



ONE Wasatch

18,000 acres.
100 lifts.
1 pass.

What is Ski Utah?

- ▶ Privately funded trade association representing Utah's 14 alpine and 8 Nordic ski areas
- ▶ Represents lodging, retail, restaurants, transportation and many others...
- ▶ Best source of information for skiing in Utah



SKI INDUSTRY ECONOMIC IMPACT

- ▶ Total ski/snowboard-related spending in Utah is estimated at \$1.290 billion, up from \$1.173 billion in 2010/11 (10% increase).
- ▶ This includes \$1.076 billion spent by out-of-state/international visitors, up from \$990 million (up 8.8%)
- ▶ Utah residents accounted for \$214 million in spending, up from \$183 million (up 16.7%)
- ▶ Out-of-state/international visitors are estimated to spend an average of \$323 per capita per day while in Utah, up from \$272



**What sets Utah
apart from other ski
destinations?**



...COOPERATION



ONE WASATCH MISSION

Create the most efficient and enjoyable interconnected mountain resort ski experience in North America, recognizing watershed protection and backcountry ski terrain preservation as key elements.



Why is ONE Wasatch considered a CONCEPT?



Introduced: January 2007



Why is ONE Wasatch considered a CONCEPT?



Available: December 2010



WHO IS BEHIND ONE WASATCH?



RESORT PARTNERS



ONE WASATCH

1 **LIFT**  **TICKET** **100**
762 **LIFTS**
 **RUNS**   
SKIABLE ACRES
18,316 17,276 CURRENT +
1,040 ESTIMATED NEW
ESTIMATED \$30million
CONCEPT COST
\$0 PUBLIC FUNDING 100% PRIVATELY FUNDED

