

# TSC NEWSLETTER

[www.texas-ski.org](http://www.texas-ski.org)

NEWSLETTER 11-12

VOLUME 2



## THE TEXAS FACTOR A Peek at Last Year's TSC Ski Season

by Tere Mayne, VP Marketing



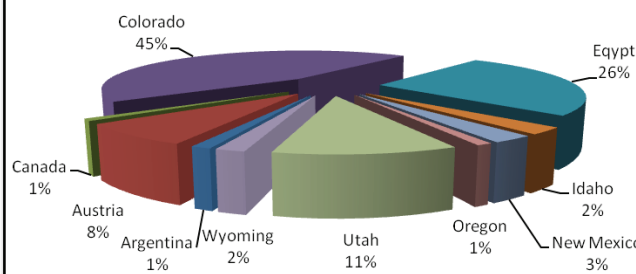
The Texas Ski Council Marketing Survey for the 2010-11 Ski Season has been compiled and sent to over 250 industry partners, including ski areas, lodging properties, tour operators, airlines and ground transportation companies. Interestingly, our trip participant numbers were up by almost 9.5% from the prior year, but we had a 6.2% decrease in lift ticket sales and 2.6% less skier days. That decrease is not because we were not skiing as much, but due to the success of our non-ski trip to Egypt where we had lots of participation. Together, we contributed more than 3.9 million dollars to the world economy during the past ski year and 76% of that money was from TSC trips! The chart numbers below do include non-ski trips and pre and post trip numbers when supplied.

Trip sales were on the rise this past ski season for both TSC and club trips even in this trying economy. Overall participation numbers were up 165 people from the prior year. This increase is due in part to the Egypt trip, but also because of the variety of trips being offered. While 64% of our members participated in TSC trips, a significant number of members attended 26 club trips to 18 additional destinations including some non-skiing locations. Even though trip participation increased overall, it should be noted that two of our TSC trips showed a

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### All Destinations by Pillow Night



significant decline in participation from the prior year. Once again Colorado is still the leader in pillow nights with 45% of the lodging stays. The TSC had 3 successful trips to Colorado – Breckenridge, Beaver Creek and Crested Butte, but the clubs also sponsored a number of trips to the Colorado market. Our Summer Expedition trip to Egypt came in second at 26% of the pillow nights. The TSC had a very successful trip to Snowbird in March, making Utah third with 11% of the pillow nights, and Bad Gastein, Austria came in fourth place at 8%.

Our 2011-12 ski-season is off to a great start as we are just finishing up a great trip cruising the waters of Alaska. And we look forward to our wonderful ski destinations of Breckenridge, Snowmass, Heavenly and Sun Valley this winter. But our adventures don't stop there as in August we will have an exciting summer trip to the Galapagos Islands. Following our trip to Sun Valley, we will be looking forward to seeing all of you, our industry partners and friends, along with the club delegates and guests in San Antonio, March 30-April 1, 2012, at our annual SkiBidFest meeting where we will decide our 2012-13 TSC destinations. The famed Riverwalk is excited to host our meeting for the first time in several years.

A big THANK YOU goes out to all the member clubs of the TSC for participating in this survey. Without your data, such an independent look at the TSC's 2010-2011 Ski Season would have been impossible.

### OVERALL SKI SEASON STATISTICS FOR 2010-11

Category	All Trips 2010-11	TSC Trip 2010-11	Percentage (TSC)
Participants	1,909	1,228	64.3%
Skier Days	8,223	4,787	58.2%
Lift Ticket Days	5,688	3,336	58.6%
Pillow Nights	12,618	8,780	69.6%
Lodging Revenue *	\$1,977,100	\$1,629,285	82.4%
Airline Revenue	\$291,827	\$168,131	57.6%
Lift Ticket Revenue	\$273,055	\$156,490	57.3%
Ground Transportation	\$48,650	\$25,563	52.5%
Foreign Extensions	\$193,816	\$193,816	100%
Foreign Excursions	\$53,367	\$52,178	97.8%
Daily Resort Revenue **	\$1,072,530	\$746,300	69.6%
TOTAL REVENUES	\$3,910,345	\$2,971,765	76.0%

