



Mount Snow Winter Press Kit 2018-2019

Winter is upon us once again, and if you think that we use the summer to kick back and relax, you'd be sorely mistaken. The past two summers have seen massive infrastructure improvements here at the mountain, including this year's Carinthia Base Lodge project and last summer's completion of our West Lake Water Project, which gave us the most powerful snowmaking system in the Northeast. That's right, the most powerful in the Northeast! So, while our guests were enjoying a relaxing summer in the Green Mountain National Forest, behind the scenes there has been a flurry of activity as we work to build a bigger and better Mount Snow.

While we hope for another above average winter like last year, this will once again most assuredly be the season of the snowmaker. In talking with our snowmaking crew, our team can't wait to fire up this new system for its second season of operation and to put lessons learned last year into action. As with last season, where we came out the gate strong and held the title of "Most Open Terrain in North America" for the first month of the season, this year we're once again planning to open more trails faster, and with better coverage than ever before.

With our projected opening in early November, we plan to not only open the mountain, but to also open the doors of our brand-new Carinthia Base Lodge. This \$22 million lodge is a massive upgrade for our Carinthia Base Area which coincides with the 10th anniversary of Carinthia becoming an all terrain park face.

With our Peak Pass back for another year of allowing our passholders to explore all the Northeast mountains in the Peak Resorts family, and our packed list of on-mountain events, this winter is shaping up to be one for the record books, even before the first flake has fallen.

Think snow!

-Jamie

Jamie Storrs
Communications Manager
[Mount Snow Resort](#)



WHAT'S NEW AT MOUNT SNOW

Rankings:

Ski Magazine 2019 Editor's Choice Best Snow: East

Ski Magazine 2018 Resort Guide: #3 in the East

Transworld Snowboarding 2018 Park Poll: #1 in the East, #10 in North America

Newschoolers.com 2018 Park Poll: #1 in the East, #10 in North America

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, including 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 an additional 100+ units of ski-in/ski-out lodging.

Snowmaking: Always a pioneer when it comes to snowmaking, last season Mount Snow completed \$30 million in snowmaking upgrades, giving it the most powerful system in the Northeast. This project involved doubling our ability to make snow, via three new state-of-the-art pumphouses, and increasing storage capacity six-fold with the completion of a new 120-million-gallon reservoir known as West Lake. These new upgrades were felt last season when we were able to open trails faster and with better coverage than ever before, as well as with our new ability to quickly bounce back from thaw/freeze events in just 24 hours. These upgrades have also laid the groundwork up to be able to expand to 100% snowmaking coverage in the coming years.

Snow Guns: While Mount Snow was already home to the largest fleet of fan guns in North America, its traditional fleet still had a few guns that were still using yesterday's technology. Last summer, Mount Snow partnered with Efficiency Vermont to replace 220 snow guns with new low-energy guns, which has brought its system of over 900 snow guns to 100% low-e technology. This means that Mount Snow can now make more snow than ever while using less power, a win-win.



STORY IDEAS

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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, 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

MOUNTAIN FACTS



Mountain Areas: Main Mountain, North Face, Sunbrook, Carinthia

Trails: 86

Skiable Acres: 600

Total Miles of Trails: 37

Summit Elevation: 3,600'

Vertical Drop: 1,700'

Total Lifts: 20

Gladed Tree Terrain Acreage: 124

Ability Level: 16% green circle, 66% blue square, 18% black diamond

Hours of Operation: 9 a.m.–4 p.m. midweek; 8 a.m.–4 p.m. weekends/holidays

Snowmaking Coverage: 80%

Total Snowguns: 948 with 100% low-e technology (including 250 fanguns, more than any other resort in North America)

Terrain Parks: 8 plus a superpipe with 18' walls

Average Annual Snowfall (since 1977): 158"

LIFTS:

Lift Capacity: 31,170 people per hour

Total lifts: 20

High-speed six passenger bubble chair: 1

High-speed quads: 3

Fixed quads: 1

Triples: 6

Doubles: 3

Rope tows: 1

Magic carpets: 5

TREE SKIING: Skiing/riding in the trees is allowed anywhere within the ski area boundaries. Note: These areas are not checked or maintained by ski area personnel.

LOCATION: Located only 29 miles from Interstate 91, Mount Snow is Vermont's closest big mountain to the Northeast's metropolitan areas. Mount Snow is in the Green Mountain National Forest and operates under a special use permit from the U.S. Forest Service. GPS coordinates 42.969764 – 72.896119

DRIVING TIMES:

Albany - 1.5 hours, 68 miles

Hartford - 2.25 hours, 117 miles

Boston - 2.5 hours, 127 miles

Providence - 3 hours, 139 miles



New York - 4 hours, 213 miles
Philadelphia - 6 hours, 291 miles
Washington D.C. - 8.5 hours, 425 miles
Toronto, ON - 8.5 hours, 447 miles

AIR TRANSPORTATION: Airports close to Mount Snow include Albany International Airport; Bradley International Airport in Hartford; Logan International Airport in Boston; and the regional airport in Keene, New Hampshire. Additionally, the Mount Snow Airport is available for small planes and helicopters, call 802-464- 2090 for information.

TUBING PARK: Available to all ages, 36-inches and taller. The tubing park is located just below the Grand Summit Resort Hotel with 11 lanes serviced by a covered “magic carpet” lift, open under the lights on scheduled evenings.

