



ONE Wasatch | 18,000 acres.
100 lifts.
1 pass.

What is Ski Utah?

- ▶ **Privately funded trade association representing Utah's 15 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



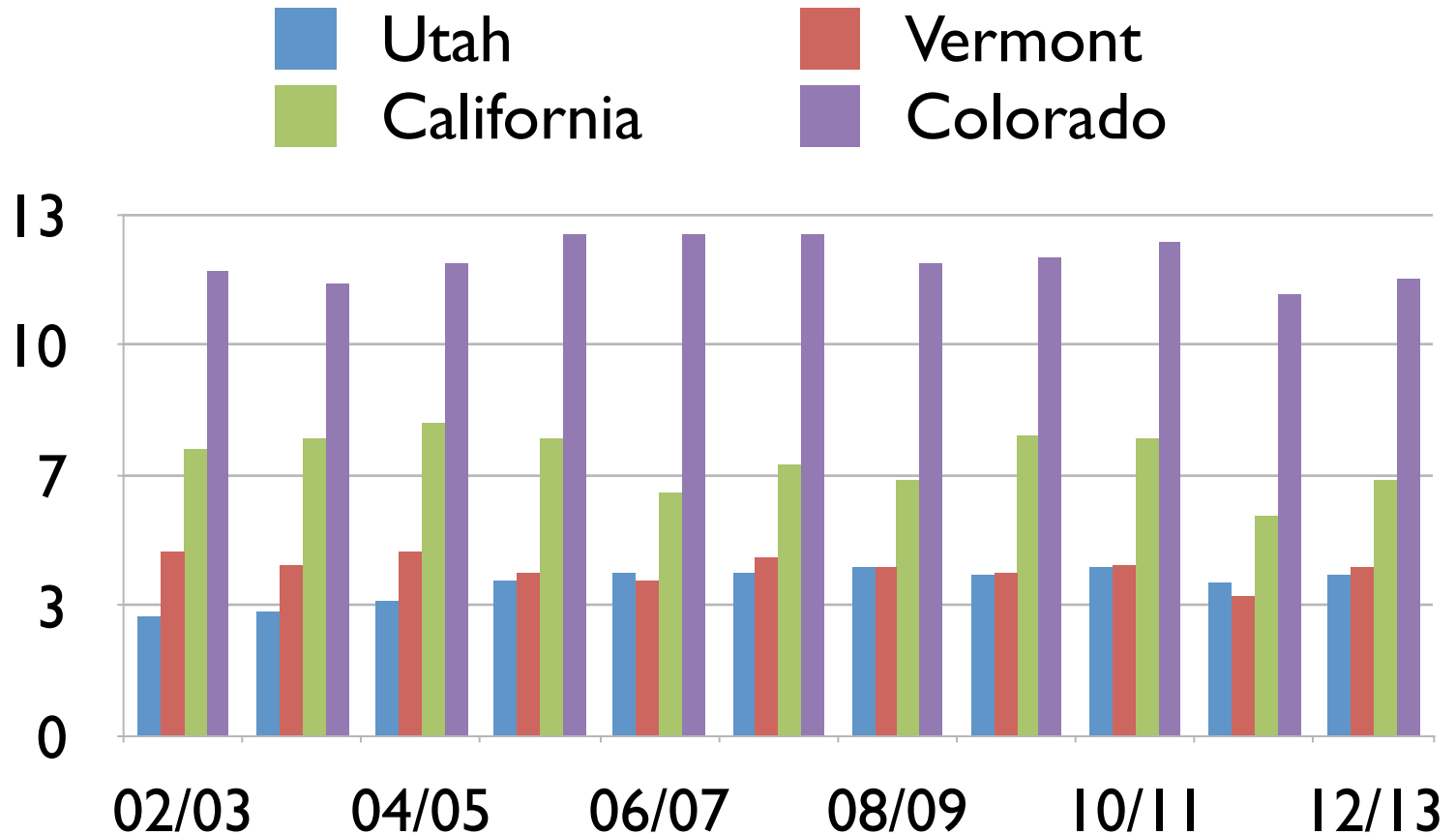
**What sets Utah
apart from other ski
destinations?**



...COOPERATION



How Does Utah Stack Up?