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

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

## A Message From Our President

by Mike Morris



We just got back from the Alaska cruise. I want to start out by thanking Andrea Yowman for a great job. There were over 100 TSC members that spent a week cruising from Seattle to Skagway, Juneau, Ketchikan, Victoria and back. Cool weather, cool sites and cool people. The only downside was the "sign and sail" bill at the end! I have seen information in the last few days where many of the mountain communities are starting to see snow on the peaks - winter will be here before we know it. All of the TSC Trip VPs are hard at work getting the details of their trip lined out. Please let them know if you still have questions and I'm sure they will do their best to get you an answer. Save a spot on your calendar for next March 30th-April 1st for the TSC Bid Meeting. Camille LaRoe is chairing the TSC Bid Meeting again next year as we move back to San Antonio. If anyone is interested in helping please let me or Camille know. Cindy Moore and the TSC Youth Foundation Board are hard at work contacting lots of new groups about this organization.

They are doing their best to reinvigorate the Foundation. I want to thank the TSC Board and all the Committee Chairs for helping get us started on a great year. Looking forward to a great ski season!



ALASKA CRUISE: Lisa Biddle (TSC VP Traditional), Mike Morris (TSC President), Dorothea Rasser (Ski Europe), Ross Baker (TSC Secretary), Andrea Yowman (TSC Alaska Expedition Coordinator)



# TEXAS SKI COUNCIL

PRESENTS

## BRECKENRIDGE SKI RESORT



**JOIN THE TEXAS YOUTH FOUNDATION FOR A WEEK OF FUN**

**NOVEMBER 22-27, 2011**

- Five Nights Lodging at the Village @ Breckenridge  
*Newley renovated!*
- Discounted lift tickets, rentals & lessons  
*Valid at Vail, Beaver Creek, Breckenridge, Keystone & Arapahoe Basin!*
- Optional Roundtrip Transfers & Airfare
- TSC Activities  
*Includes Souvenir Pin, Welcome Party, Apres Event & Farewell Dinner/Dance*

TSC Youth Foundation Board Approves \$150 Reimbursement for youth participating in the

**TSC Ski / Snowboard Youth Camp**  
Ages 4-13, \$384 (Wed-Sat) less \$150 reimbursement

**\$234 Net Cost**

Includes: 4 full day lessons, lunches, rentals (including helmet) and lift ticket.

All ability levels welcome!

Check with your local club for pricing

Or call Andrea Yowman, VP Fall Roundup  
832-877-6071



**SLOPESIDE LODGING!**

## Snowmass – TSC Traditional — January 7-14, 2012

By Lisa Biddle, VP Traditional — [traditional@texas-ski.org](mailto:traditional@texas-ski.org)



Are you ready, Snowmass? Here comes the Texas Ski Council! Everyone is excited that we're returning in January for the largest trip of the year. Over 400 Texans will descend upon this great destination and will enjoy "The Power of Four" – Snowmass, Aspen Mountain, Aspen Highlands and Buttermilk ski resorts. With more than 5,300 acres of terrain, two great towns (Aspen and Snowmass), numerous options for dining and nightlife, and fun

events, you won't want to miss this trip.

There has never been a better time to visit Snowmass resort. Over \$140 million in on-mountain improvements in the last seven years makes it the best skiing and riding experience anywhere. Improvements include 11 new lifts, two new gon-



Casey Leach (Snowmass), Lisa Biddle (TSC), Mike Hibbard (Sports America), Karla Baker (Snowmass)



dolas, Treehouse Kids' Adventure Center, new restaurants, two superpipes, additional terrain and 100% hands-free gates with direct-to-lift capabilities. Snowmass also offers first tracks breakfast, complimentary mountain orientation tours and free groomed cross-country skiing.

There are a lot of fun TSC activities planned for our trip. The week starts with a Welcome Reception. We've also planned a Wine Walk to acquaint the group to the shops in Snowmass Village. NASTAR races will be organized so



we can compete at the club level and on an individual basis. We will have a wine tasting sponsored by Kenwood/Korbel. We'll wrap up the week with a Farewell Party that will include race awards, dinner and dancing. Special TSC discounts for lift tickets, equipment rentals, lessons, and race clinics will be available.