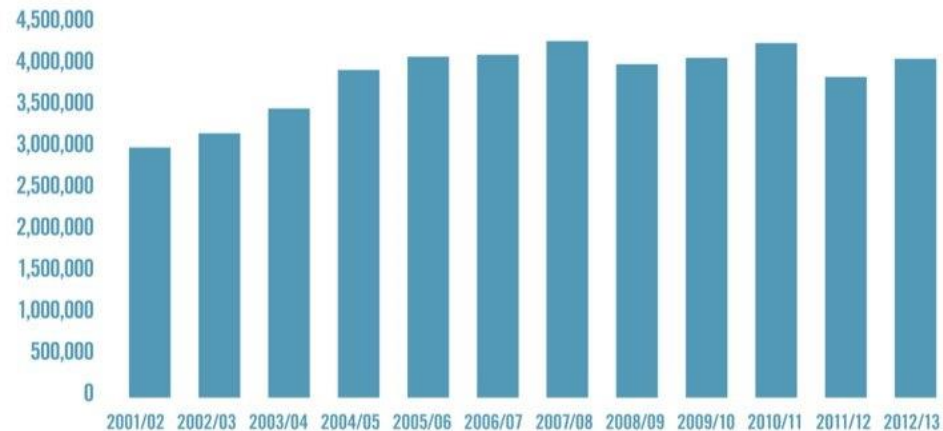
UTAH SKI INDUSTRY

4.2 MILLION  SKIER VISITS

SKI INDUSTRY ECONOMIC
EMPLOYMENT IMPACT

18,419 ^{direct}
+ _{indirect}  \$1.3 BILLION

UTAH SKIER DAYS



SNOWBIRD *to* PARK CITY

Cliff Lodge <> Main Street

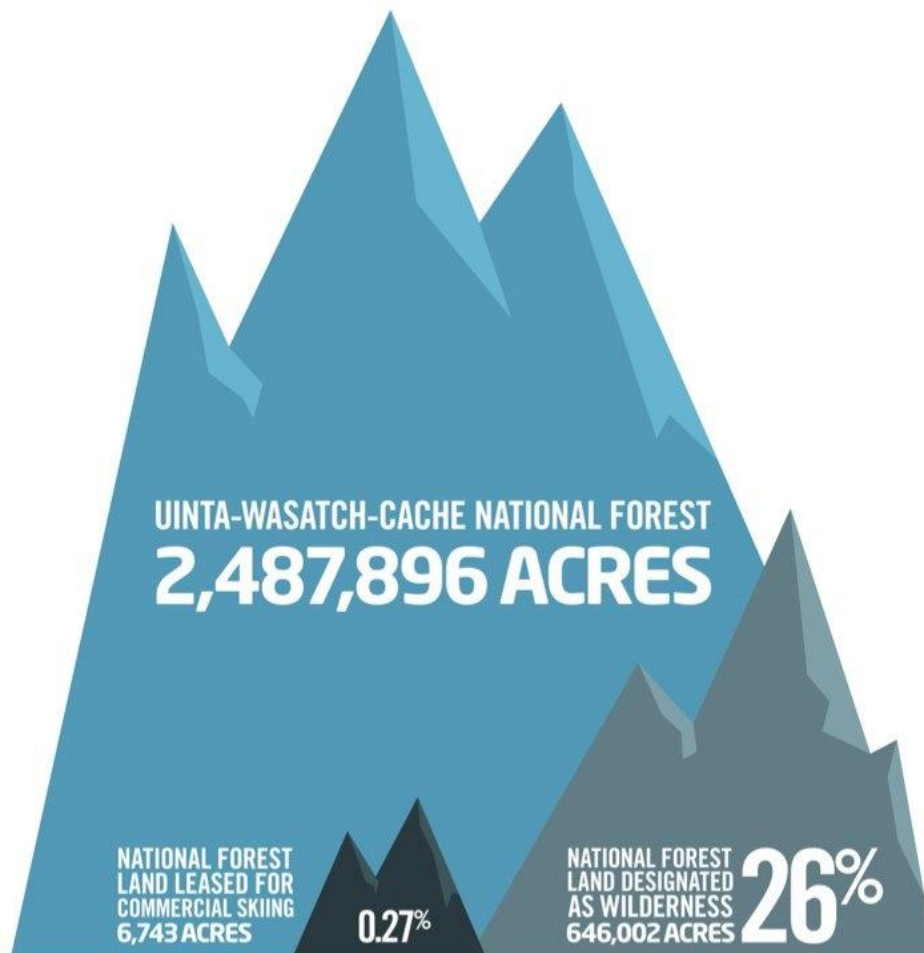
6 LIFT
RIDES  **2HRS**
estimated skiing time