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



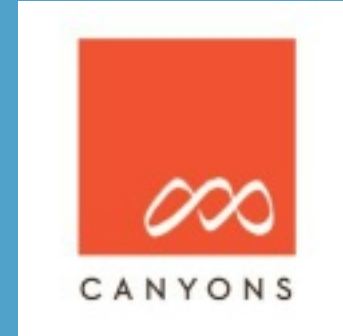
Why is ONE Wasatch considered a CONCEPT?



Available: December 2010



WHO IS BEHIND ONE WASATCH?



RESORT PARTNERS



ONE WASATCH

1 LIFT  **TICKET** **100**

762 **LIFTS**

3 **RUNS**   

SKIABLE ACRES

18,316 **17,276** CURRENT +
1,040 ESTIMATED NEW

ESTIMATED \$30million
CONCEPT COST

\$0 PUBLIC **100% PRIVATELY FUNDED**
FUNDING 

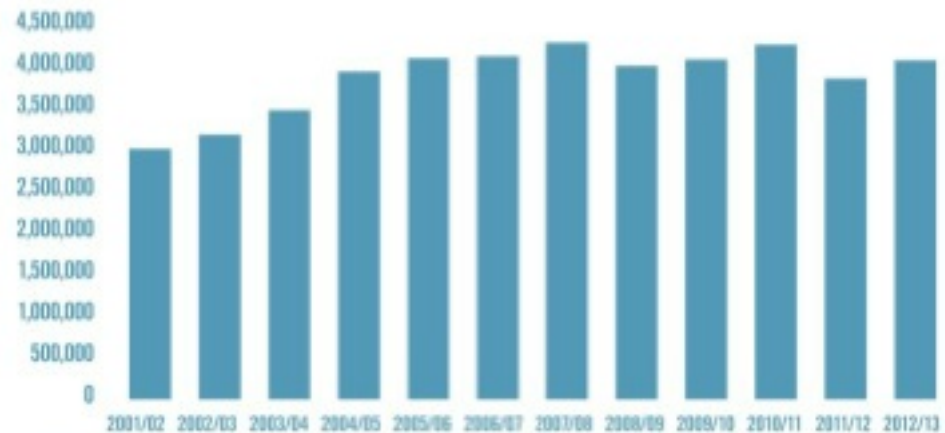
UTAH SKI INDUSTRY

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

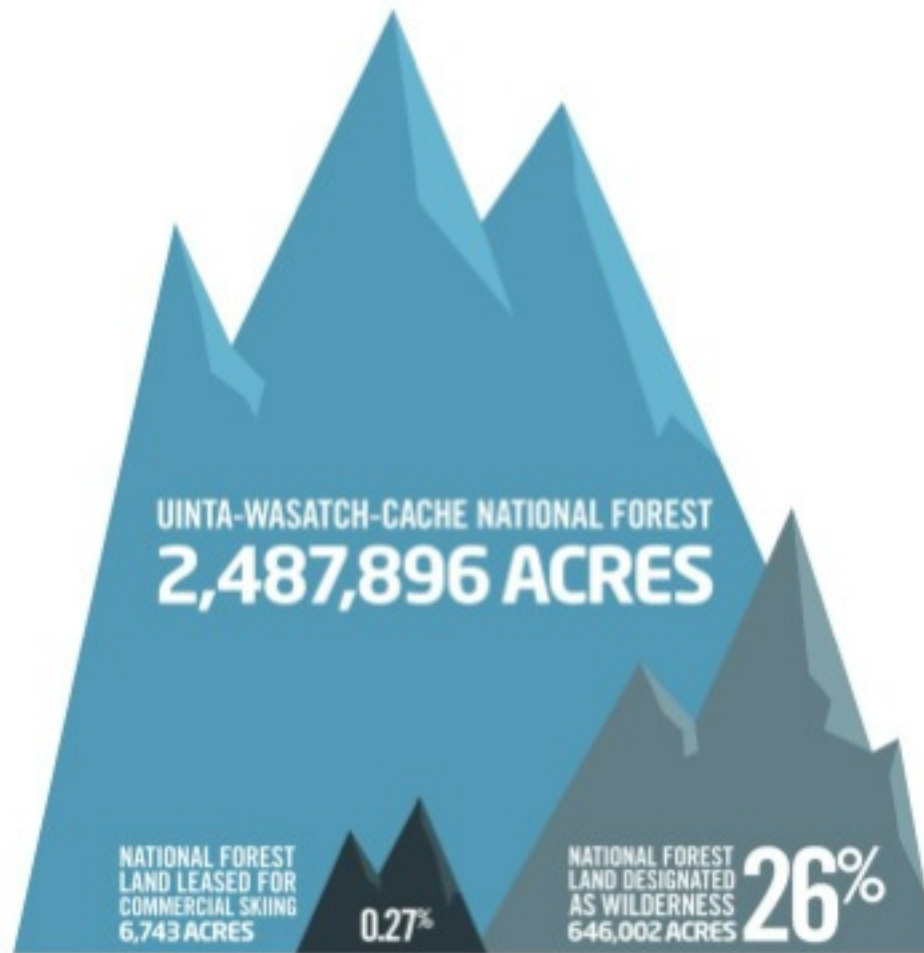
6 LIFT RIDES  **2 HRS**
estimated skiing time

