

FOUR RESORTS and EIGHT REASONS to ADD SKI CITY to YOUR WINTER LIST

SALT LAKE CITY, UT – In winter, Salt Lake affectionately becomes known as Ski City. This is a place where a lively downtown scene meets world-class skiing. It is a place where locals and visitors alike share the stoke of last night's storm. It is not your typical resort experience. It is so much more.

Whether you are coming with family, a group of friends or travelling solo, there are many reasons to visit Ski City. Here are the top eight.

The Snow

For serious skiers, this list could start and end here. A dry, desert climate means the snow is light, fluffy and a joy to ski. Thanks to the lake effect, storms pick up extra moisture as they pass over the Great Salt Lake and drop it in the form of snow on the Cottonwood Canyons, home of Ski City's resorts. The four resorts, Snowbird, Brighton, Solitude and Alta, average approximately 500 inches each season. Utah powder days are described with terms like "chest deep" and "hero skiing" for a reason. If you love groomers, fear not. Each night the four resorts groom a large percentage of trails to perfection.

The Resorts

Utah has many great places to ski. However, these 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 Ski City, you owe it to yourself to experience all four of these unique resorts.

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. Please read more on page 2.

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.

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



SNOWBIRD, UT – Overlooking Mineral Basin atop Snowbird, skiers delight in deep snow and majestic mountain views. Snowbird along with the other three Ski Salt Lake resorts - Alta, Brighton and Solitude annually receive huge amounts of Utah's famous "Greatest Snow on Earth."
Photo courtesy of Ski City

want to hit the slopes, you are in luck: Brighton has the best night skiing in Utah.

Solitude – Solitude holds up to its name. Known for 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 among a wide variety of restaurants; even if you are from a big city, you will be impressed with Salt Lake's food scene. In addition, it is easy to grab a drink at a downtown bar, catch a Utah Jazz NBA game or see a Broadway musical at Eccles Theater. 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. Ski City has all the typical urban activities you would expect, and a whole bunch of stuff you would not. Axe throwing, anyone? If you are feeling ambitious, you could even take a scenic drive to Arches National Park as Utah's famed Red Rock country is only a few hours from Ski City.

Value

In Ski City, 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 Ski City 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 Ski City resorts, and it offers free transportation on UTA ski buses and TRAX light rail. Customize your Super Pass for three to 10 days of skiing, and skip the ticket line by purchasing online at www.skicitysuperpass.com.

Access

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. With four resorts, hundreds of hotels and thousands of restaurants all within 40 minutes, ski trip logistics have never been easier.

Ski in the morning, golf in the afternoon

Seriously, you can do it. March and April can provide some of the year's best skiing, and because Ski City is 4,000 feet lower in elevation than the resorts, you can enjoy afternoon spring activities in the valley while winter is still going strong in the mountains.

"A Different Adventure Every Day" means just that and no two days in Ski City have to be the same. Welcome to a place where you can mix and match resorts, lodging, restaurants and activities to create your ultimate ski vacation.

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 our full-page website at: www.skiernews.com/Oct2019-Utah.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 website at: www.skicity.com

UTAH SKI RESORTS ARE GEARED UP for 2019-20

SALT LAKE CITY – Ski season in Utah is about to be in full swing, and the state's ski resorts have made improvements for another winter of skiing, riding and playing in The Greatest Snow on Earth®. With a variety of new offerings, including new lifts, hotels, restaurants, and even a new resort, Woodward Park City, visitors will find unique experiences all across the state with a variety of options for families, friends, and powder-chasing fanatics.

WHAT'S NEW:

Alta Ski Area

Alta has expanded Alta Ski Shop operations to the family-friendly Albion Base Area with the original location remaining at the Wildcat Base Area. Building off the momentum from this past season, Alta will again dedicate up to 25 percent of the Wildcat parking lot for carpools with three or more people per vehicle. Alta has also hired a new Director for the Alta Environmental Center. Alf Engen Ski School is also thrilled to collaborate with the Snowpine Lodge and the Alta Peruvian Lodge, offering new performance ski camps for the 2019-20 season. For more: please see the article on page two and visit: www.alta.com

Brian Head Resort

Nearly \$6 million in capital improvements continued on schedule at Brian Head Resort this summer and fall. The improvements benefit guests resort-wide, with a new high-speed lift, new grooming equipment, snowmaking improvements, replacements and upgrades in the rental shop ski and snowboard inventory, and additional enhancements to other on-hill facilities.

The new high-speed detachable quad chairlift (Navajo Express) replaced the Resort's existing fixed-grip triple chairlift that has served Navajo Mountain for more than 30 years. With both base areas (Navajo and Giant Steps) now served by high-speed chairlifts, guests will be able to access the top of both mountains faster, smoother and more comfortably than ever before.

