1,000 Ski and Snowboard Items
All Less Than $59
LIFT TICKET DEALS STARTING AT $10

FREE ADMISSION!

THE ANNUAL

3 MILLION DOLLAR
SKI SWAP AND
NEW SKI SALE

SEPT. 29, 30 & OCT. 1

FREE ADMISSION!

AT THE BRIGHTON SPORTS ZONE
3195 Brighton Henrietta Town Line Rd,
Rochester, NY 14623

SPECIAL SALE HOURS:
Friday 4-9pm, Saturday 10-5pm,
Sunday 12-5pm

Major Sponsors
ABOUT THE SALE

• The Ski & Board Sale with the Ski Swap is the largest in the state
• There will be 3 Million Dollars of new and used inventory from:
  - Ski industry wholesale distributors
  - Six retail and online stores
  - Used equipment sold on consignment from individuals
  - Used equipment from demo center and national training centers

TRADE-IN OR SELL YOUR USED GEAR!

HOW IT WORKS:

You Have Three Options:

1 TRADE-IN YOUR OLD GEAR FOR NEW: Trade-in your old gear and use the credit towards your new equipment purchase. Receive a guaranteed trade-in of 50% of the purchase price on any items purchased in the last FOUR years from The Ski Company, Snow Ski & Board, Bergers, The Sports Authority, Dick’s Sporting Goods, Schuss, Bikes and Boards, Zumiez, Backcountry.com, REI, Evo.com, Skis.com, Skidepot.com, or for an assessed value. To trade-in your equipment you must bring your equipment to the sale at The Brighton Sports Zone (on Sept. 29, 30 or Oct 1) and stop at the trade-in booth. You will receive a voucher for the value of your trade-in to use towards your new purchase.

2 *SELL YOUR OLD GEAR AND RECEIVE A GIFT CERTIFICATE: Sell your old gear and receive 100% of the purchase price in the form of a gift certificate to be used at any participating local retailer. Valid for one year. (See below for seller instructions)

3 *SELL YOUR OLD GEAR FOR CASH: Sell your old gear and clothing for CASH with a 20% commission charge. (See below for seller instructions)
  * Each item dropped off to sell requires a $1 registration fee.

If You Are A Seller

Equipment and clothing can be dropped off at The Ski Company Rochester (1225 Jefferson Rd, Rochester, NY 14623) now through Thursday, September 28 from 10am-8pm on weekdays and 10am-5pm on Saturdays or drop off at The Brighton Sports Zone on Tuesday, September 26 through Thursday, September 28 from 10am-8pm.

Restrictions

• All equipment must meet current safety standards (DIN)
• All clothing must be washed or dry-cleaned
• No helmets will be accepted due to hygiene and current safety standards
• No thermals, base layers, hats or gloves will be accepted, no goggles will be accepted, no poles will be accepted
• No straight skis or snowboards with step-in bindings will be accepted
• No damaged goods will be accepted
• Some restrictions apply
• If you are a seller no items will be taken after Thursday, September 28 at 8pm
• No dealers or retailers

Pick Up Of Unsold Items

A list of sold item numbers will be posted on the skicompany.com website by Sunday, October 1st by 8pm. If your item number is on the posted list then that item has sold. Unsold items can be picked up Sunday, October 2nd between 10am-6pm at The Brighton Sports Zone (3195 Brighton Henrietta Town Line Rd, Rochester, NY 14623) or from The Ski Company Rochester Store location between Wednesday, October 4th and Friday, October 6th. All equipment not sold or picked up by Friday, October 6th will be considered property of the sponsors and will either be donated appropriately or destroyed.

FREE ADMISSION AND PARKING AT THE SALE!
FREE WINTER GUIDE AND COUPON BOOK
FOR ALL ATTENDEES AT THE ANNUAL SKI SALE!

A Guide to Make the Most of the Upstate New York Winter

Get Skiing, Get Boarding

OVER $100 OF COUPON SAVINGS TO YOUR FAVORITE AREAS & RETAILERS!

• LIFT TICKET DEALS
• FOOD COUPONS
• LEARN TO SKI PACKAGES
• TUNE-UP DEALS
• DISCOUNTS ON EVERYTHING YOU NEED TO ENJOY WINTER

Same restrictions apply. One coupon book per person. All sales final. See store for details. No holds — No layaways. Offer not valid on prior sales. Not valid with any other offer, discount, or coupons. No special orders. Quantities limited to stock on hand. All inventory is subject to sale. No cash checks. We reserve the right to revoke or extend this offer at any time. This offer cannot be combined with manufacturer’s warranty. Prices vary depending on availability. Only current inventory on hand. Limited to stock on hand. Offer not valid on prior sales. Must be valid at time of purchase. Not valid on prior sales. Must be current. Equipment must be the same year, same style, same make, same size. Specific restrictions apply to consignment and trade-in. Prices exclude taxes and shipping costs included. Price Match discounts cannot be combined with any other offer, discount, coupon or promotion.
3,000 PIECES OF
WINTER CLOTHING
EVERY BRAND UP TO 70% OFF