LINEAR DISTANCE
   **9 MILES**

DRIVING DISTANCE
41.5 MILES 

ESTIMATED DRIVING TIME  **58** minutes

LAND





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1 pass.



GUARDSMAN PASS



GRIZZLY GULCH

HONEYCOMB

GRIZZLY

SUNNYSIDE





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GRIZZLY GULCH



HONEYCOMB

GRIZZLY



GUARDSMAN PASS

Does Vail support ONE Wasatch?

“As for One Wasatch, Vail’s acquisition will likely only accelerate the timetable. Vail is an aggressive marketing machine, and even though linking up with other resorts means sending its skiers to a mountain owned by someone else, it’s in favor of the idea. “We support the One Wasatch concept and look forward to working with Ski Utah and the other resorts to make it a reality,” said Rob Katz, Vail’s CEO, in an emailed statement.”

- Outside Magazine 9/12/14

Current Ski Utah Interconnect Tour Route



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

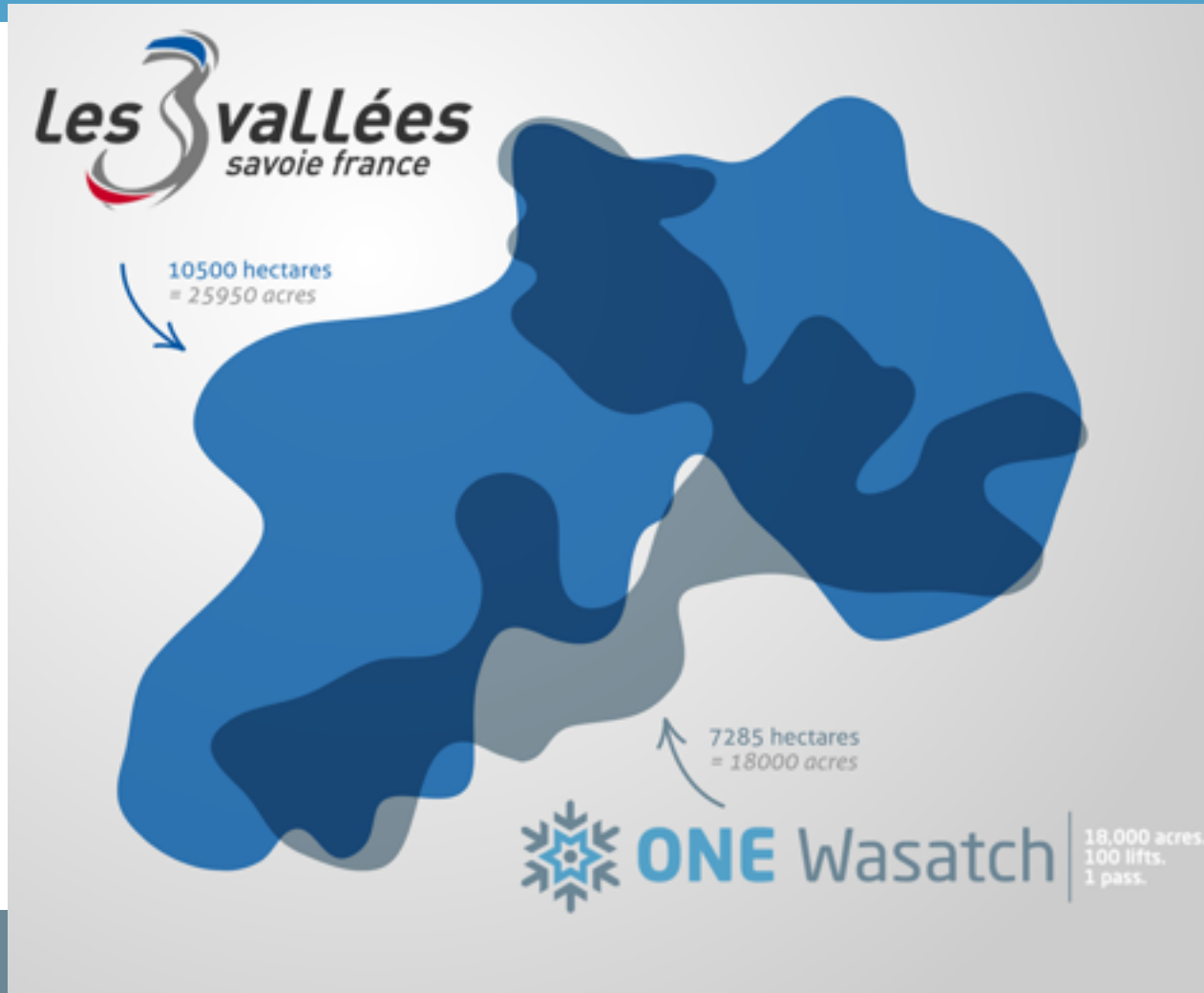


France: 3 Valleys

les 3 vallées
savoir france



ONE Wasatch vs 3 Vallees



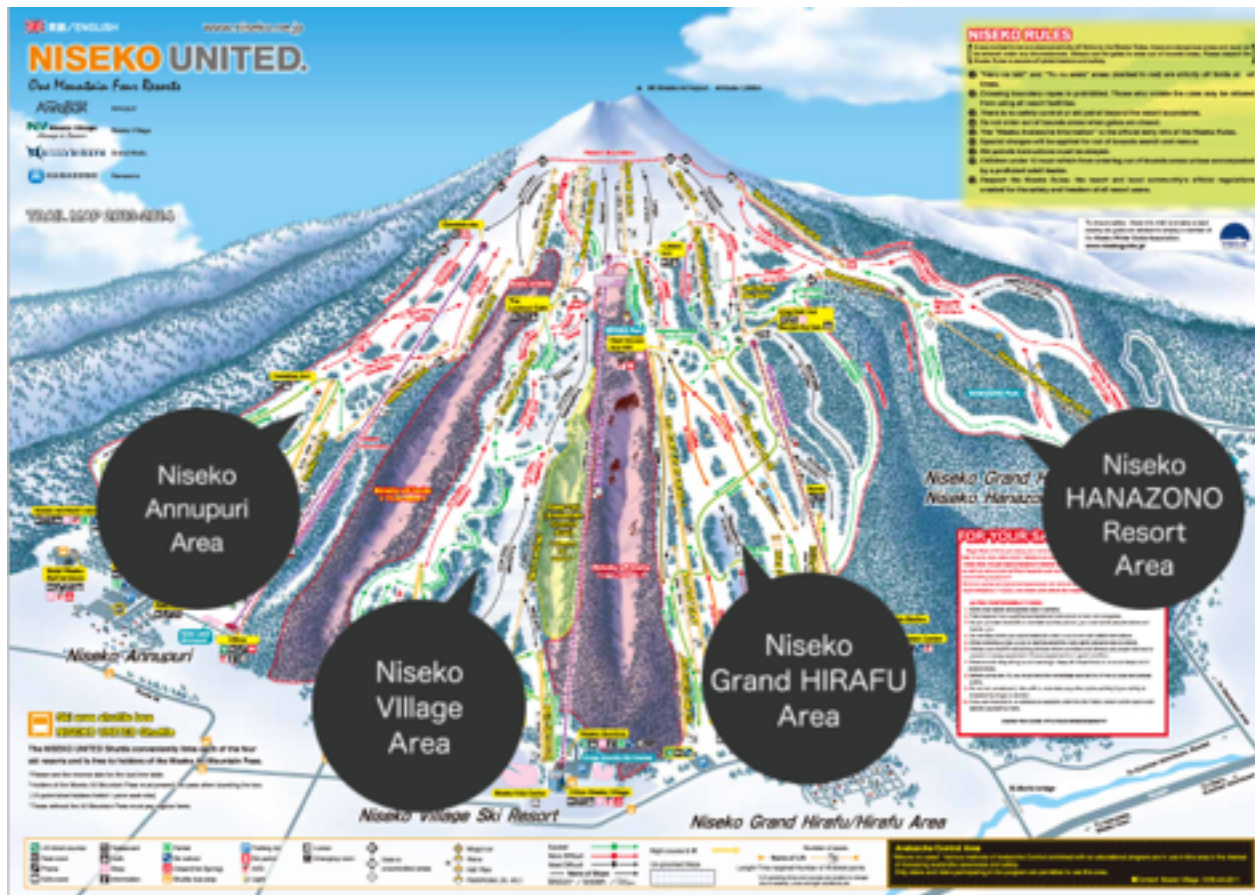
Austria: Arlberg Region



Italy: Dolomiti Superski



Japan: Niseko United



Why?

1. **MOVE** the needle