LINEAR DISTANCE
   **9 MILES**

DRIVING DISTANCE
41.5 MILES 

**ESTIMATED
DRIVING
TIME**  **58** minutes

LAND





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SKI
AREA
BOUNDARY



EXISTING
RESORT
CONNECTION



SHARED
RESORT
BOUNDARY



POTENTIAL
CONNECTION



Brighton



CANYONS



DEER VALLEY
RESORT



PARK CITY



Solitude
VILLAGE RESORT



snowbird



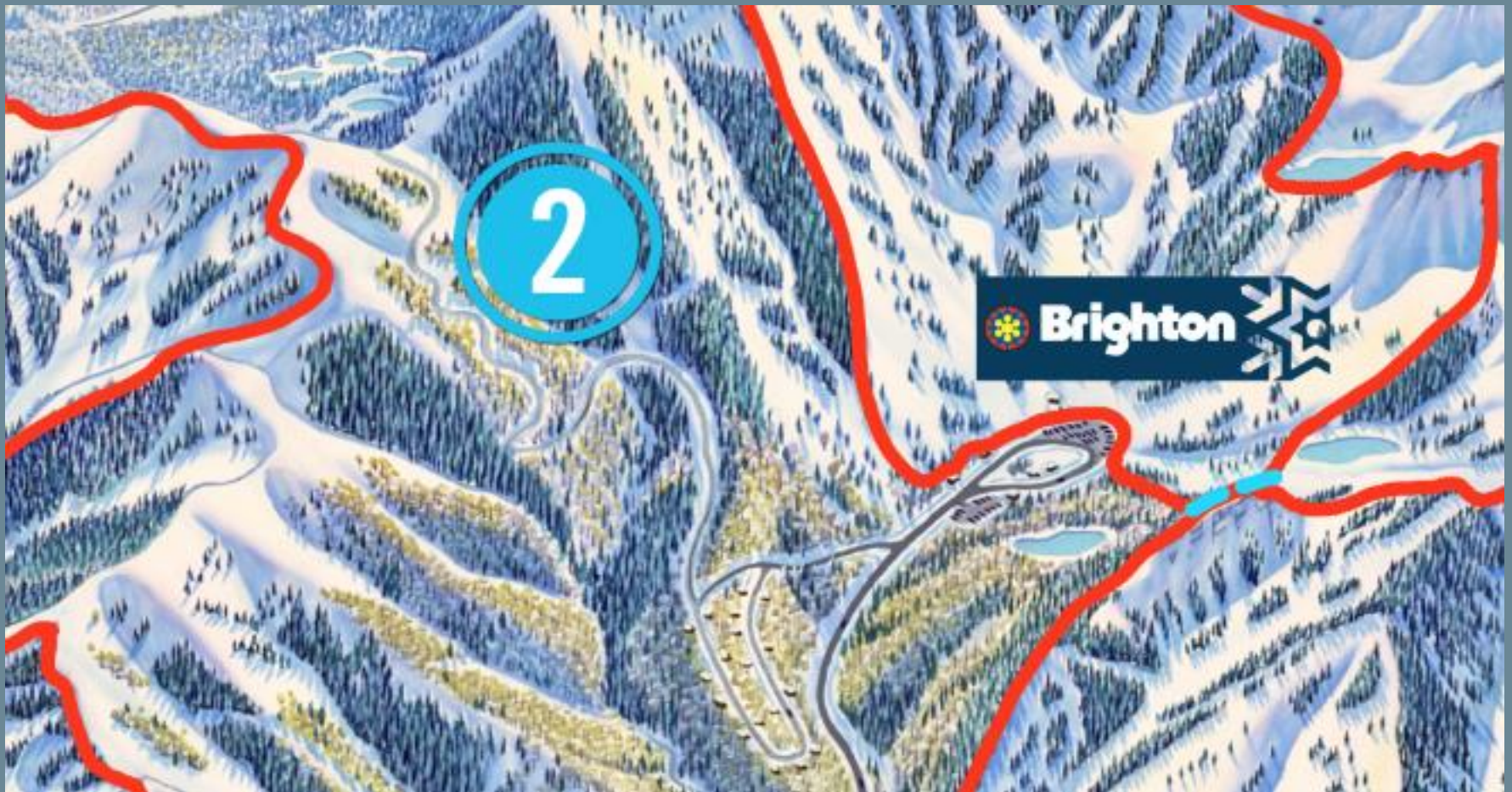
Current Ski Utah Interconnect Tour Route





POTENTIAL access route:
PCMR <<—>> Canyons Resort





POTENTIAL access route:
PCMR <<—>> Brighton Resort





POTENTIAL access route:
Alta <<—>> Solitude



Nothing like it in North America...

ACRES OF SKIING

ONE Wasatch, Utah

Whistler Blackcomb, BC

Big Sky/Moonlight Basin, Montana

Vail, Colorado

Lake Louise Banff, Alberta

4,200
10 Lifts

5,289
31 Lifts

5,532
28 Lifts

8,171
37 Lifts

18,000
100 Lifts



A proven concept in Europe...

Ski Circuits Around the World		
1. Trois Vallees (France)	205 lifts	55,000 acres
2. Paradiski (France)	187 lifts	45,000 acres
3. Espace Killy (France)	96 lifts	30,000 acres
4. Dolomite Superski (Italy)	155 lifts	25,000 acres
5. Grand Rousse (France)	85 lifts	22,000 acres
6. ONE Wasatch (USA)	100 lifts	18,000 acres

