

NATIONAL • LOCAL • REGIONAL - AMERICA'S FREE SKI PUBLICATION

# SKIER NEWS®

IMPROVE YOUR SKI POLE USE - p. 6 • NEWS from WESTERN and REGIONAL LODGING PROPERTIES

BIG SKI DEALS in JACKSON - p. 2 & 3 • AIRFLARE RESCUE - p. 6 • ALTA & SKI UTAH SNOW RECAPS- p. 7 & 8

NOV - JAN 2024 • • VOL. 37 • ISSUE 121 • • THINK SNOW EDITION

Lee Cohen photo courtesy of Alta Ski Area • [www.alta.com](http://www.alta.com)



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ANOTHER POWDER DAY at ALTA

GLIDING THROUGH the COLD SMOKE of ALTA on ONE of MANY PURE POWDER DAYS LAST WINTER at ALTA SKI AREA in UTAH.

ALTA CELEBRATED THEIR 85th YEAR in 2022-23 with a RECORD SETTING 903 INCHES of SNOW.

ENJOYING THEIR TURNS ARE THORN MILLER on the LEFT and TYLER PETERSON on the RIGHT. PLEASE SEE MORE on PAGE 7.

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# JACKSON HOLE HAS ACCESS with 12 NON-STOP CITIES, FLIGHT CREDIT SAVINGS and GOLDEN TICKET – with 595” of SNOW LAST WINTER THEY BEAT THEIR AVERAGE

TETON VILLAGE, WY – Take an awesome ski resort with fabulous terrain for any ability, add many recent winters of more than 500 inches of powder and a Golden Ticket promotion that takes half off your daily ticket, and it becomes more awesome. Combine that with non-stop flights from 12 major U.S. cities: Atlanta, Chicago, Dallas, Denver, Houston, LA-LAX, Minneapolis, Newark, Salt Lake City, San Diego, San Francisco and Seattle. You can earn up to a \$400 airfare credit when you book by calling 1-866-265-4037. There are many incentives that provide reasons to visit JHMR. The Golden Ticket Strikes Again

Skiers and snowboarders who own a valid 2023-24 winter resort season pass anywhere in the world can go to JHMR, aka The Big One, and receive a very special rate. Travel to Jackson Hole Nov. 24 to Dec. 20 in 2023; Jan. 16 to Jan. 24 or March 18 to April 14 in 2024, and receive a 50 percent discount on lift tickets based on the current daily window rate. Lift tickets are subject to availability, as daily capacity is again limited this year.

Advanced purchasing is highly recommended for this deal. For the details on this great deal, visit: [www.jacksonhole.com](http://www.jacksonhole.com)

### The Thunder High-Speed Quad Rolls Along

Last winter Jackson Hole upgraded their lift system as they replaced their regular speed Thunder Quad with a high-speed quad. The result is easier and faster access to the famed Laramie Bowl as well as the Grand Trail to the Sublette Quad. It also makes access quicker to the Amphitheater area. Getting to Jackson Hole Mountain Resort

Jackson Hole Airport (JAC) is the only commercial airport in the United States located within a national park, Grand Teton. Upon arrival at the airport, you are an easy 30-minute drive to the mountain resort by car, taxi or rental car. There are no mountain passes, tunnels or four lanes of bumper-to-bumper traffic. Once in Jackson, their public bus system, named START, allows



JACKSON HOLE, WY – Wheels down for another flight landing at Jackson Hole Airport (JAC) with the beauty of the Grand Teton Mountains as a backdrop. Find easy access with non-stop flights from 12 major U.S. cities. It is easy to book your flight, just call 1-866-265-4037. JHMR has 4,139 vertical feet of great terrain on 2,500+ acres, half of which are beginner trails and intermediate terrain.

Photo courtesy Jackson Hole Mountain Resort

for efficient and affordable travel between the town of Jackson and the ski area at Teton Village. Rental car agencies are plentiful, as are taxis in the town of Jackson.

### Save \$400 per Person, Book Now & Save

Receive up to \$400 off your airfare per person when you book your roundtrip flights, lodging, and lift tickets or an equivalent winter activity. Now is the time to book and save. Whether you are a family of four, a group of friends or a couple, you will find your adventure in Jackson Hole.

JHMR worked with several major airlines to save you up to

\$400 on each flight you book to Jackson Hole, based on how many nights you stay.

Staying three nights? When you book a vacation, hotel and \$200 in qualifying activities, you save \$200 on each flight; an \$800 savings in flights for a family of four. Planning a 4-night vacation in Jackson Hole? Receive \$300 in savings on each flight when you book airfare, hotel and \$300 in qualifying activities. Looking for even more savings? Plan a 6-night stay with \$400 in qualifying activities and save \$400 on each flight.

Book air, lodging and qualifying activities like skiing, snowmobiling or a wildlife adventure, and you will get the flight discounts immediately, no need to wait for a refund check

Call them at 1-866-265-4037 or scan the code in the ad below, and they will help you plan your family's perfect winter escape today.

### Lodging

The wide range of lodging options available around Jackson Hole is as varied as the ski area terrain. Select from standard hotels to high-end resorts. Any setting you choose, the mountain resort or in town, you are sure to love your stay in Jackson.