2. **INNOVATION**
3. **DIFFERENT** way of skiing/riding
4. **SUSTAINABLE** tourism product
5. Stay **ONE MORE** day



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.

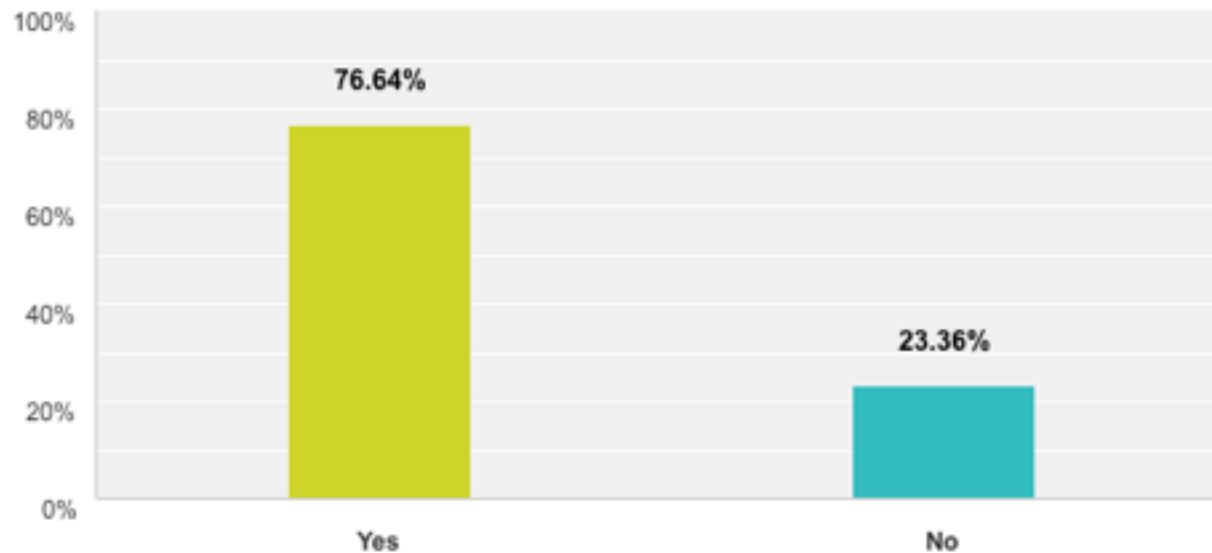
Editors Note: Last weekend a record 17 skiers had the Park City Mining ski experience.



Survey Results

Have you heard of ONE Wasatch - a concept to connect seven Utah ski resorts (Alta, Brighton, Canyons, Deer Valley, Park City Mountain Resort, Snowbird and Solitude) via chairlift and ski run, allowing access to over 18,000 skiable acres, 100 lifts and more than 750 runs on one lift ticket?