See you on the slopes!!

## Heavenly – TSC Winter Shootout—February 11-18, 2012

By Linda Raymer, VP Winter Shootout — [wintershootout@texas-ski.org](mailto:wintershootout@texas-ski.org)

Tahoe is MORE than a ski destination!

One lift ticket-two mountains! Our lift tickets are valid at Heavenly & Northstar. Eight clubs, including 224 participants as of August are contracted to use Harvey's, Harrah's and Forest Suites for lodging. Our big events will happen at Harvey's and Harrah's which are conveniently linked by a tunnel. Forest Suites condos are in an awesome location directly under the gondola! In July, I visited all our lodging properties and found them to be great offerings. The Village area is near each property and hosts many shopping, ski rental, dining, and après ski options. A very nice grocery/libations store is right around the corner.

New to Heavenly in this past season is a beautiful new lodge, Tamarack, atop the gondola. It has lots of seating inside and out, a beautiful bar, great dining options and same level restrooms. One nice amenity is an elevator as you



download from the gondola.

Following in the TSC tradition for lots of opportunities

to gather with friends from across Texas, we will have daily après ski parties and a TSC welcome event on Sunday evening. We will also have practice races and a scavenger hunt with prizes on Wednesday. The races will be held on Thursday/theme day. A dinner/dance/awards party will be featured at Harvey's Emerald Bay Ballroom on Friday, with an Après Ski Buffet and the best DJ in town!

In addition, there are a host of optional choices. Here are just some of the snow activities and non-skiing choices at our fingertips!

- Casinos
- An array of restaurants!
- Kirkwood Ski Day - priced per person includes lift ticket and transportation. Each club will work through the Kirkwood rep to set their day for a trek to Kirkwood.
- Northstar day trips-One lift ticket-two mountains. Thirty million dollars of improvements are happening at Northstar for 2011-2012. Get aboard for their well-known tree skiing, mountain tours, fabulous village and free afternoon intermediate and advanced skiing lessons! It's about a 50 min bus trip with outstanding views along the way. There is a very small fee for the roundtrip bus trip.



The following events will have reps at the Welcome party and participants will have the opportunity to sign up that night.

- Nordic skiing/Snowshoeing
- Snowmobile tours through various companies are available at reduced rates for TSC groups.
- Wine and Harvest Tour - This is a narrated tour to the historic Gold Rush region of El Dorado County (50 miles) visit up to four picturesque family farms known for making vibrant, full bodied, and award winning wines crafted from grapes grown in the rich beauty of the Sierra Nevada. Boa Vista Orchards offers home baked goods, ciders, mountain grown seasonal fruits, and preserves. The tour price includes all tastings and a delicious picnic lunch.
- Virginia City Tour - Step back in time on this narrated tour following the Pony Express Trail through Genoa (Nevada's oldest settlement), CARSON CITY and America's largest historic landmark: Virginia City and the Comstock Lode. This is the place where Mark Twain roamed the streets and everybody wanted a piece of the "Richest Place on Earth." Upon arrival to Virginia City you'll have 3 hours to shop, visit mansions, museums, a real mine and have a free drink at the famous Delta Saloon established in 1875.
- If you attended the Heavenly trip in 2005, you may have cruised across the lake on the Tahoe Queen. We are finalizing details/options for a fun cruise.
- Sleigh Rides - tour Tahoe's wondrous winter scenery in a horse drawn sleigh.

Daily offerings!

- Skating at Heavenly Village - Open-air skating

& music and fun on the ice every day and every night at the Heavenly Village

- Nightly Entertainment - different shows appearing during the winter season along with the Improv and various performers.

Getting around town will be a breeze! Heavenly has an extensive complimentary skier shuttle service. The shuttle leaves every 15 minutes from all major casinos and hotels to either the California Lodge, Nevada lodges, or to the Heavenly Gondola. On Thursday, race day, extra shuttles will be added to the pickup schedule to take us to the California Lodge/Gun Barrel, the location of our races.

Let's continue to drum up a great cadre of snow enthusiasts to travel to Tahoe!