### Kings and Queens of Corbet's - Feb. 3 to Feb. 10

No ski resort in North America has a chute as legendary as Corbet's Couloir. It is a crucible where skiers go to prove their mettle, or more often, to retreat in fear. The run is named for Barry Corbet, a mountaineer who in 1960 spotted a narrow crease of snow shaped like an upside-down funnel, high up on Jackson Hole. Author Christopher Stenner wrote that Corbet remarked, "Someday someone will ski that."

The 2024 Kings and Queens of Corbet's event is set for Sat., Feb. 3 to Sat., Feb. 10, 2024. Qualifying skiers and riders will test their grit and flash their style. The event will be showcased on JHMR's website when completed, log on to see the show and recap.

### Intermediate Terrain

Jackson Hole is known for its challenging terrain. However, did you know they are also ranked highly by many for terrain variety? Rolling groomers, adventurous kids stash parks, and uncrowded long runs are there, too. They have never been complacent at JHMR, and in the last several years, they have prioritized improving the intermediate ski and snowboard experience to give their guests a large variety of terrain to enjoy.

### Mountain Sports School

This winter, Mountain Sports School is again prioritizing health and safety through new offerings with more individualized attention, smaller classes and protocols to provide a safe learning environment. For a full list of safety FAQs visit their FAQ page at: [jacksonhole.com/winter-faq.html#mss](http://jacksonhole.com/winter-faq.html#mss)

Join them for your ultimate mountain experience. They want you to have your best day ever on skis or on a board, and their professional staff is poised to help you do that. Whether you are looking to perfect your turn, explore some new terrain or have someone guide your day, they are there to help.

### Jackson Hole Rendezvous Festival

The Jackson Hole Rendezvous is a spring lifestyle and music festival providing the most iconic backdrops imaginable for the legendary music acts. The events will take place in the historic downtown Jackson Town Square on Friday, April 5, and at the base of Jackson Hole Mountain Resort on Saturday, April 6, 2024. Log on to [www.jacksonhole.com](http://www.jacksonhole.com) for the participating bands and other fun.

### Off Mountain Adventure

If you want a wildlife experience, look no further than the north edge of Jackson at the National Elk Refuge where thousands of elk winter.

The elk begin their migration out of the high meadows in the fall, usually after the first snowstorm. They stay in the refuge through the spring when food in their higher habitat becomes more abundant.

The sleigh rides into the elk herd are available via a private contractor, Double H Bar, Inc. The National Elk Refuge also offers educational and daily programs at the Jackson Hole and Greater Yellowstone Visitor Center. Call 307-733-0277 to book your ride. It is really cool.

Please view, read and share this page with your friends at: [www.skiernews.com/](http://www.skiernews.com/)

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Listen to the Jackson Hole podcast at: [www.AlwaysUpright.com](http://www.AlwaysUpright.com) and find them via the "West" tab.

For all things JHMR, Jackson Hole Mountain Resort, snow totals, great deals and fun events, please visit: [www.jacksonhole.com](http://www.jacksonhole.com)



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JACKSONHOLE.COM



# In JACKSON HOLE YOUR VISIT BEGINS with GREAT DEALS for EVERY BUDGET

À-JACKSON, WY - Whether you are looking to grab a beginner's lesson at Solitude Station on Jackson Hole Mountain Resort (JHMR), cruise the all-new, all blue terrain of the Casper area of the mountain or take a dive into some of JHMR's deep powder stashes, the town of Jackson has lodging choices for you. This is where you will find lodging that is perfect for your ski trip needs and budget. Please consider these choices.

## MOUNTAIN MODERN - YOUR JACKSON BASECAMP

This unique boutique property puts you smack dab in the heart of Jackson and close to everything this glorious destination has to offer. Here you are two blocks from the charming Town Square, five blocks from Snow King Mountain, 10 miles to Grand Teton National Park, 12 miles from Jackson Hole Mountain Resort, 46 miles to Grand Targhee Ski Resort and 55 miles from Yellowstone National Park.

Recently unveiling a massive expansion in October 2022, the 194-room Mountain Modern disrupts the textbook hotel experience with its frontier flair and plaid-to-the-bone stylish design, vibrant atmosphere, whimsical amenities and more, all at approachable rates. Located in the heart of Jackson, Wyo., along the downtown corridor mere steps to the charming, and very famous, Town Square, Mountain Modern is the perfect home base for year-round adventure where you want to spend every possible minute outdoors. Mountain Modern also debuted The Triple M, a design-forward community social hub designed to be a year-round adventure launch pad to explore all the bucket-list adventures that Jackson Hole has to offer.

While there is plenty of adventure just out the front door, Mountain Modern will make it cool to stay in a motel themed style again. Families, friends and solo travelers will find themselves on Mountain Time upon arrival. With a choose-your-own adventure appeal, Mountain Modern guests can hit the slopes at one of the three nearby resorts. You can ski the local mountain, Snow King, in the town of Jackson, head over Teton Pass to the powder-famous Grand Targhee Resort, or head to the big one via their free shuttle service, Jackson Hole Mountain Resort. You can take a hike or wildlife safari in Grand Teton National Park, visit Yellowstone in winter by snowmobile, shop the boutiques and galleries in town, or just sit back and enjoy a hot cup o' Joe by the fire in the Mountain Modern lobby.

Wintertime is special in Jackson and the Mountain Modern in Jackson is a special place to stay.

See their ad on the right and learn about their ski and stay special packages. You can book now by logging on to: <https://mountainmodernmotel.com> or by calling them at (307) 733-4340. Let the saving begin by using the exclusive deal code SKIERNWS.

