TSC NEWSLETTER

www.texas-ski.org

IT'S TRUE, TEXANS LOVE TO TRAVEL!



By Tere Mayne, VP Marketing

A Look at Our 2009-10 Ski Season

The Texas Ski Council Marketing Survey for the 2009-10 Ski Season has been completed and sent to about 200 industry partners, including ski areas, lodging properties, tour operators, airlines and ground transportation companies. Even though our numbers were down from the prior ski season, the chart below shows that 1744 participants from the TSC member clubs generated 8,446 skier days, 11,230 pillow nights, and \$2,859,639 in revenues during the past ski season. Not bad for a "down" economy! These numbers do include non-ski trips, pre-trip and post-trip numbers when supplied.

The clubs reported a struggle maintaining membership numbers and selling their trips this past ski season, and it reflects in their trip participation, as their overall numbers were down almost 13% from the prior year. While 54.8% of our members participated in TSC trips this past year, a significant number of members attended 31

OVERALL SKI SEASON STATISTICS FOR 2009-10

Category	All Trips 2009-10	TSC Trip 2009-10	Percentage (TSC)
Participants	1,744	955	54.8%
Skier Days	8,446	4,282	50.7%
Lift Ticket Days	6,007	3,023	50.3%
Pillow Nights	11,230	6,396	57.0%
Lodging Revenue	\$970,743	\$518,154	53.4%
Airline Revenue *	\$491,979	\$298,629	60.7%
Lift Ticket Revenue	\$264,906	\$122,878	46.4%
Ground Transportation	\$77,810	\$42,152	54.2%
Foreign Extensions	\$31,591	\$31,591	100%
Foreign Excursions	\$68,060	\$55,217	81.1%
Daily Resort Revenue **	\$954,550	\$543,660	57.0%
TOTAL REVENUES	\$2,859,639	\$1,612,281	56.4%

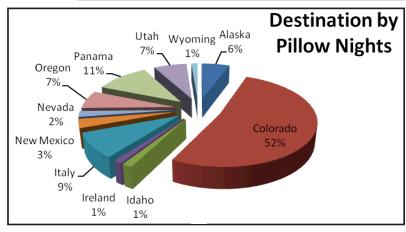
^{*} Lodging Revenue also includes air and ground transportation on foreign destinations (total package price).

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club trips to 19 additional destinations including some non-skiing locations. That club participation lead to a decline in TSC-sponsored trips for the first time in years.

As you can see from the Destination by Pillow Nights chart above, Colorado is still the leader in pillow nights with 52%. While the TSC had 2 successful trips to Breckenridge and Winter Park, the clubs also sponsored a number of trips to the Colorado ski resorts. Our Summer Expedition trip to Panama came in second at 11% of the pillows, which would explain why there was more money spent on daily excursion trips than foreign extension trips. And it was tie for third place, with 7% of the pillow nights for the TSC Winter Shootout trip to Mt. Bachelor and several club trips to various Utah resorts.

Our 2010-11 ski-season is off to a great start as our lodging numbers have increased over last year. The Texas Ski Council will have as its ski destinations: Breckenridge, Beaver Creek, Bad Gastein Austria, Crested Butte and Snowbird, along with a summer trip to cruise the waters off Alaska. Following our trip to Snowbird, we will be looking forward to seeing all of our Industry friends, along with the Club Delegates and Guests in Houston April 15-17, 2011. We will present our annual SkiBidFest meeting where we will decide our 2011-12 TSC trips. The Houston clubs are excited to host our meeting again.

I personally want to thank all the member clubs of the TSC for participating in this survey. Without your data, such an independent look at the TSC's 2009-10 Ski Season would have been impossible.

^{**} Daily Resort revenue is conservatively estimated at \$85 per day for food, beverages, equipment rentals, entertainment, and incidentals

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A Message From **Our President** by Cheryl Mann



I write this while at the National Ski Council Federation annual meeting in Snowmass, Colorado. The National Ski Council Federation is an organization founded in 1998. The Texas Ski Council was one of the founding councils. In attendance at this meeting are twenty-nine councils from across the United States and numerous industry partners. A sample of the meeting topics include the 1) Partnership between Wholesaler and Resorts in the Bidding Process, 2) Bid Ethics in Relationship to Participation at Council functions, 3) How to Pick a Tour Operator, 4) Reduction of Numbers and Altering of Price in Relationship to Lower than Anticipated Trip Participation, 5) How to Increase and Succeed with Building Membership and Streamlining, and 6) Socially-enabled and Tech-Savvy Social Media Technology: How to Use it to Grow and Market Your Club. A copy of the meeting minutes and presentations will be forwarded to the delegates so watch for them and bring your questions or comments to our December delegates meeting.