## Sun Valley – TSC Final Showdown—March 10-17, 2012

By Marsha Lutz, VP Final Showdown — [finalshowdown@texas-ski.org](mailto:finalshowdown@texas-ski.org)

Trip signups are underway! Have you joined the Sun Valley group yet? You can go to Colorado or Utah any year, but it has been 12 years since the TSC has skied the

American Shangrila of Sun Valley. Way too long! Don't miss your opportunity to do so in 2012!



We will be skiing in the beautiful Sawtooth Mountains and staying at a wonderful village – thoroughly modern yet reminiscent of its early days as the first destination ski resort (since 1936!) that has been visited by many well known people. Past and current guests and residents have included movie stars

(from Gary Cooper to Arnold Schwarzenegger), writers (Hemingway), politicians (Kennedy's), Olympic gold medalists (Gretchen Fraser and Picabo Street), and regular American friends and families (can I insert your names here?).





### Skiing

The resort has two ski mountains – Dollar – a great place for learning – and Baldy – for fun cruising or challenging runs. We have received a great discount on lift tickets – ask your Trip Leader for details. And remember – kids 15 and under ski free (1 per paid adult lift package). I am working with the ski school to get good discounts on lesson prices – from beginner lessons to a special racing clinic.

This trip has been designated as a Texas Ski Council Youth Foundation (TSCYF) trip. This will tie in well with the trip being over Spring Break. Two of the objectives of the TSCYF are to promote health and fitness among youth and to promote the family unit. The Final Showdown provides a vehicle to achieve these goals by offering fun, outdoor family exercise in the winter months. We will be offering ski camp for the kids. As a TSCYF trip, each family will be provided a \$150 travel reimbursement for each child that enrolls in at least 3 days of ski camp that includes lessons, equipment, lunch and lift tickets (per the lift ticket rule above). Again, detailed pricing is available through trip leaders.

### Lodging and Dining

Reserved lodging includes the Sun Valley Inn (hotel), the Deluxe Lodge Apartment Condominiums – both right in the Village, as well as a couple of other condominium properties within walking distance of the main village. The main village includes two very large hot tub pools available for all guests and a skating rink as well as numerous shops, bars and restaurants.

Sun Valley is known for its fine dining. In the Village, there is The Ram, Lodge Dining Room, Gretchen's, Bald Mountain Pizza, and a deli and bakery. On the mountain, evening choices include Trail Creek Cabin (via sleigh ride), Roundhouse (via gondola), and the Sun Valley Club (just opened in 2009 at the Nordic Center/Golf Course). Day lodges on the mountain are at Seattle Ridge, Lookout, Roundhouse, River Run and Warm Springs. The Lookout is just a basic quick-stop lodge for die-hard skiers, but the others are all very nice – especially Seattle Ridge. The lodge is gorgeous with many fine amenities and the views from this locale are absolutely beautiful. Nearby Ketchum

(just 5 minutes on the complimentary shuttle) has numerous restaurant selections that can provide a unique venue for club dinner parties for large or small groups.

Besides the club and TSC parties, there will be après-ski happy hours at the River Run Lodge and The Boiler Room in the Village. On Thursdays, the Fabulous Vuarnettes perform at 6 pm in the Boiler Room. Four colorful ladies sing and joke about just anything and everything. The Duchin Bar at Sun Valley Lodge is good for après-ski or a late night drink and is known for great drinks, a piano bar and dancing. And Ketchum has lots of bars – see below.



### Activities

The trip package will include a Welcome Party and Final Awards Party (both with DJ and dancing) and of course racing. We will also coordinate a pub crawl in Ketchum – with possible stops at Whiskey Jacques, The Cellar, Casino, The Roosevelt and The Pioneer Saloon. Other optional activities which will be arranged are bowling, ice skating and a sleigh ride with dinner at Trail Creek Cabin.

Other winter sports include snowshoeing, ice skating and hockey on the village indoor and outdoor rinks, tubing, cross country skiing and heli skiing. Or just relax – taking in a spa treatment or soaking in one of the hot tubs. Sun Valley offers a unique lift ticket exchange – so if you decide not to ski one day, you can exchange it for a meal, spa, ice skating and more!