## TOWN SQUARE INNS - OFFERING GREAT CHOICES

Town Square Inns is a collection of four hotel properties in the town of Jackson, Wyo., including 49er Inns and Suites, Antler Inn, Cowboy Village Resort, and Elk Country Inn. Located near the middle of town, they are a short walking distance from a large assortment of restaurants, shops and galleries.

Nearby Jackson Hole Mountain Resort is only 12 miles away from all of the the properties and a quick ride on the free ski shuttles. Consistently rated the top ski resort in North America, the mountain offers a serene setting adjacent to Grand Teton National Park. Jackson Hole mountain's high rising one-of-a-kind Aerial Tram, combined with fantastic terrain for all ability levels and an unrivaled après ski scene, make it the perfect place to experience. If you are thinking of visiting Jackson Hole this winter, the popular Ski and Stay Packages can help you save on your lodging and lift tickets at Town Square Inns.

## Four Lodging Options from Which to Choose

Stay at one of their four convenient properties, all located within downtown Jackson. Many guests fall in love with the unusual log cabin experience of Cowboy Village Resort. Skiers and snowboarders rave about the new outdoor/indoor hot tub and swimming pool at the Elk Country Inn. View the properties page on their website ([www.townsquareinns.com](http://www.townsquareinns.com)) to select the right accommodations for your needs. Many of the room options include fireplaces, and the properties also feature fitness centers, hot tubs and indoor pools.

## Lift Tickets and Transportation Included

Guests who stay a minimum of three nights will receive amazing package pricing, including lift tickets, lodging and transportation to and from Jackson Hole Mountain Resort. The price for this three-night deal starts at \$475. Town Square Inns' free ski shuttles depart for the mountain from all four properties between 7 a.m. and 10:30 a.m. and the shuttles return in the afternoon between 3 p.m. and 4:30 p.m.



JACKSON HOLE, WY - The new Thunder high-speed detachable quad is double the speed of the old Thunder lift, cutting the 1,450 foot vertical ride time in half to only 3.5 minutes. This means that you will maximize your time on-snow. As JHMR athlete Jim Ryan puts it, "on an excellent day, you never really felt like you got enough. Now, I feel like I might finally be satisfied." Everyone can relate, Jim. See you on the trails serviced by the new Thunder high-speed quad.

Stephen Schelesky photo courtesy Jackson Hole Mountain Resort

It is super simple and easy to hop on the shuttle and make the most of your time on the slopes.

## Stay in the Heart of Historic Jackson

The Town Square Inn properties are all a short walk to downtown Jackson's restaurants, galleries, shops, breweries and nightlife. When you get back from a day on the mountain, the options for dining and nightlife are endless. Remember to take a selfie under the famous antler arches in Town Square. Visit the Cowboy Bar and sit on the bar stools that are made from horse saddles.

Learn more about the fantastic Ski and Stay Package at: [www.townsquareinns.com](http://www.townsquareinns.com) and also see their ad on the right.

Please call 1-800-4TETONS (1-800-483-8667) today to book your winter getaway.

## THE SNAKE RIVER BREWPUB

Rejoice, Jackson's Snake River Brewery is celebrating its 30th year. The brewery began 30 years ago. Since then, the establishment as recently been completely renovated, the beers have won numerous awards and their menu has many great selections for casual dining. Stop in when your in Jackson and join the party, you never know what celebratory event will be taking place.

Relive your Teton adventure with an award winning beer and delicious meal at the Snake River BrewPub. They offer a seat for everyone, from the kiddos to the riders and the lifelong adventurers. Local or visitor, live the Jackson life and unwind with friends at the BrewPub known as "Jackson's Living Room."

At the BrewPub, you will find reasonably priced food items from sandwiches to pizzas to pastas and beyond with a kids' menu to match. Their head chef sets a high standard in the kitchen. Nearly everything is handmade. All of the breads and desserts are created in house using only 100 percent organic flour.

The Snake River Brewery and the Brewpub inhabit an old cinder block building that was previously the base of operations for a Coca-Cola distributor. It seemed to be the perfect spot for Wyoming's first brewpub. The owners wanted an open industrial look with lots of light and exposed steel beams. The brewing equipment and wood burning oven would be the artwork. Their major recent remodel adds to this.

The concept was to create a restaurant and brewing space that was open to the customers to draw guests into the process of making beer. They wanted an unpretentious neighborhood watering hole for locals to gather and tourists to taste beer from the Great State of Wyoming.

They were determined to create a brewpub building that was architecturally excellent in style and offered excellent food and beer.

The Snake River Brewery is located at 265 S. Millward Street in the town of Jackson, Wyo. It is only a few blocks away from the famous town square and walking distance from downtown Jackson hotels.

This is a must stop for après ski or just to enjoy happy hour. You may just meet a real cowboy or cowgirl in Jackson's Living Room, the Snake River BrewPub.

You can learn more about the pub and brewery, their beers, the menu and much more including their recent renovations, at: [www.snakeriverbrewing.com](http://www.snakeriverbrewing.com)

## YOUR WINTER ADVENTURE AWAITS

There is a winter adventure for everyone in Jackson. You can visit Yellowstone National Park by rental snowmobile, or hike or snowshoe in Grand Teton National Park. Both are unique, scenic and great winter attractions. From fly fishing on the Snake River, to snow skiing at Jackson Hole, the area offers some of the best winter experiences in the world. You can also visit the National Elk Refuge and take a guided sleighride into a herd of thousands of elk.