In August, we had a two-day delegate's meeting in Lubbock. Thanks to the Twisters for their hospitality. We spent a great deal of time talking about the issues being faced by clubs currently and I am hoping we were able to brainstorm some good ideas for some of you. The board will continue to look at your marketing support requests, clubs' insurance needs and web page requirements. The council board desires to be innovative in helping the clubs and welcome each club's thoughts, ideas and suggestions.

We have some fantastic council trips planned this year and many of the clubs have some great club trips planned. Most clubs have reciprocity clauses in their rules so don't limit your skiing options to your club or the council trips. After all, we are about getting on the mountains and having great experiences!!!! I hope to see all of you on the trips this year. Think SNOW!!



Beaver Creek, CO — TSC Traditional — January 8 - 15, 2011 By Christine Augustine, VP Traditional Beaver Creek. Not exactly roughing it. of the Village

Come to the land of heated sidewalks, escalators in place of stairs, elegant fine dining as well as bars and pizza joints, not to mention the fabulous skiing. Every thing in the village is within easy walking distance. If your legs are tired from skiing and you don't feel like walking, just call the "on demand" shuttle and you will be taken anywhere in the village.



We have a fabulous week planned beginning with the Welcome party at the Dusty Boot on Sunday. Tuesday we will have another gathering at the Dusty Boot with dinner and drink specials and live music. Wednesday night is Texas Ski Council night on the ice rink in the center

of the Village. Thursday, we will have our traditionalclub and individual races. Friday evening, will have the Awards Ceremony



lowed by the Farewell Banquet. Après ski will happen every afternoon at designated spots around the village. They will offer drink and food specials for the Texas Ski Council.

If you are not into skiing or want a few days of something different, BC has lots of options. To name just a few of the optional activities, there is excellent cross-country skiing and dog-sledding available on the mountain. There are many wonderful full service spas for a day of total relaxation and pampering. The main street in the Village is lined with shops, boutiques, art galleries and restaurants to keep you busy. A trip to Vail, only 20 minutes away, is easy to arrange. Join us! Page 3 TSC Newsletter

Crested Butte, CO— TSC Winter Shootout — February 5 - 12, 2011 By Lisa Biddle, VP Winter Shootout

1 Vibrant New Ski Village 1 Historic 1880s Mining Town 121 Ski Trails 200+ Texans 1 GREAT Ski Trip

Join the Texas Ski Council in beautiful Crested Butte! Located just 30 miles from the Gunnison airport, Crested Butte is the best of both worlds – modern, world class skiing with a historic, Old West town just minutes away.

Skiers have an expansive mountain with state of the art amenities to explore and enjoy during our stay. Any skier can find the right challenge, from the resort's innovative QuickStart beginner's program to inviting intermediate bowls and non-threatening glades to the double-black diamond Extreme Limits. Crested Butte is known for some of the finest adventure skiing in the Rocky Mountains.

The historic town of Crested Butte and the contemporary mountain resort are connected by the free shuttle service. The town welcomes guests with its old Victorian storefronts and the warm hospitality of the locals. You will be surprised by the rich sense of art and culture. Crested Butte has more restaurants per capita than any other town in the U.S.

What's New

Over \$315M has been invested both on and off the mountain over past several years. Improvements include four new lifts, an arsenal of snowmaking equipment and additional skiable terrain. There's a new beginner learning area for kids and adults. The ski village has just undergone a massive renovation that includes additional conference space, heated side-





walks, new shops and restaurant, and renomations to lodging properties. With the new Adventure Park you can add use of the skating rink, climbing tower, bungee trampoline, lift-served tubing hill to all the fun. The popular Ice Bar onmountain restaurant has been completely remodeled.