### Transportation

While airfares are still higher than we would like, the prices for most clubs have improved over what was seen in June – and a couple clubs now realize considerable savings. As other tour operators drop some of their seat holds, prices should improve some more. At this point, everyone is flying into Boise.

### Participation

Right now the following clubs are signed on for the Original American Experience in Sun Valley – Capital Downhill Skiers, Club St. Bernard, Clear Lake Area Ski Club, Lone Star Skiers, Los Amigos, and Space City. So join up with one of them for some Fun in the Sun!

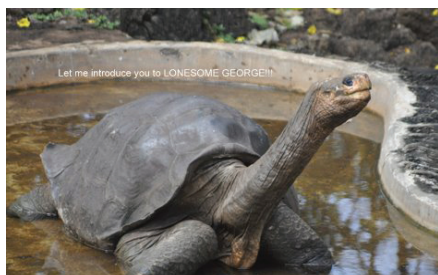
© Sun Valley Resort



# Galapagos – 2012 Summer Expedition—August, 2012

By Christine Augustine, 2012 Summer Expedition Coordinator — [galapagos2012@texas-ski.org](mailto:galapagos2012@texas-ski.org)

The Galapagos Islands...the adventure of a lifetime and the destination of the 2012 TSC Summer Expedition. This trip will truly be an ACTIVE adventure and different from most trips to the Galapagos in that it is land based. We will begin the trip in Quito, Ecuador where we will spend the first night. We will have a welcome party and trip briefing where we will be issued our official piece of luggage for the trip. This evening everyone will need to repack their gear into the official travel bag. You will be limited to 30 pounds as all our transport between islands is



on boats where we are very limited to size and weight of luggage. There will be a secure luggage storage room for the luggage you leave behind.

The following morning, we fly to the Galapagos where we will be met by our official guide who will stay with us the entire trip. After lunch, we are transferred to the hotel and immediately set out for a bike ride. We will end up at one of the most beautiful beaches in the islands...Mann Beach where you will see the first of hundreds of Galapagos sea lions.

This is just an example of how your days will be spent...not much down time! Each day will be a new adventure...snorkeling, scuba diving, hiking, kayaking, visiting the Charles Darwin Research Center and the transfer between islands via boat where it is very likely to see dolphins and whales.

The plan is to divide the time between San Cristobal, Isabela and Santa Cruz Islands. Our hotels are locally owned and operated. They are clean and neat but not resort class by any stretch of the imagination. Food is mostly fresh fish but chicken and pork are also available. The staples are rice and beans so we will be seeing those at almost every meal.



The Galapagos are very strictly controlled by the local government. Therefore, our itinerary could be changed by the local government at any time. This trip is a very active trip. If



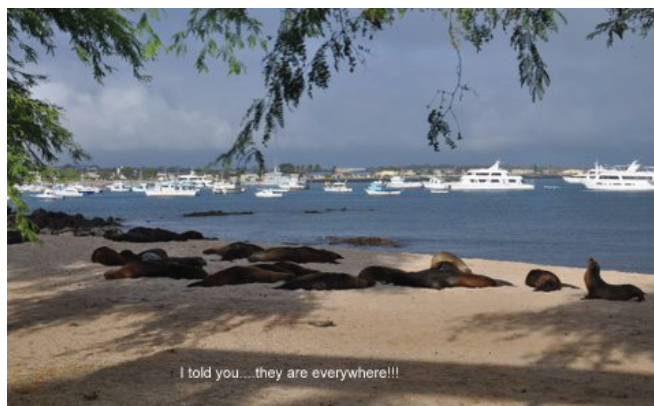
you need to take a day off and rest-up...no problem. Please bring a sense of humor and adventure!

There are 3 departure dates. We will be travelling in “pods” of 16 with 4 pods on each departure. During the day, each pod will more than likely have a different “route” so we do not tax the local environment. During the evening, we will have time to gather as a group and party with friends from different pods.

Pre and post trips to the Amazon Jungle and Otavalo in the highlands, and a 4-day or 7-day post trip to Peru are available for those who wish to spend more time in South America.



This trip is absolutely an adventure of a lifetime. I hope you will join us!





