

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

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 spent \$2.54 billion throughout last ski season, up 8 percent from the previous season’s \$2.35 billion. Additional individual records broken in 2022-23

Utah had 44 Utah Powder Days of more than 12 inches 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 November 4, 2022. They 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



GOT SNOW?

SALT LAKE CITY, UT - There is nothing like a record breaking ski season to whet the appetite for more snow the following year.

Ski Utah resorts, all 15 of them, had huge snowfall years as rivers of moisture inundated the western U.S. from the early season through the holidays and well in to Spring.

Will it happen this year? We can profoundly say, “Why not.”

So check your apps for snowfall. Log on to SKIER NEWS at www.skiernews.com for updates.

And listen first-hand to our SKIER NEWS podcasts for info from locals on the scene for first hand insight. Find the podcasts at www.AlwaysUpright.com

Photo courtesy of Alta Ski Area where Thorn Merrill leads the way in this Rocko Menzyk photo

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, 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. Ski Utah is committed to maintaining its Climate Neutral Certification.

View, read and share this page with your friends online at: skiernews.com/West2024-UtahSave.pdf

For more, please listen to the Ski Utah podcast episodes, visit: 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

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/snow-

boarders 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, 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.mountainsportsclub.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.

View, read and share this page online at: www.skiernews.com/West2024-UtahSave.pdf

To learn more on how to save money on the slopes, please visit them at: www.mountainsportsclub.com

SUBSCRIPTIONS – FREE for FOUR DOLLARS!

THE PUBLICATION IS ALWAYS FREE, JUST HELP US PAY for the FIRST CLASS MAIL POSTAGE RATE

SEND CHECK -- PAYABLE TO SKIER NEWS, INC
and WE’LL SEND YOU THE NEXT FOUR ISSUES FREE!

PLEASE FOLLOW THESE SIMPLE STEPS

1. Place your address label here (or print very neatly -- If we can't read it, we can't send it.)

NAME _____

ADDRESS _____

CITY _____ ST _____ ZIP _____

2. Get your \$4 check made out to SKIER NEWS & enclose it with this form.

3. Place your address and check into an envelope, seal, stamp and mail to:

SKIER NEWS
P.O. BOX 77262
WEST TRENTON, NJ 08628

IF WE CAN E-MAIL YOU UPDATES, THEN PLEASE PROVIDE YOUR

E-MAIL ADDRESS: _____@_____