For more info, please log on to the individual websites as listed and view, read and share this page online at: [www.skiernws.com/January2024-Jackson2.pdf](http://www.skiernws.com/January2024-Jackson2.pdf)

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# 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

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

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](http://www.visitmammoth.com). #KeepMammothUnreal

View, read and share this page online at: [www.skiernews.com/Jan2024-MammothEditorial.pdf](http://www.skiernews.com/Jan2024-MammothEditorial.pdf)

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

Please find more great Mammoth Lakes info at: [www.visitmammoth.com](http://www.visitmammoth.com) or at: #KeepMammothUnreal

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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](http://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](http://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 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 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](http://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](http://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](http://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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BEACH RETREAT & LODGE – CONVENIENCE with RESTAURANTS & a LAKE VIEW

SOUTH LAKE TAHOE, CA – The Beach Retreat & Lodge, located in the heart of town, is the best lodging for your South Lake Tahoe ski vacation. Spread across seven acres on Lake Tahoe, each of the 261 rooms features gas fireplaces and a balcony or patio. The Beach Retreat & Lodge is about 1.5 miles from Heavenly and offers shuttle service to and from Heavenly’s lifts. In addition, the Retreat provides s’mores kits to enjoy by the many fire pits and boasts a great selection of hot beverages both children and adults can enjoy.

Sidelines Sports Pub

Sidelines Sports Pub is one of two restaurants on the property. After a long day of skiing down the mountain, relax and embrace the cabin-like coziness. Located in the lobby, Sidelines Sports Pub is a casual restaurant and bar where you can catch the game, sip a cold beer and munch on hearty pub grub. Belly up to the rustic wooden bar and enjoy beer on tap, wine, cocktails and spirits.

The Boathouse on the Pier

The Boathouse on the Pier has become one of Tahoe’s most talked-about dining experiences. It is set atop the hotel’s 1,000-foot pier, where there is an active marina in the summer. This waterfront restaurant and bar features New American Cuisine and panoramic Lake Tahoe views. It is the only place in Lake Tahoe where you can dine on the water. Enjoy a beautiful view of the Sierra Mountains and the tranquility of Tahoe in the winter, while sipping on a warm winter beverage on the balcony.

Meetings, Events and Weddings

You may be in town to ski, but if a winter wedding is your heart’s desire, check out weddings on the beach or the Lakeview Ballroom. Just go to the website to look at the pictures. You may need to find an excuse for a party.

The Beach Retreat & Lodge’s sophisticated 3,200-square-foot Conference Center is the perfect event and meeting space featuring state-of-the-art technology, indoor and outdoor space, a dedicated catering staff and a meetings team that is as good with logistics as they are creativity. The Conference



SOUTH LAKE TAHOE, CA - The Beach Retreat has it all, with two restaurants for you to relax after a great day on the nearby slopes. It is close to Heavenly and about 40 minutes to Sierra-at-Tahoe. The nightlife is nearby as well to make for a fun week or weekend. Photo courtesy of The Beach Retreat & Lodge

Center is a great place to do business during the day before heading out to enjoy the Tahoe nightlife. The Conference Center includes an outdoor deck equipped with fire pits, so you can enjoy the views of the snow-covered lake.

The Beach Retreat & Lodge is located in South Lake Tahoe at 3411 Lake Tahoe Blvd., across from Safeway.

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Please listen to the Beach Retreat & Lodge podcast episode, visit: [www.AlwaysUpright.com](http://www.AlwaysUpright.com) and easily find them linked from the West section label.

They guarantee the lowest rates when booking directly so please call them at (530) 541-6722 or go online at: [www.tahoebeachretreat.com](http://www.tahoebeachretreat.com)



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HOTEL BECKET HAS MODERN AMENITIES in the CENTER of SOUTH LAKE TAHOE

SOUTH LAKE TAHOE, CA – Hotel Becket is a place that brings the best of South Lake Tahoe together as one. Just steps from the Heavenly Village gondola and close to downtown nightlife, the hotel is central to some of the world’s greatest outdoor activities, from lakeshore to mountaintop. The Becket is born out of the union of two distinct, boutique hotel properties. For business or pleasure, or both, this is the finest in true Tahoe Style.

The Location

Hotel Becket is conveniently located across the street from Heavenly Village for access to more than 4,800 acres of excellent skiing and snowboarding. The scenic shoreline and crystal-clear water of Lake Tahoe, where guests have entry to a private beach, is a short walk from the hotel.

The casino nightlife of Nevada is two blocks away for gaming and live entertainment by national and international performers. The nearby casinos are larger and more exciting than their counterparts on the North Shore. They offer more table games and a larger variety of machines, larger poker rooms and larger entertainment venues with bigger acts.

The Shops at Heavenly Village at the base of the Heavenly Gondola are across the street from the hotel. They are the place to go for the latest trends in food, fashion and fun. Experience Lake Tahoe’s best shopping venue with local and national brands, popular restaurants, and an eight-plex cinema. On the other hand, try ice skating or mini golf at the seasonal outdoor pavilion.

The new Tahoe Blue Event Center, located less than a mile from the hotel, is home to the Lake Tahoe team of the ECHL ice hockey league and features concerts, events and family shows year-round.

