



## Investment, Enhancement and Transformation Continue

Colorado Ski Country USA member ski areas are in the midst of a transformative period of investment over the last two years. Since 2018, Colorado ski areas small, medium and large have added 11 new chairlifts to whisk skiers and riders up the mountain more quickly and efficiently, four new lodging offerings, 10 new dining options and other facility and program upgrades.

### New Lifts and New Terrain

- **Cooper** will have a new lift on the east-facing slopes and new terrain. The Way Back lift will serve 70 acres of new, mostly double black diamond gladed or tree skiing including 5 new runs.
- **Copper Mountain** will welcome 273 acres of expert terrain on Tucker Mountain with the new Three Bears chairlift, which tops out at 12,421 ft. This three-person fixed grip lift will access terrain that was previously accessible via snowcat or hiking only. The lift will come complete with a ski patrol warming hut at the summit and bathrooms at the base.
- **Winter Park Resort's** new 6-person Sunnyside chair will replace the original 3-person fixed grip chair. The \$6 million upgrade will reduce the ride time from eight minutes to under four. This will greatly reduce lift lines at this popular resort location.
- **Steamboat Resort** is replacing the gondola after over 30 years. This will increase capacity by nearly 40 percent, reducing ride time from 12 minutes to 10 and increasing guest ease with gondola cabins flush to the ground allowing riders to walk straight on as opposed to stepping up into the cabin.
- Guests to **Telluride** will be able to enjoy 40 new acres of north-facing gladed terrain off Lift 9. This terrain is for advanced and expert skiers and will also feature steep shoots, rock drops and other natural features.
- **Sunlight Mountain Resort** is in the midst of a three-phase, \$4 million expansion plan that will add five new runs in 2019-20 and a new lift and nearly 100 acres of additional skiable terrain when fully completed.
- Ongoing tree clearing has created new terrain at **Wolf Creek**, where beginners and intermediates can enjoy a new run, Orion's Beltway, and at **Monarch** where guests can enjoy new gladed tree terrain.
- To celebrate its 80<sup>th</sup> birthday, **Wolf Creek** will also bring back a piece of history with the D. Boyce Poma lift spinning again this winter. The surface lift was first installed in 1968 and is named after former ski area manager Dick Boyce and will give guests a new option for exploring the front side of the mountain.
- In 2018-19 **Copper, Winter Park, Arapahoe Basin, Loveland and Wolf Creek** all debuted new lifts, while **Arapahoe Basin** opened 468 acres of new terrain in the Beavers and Steep Gullies.

### Lodging

- **Copper Mountain** has begun construction on a new 127-room, four story hotel with anticipated completion as early as 2020. The Creekside Hotel will feature an outdoor patio nestled along West Ten Mile Creek complete with fire pits and hot tubs, giving guests a chance to unwind and soak in the views after a day on the slopes.
- **Powderhorn** will offer guests the opportunity to stay slope side year-round with its new tiny home village within feet of the main lift, a new take on ski-in/ski-out.
- **Aspen Snowmass** will enjoy the first full season of the new 99-room Limelight at the base of Snowmass.

### Dining

- **Arapahoe Basin's** Il Rifugio will be open for its first full season this winter. Il Rifugio is the highest lift-served restaurant in North America at 12,500' and features charcuterie boards, wine or espresso and stunning views of the surrounding Continental Divide.

- In 2019-20 **Aspen Snowmass** will introduce two new dining options. Guests to Snowmass can enjoy the new Sam's Italian restaurant at the top of Sam's knob at 10,620 ft. The new \$2.5 million restaurant will offer patrons sweeping views of the Elk Mountains and a sophisticated but lively food experience. As part of the ongoing \$600 million, 10-year Snowmass base redevelopment, a new community center featuring Mix6, a fast casual option and the nearby MoxiBar with inventive cocktails will open in December, 2019.
- **Powderhorn** will also offer guests a new food and beverage facility in the base area. The Umbrella Bar will feature a full bar and a relaxing environment for guests to enjoy.
- **Wolf Creek** will revamp the Raven's Nest, by adding a new sunroom and opening the Raven's Grill Café featuring a more vibrant atmosphere and new menu for guests to explore. The Alberta Grill will also feature a new menu after its successful launch last year.
- The 2018-19 season also saw several new dining options open across the state. **Steamboat Resort** debuted Timber & Torch in the base area featuring bistro-inspired food and indoor and heated outdoor dining spaces, while the Taco Beast, an on-mountain roaming snowcat, will continue to serve tacos throughout the mountain this winter. **Sunlight** introduced the Compass Mountain Grill, an on-mountain food stand for walk-up skiers and riders. **Copper Mountain's** Downhill Duke's offers visitors with a furry companion a new dog-friendly restaurant in the Center Village.

**Upgrades & Programs-** In addition to major capital improvements, CSCUSA ski areas have several other new upgrades, new programs and new products that are well suited for skiers and riders of all types: entirely new to the sport, less frequent guests and well experienced skier and snowboarders.

- Those visiting **Arapahoe Basin** will be thrilled with the entirely new bathrooms in the main lodge.
- Several ski areas are upgrading or welcoming new rental facilities this winter with several now offering rental clothing for guests. Guests at **Aspen Snowmass** will find a new Four Mountain Sports rental shop in the new W Hotel at the base of **Aspen Mountain**. The newly refurbished Steamboat Sports in the base area at **Steamboat** will offer an improved rental process and additional retail offerings. At **Monarch**, guests can rent clothing in addition to equipment at the new retail location in the base area. **Eldora's** rental shop will feature a new tuning machine helping visitors more quickly receive ski and snowboard improvements and get back to the slopes. **Wolf Creek** will offer season pass holders the option of a season long locker rental in the new Powderroom.
- Several ski areas have pass and ticket discounts for those looking for a deal, those not quite ready to buy a season pass or those interested in other unique offerings. At **Purgatory** and **Hesperus** children under 10 can enjoy a free season pass. **Purgatory** offers season pass discounts for adults up to 36 while **Hesperus** will have College Fridays featuring discounted tickets for college students. Families wanting to ski and learn together can enjoy the Family Private Lesson at **Loveland Ski Area** for a relaxed, noncompetitive environment. Those visiting **Echo Mountain** have the option of purchasing a Midweek or Night Season Pass for under \$100. **Granby Ranch** offers the chance to rent out its night skiing operation for a special occasion or corporate event.
- **Loveland, Arapahoe Basin and Steamboat** will all be partnering with the SnowStang bus service to provide direct transportation from the Front Range to the slopes with roundtrip tickets costing \$25 and discounts available.