



PACIFIC NORTHWEST SKI AREAS ASSOCIATION (PNSAA)

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PRESS RELEASE

What's New in 2011/2012 at your Pacific Northwest Ski Areas

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Hood River, OR – Last winter's epic ending to the ski season provided the necessary capital for ski areas to implement many improvements during this summer's construction season. With the arrival of the season's first snows, and a favorable La Nina winter forecast, ski area work crews are completing chairlift installations, warming huts, bike parks, and significant enhancements to guest service buildings. As is the case each fall, all ski area operators are 'tuning up' ski lifts, day lodges, parking facilities, and the compelling array of ski school programs.

OREGON Providing access from the main base area to a ridge near the resort's Heather Canyon chairlift's upper terminal, **Mt. Hood Meadows Ski Resort's** new Stadium Express quad chairlift will greatly improve access to the ski resort's northern terrain and chairlifts, contribute considerable out-of-base lift capacity, shorten the lift line queues in the base area, and improve lift service for night skiing operations. **Mt. Hood Meadows** also augmented its grooming fleet with four snow cats. **Mt. Bachelor** constructed a 60-seat, heated Umbrella Bar at its Sunrise base area and made major renovations to the mid-mountain Pine Marten Lodge. **Mt. Bachelor** purchased three snow cats to enhance its terrain park grooming operation. **Mt. Hood Skibowl Winter and Summer Resort** installed a moving carpet lift for its tubing hill and expanded the tubing hill capacity by 40%. **Mt. Hood Skibowl** also added snowmaking coverage to the tubing hill and Lower Bowl area, and created a three-trail, all-abilities, 'freeride' bike park. **Timberline Lodge & Ski Area** will begin celebrating **Timberline Lodge's** 75th Anniversary by hosting the "kick-off" events for the nation's *Skiing Heritage Week* on April 8 and 9, 2012. In addition, **Timberline** invested more than \$1.5 million in improvements to the Wy'east Day Lodge – with construction of a new mezzanine with seating capacity for 140 people. **Timberline** added two snow cats to its fleet, and will begin its ski operations on the Palmer Snowfield earlier than normal – September 30.

WASHINGTON **Mt. Baker Ski Area** has invested \$3.5 million in the construction of a mid-mountain warming hut. Steeped in the traditions of Cascadian architecture, the new Raven's Hut will provide indoor seating for 300 customers. **Mt. Spokane Ski & Snowboard Park** completed a thorough remodel of its Snoplay Daycare Center, which was made possible with assistance from Children's Choice Dental. **Mt. Spokane**

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also installed a point-of-sale software system, which now supports a direct-to-chairlift ticketing function. **The Summit at Snoqualmie's Summit West** installed a fully enclosed, 210-foot, moving carpet lift for 'first-timers'. **Summit Central's** Silver Fir terrain will benefit from the re-grading of Hog Wild Trail, and construction of an enhanced connector trail, which links Silver Fir and Golden Nugget trails. The purchase of a powerful, winch-equipped, snow cat will ensure that upper pitches of the Silver Fir Express quad chairlift receive regular snow grooming. **Alpentel** constructed a new ski patrol station near the top of the Armstrong Express quad chairlift, which will be open to the public. **Crystal Mountain's** new 8-passenger gondola – which opened in January – will provide direct lift access to the Green Valley Express quad chairlift and trails in Green Valley. Expect Crystal to open for skiing in late October or early November. Located underneath the top terminal of the Mt. Rainier Gondola, **Crystal Mountain's** RDL Test Center debuts this winter – featuring the latest technology from equipment makers Rossignol, Dynastar, and Lange. The **Stevens Pass Bike Park** opens in eight days with two, Phase I downhill mountain bike trails and lift transport by the resort's Hogsback Express quad chairlift. Construction of the three remaining Phase I trails will take place after the snow pack melts next spring. A full opening of Phase I mountain bike trails, bike rentals, and retail operations is scheduled for late June or early July – weather permitting.

IDAHO Bogus Basin Mountain Recreation Area replaced its venerable Superior Chairlift with a \$5 million high-speed quad chairlift. The Superior Express will move twice as many people twice as fast. **Lookout Pass** completed a lodge addition, adding seating for 80 guests. In addition, **Lookout Pass** added a large sun deck to the lodge to augment its seating capacity. **Schweitzer Mountain Resort** constructed a 700-foot zip line, which will operate during the summer and winter operating seasons – weather permitting. **Silver Mountain Resort** created Gold Pan Alley – a new children's adventure trail – and expanded the gladed terrain in the basin served by Chair 3.

MONTANA Whitefish Mountain Resort installed the Bad Rock triple chairlift to provide an additional way up the mountain from The Base Lodge (access to chairs 1, 2, 3, and 4 and the Upper Village's dining, retail, and lodging properties). The resort also developed a new bar in the third level of The Base Lodge.

ALASKA Alyeska Resort focused its energies on the construction of a ski lift-served, downhill mountain bike trail network. **Alyeska** also added gladed terrain in the Race Trail and Lower Bowl areas.

For additional information on these exciting developments in the mountains, please visit your favorite mountain's website or call (541) 386-9600.

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The Pacific Northwest Ski Areas Association is a non-profit trade association, which represents the interests of ski and snowboard facilities located in Oregon, Washington, Alaska, Idaho, Montana, and California. The Association's member ski areas – most of which operate on public land – collectively host an estimated 5.3 million visits annually. For additional information on Pacific Northwest skiing and snowboarding, contact the PNSAA office at (541) 386-9600, or visit www.pnsaa.org to link to the website of your favorite mountain.