The Accommodations

All guest rooms at Hotel Becket offer a warm sense of home. The contemporary rooms feature hand-crafted architectural details such as recycled barn wood doors, as well as custom artwork reminiscent of the mountain lakes found throughout the Sierra. Contemporary rooms also have a warm color palette with a pop of color – hot pink and mustard yellow – that was inspired by

the vibrancy of South Lake Tahoe. Luxurious Tempur-Pedic beds are highlighted by custom-designed headboards and nightstands.

In contrast, the rustic accommodations are designed to eco-friendly standards, creating a unique juxtaposition to the contemporary rooms. Combining a modern rustic décor with sustainable materials, these accommodations feature hand-made furnishings crafted from reclaimed Douglas Fir from an old Nevada mine, recycled glass and blue denim insulation, plus zero-VOC paints, organic linens and natural patinas.

The Features

Guest services and programs at Hotel Becket also reflect the nature and seasonality of the Sierra. After a day outdoors, enjoy snacks and beverages with friends around the fire pits on the outside terrace.

Corporate Meeting Space

Hotel Becket also offers approximately 1,000 square feet of group and meeting space with multi-function breakout rooms. Executive and corporate groups will be able to participate in a unique set of breakout programs and activities specially designed for the hotel that draw from the surrounding environment to inspire creativity.

You can log on to their website via an easily found link on [www.skiernews.com/LodgingWest.htm](http://www.skiernews.com/LodgingWest.htm)

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# AIRFLARE – THE NEW WINTER SAFETY APP for SKIERS

SAN FRANCISCO, CA - Every winter season, millions of individuals and families enjoy time out on the slopes. While most outings are enjoyed incident free, the nature of skiing and boarding does have inherent risks. The most common are the minor inconvenience and stress of a separated party member, to the more significant dangers posed by tree wells or becoming lost while chasing powder beyond resort boundaries.

To address these risks, a new tool is making its way onto the scene at several mountain resorts across the United States. AirFlare, an app downloaded to a mobile phone, enables friends, family and search teams to pinpoint the location of skiers and outdoor enthusiasts of all types if they become lost or injured and need help.

AirFlare began on the simple idea that the vast majority of people who adventure outside do so with a mobile phone. In the outdoors, mobile phones are used as a camera, trip planner, GPS device and backup flashlight. Why can't phones do more to help us if we ever become lost or missing and in need of assistance on an outdoor adventure?

According to Denis Lee, AirFlare's co-founder, the AirFlare journey began when a friend failed to return from a winter outing in the mountains of Washington State. He had a personal locator device with him, but had an accident that prevented him from activating it. As avid adventurers, the AirFlare team was already familiar with various beacon and satellite communication devices available and realized they served a niche market. Beyond the added cost and weight of these specialized devices, they often were not a practical fit for the way so many people recreate outside.

According to Lee, "I saw a lot of the already available rescue technologies out on extended backpacking trips and alpine expeditions, but noticed they often didn't make the gear list for a casual hike or a day out mountain biking. We

built AirFlare for the everyday adventurer," Lee said.

The idea was simple. Leverage the powerful technology you likely already have in your pocket to help friends, loved ones and search teams locate you if you need help. "Our vision was to build an app that could conceptually be downloaded to every outdoor adventurer's phone because of its low cost and simplicity," Lee said. "We designed it to be extremely power conscious, and most importantly, to require no user action. So many people go on outdoor adventures alone, and we wanted AirFlare to be able to help them if they ever got into a situation where they couldn't help themselves. That's what started all of this, really."

AirFlare provides powerful location sharing features to help keep families and groups safe. If you are out skiing for the day with friends, for example, within a few seconds you can connect all the phones in the group, and if someone gets separated, a simple push of a button will display their location on a map and provide the ability for you to navigate to them.

The real power of AirFlare though is in the event you become the subject of a rescue by a search team. AirFlare's search technology was adopted by several mountain resorts last year, providing ski patrol a suite of powerful search tools to add to their toolbox. At Jay Peak, Vermont, for example: "Ski Patrol concluded another successful search yesterday. Three young customers ventured beyond the resort boundary. AirFlare was used successfully to determine their location, and with some coaching by phone, the group was able to struggle back to the base area under their own power."

At Powder Mountain, Utah, a call came in coincidentally during AirFlare onboarding training. The injured skier, with a suspected broken jaw, was confused about their location. Dispatch sent a Location Request to the skier, and their coordinates were successfully returned. It was revealed that the

skier was a mile from their originally reported location. After receiving accurate coordinates using AirFlare, patrol was able to be deployed to the injured skier's exact location.

AirFlare's flagship feature, though, is the ability to discover an AirFlare enabled phone outside of cell service. "That's really important to us," Lee said. "While most emergencies happen inside cell service, there's a lot that happen where cell service isn't available. Our vision was to develop a well-rounded suite of tools that can locate lost adventurers in either environment."

So, what are the next steps for AirFlare? According to Lee, AirFlare was designed from the beginning to be broadly applicable to outdoor enthusiasts across multiple outdoor disciplines, but the immediate predominant focus is the mountain resort community. "It's just a really powerful set of tools that serve that community quite well. We're excited to be in partnership with Bern Helmets this year and excited to see early interest from several mountain resorts so far this winter. We're going to make inroads into the snowmobiling community this season, we're looking at opportunities in the mountain biking space in the spring, and we're even exploring possibilities to add value in the Alzheimer's, Dementia and Autism community. This winter our main focus is to get our technology out to the skier and boarder community and to ski patrol teams to help keep people safe and help get them found if they get into trouble."