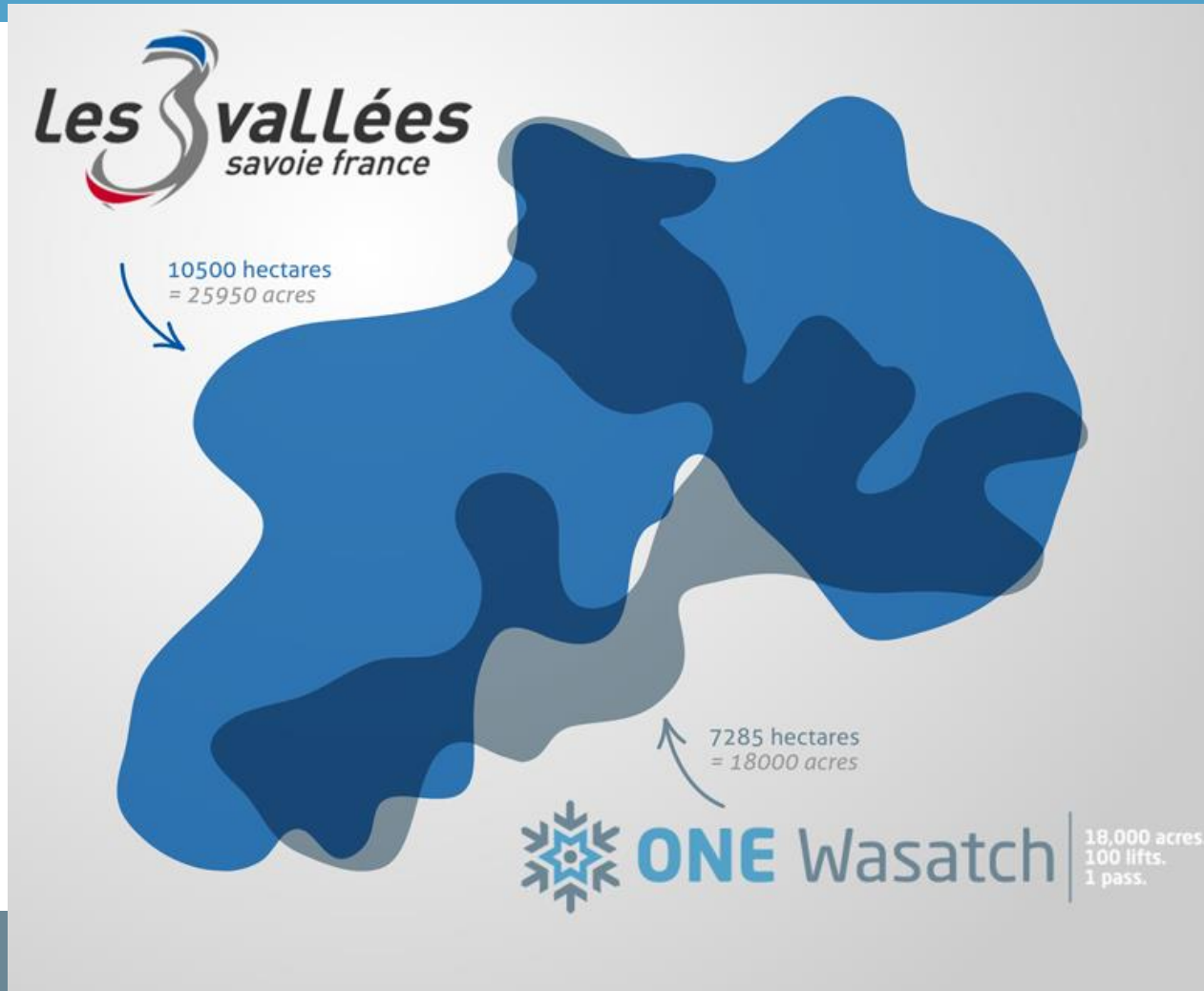


France: 3 Valleys

les 3 vallées
savoie france



ONE Wasatch vs 3 Vallees



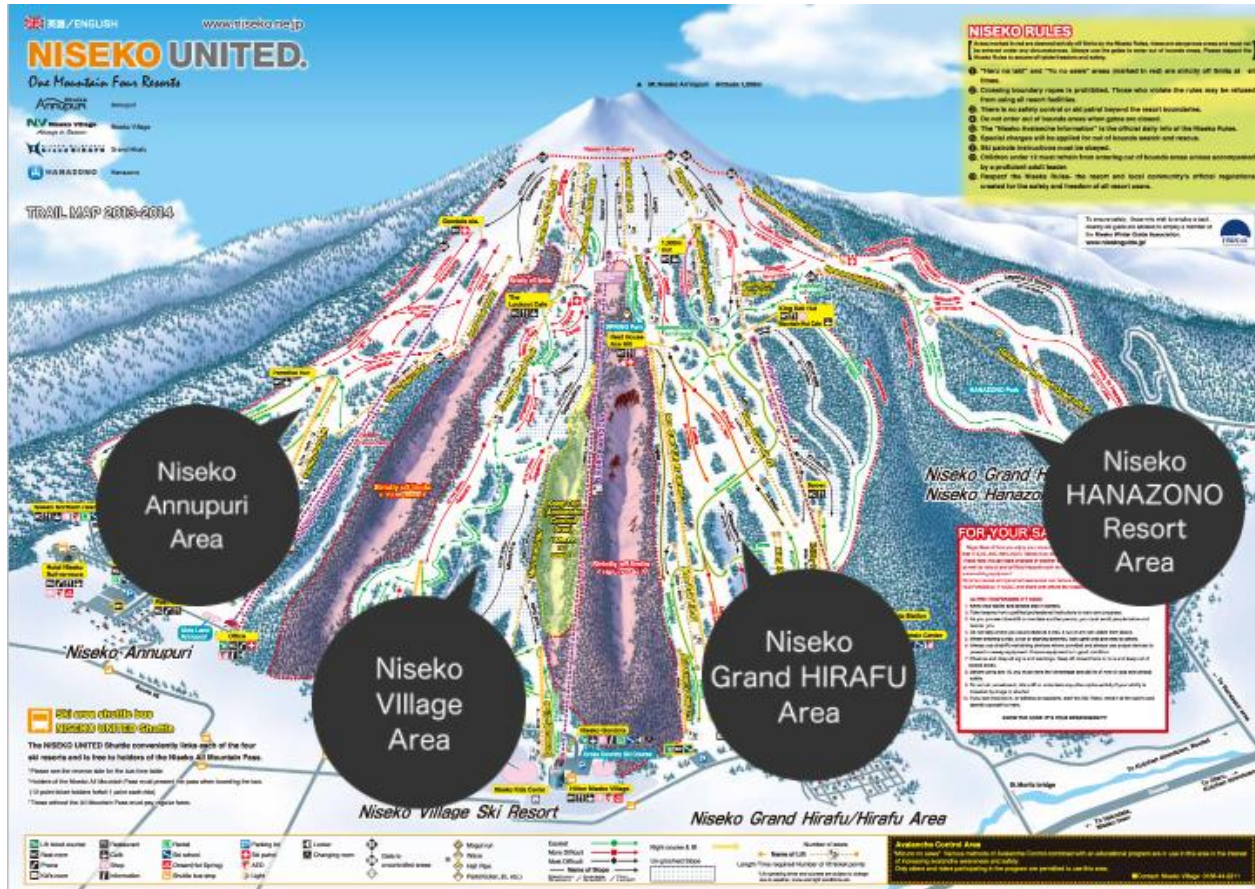
Austria: Arlberg Region



Italy: Dolomiti Superski



Japan: Niseko United



Why?

1. **SHATTER** expectations
2. **INNOVATION**
3. **DIFFERENT** way of skiing/riding
4. **SUSTAINABLE** ski product



Will anyone use it?

Park City Utah 1960 - The Park City Mining Company announces that skiers can now legally (for \$3.00) ride the mine tunnel train to the elevator. Transfer there for the over 2,000 vertical foot elevator ride to the top of the mountain.

It is hoped this will spark enough interest in skiers so that someday a ski lift will replace the wet, dark, dangerous ride.

Locals predict skiing is just a fad of the 50's & 60's and there is no economic future to a sport as dumb as skiing.

Editors Note: Last weekend a record 17 skiers had the Park City Mining ski experience.



When?



No timeline at this point.



