download the AirFlare amazing rescue app. Use the QR code in their ad on the bottom half of page one, below the cover photo. You will get six months free and another six months for just \$4.99. Is your life worth \$4.99? Please read about AirFlare on page 6 and read about the life the app saved of a woman skier last winter at Soldier Mountain in Idaho. If you are on our email list you can use a link in our next email to get the app free for a year. As usual some small restrictions apply.

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

Once again we ask God to bless our troops 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 36 years and 121 editions.

We hope you continue to read it, enjoy it, our websites and podcasts. All are linked from

ON THE COVER

ALTA SKI AREA

Alta celebrated their 85th ski season last winter with 903 inches of the white stuff.

Alta and many other Ski Utah resorts had a fantastic snow-filled year.

Can they handle that much record setting snow again?

Alta claims they are ready for an encore!

See the 2022-23 powder shots in this edition of SKIER NEWS.

Please visit www.alta.com for updates, and read more on pages 7 & 8

Copyright November, 2023, The Skier News, Inc. S.S.N. 1094-0960 Vol. 37 Issue 121
 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 editions are labeled November-January and 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, Tim, 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 formerly were used as kindling for our office wood stove and now digitally deleted with a loud "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 when typing the URL. Thanks. Why are you still reading this fine print?

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