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For more information, visit AirFlare at [airflare.com](http://airflare.com), or on the App Store or Google Play.

AirFlare was recently credited with saving a life of a stranded skier in Idaho, read more at [airflare.com/life-save](http://airflare.com/life-save)

Please see their ad on the back of the cover page and scan the QR code for a special deal with a free six-month trial.

# MOUNTAIN SPORTS CLUB SAVES YOU MONEY on the SLOPES

BOULDER, CO – Mountain Sports Club is an online service where skiers, snowboarders, mountain bikers, rafters and general outdoor enthusiasts can print personalized coupons and save on lift tickets, lodging, bike parks, activities, travel bookings and shopping at online and offline retailers and suppliers across North America.

Premium members enjoy BOGO/2 for 1 Lift Tickets and daily savings at resorts throughout North America all year. Bike parks, rafting and activity offers provide savings all year. Your membership is good for one year and in each season. Mountain Sports Club is entering its 17th season providing value and savings for mountain sports enthusiasts. Discounts are available at resorts and areas from coast to coast.

In recent years, it has developed more year-round offers because skiers and snowboarders visit and play in the mountains all year. From small local areas to destination resorts, there are many options for members to save on their next mountain visit.

The premium Mountain Sports Club membership is a great complement to the many season pass options. Available are lodging, gear, shop offers and activities in the towns where passes and multi area passes are valid. The membership is a

great stand-alone service for beginners and those returning skiers/snowboarders who are not sure how often they will get out to the mountain. With lift ticket prices soaring to the \$300 mark in certain areas, and membership cost under the price of a modest priced lift ticket, one only needs to use the membership once to pay for the membership price. Early season memberships are as low as \$15 and there is a 2-year option for only \$25. Next price increase will be Nov. 15 and will keep increasing as more areas open. In season, the cost is \$60 annually.

Some of the offers are valid every day with no restrictions while some areas black out holiday and peak periods. While many of the larger multi-area pass resorts do not offer lift ticket discounts as they push more pass sales, Mountain Sports Club works to make sure there are lodging, shop and activity discounts in the respective towns to provide value not covered by many of the passes.

The Mountain Sports Club membership is an affordable alternative, offering infrequent participants more access to more areas with a significantly lower price of entry. Some of the offers simply require using a promotion code when making a purchase while others require presenting the voucher/coupon when redeeming with a valid ID. There is also the Premium plus

option where there is a one-day lift ticket included with membership in select areas. These are limited and sell out quickly.

As an online service, the Mountain Sports Club is consistently adding new vendor partners throughout the year and updating members on these new offers via the email newsletter and on social channels. Recently it has started to expand to some European and international destinations and expect this to grow. A discount on equipment from sponsors is also a unique offering that continues to grow and expand. Shop discounts include savings on tunes, service, gear, rentals and more. Members also receive special emails from partners with unique offers targeting members.

Be sure to visit [www.mountainportsclub.com](http://www.mountainportsclub.com) to review the many discounts and offers. Look in the upper right hand corner for purchase a membership to get your membership now. Stay in touch by following on different social channels as well. Use the membership once and it is paid for, use it often and save hundreds.

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To learn more on how to save money on the slopes, please visit them at: [www.mountainportsclub.com](http://www.mountainportsclub.com)

## THE MOUNTAIN JOURNAL

# REFINED POLE USE ENHANCES PERFORMANCE

By TONY CRESPI, SKIER NEWS' TECHNICAL EDITOR

One of the more complex challenges facing skiers involves the correct use and timing of poles. Honestly, do we need poles? Snowboarders, after all, do not use poles. In truth, poles can help propel us from one place to the next; poles are key to stabilization; and they provide an important aid in balance and timing.

Still, skiers often struggle with pole swing. Pardon the pun, let us get a grip on our poles.

Consider that on the one hand, poles serve as extensions of our arms and hands. In this way, poles help us establish sensitivity with the snow, provide feedback and input on snow conditions and help us refine balance and flow much as a cane can enhance sensory input and timing for a person with visual deficits.

Still, which pole should we swing for each turn? Should we forcefully jab the snow with our poles or keep our pole swing light? Should we swing the poles with the entire upper body, use our arms or use our wrist? We get the picture. The questions are complex. Let us take it by the numbers.

First, generally, accomplished skiers find it most effective to hold their arms, and hands, up and forward. In other words, accomplished skiers keep hands within their vision. Do not let your hands drop to your sides.

Second, whether enjoying an intermediate or Black Diamond trail, it is helpful to keep arms relaxed and hands

up and forward.

Third, relax and realize that if your arms are relaxed, you should find other parts of your body relaxing as well. Likewise, if hands are clenched and stiff, it is likely shoulders, back, arms, and legs may be stiff. So, relax those arms.

Fourth, keep the grip light.

Finally, which pole do I swing for each turn? Swing the right pole for right turns. Swing the left pole for left turns.

Now, whether an aspiring intermediate or emerging expert, practice refining timing on less taxing terrain. Do not practice on short quick turns. Short quick turns can amplify timing difficulties. Instead, practice long graceful giant slalom-type turns.

THE SKIER'S CLINIC: CLASS IN SESSION

If pole swings are a weakness, try this sequence.

First, using a wedge position, on well-groomed terrain, practice slow turns. Match your skis together as you complete each turn. Be sure to swing the right pole for a right turn and swing the left pole for a left turn. Stop after four turns.