Lodging

There are some great lodging options in Crested Butte and all are located at the base of the mountain. The Elevation Hotel and Spa is a ski-in/ski-out luxury hotel. This hotel offers oversized rooms with kitchenettes, complimentary ski storage, private town shuttle, and a

Crested Butte			
Base Elevation	9,375 feet		
Summit Elevation	12,162 feet		
Number of Trails	121		
Skiable Terrain	1,167 acres		
Beginner	23%		
Intermediate	57%		
Advanced	20%		
Lifts	16		
High Speed Quads	4		

huge outdoor slope-side patio with firepit. The Grand Hotel is located 200 yards from the lifts and next to the transit center and ski village. The recently renovated indoor/outdoor heated pool and 30 person hot tub is sure to be a hit with the TSC. Rooms have kitchenettes and there is a full service spa, restaurant and ski valet. The Plaza Condominiums are just a short walk or shuttle ride to the lifts. Condos include full-size kitchen, washer/dryer, private balcony and high-speed internet. The Fireside Grill in the lobby is sure to be a fun meeting place during our trip.

Crested Butte is known as the last great Colorado ski town. We're sure to have a great week on the mountain and in town...see you there!!

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Snowbird, UT — TSC final Showdown — March 12 - 19, 2011 By Cindy Moore, VP final Showdown

Are you ready for a party trip? We just got a local beer sponsor (Squatter's) which will help make this the party ski trip of the year! What about those pesky Utah liquor laws? As of July 2009 the "private club" law has been repealed. "Memberships" are a thing of the past! I am trying to put together a TSC optional wine tasting event you won't want to miss. We will also be celebrating Saint Patrick's Day there.

What about the spring skiing? Do you know what the main justification for Utah's claim to the "Greatest Snow on Earth?." It is Snowbird, Utah, where the 2010 ski season was extended to mid-June due to the fabulous late spring dumps of snow! The legendary dry powder is said to be due to the salt content in the area. A mecca for skiers, snowboarders and snow loving families alike. Snowbird offers over 2500 acres of varied skiing terrain with one of Utah's largest vertical drops - 3240'. Snowbird enjoys a lift-served skiing connection to its neighbor Alta, and the two resorts offer a combined 4700 skiable acres, among the largest skiable terrains in the USA. They also boast the only ski tunnel with a moving sidewalk in the U.S.! This tunnel connects Peruvian Gulch with Mineral Basin. You then ski through Mineral Basin and use the Baldy Express lift to reach Alta. Not only is there a lot of challenging terrain, but there are numerous blues and easy greens available for your skiing and boarding pleasure.

Do you know someone who has always wanted to learn to ski, but hasn't yet? It is time to take the plunge at Snowbird. Snowbird is providing a three day adult complimentary learn to ski or ride program! This will be exclusively for true "never evers" and the number of places available is limited at 10% of the overall TSC attendance. Two 2-hour lessons per day, lift tickets and rental equipment are included.

Snowbird is conveniently located just 29 miles from Salt Lake International Airport which means you can be skiing within an hour of gathering your luggage at the airport! Everything



at the resort - lodging, restaurants, shops, skiing, and other activities - is within easy walking distance. There is also night skiing on a green slope next to Cliff Lodge which is free for their guests. Our TSC headquarters, the luxurious Cliff Lodge, provides SKI IN-SKI OUT convenience with first class amenities including the spectacular rooftop Spa and pool, as well as three distinctive restaurants and two lounge bars. State licensed child and infant care facilities are also available. The Cliff Spa features twenty four private treatment rooms, an open-air rooftop lap pool and giant whirlpool, aerobics and weight training rooms, massage, herbal wrap, facial treatments and a full-service women's and men's styling salon. Cliff Lodge amenities include: 2 heated pools, saunas, steam room, ice skating rink, games room, room service, bellman and valet service, nursery/children's center, retail shops, 4 restaurants, 2 lounges, laundry facilities, ski school/ticket office, ski rental and ski check and a business center. In addition to all the usual hotel amenities each room is equipped with a small refrigerator as well as a blow dryer, iron, free wi-fi, a safe, a lighted, magnified makeup mirror in the bathroom, a humidifier, a dream machine clock radio, and countertops made of beautiful, natural marble. The ski locker area on level 1 provides every room with 4 pairs of boot dryers. There is a FREE washer and dryer on every floor. There is a liquor store (with state mandated prices) within easy walking distance.