Other noticeable on-hill improvements for the 2019-20 ski season begin with the ever-popular Navajo Snow Tubing Park, now relocated and expanded with more lanes and longer runs. A new Sun Kid magic carpet has replaced the cable tow to transport tubers to the top of the hill more efficiently. Moreover, an additional on-mountain surface conveyor installed at the top of Navajo Mountain improved lift-to-lift access. For more: www.brianhead.com

Brighton

Brighton added additional snowmaking on the Canyon run near the Milly Base area, enabling access to the Milly lift sooner in the season than before. Taking advantage of already existing RFID technology, the resort also launched a redesigned purchasing portal for online sales, which will drastically improve the customer checkout experience and make it easier than ever to shop Brighton online. For more: www.brightonresort.com

Deer Valley Resort

Deer Valley invested \$7.6 million in improvements for

the 2019-20 season. The improvements include new RFID technology, digital signage, snowmaking and grooming enhancements, and upgrades to the transportation fleet.

RFID technology with new gantry gates and scanning for electronic ticketing were added around the resort. New ticketing media, with built-in chip technology, enables the resort to use the best available technology to increase and upgrade the guest experience. New digital signage at the resort's base lodges enhance the guest experience by having real-time information available on ticketing and pricing, lift operations, grooming conditions, and other mountain and lodge related information.

The enhancements to the snowmaking systems include the purchase of additional low-energy guns and five new fan guns, upgrades to the control systems, and the replacement of several thousand feet of snowmaking pipes. The purchase of four new Prinoth snowcats also enhanced and expanded grooming.

In addition to these improvements, Deer Valley completed upgrades to the guest transportation fleet and replaced the ski rental shop inventory with the newest Rossignol equipment.

Park City Mountain

Tombstone BBQ has long been a favorite dining tradition on Park City Mountain, serving mouth watering house-smoked meats, homemade sauces and ice-cold beer. That tradition began a new chapter this winter. They added a permanent restaurant on the site of the old food truck and BBQ shed. The new space includes heated indoor seating for up to 50 guests, ample indoor restrooms, a draft beer bar, a wood-fired BBQ pit and a full kitchen serving up all the Tombstone classics. Outdoor picnic tables continue to offer guests a relaxed, al fresco dining experience with views of the surrounding mountains. In pursuit of Vail Resort's commitment to zero, disposable plates and cups will also be replaced with environmentally friendly reusable service ware. For more: www.parkcitymountain.com

Snowbasin Resort

Snowbasin Resort made several improvements this year, including major upgrades to Earl's Lodge, significant improvements on the intermediate experience off the John Paul lift, and improved accessibility at the base of the Wildcat lift.

The major upgrades to service in Earl's Lodge increased the ease of guest flow and speed of access with additional grab-and-go options, elevated food quality, and new food and beverage stations. Snowbasin favorite menu items, such as the cheese fries, remain on the menu.

On the snow, the resort added snowmaking to the area that was improved and widened last summer near Mt. Ogden Bowl road. This accelerates the early season opening of the John Paul lift. They removed the medical clinic building from the Powder Puff area by the base of Wildcat lift. Snowbasin is grateful for the long-standing partnership with Intermountain Health Care, and for the new clinic facility in

the base area. This relocation provides easier access to the Wildcat chair for all guests and expands the beginner terrain footprint in the base area. For more: www.snowbasin.com

Snowbird

Snowbird's newest dining experience, SeventyOne at the Cliff Lodge, is a throwback to the mountain's early roots. The new restaurant features American grill favorites, an open kitchen and a retro vibe. Take in the expansive mountain views while you enjoy a relaxing meal or quick drink at the bar. Prepare yourself for a new flavor at Snowbird with a sophisticated, 70s twist on comfort food and contemporary American fare.

Solitude Mountain Resort

Solitude Mountain Resort announced the opening of a walk-up waffle window at the Moonbeam Center. This new dining option offers fresh, piping hot Liège-style waffles with a variety of toppings, plus other take-away snacks and beverages.

Solitude's mountain operations team acquired a new Prinoth Leitwolf snowcat, the latest addition to Solitude's grooming fleet, and undertook a major brush clearing initiative during summer 2019. Both of these investments support Solitude's commitment to remaining a market leader in slope maintenance, ensuring a high-quality guest experience. For more: www.solitudemountain.com

Woodward Park City

Woodward Park City, the nation's first all-in-one action sports and ski resort, features a fully integrated, state of the art campus, complete with indoor and outdoor action sports venues for year-round adventure. Located just 27 miles from the Salt Lake City International Airport, Woodward Park City will be open 365 days and nights a year. Woodward Park City is designed from the ground up to encourage intuitive growth and progression in 10 different sports and activities. From lift-accessed snowboarding, skiing, and tubing in the winter to biking and skating in the summer, Woodward Park City should be on every Utah visitor's must-do bucket list. Access is available through all-access tickets, day sessions, lift tickets, drop-in sessions, day camps, lessons, monthly memberships, and special events. For more: www.woodwardparkcity.com

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Ski Utah is the marketing arm of the Utah Ski & Snowboard Association and has been creating brand awareness of and demand for Utah's winter sports product since its inception in 1978. Head to www.skiutah.com/trip-planner to start planning your trip.

Information about Ski Utah and its members can be found at www.skiutah.com, on Instagram and Twitter @SkiUtah and on Facebook at www.facebook.com/skiutahyeti.

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