Now, visualize your turns in your mind's eye.

Picture keeping your arms up and forward. As you execute your turns, see yourself gradually moving progressively into more challenging turns from wedge turns to parallel turns

Remember to swing the pole as you face the fall line.

You may feel awkward and stiff as you try to refine timing and balance. Typically, when anyone learns a new skill, things regress momentarily. Regression is part of learning. One way to help alleviate the frustration and to keep things fun in advanced lessons is to enjoy a few runs without poles. In other words, remove your poles, and on smooth terrain, try skiing as if you were holding a tray. It will help alleviate frustration.

Always keep your hands up and forward.

More often than not, it takes time and practice to refine and master the correct use of poles. The very best skiers often have worked for years to refine this skill. So, remember to savor the day. More often than not, the difference between a mediocre day and a great day is attitude. Keep learning fun and remember that instructional drills are only a tool designed to enhance your pleasure.

Take a moment. Enjoy the day.

Practice. Practice. Practice.

Contributing writer Tony Crespi has served as both a Ski School Supervisor and Development Team Coach. A frequent contributor to publications throughout snow country, his column and instructional pointers are published throughout the season.

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ALTA, UT – Started in 1938, Alta is an independently-owned ski area celebrating 86 years of skiing. Nestled at the top of Little Cottonwood Canyon, deep in the Wasatch mountains, Alta is known around the globe for its powder skiing. Normally it receives an annual snowfall average of 546 inches, but in 2022-23, all records were broken when Alta received 903 inches. Powder days are a way of life. It is a magnetic way of life that draws repeat guests and many of the same employees to Alta's community each winter.

Alta Ski Area was one of the first ski areas to open in the United States, the second in the West. Ski technique has changed a little, but the passion and the smiles were there from the beginning. Located at the top of Little Cottonwood Canyon near Salt Lake City, the Town of Alta rests at 8,530 feet above sea level. Originally a silver mining hotbed turned ghost town, Alta became a ski area in the winter of 1938-39. A passionate group of local businessmen and relief from the tax burdens of a long-time Alta miner were the catalysts for the formation of Alta Ski Area.

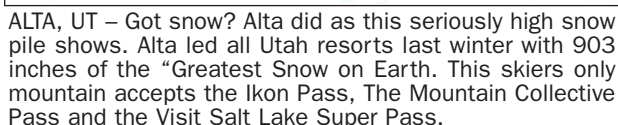
Alta is known as a “skier’s mountain,” famous for its scenery, diverse terrain and for the uncanny quality and quantity of snow. Moreover, it is one of three ski areas in the United States that does not allow snowboarding.

Alta's vertical drop of 2,538 feet is serviced by three detachable high-speed quads, one six pack and one fixed-grip double chair. At the Wildcat Base, take the Wildcat double to blue and black trails or enjoy the Collins lift to either the Sugarloaf high-speed quad or the Supreme high-speed quad. Also at the Wildcat Base, beginners will find easy access to the Albion Base via Alta's transfer tow. That base is also full service. When ready to hit the slopes from the Albion base, you will find the Sunnyside six-pack chair. The area is 15 percent beginner, 30 percent intermediate and 55 percent advanced.

Advanced parking reservations are required Friday-Sunday and holidays from 8am to 1pm. Parking reservations are not required any day after 1pm. Please visit: [www.AltaParking.com](http://www.AltaParking.com) for more information. When parking is full, the UTA Ski Bus may be the best way to get to Alta on busy days, especially when it is free as part of your Salt Lake Super Pass. Please see: [www.visitsaltlake.com](http://www.visitsaltlake.com) and look for the “Things to Do” info.

Alta's ski school offers children's lessons as well as adult group lessons to help develop your skills. Ski more of the mountain and have fun meeting other skiers. You can choose from beginner group lessons to expert off-trail workshops. From learning to ski on beginner green runs, mastering groomed intermediate blue trails or taking an advanced workshop to gain confidence on groomed black trails, there is a lesson, private or group, that is perfect for everyone and every age.

The Alta Environmental Center was created in 2008 to guide the ski area's sustainability efforts and look after the natural environment in which they operate. Alta received the National Ski Area Association's Golden Eagle Award in 2022 for its overall environmental excellence. Alta employees rely upon the Environmental Center to guide them to be good stewards of the land and to continue learning how to operate more sustainably.



As part of Alta Ski Area's economic and social foundation, their skiers and community look to them to be responsible stewards of the private and public lands where they operate.

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# UTAH SKI RESORTS RECAP the RECORD-BREAKING 2022-23 SEASON

Utah had 44 Utah Powder Days of more than 12 inches of snow in a 24-hour period  
12 of 15 Utah resorts broke all-time snowfall records, 3 resorts had their snowiest seasons since 2014-15

SALT LAKE CITY, UT – After an exceptionally snowy season, Utah ski areas were thrilled to announce a record-breaking 2022-23 winter season in snowfall and visitation. At least 12 out of 15 Utah resorts broke all-time snowfall records and the remaining three resorts experienced their snowiest seasons since at least the 2014-15 season. Alta Ski Area finished the season with an astounding and record-breaking 903 inches of snowfall. Snowbird even reopened for Father’s Day Weekend on June 17-18. Ski Utah announced a record-breaking 7.1 million skier visits for last ski season.