So you have kids that are out for spring break and want to ski? I have more good news! Children 12 years and younger will receive complimentary "Kids Ski FREE" lift for Snowbird tickets for the same number of days as their parent(s) or guardian(s) purchase! Kids 12 and under also stay FREE in their parent's room! Snowbird is also considering making this a TSC Youth Foundation trip, but as of this writing no decision has been made.



So, if you enjoy skiing on powder instead of slush, in mild climates instead of getting frost bite, and a good party with good friends, this fabulous spring trip is for you! For important updates, go to the final showdown article on the TSC website at http://texas-ski.org/.

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TSC Linked Partner Program

This year the TSC launched its Linked Partner Program and would like to WELCOME all the Industry Partners that have "Linked" to the TSC Website. The program was started as a way to provide an easy way or TSC members to connect to our Industry Partners through the TSC website. The fee to have a link is \$100 for a TSC ski year (May 1 to April 30th). In addition to a logo link, a Linked Partner is also provided with current information on TSC officers and key club officers periodically. For Information on participating in the program, an industry partner can go to the TSC website at www. texas-ski.org .

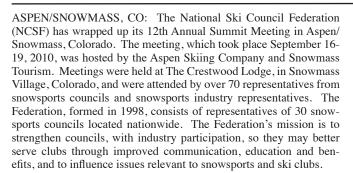
Links to Snowmass Lodging, Viceroy Snowmass Hotel Resort

Residences and Kandahar-The Lodge at Whitefish Mountain can be found at the site. You will also find our Annual TSC Sponsors' logo links on the Sponsor Page and Linked Partner Page—Platinum- Aspen/Snowmass, Beyond Boundaries, Mammoth Mountain, Ski Europe, Vail Resorts; Gold-Park City & Sun Valley; Silver-Telluride; Bronze: Ogden Convention Center, Northstar at Lake Tahoe/Sierra at Lake Tahoe, Skigroup.net and Taos.

The Linked Partner Program provides the opportunity for members of Council Clubs, as well as anyone searching the TSC website, to quickly link with these TSC Industry Partners. We hope that members of Texas Ski Council Clubs will take the time to see what is happening at some of their favorite resorts by connecting through the TSC "Linked Partner" Page.

Peggy Montgomery, TSC Past president

NATIONAL SKI COUNCIL FEDERATION HOLDS ANNUAL MEETING IN SNOWMASS VILLAGE, CO



The meeting included presentations on Social Technology for snow-sports clubs by Sheri Parshall, Northwest Ski Club Council; Online Technology & Web Advances by Michelle Moskowitz, Florida Ski Council; IRS issues for clubs by Dawn Peterman-Harris, Federation treasurer; and Learn to Ski and Snowboard Month by Elaine Cobos, Ogden/Weber CBV. Break-out sessions moderated by industry and council representatives discussed partnerships between resorts and tour operators, bid ethics, how to pick a tour operator, and how trip participation can affect trip pricing. Attendees also visited several lodging properties in Snowmass Village. Business items included welcoming the National Brotherhood of Skiers to the Federation.

Industry partners participating in this year's summit included Aspen Skiing Company, Telluride Ski Resort, Snowtours, Sports America,

Ski.com, Ogden/Weber CVB, PRW Group, Snowmass Tourism, Mammoth Mountain Ski Resort, Crested Butte Mountain Resort, Skigroup.net, Steamboat Ski & Resort, Steamboat Resorts, Winter Park Resort, Winter Ski & Sports, Copper Mountain, Vail Resorts, Skiset North America, Rentskis.com, and Jackson Hole Mountain Resort.

The Federation wishes to thank the sponsors who contributed to the success of this year's summit, including Aspen Skiing Company, Snowmass Tourism, Crestwood Lodge, Destination Hotels and Resorts, Pokolodi Lodge, Top of the Village Condominiums, Stonebridge Inn, Tamarack Townhomes, Laurelwood, Interlude and Timberline Condominiums, Silvertree Hotel, Snowmass Mountain Chalet, Base Camp Bar & Grill, and Snowmass Hospitality.

The 13th Annual Summit will be held September 15-18, 2011, at Mammoth Mountain Resort, Mammoth Mountain, California.

For additional information regarding the Federation, please visit www.skifederation.org.