## TSC Linked Partner Program

by Cheryl Mann

Last 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 for 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](http://www.texas-ski.org).

We are in the process of renewing current links and hoping to have more Industry Partners join the program. In addition to our Linked Partners, you will also find our Annual TSC Sponsors' logo links on the Sponsor Page and Linked Partner Page—Platinum- Aspen/Snowmass, Mammoth Mountain, Ski Europe, Vail Resorts; Gold-Jackson Hole & Sun Valley; Silver-Telluride & Sports America; Bronze: 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.

## TEXAS SKI COUNCIL 2011-2012 SPONSORS

### PLATINUM

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

## National Ski Council Federation Report

by Cheryl Mann



Ski season is closely approaching as was evident during my attendance at the National Ski Council Federation annual meeting in Mammoth Lakes, California. The National Ski Council Federation is an organization of thirty councils from across the United States. The Texas Ski Council was one of the founding councils. The topics were informative and some of the information should be educational for the TSC clubs. A sample of the meeting topics included 1) Air Got You Down?; 2) Resort Bidding: Protocol on-going direct or through Tour Operation; 3) Travel Insurance; 4) Use of Social Media; and 5) Marketing 101. We had guest speakers from the National Association of the 10th Mountain Division and were truly inspired by guest speaker Stephani Victor, a lady who after having both of her legs amputated resulting in 11 reconstructive surgeries, took her first sit-skiing lesson: since then she has won multiple Paralympic medals, several World Championships and Overall World Cup titles. Both the men of the

10th Mountain Division and Ms. Victor has truly inspiring stories to share with us. 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.

I am in the process of renewing sponsorships and Linked Partners and have already had interest from new sponsors. Watch your newsletters and the TSC website to stay current on our industry sponsors.

We have some fantastic council trips planned this year and I look forward to seeing many of you on the slopes! Think SNOW!



## Important TSC Dates

October 29, 2011	Board of Directors Meeting – Dallas
<i>November 22-27, 2011</i>	<i><b>TSC FALL ROUNDUP – Breckenridge, CO</b></i>
<b>November 23, 2011</b>	<b>Participation &amp; Activity Fees due to TSC Treasurer for TRADITIONAL</b>
<b>December 3, 2011</b>	<b>Quarterly Delegates Meeting – Houston</b>
<b>December 28, 2011</b>	<b>Participation &amp; Activity Fees due to TSC Treasurer for WINTER SHOOTOUT</b>
<i>January 7-14, 2012</i>	<i><b>TSC TRADITIONAL – Snowmass, CO</b></i>
January 15, 2012	TSC 2012 Officer Applications due to Nominating Chair
January 9, 2012	Ski Area Bids for 2012-2013 ski season due
<b>January 26, 2012</b>	<b>Participation &amp; Activity Fees due to TSC Treasurer for FINAL SHOWDOWN</b>
February 6, 2012	<i>Articles due for TSC Newsletter</i>
<i>February 11-18, 2012</i>	<i><b>TSC WINTER SHOOTOUT – Heavenly, CA &amp; NV</b></i>
February 25, 2012	Board of Directors and Pre-Select Committee Mtgs – Dallas
TBD	<b>Deadline for Bid Meeting Room Reservations &amp; Registration</b>
<i>March 10-17, 2012</i>	<i><b>TSC FINAL SHOWDOWN— Sun Valley, ID</b></i>
<b>April 1, 2012</b>	<b>Participation Fees due to TSC Treasurer for SUMMER EXPEDITION</b>
March 30, 2012	Annual Marketing Survey due to VP Marketing
<b>March 30-April 1, 2012</b>	<b>Quarterly Delegates Meeting – San Antonio, Texas</b> <b><i>Ski Area Bid Selection, Officer Election &amp; Installation</i></b>
TBD	Officer Training/Planning Meeting & Board of Directors Meeting - TBD
May 7, 2012	Lodging requests accepted for 2012-2013 ski season (After 9:00 am, CDT)
<b>June 2, 2012</b>	<b>Quarterly Delegates Meeting - TBD</b>
<i>August, 2012</i>	<i><b>TSC SUMMER EXPEDITION - Galapagos</b></i>



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