

COME to SALT LAKE CITY for the SCENERY, STAY for the SCENE – and SKI for FREE

SALT LAKE CITY - UT - Welcome to Salt Lake - a place where diverse pastimes, eclectic cultures and stunning landscapes come together in our modern mountain hub of the west. We left ordinary behind a couple of stops and a couple centuries ago. And we're eager to show you 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's the ideal urban basecamp for skiers and riders who enjoy the winter playground of the Wasatch Mountains. Options are endless. It's 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's 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" 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. And with more than 20,000+ hotel rooms throughout the valley and hundreds of restaurants and bars, there's something for every budget.

Once you've 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. Don't forget to catch a Utah Jazz basketball game, touring Broadway shows such as Hamilton at the Eccles Theater or the internationally renowned Utah Symphony. If you're staying slope-side, don't 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.

And we're 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



SALT LAKE CITY, UT - Big and deep skiing with awesome views at all four Visit Salt Lake resorts. The Salt Lake Ski Super Pass is your ticket to Salt Lake's four world class resorts. With the Super Pass you can get free UTA bus transportation to the resorts and enjoy either Alta, Brighton, Snowbird or Solitude without the drive. For all the details and discounts log on to www.visitsaltlake.com

Photo courtesy of Visit Salt Lake

select two (2) free one-day Midweek Salt Lake Ski Super Passes (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's a value of over \$240!

If you don't 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 breweries and 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're 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.

Here in the modern mountain hub of the West, things that wouldn't ordinarily go together blend effortlessly, creating an eclectic and creative spirit that brings better thinking and fresh ideas to the world. It's our hope that your experience here is inspiring and that you leave Salt Lake changed for the better.

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

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/Spring2022-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 web pages 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 - Since 1988 this is our edition number 118.

THIS IS YOUR YEAR to WORK for a SKI RESORT or in YOUR FAVORITE SKI TOWN

Make this your year to work at a ski resort in the great ski town of your choosing. Every resort, every lodging property, every restaurant in every ski town from Maine to California is hiring. Pick your favorite mountain to ski, or one that you always dreamed of skiing and log on to their website to find out more.

They are all hiring, from lift operators, to day lodge cashiers or kitchen staff, you will be paid to be at your favorite resort and you will ski for free if you work at the ski area. Do not delay, log on to your "wish list" of resorts and make plans to become part of the fun, and sometimes hard work, on the slopes all winter long. Go for it, they need you.

BIG SNOW in the WEST to START the NEW YEAR

While most resorts across the U.S. did not have good early snow for Thanksgiving Weekend and most of December, the end of the year set records for snowfall, especially in Lake Tahoe. On Dec. 27 it was reported by major news outlets that 81 miles of Interstate 80 were shut down from the Nevada border west, into California, across the Sierra Nevada. On Dec. 29, reports suggested 17 feet of snow had fallen in California's Sierra Nevada. Sugar Bowl Resort, at the top of Donner Pass, reported a 127-inch base on Jan. 2. This was an obvious boon to Tahoe's 15 ski resorts, if you could get there.

It was the snowiest December on record. Just before we went to press on Jan. 3, more snow in the Sierra was forecast. Unfortunately, in such storms, roads become impassable and are closed. There is also wind damage, and power outages are often the result.

The Tahoe storms continued eastward to dump on Utah and Colorado. Visit Salt Lake resorts boosted their base depths with Alta reporting an 87-inch base and 230 inches of snow in early January. Please log on to: www.alta.com for snow totals and road info or see www.visitsaltlake.com for updates on Brighton, Snowbird and Solitude.

Snow was also piling up at Steamboat Resort in Colorado. It should be great for their Winter Wondergrass Festival, Feb. 25-27. See: www.steamboat.com for updates and events.

In the Pacific Northwest snow, a rare occurrence in these coastal cities, fell in Seattle and Portland. This bodes well for the ski areas in Washington and Oregon, but not so much for their local driving conditions. Mt Bachelor in Oregon, subject of our cover photo, reports 186 inches of snow on Jan. 2, with more in the forecast for that entire week. Please log on to: www.mbbachelor.com for daily updates.

Also in early January, Jackson Hole Mountain Resort in Wyoming reported 196 inches of snow for the season to settle into a 66-inch base and more to come. See: www.jackson.com

SKI EQUIPMENT SUPPLY

In October, 2021, supply chain issues began hitting the ski industry and grew larger since. The bottom line, if you are thinking about purchasing outerwear 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 have them 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 and first responders for helping to preserve our freedoms and our fine way of life.

Thank you for reading SKIER NEWS over the past 34 years and 118 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

MT BACHELOR, Bend OR

Part of what is the Newberry National Volcanic Monument, 22 miles outside of Bend, Ore., is a lone volcano bearing the name Mt. Bachelor. Through their extensive lift network, you can ride to the top and ski 360 degrees around the volcano that forms this ski area.

As you can see from our cover photo, and the photo on page 11, this stunning mountain provides awesome views.

Please read more on page 11.

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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 editions are November to Mid-January and Mid-January to Spring. Summer and Fall editions are published online at www.skiernews.com. The inaugural edition was published November, 1988, for the ski industry, that was pre-historic eons ago.
SKIER NEWS gratefully acknowledges the assistance of all of the organizations associated with skiing and we are by concept dedicated to promote skiing. We consider the word "skiing" to be the all-inclusive, generic term for all downhill, lift serviced 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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