TEXAS SKI COUNCIL 2010-11 SPONSORS

PLATINUM

Aspen/Snowmass
Beyond Boundaries Travel
Ski Marketing Corporation
Alpine Adventures/Ski Europe/Ski Canada
Vail Resorts

Arapahoe Basin, Beaver Creek, Breckenridge, Keystone,

Heavenly & Vail

Mammoth Mountain

GOLD

Park City
Sun Valley Resort

SILVER

Telluride Ski Resort

BRONZE

Ogden/Weber Convention Visitors Bureau Skigroup.net Taos Ski Valley Northstar at Tahoe/Sierra at Tahoe Page 6 TSC Newsletter

Bad Gastein, Austria — Winter Expedition — January 21 - 29, 2011 By Mitch Womble, Winter Expedition Coordinator

The Gastein valley is located 60 miles directly south of Salzburg, on the north side of Austria's highest mountains, adjoining the Hohe Tauern National Park.



Ski Areas: Three towns; Six ski mountains:

The narrow Gastein Valley is about 33km (20 miles) long with three significant towns and six top class ski areas.

Ski Amadé and Salzburg Sports World:

The Gastein Valley is part of Ski Amadé and Salzburger Sport-World, the world's largest ski network of 28 areas, 278 lifts, and 1375 miles of trails.

Hotel Elisabethpark: (Four Star Deluxe)

We will stay at the elegant and tastefully decorated hotel located right in the heart of Bad Gastein. Shops, bars, and restaurants are nearby; the Casino is just across the street; and the ski area about ten minutes away.

Ski Access:

The Stubnerkogel ski area is about a 10 minute drive from the hotel. For guests' convenience, the hotel has its own shuttle bus to

the lift base station. Ski rental and ski storage are located onsite.



This property is offered on an optional Half Board basis. Buffet breakfast is included. The optional dinners are served in the Panoramic Restaurant and are five-course. There is also an à la carte restaurant, The Prälatur, and a traditional Austrian caféhouse, The Sisi.



Bad Gastein is a relatively small

town, and because our hotel is centrally located, walking is generally the fastest and easiest means to get around.

There is a ski bus system connecting Bad Gastein to all the ski area base stations. The ski bus is free of charge with a lift pass. Otherwise, the cost is €1 per trip with a guest card.

Events and Facilities:

The following events are included in the bid price. The detailed program is subject to change and will be agreed upon with the Texas Winter Expedition Coordinator.

- Arrival Day & Orientation Meeting in Hotel: Saturday.
 All Texas Ski Clubs need to send their Representative.
- Opening Ceremony and Welcome Party: Sunday Evening. Ski-Europe has arranged with the Tourist Authorities of Bad Gastein to organize a memorable Opening Ceremony and Welcome Party. Following the Opening Ceremony, the Texas Ski Council guests are invited to a party with hot drinks.
- <u>Farewell Party: Thursday Evening</u>. A memorable farewell party will be organized in the Jazz Bar area, or in the community center, depending on the group size.

Skiing Activities:

- <u>Skiing Orientation Safari:</u> Free introduction tour of ski areas.
- <u>Floodlit Evening Skiing:</u> (Wednesdays 6:30 to 9pm) Bucheben lift at Bad Gastein base (not included in regular lift ticket).
- <u>Guest Ski Races:</u> (Thursdays) Classified GS on FIS Hailtzingalm course at Schloßalm).
- <u>SpeedChek:</u> (Daily) Situated at the BurgstallLift (#21) on the Stubnerkogel. It is a prepared slope where you can test your speed!





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Other On-Snow Activities:

- <u>Evening Tobogganing:</u> (Tuesday & Thursday 7pm) Lift to Schloßalm middle station and Aeroplanstadtl hut. Descent 3.3km to valley.
- <u>Horse-Drawn Sleigh Ride:</u> (Daily) Along the grand promenade, through the forest, or from Grüner Baum into the pristine Kotsach valley.

Thermal Pools & Spas:

<u>Felsenbad</u> (Daily). Fed by Bad Gastein's natural thermal springs, the Felsenbad has warm outdoor pools, and a comprehensive spa complex.

Excursions: (Tentative)

Excursions, for both skiers and sightseers, offer an opportunity to explore intriguing new destinations. The cost of full day excursions will be approximately \$70 - \$95 per person including guide, but excluding entry fees and meals.

