



## STORY IDEAS

**New Carinthia Base Lodge:** Mount Snow is thrilled to announce the opening of its new Carinthia Base Lodge at the start of the 2018-2019 skiing and riding season. At 42,000 sqft, this \$22 million project is five times the size of the lodge it is replacing and will feature a sit-down restaurant, two bars, multiple made-to-order food stations, as well as everything a skier or rider needs during the course of their day. Additional skier amenities include a retail store, rentals, tuning, ski patrol, ticket sales, and more. This two-year project is the start of a larger masterplan for the Carinthia Base Area that will eventually see and additional 100+ units of ski-in/ski-out lodging.

**Peak Pass:** Back for Winter 2018-19 Mount Snow welcomes back our greatest season pass offering yet, the Peak Pass. The Peak Pass, which debuted for the 2016-17, features a total of six pass options valid at seven different mountain locations across four states in the Northeast. Resorts include Mount Snow; Attitash, Wildcat and Crotched Mountains in New Hampshire; Hunter Mountain in New York; and Jack Frost and Big Boulder in Pennsylvania.

Since its debut for the winter of 2016-2017, the Peak Pass has been rapidly growing in popularity. Now back for its third season, Peak Pass sales are up year-over-year by 14% across the board, and 47% for the ever-popular Drifter Pass (ages 18-29) making millennials our largest passholder demographic by far.

**Proximity to Metro Areas:** Whoever said that it's about the journey, not the destination, obviously never drove I-91 with three over-eager kids in the backseat constantly asking "are we there yet." Mount Snow is Vermont's closest big mountain resort for those traveling from the metro areas of Boston, New York, Connecticut and Rhode Island, allowing for less time in the car and more time enjoying your vacation. Why drive one, two, or even four additional hours that could instead be spent relaxing with family and friends as you rest up for the days of skiing and snowboarding ahead.

**Eating and Drinking:** While we're big fans of hitting the slopes, we're also proud of the après-ski reputation we've earned over the past few decades. This year, we're building on this reputation with the launch of two new bars and a new sit-down restaurant located in our new Carinthia Base Lodge. For generations, skiers and riders have dreamt of enjoying a tasty craft beer or cocktail after a day on the slopes with friends and family at Carinthia, and this year that dream finally comes true.



Whether it's Bud Light ReggaeFest, College Week, dancing with Bruce Jacques at Cuzzins, or just grabbing a few beers at The Tap Room or any of our other on-mountain establishments, we've worked hard to make sure the après-ski scene is one that we can be proud to offer our guests, and one that we ourselves would want to (and often do) participate in.

**Carinthia Parks:** The largest area of freestyle terrain east of the Rockies is home to nine different terrain parks with 200+ features spread throughout. Carinthia is a breeding ground for some of the best athletes in snowsports thanks in large part to “progression by design.” This initiative is aimed at getting more people, young and old, into the park by having extra-small features all the way up to extra-large. Inferno (XL features) is the only terrain park on the planet to have hosted both a Winter X Games and Winter Dew Tour. Ranked #1 in the East and #10 in North America by Newschoolers.com and *TransWorld SNOWboarding Magazine* for 2018, Carinthia is home to annual large-scale terrain park events like Van's Hi-Standards Series, The Carinthia Classic presented by Monster Energy, The Grommet Jam Series, and an upcoming project by Snowboy Productions. All of the features in Carinthia Parks are custom made on-site at Mount Snow, along with the majority of features at all the resorts in the Peak Resorts family.

**Save on Lift Tickets:** There are plenty of ways to save big on lift tickets this winter. From promotional days such as Founders Day and Shamrock Fest, or by simply purchasing in advance at [mountsnow.com/tickets](https://mountsnow.com/tickets), there's really no reason to pay full price if you plan ahead.

Discount day promotions include:

- Tickets starting at \$12 on Founders Day - 12/14/2018
- Tickets starting at \$17 for Shamrock Fest - 3/15/2018