SNOWSHOEING: Specially marked on-mountain trails open every day, weather permitting. Snowshoe rentals are available in Mount Snow Sports at the Grand with guided tours offered through Naturespa.

UPHILL ACCESS: With the increase in popularity in recent years we’re happy to offer uphill access at Mount Snow as long as your travel doesn’t interfere with mountain operations including (but not limited to) snowmaking, grooming, lift maintenance. In order to do so simply purchase an “Uphill Travel” ticket or be in possession of a valid season pass with a complimentary “Uphill Travel” endorsement, both are available at Guest Services.

SNOWMOBILE TOURS: Guided tours through the Green Mountain National Forest leave from the base of Mount Snow and are available daily through Snowmobile Vermont, 802-464-2108.

CROSS-COUNTRY SKIING: Offered at several locations throughout the valley, including Timber Creek, located directly across from the North Entrance of Mount Snow.

AM EXPRESS SATURDAYS: Season passholders enjoy several perks around the mountain, including access to lifts a half-hour early on select Saturdays, for pre-public access to powder or fresh corduroy.

SUNDAY SLEEPER: Looking to get the most out of your weekend? Then our Sunday Sleeper deals are right for you. These include \$39 Sunday afternoon skiing, or \$99 for families with the Sunday Sleeper Family 4-pack. Note: these deals are subject to the following blackouts: 12/30/2018, 1/20/2019, 2/17/2019



LODGING FACILITIES: Mount Snow owns and operates the 197-room Grand Summit Resort Hotel and Conference Center and the 92-room Snow Lake Lodge. Six different condominium complexes are located on resort property with Mount Snow managing an average of 80 units in the rental pool every year. Throughout the Mount Snow Valley, guests will find a variety of accommodations ranging from Vermont country inns to ski lodges and motels. The Mount Snow Valley has approximately 10,000 total beds available between all of the lodging properties.

SPA SERVICES: Naturespa, located in the Grand Summit Resort Hotel, offers pure, natural and organic spa treatments, guided mountain treks, holistic health and fitness specialties. The Naturespa staff is trained in a variety of healing arts and their approach to wellness is reminiscent of a provincial nature retreat.

ON-MOUNTAIN FACILITIES: The Grand Summit Resort Hotel and Conference Center, three base lodges (Main Base, Sundance and Carinthia), one summit lodge with café and restaurant; Clocktower Building housing equipment rental, repair shop, guest services, lift ticket windows, season pass desk and child care; Medical Center/Base First Aid building; Mount Snow Ski and Snowboard School; five retail shops including Backside Snowboard Shop and The Cupola on Route 100; 16 food outlets and bars.

SKI AND SNOWBOARD PROGRAMS: The Mount Snow Ski and Snowboard School is located in its own building and features programs for all ages and ability levels with dedicated learning terrain just outside the door. Skier/rider transport in the learning area includes four magic carpet lifts, one rope tow and a fixed grip triple chairlift. Programs include Cub Camp for 3-year-olds; Snow Camp/Snow Riders for ages 4–6; and Mountain Camp/Mountain Riders for ages 7–14. Mount Snow Ski and Snowboard School is an official Burton Learn to Ride Center which includes a Burton Riglet Park for aspiring riders. Group and private clinics are available for adults of all abilities from beginners through advanced skiers and riders.

In addition, a season-long weekend Competition Development Program provides comprehensive coaching in alpine, freestyle and snowboarding disciplines. Notable graduates of the Development Program include professional freeskiers Chris Logan and Parker White as well as Olympic silver medalist Devin Logan. The Mount Snow Academy, a boarding school for students in grades 9–12, provides one-on-one academics and intensive on-hill training and competition. Three-time Olympic medalist Kelly Clark attended MSA.



VACATION/TRAVEL RESERVATIONS AND INFORMATION: With one call to Mount Snow Central Reservations (800.245.SNOW), guests can book their entire winter vacation including lodging and lift ticket packages. Central Reservations represents more than 50 lodging options in the Mount Snow Valley. Reservations can also be made online at www.mountsnow.com.

PHONE NUMBERS:

Snow phone (conditions and weather): 802-464-2151
Central Reservations: 800-245-SNOW
Switchboard: 802-464-3333
Snowmobile Vermont: 802-464-2108
Timber Creek Cross Country Skiing: 802-464-0999

WEB SITE and E-MAIL ADDRESS:

www.mountsnow.com
info@mountsnow.com

SOCIAL MEDIA:

Facebook:

Mount Snow – www.facebook.com/MountSnowVermont
Carinthia Parks – www.facebook.com/CarinthiaParks

Instagram:

Mount Snow – [@mountsnow](https://www.instagram.com/mountsnow)
Carinthia Parks – [@carinthiaparks](https://www.instagram.com/carinthiaparks)

Twitter:

Mount Snow – [@mountsnow](https://twitter.com/mountsnow)
Carinthia Parks – [@carinthiaparks](https://twitter.com/carinthiaparks)

MEDIA RESOURCES:

Online Media Room - <http://mountsnow.com/media-room/>

Resort Image Requests - Simply drop me a line at jstorrs@mountsnow.com for any images you might need.

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WINTER 2018-2019 EVENTS

For a full list of events please visit mountsnow.com/events