The 2022-23 season had a fantastic start, with resorts opening earlier than originally anticipated due to an abundance of early snowfall. The snow just didn’t stop falling until May,” said Nathan Rafferty, President of Ski Utah. “We are thrilled to have been a part of this historic season of endless powder days, record-breaking snowfall and boundless fun. There was still some skiing to be had in Utah as we headed into summer.”

Utah’s skier visits for last season increased about 22 percent over the previous record-breaking season of 5.8 million skier visits in the 2021-22 season. This is likely due to increased operating days after an early start and late end to the season. Plus, “the skiing was just that good,” said Rafferty.

According to the National Ski Areas Association, the ski industry is a major contributor to the United States economy with over \$55 billion in retail spent and more than 533,000 jobs across all 50 states. In Utah, ski and snowboard visitors



SALT LAKE CITY, UT - Another powder cruise on a sunny day at Snowbird. Snowbird broke its previous snowfall record of 783 inches set in 2010-11 and ended above 838 inches. The resort also has had 47 days with 6-inches of new snow or more.

Photo courtesy of Ski Utah

spent \$2.54 billion throughout last ski season, up 8 percent from the previous season’s \$2.35 billion spent.

Additional individual records broken in 2022-23

Utah had 44 Utah Powder Days of more than 12 inches of snow in a 24-hour period. The yearly average is 19.

Eagle Point had nine Powder Fridays, more than 12 inches of snowfall from prior week’s closing.

Alta Ski Area had 903 inches of snowfall, the most snowfall ever at a resort in Utah. The previous record was 748 inches in the 1981-82 season. Alta saw an average of 5.1 inches per day throughout the season, and in March, they saw 229 inches of snowfall, which is 244 percent of average.

Solitude had its longest season ever at 192 days and its snowiest season ever at 816 inches.

Snowbird broke its previous snowfall record of 783 inches set in 2010-11 and ended above 838 inches. The resort also has had 47 days with 6-inches of new snow or more.

Powder Mountain recorded its highest snowpack since 1977 at 156 inches. The longest stretch of time without snow was a scant five days.

Brian Head Resort was the earliest to open for season in Utah on Nov. 4, 2022. The resort celebrated their longest season ever and extended its season all the way to May 7, 2023. The resort also experienced the most snow they have had in over 10 years at 448 inches.

Cherry Peak experienced 466 inches of snowfall, a 60.4 percent increase over its previous record of 287 inches.

Deer Valley Resort experienced its longest and snowiest season on record, as well as its snowiest month on record in March with an unbelievable 160 inches of snow.

Nordic Valley experienced its longest and snowiest season on record.

Sundance Resort announced its highest base on record: 177 inches in April. The prior record was 129 inches. Sundance’s ground team shoveled an astounding 45 tons of snow from pathways and decks. This does not include parking lots.

Park City Mountain celebrated its longest season in 30 years and extended its season all the way to May 1. The resort also experienced its snowiest season on record at 636 inches.

Snowbasin had its longest season on record with an astounding 157 days of skiing. Snowbasin blew past its previous snowfall record of 475 inches in the 1981-82 season and ended the season with 613 inches. The resort received more snow this season than the previous two seasons combined.

Woodward Park City enjoyed its earliest opening on record, as well as its snowiest and longest season to date.

The National Ski Areas Association defines ‘skier days’ as one person visiting a ski area for all or any part of a day or night for the purpose of skiing/snowboarding.

With a great snow year behind them, Ski Utah resorts are on track for another great season, but perhaps not as record breaking. As Alta Ski Area claims, “We’re ready for an encore!”

About Ski Utah

Ski Utah is the marketing firm owned and operated by the 15 statewide ski resorts that make up the Utah Ski and Snowboard Association. The organization has been creating brand awareness of and demand for the Utah winter sports product since its inception in 1978.

Ski Utah’s primary functions are concentrated in marketing, public policy and public relations. Information about Ski Utah and its members can be found at [skiutah.com](http://skiutah.com). Ski Utah is committed to maintaining its Climate Neutral Certification.

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For more, please listen to the Ski Utah podcast episodes, visit: [www.AlwaysUpright.com](http://www.AlwaysUpright.com) and easily find them linked from the West section label.

To book your ski and stay getaway or to find out more information about Ski Utah resorts, please visit them at: [www.skiutah.com](http://www.skiutah.com)

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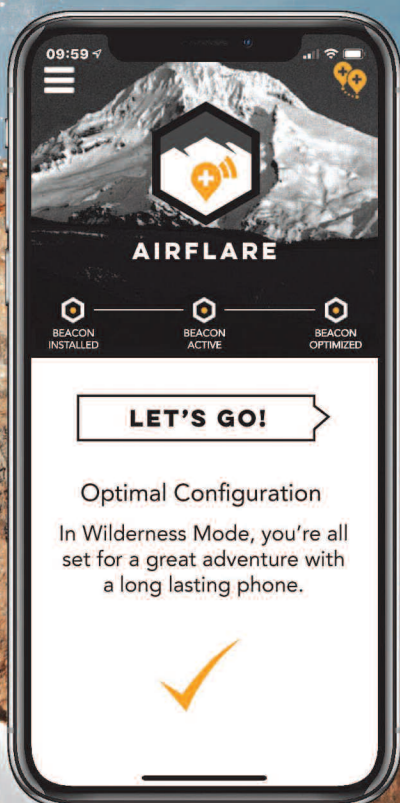
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