- <u>Bad Gastein Walking Tour:</u> (Half Day Sunday) Morning tour of the city.
- <u>Visit to Mining Village/Museum:</u> (Half-Day Sunday) ½ Hour drive Tour of old Mining town & Museum.
- Trieste, Italy: (All Day Monday) 3½ hours drive For 600 years until the First World War, this was the port city and base of the Austrian Navy.
- Salzburg SportWorld Exploration: (Ski Only) (All Day Tuesday) With a guide and bus, this day is for skiers who want to experience the European way. This day tracks across more than a half-dozen ski areas which comprise part of the vast Ski Amadé complex: Dorfgastein, Grossarl, Alpendorf, Wagrain, Flachau, Flachauwinkel, and Zauchensee.
- <u>Salzburg:</u> (Half or All Day Tuesday); 1½ hours drive This is the classic Baroque city with churches, palaces,



old houses, narrow streets, busy squares, all surmounted by an imposing fortress. Birthplace and early home of Mozart, and made famous by "The Sound of Music" film.

• <u>Castles, Abbeys,</u> and Palaces of Southern Austria:

(All Day Wednesday) - This day tour crosses the Alps into Carinthia, Austria's southern province. This trip visits Millstatt (former Benedictine Abbey), Spittal (Porcia



Palace, important renaissance building), and Villach (remains of Landskron Castle).

- Salzwelten Hallein & Berchtesgaden: (Half or All Day Thursday); 1+ hour drive This is a visit to the original salt mine that gave Salzburg its name (Salzburg = Salt Mountain) and provided the "white gold" that funded all of the city's grand architecture. Berchtesgaden is located just north of Salzburg, and was the location of the famed "Eagles Nest" during the Nazi era.
- <u>Kranjska Gora and Bled, Slovenia:</u> (Ski & See) (All Day Friday); 2 hours drive In Slovenia, Kranjska Gora is a FIS World Cup ski area, and Bled a favorite of the former Yugoslav rulers, is a very pretty community on a glacial lake in the Julian Alps. An iconic castle is perched on the edge, and on an island in the middle of the lake, there is a renown pilgrimage church.

Pre-Trips and Post-Trips:

Berlin - Pre Trip (4 Days) Jan. 18 - 22, 2011

Is Germany's largest city, and its capital. Located in the northeastern part of the country, Berlin is a "world city" of culture, media, politics, and science, and is one of the most visited tourist destinations in the EU. It is thought to have originated in 1192, and its name means "swamp". One-third of its land mass is composed of forests, lakes, rivers, parks, and gardens.

Bratislava – Post Trip (2 Days) Jan. 29 – 30, 2011

Is the country of Slovakia's capital city, and its largest. It is located in the southwestern part of the country, nestled between both banks of the Danube River. Bratislava can trace its founding by the Celtics all the way back to 200 B.C.

Budapest - Post Trip (2 Days) Jan. 31 - Feb. 1, 2011

It is the capital and the largest city in Hungary. Regarded as one of the most beautiful cities in Europe, its extensive "World Heritage Site" includes the banks of the Danube River, the Buda Castle Quarter, Heroes Square, and the Millenium Underground Railway. The first settlement of the city was by the Celts before 1 A.D.

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December Delegates Meeting Saturday, December 4, 2010

Embassy Suites 3880 W. Northwest Highway Dallas, TX 75220 214-357-4500

Hotel rooms are available for \$99, which includes breakfast and afternoon cocktails. To book this rate, call Kevin Sullivan at 214-358-6905.

Complimentary shuttle to/from Love Field. Just call the hotel when you arrive. Shuttle to/from DFW Airport is approx \$18 each way on Super Shuttle or \$35 each way for taxi service.

Gather for coffee and mingling ~ 9:30am

Meeting begins ~ 10:00am

Lunch - \$12

Adjourn ~ 4:00pm

Happy hour following the meeting - appetizers provided

LSS and the Dallas Ski Club will be hosting a Happy Hour at Dunston's Steak House on Friday night. The Embassy Suites will be providing shuttles to and from the Happy Hour. There will be complimentary hot and cold appetizers and a cash bar. There will possibly be an event for Saturday night.



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