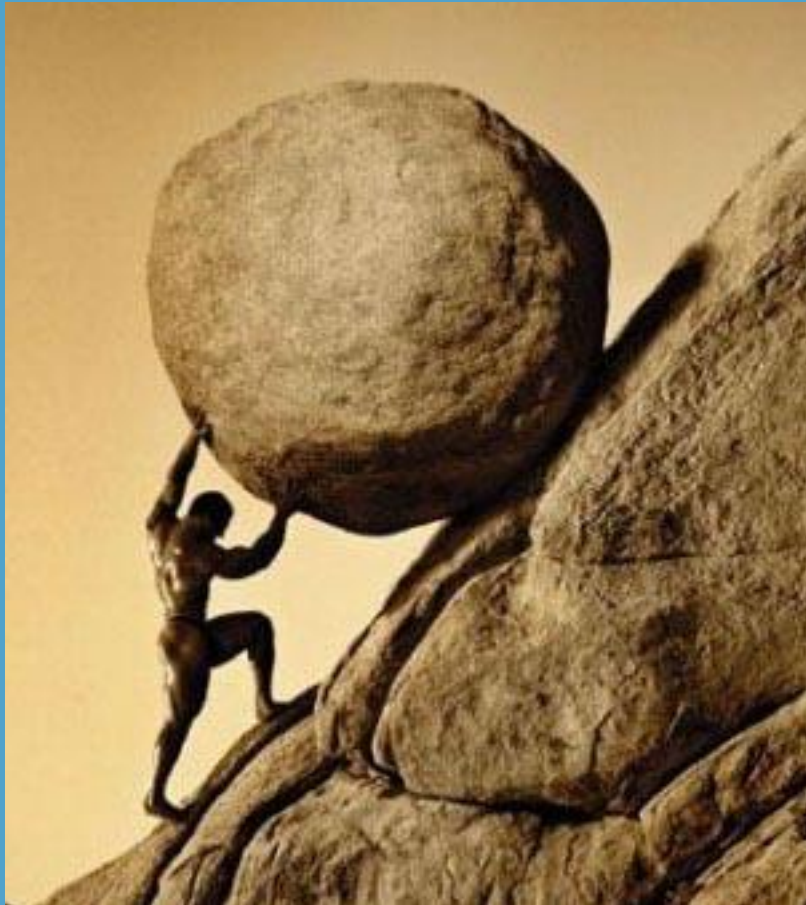
NEXT STEPS?



1. Educate
2. Advocate



Can't say it enough...



It is **NOT** an
impossible task to
CONNECT our resorts,
PROTECT our water
and **PRESERVE** a
quality backcountry
experience.



9 NOTABLE TAKEAWAYS

1. Ski areas support **Mountain Accord**
2. **WATERSHED** and **ENVIRONMENT** are key elements
3. Starts and ends with the **GUEST EXPERIENCE**
4. All **SEVEN** resorts are in support
5. All three connections can be made on **PRIVATE LAND**
6. All paid for with **PRIVATE FUNDING**
7. No **DEVELOPMENT** other than lifts
8. All permits and approvals require **PUBLIC PROCESS**
9. **TECHNOLOGY** makes options unlimited



ONEWasatch.com



ONE Wasatch | 18,000 Acres - 100 Lifts - 1 Pass - Mozilla Firefox

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ONE Wasatch | 18,000 Acres - 100 Lifts - ...

onewasatch.com

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Concept Experience FAQ Resources Press Room Feedback SKI UTAH

Create the most efficient and enjoyable interconnected mountain resort ski experience in North America, recognizing watershed protection and backcountry ski terrain preservation as key elements.

The map displays a mountainous region with various ski resorts outlined in blue. Key locations labeled include PARK CITY, Brighton, Little Cottonwood, and Big Cottonwood. A legend at the bottom identifies the map features: SKI AREA BOUNDARY (blue line), EXISTING RESORT CONNECTION (red line), SHARED RESORT BOUNDARY (green line), and POTENTIAL CONNECTION (blue circle).

4:03 PM 3/21/2014



QUESTIONS

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