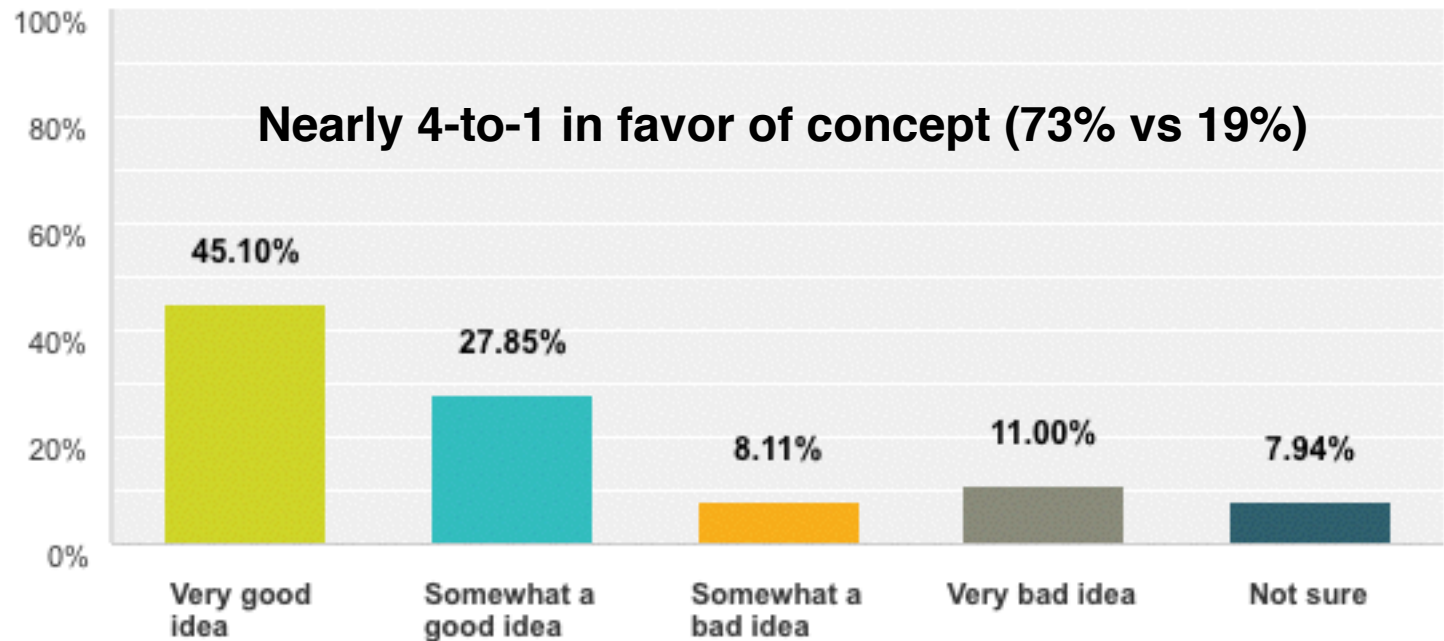
Answered: 3,009 Skipped: 0



Survey Results

What is your opinion of ONE Wasatch?

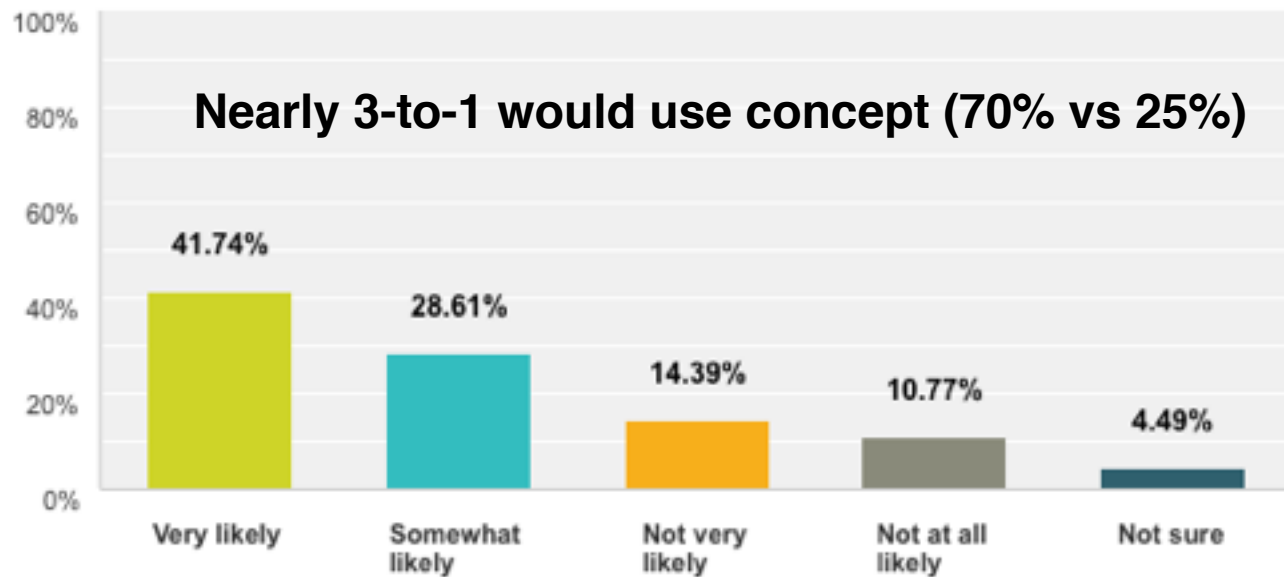
Answered: 3,009 Skipped: 0



Survey Results

If the ONE Wasatch concept was completed, how likely would you be to use it?

Answered: 3,009 Skipped: 0



When?



No timeline at this point.



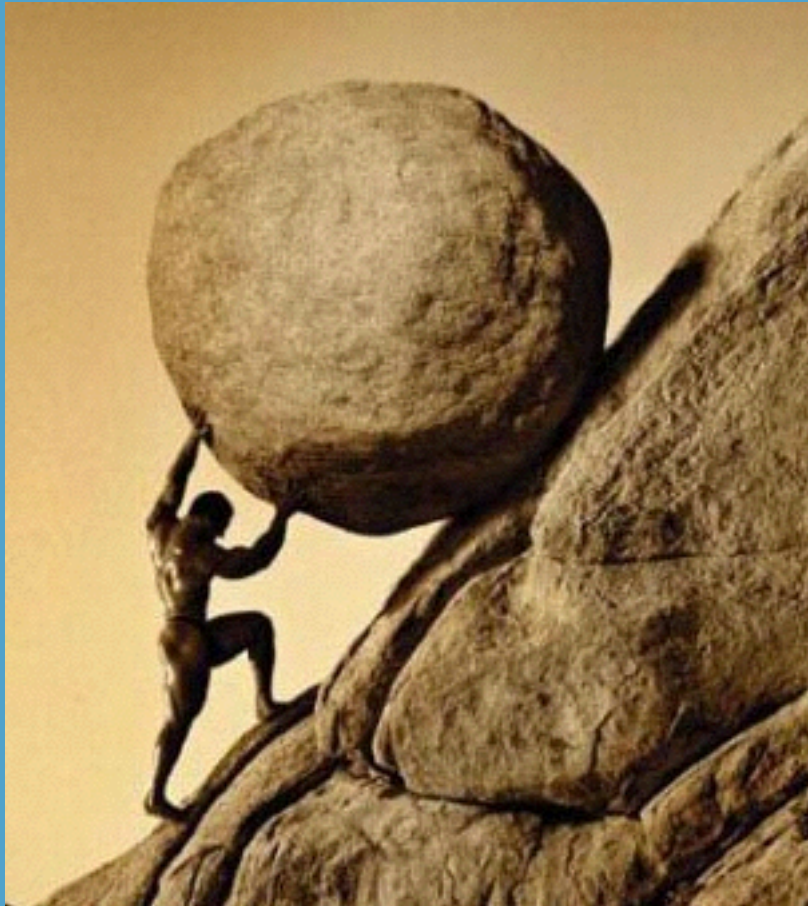
NEXT STEPS?



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



A screenshot of the ONE Wasatch website. The browser address bar shows "onewasatch.com". The website header features the "ONE Wasatch" logo with the text "18,000 acres, 100 lifts, 1 pass." and a navigation menu with links for "Concept", "Experience", "FAQ", "Resources", "Press Room", "Feedback", and "SKI UTAH". The main content area displays a large, detailed map of the Wasatch-Catchment area, showing various ski resorts and potential connections. The map is overlaid with a blue outline representing the watershed boundary. Key locations labeled on the map include PARK CITY, Brighton, and LITTLE COTTONWOOD. A legend at the bottom of the map identifies different types of connections: "NEW SKI AREA", "EXISTING SKI AREA", "SHARED SKI AREA", and "POTENTIAL CONNECTION". The text "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." is centered above the map. The Windows taskbar is visible at the bottom of the screenshot, showing the time as 4:01 PM on 3/23/2014.



QUESTIONS

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