MENS
JACKETS

White Sierra Summit Down Vest $79.99
Ripzone Timber Jacket $99.99
Trespass Bear Jacket $119.99
Dare2B Requisite Jacket $149.99
Turbine Frequency Jacket $152.99
4F David Jacket $189.99
Double Diamond Rebel Jacket $219.99

LADIES
JACKETS

White Sierra Zephyr Insulator $69.99
Dare2B Ingress Jacket $119.99
PowderRoom Ridge Jacket $119.99
Trespass Irise Jacket $119.99
Trespass Cascadia Jacket $129.99
Turbine yoga Jacket $149.99
Outdoor Gear Billie Jacket $174.99
4F Tootsie Jacket $179.99
Double Diamond Wisp Jacket $239.99

MENS
PANTS

Outdoor Gear Fall Line Pant $59.99
Ripzone Incline Pant $79.99
Killtec Tarat Pant $109.99

LADIES
PANTS

Outdoor Gear Bootcut Jean Pant $69.99
Trespass Lohan Pant $69.99
Killtec Erielle Pant $109.99

JUNIORS
JACKETS

Ripzone Boy’s Sebastian Jacket $99.99
Kamik JR Aria $99.99
Kamik JR Hunter Freerfall Jacket $99.99
Turbine Boy’s Axis Jacket $104.99
White Sierra Toddler Bibs $29.99
Ripzone Boy’s Eddy Pant $69.99
PowderRoom Girls Betty Pant $69.99
Turbine JR Rodeo Pant $69.99

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Items which are not subjected to a prior sale, and are in good condition, are acceptably returned within 90 days of the original purchase date. Items which are not subjected to a prior sale, are in good condition, are acceptably returned within 90 days of the original purchase date. Items which are not subjected to a prior sale, are in good condition, are acceptably returned within 90 days of the original purchase date. Items which are not subjected to a prior sale, are in good condition, are acceptably returned within 90 days of the original purchase date. Items which are not subjected to a prior sale, are in good condition, are acceptably returned within 90 days of the original purchase date. Items which are not subjected to a prior sale, are in good condition, are acceptably returned within 90 days of the original purchase date. Items which are not subjected to a prior sale, are in good condition, are acceptably returned within 90 days of the original purchase date. 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DESCENTE SPECIAL DEALS

Descente Mens Jackets 50% Off or more!
Descente Ladies Jackets 50% Off or more!

4
$19.99 AND UNDER - 4 RACKS
$29.99 AND UNDER - 3 RACKS
$39.99 AND UNDER - 5 RACKS
$49.99 AND UNDER - 4 RACKS
$59.99 AND UNDER - 5 RACKS
HELMETS, GOGGLES, POLES & TRAVEL BAGS

UP TO 60% OFF

All the gear you need for school programs and ski trips!

HELMETS

- Smith JR Maze Helmet
  Retail $80
  $11.99

- Rossignol Toxic Helmet
  Retail $100
  $39.99

- 540 T9 Helmet
  Retail $75
  $39.99

- Head Icon Adjustable Helmet
  Retail $125
  $69.99

- Giro Bevel Helmet
  Retail $90
  $69.99

TRAVEL BAGS

- Axis JR Ski Bag
  Retail $20
  $9.99

- Nordica Boot Bag
  Retail $40
  $19.99

- Axis Fab Board Sack
  Retail $45
  $29.99

- Flow Burrito Snowboard Bag
  Retail $50
  $29.99

- Athalon Boxed Ski & Boot Bag Combo Set
  Retail $65
  $39.99

- Rossignol Rock & Roll Equipment Bag
  Retail $150
  $69.99

- Transpack Hard Case Ski Carrier For Air Travel
  Retail $200
  $169.99

GOGGLES

- Smith World Cup II Goggle
  Retail $35
  $19.99

- Scott JR Tracer Goggle
  Retail $35
  $21.99

- Giro Boreal Goggle
  Retail $45
  $24.99

- Head Icon Goggle
  (with two lenses)
  Retail $80
  $39.99

SAVE UP TO 50% OFF ON POLES

- Axis JR Freeteam
  Retail $27
  $17.99

- Axis Adult Speed
  Retail $30
  $19.99

- Leki Checker X Freestyle
  Retail $60
  $29.99

We guarantee to match ANY PRICE including the internet!

SPECIAL SALE HOURS: Friday 4-9pm, Saturday 10-5pm, Sunday 12-5pm
You can trade-in your old boots towards new!

**OVER 2,500 PAIRS OF**

**SKI BOOTS**

**EVERY COMPANY AND EVERY BRAND UP TO 70% OFF**

**You can trade-in your old boots towards new!**

**Axis Junior Boy**
Reg: $160.00
$99.99

**Axis Junior Girl**
Reg: $160.00
$99.99

**Nordica One 40**
Reg: $245.00
$139.99

**Nordica One 45**
Reg: $245.00
$139.99

**Tecnica Ladies Espirit**
Reg: $325.00
$169.99

**Nordica NXT 50**
Reg: $280.00
$179.99

**Nordica NXT 45 W**
Reg: $375.00
$179.99

**Lange RS 110**
Reg: $650.00
$199.99

**Lange SX 70 W**
Reg: $400.00
$199.99

**Lange XT 90 W**
Reg: $600.00
$199.99

**Lange XT 100**
Reg: $650.00
$199.99

**Rossignol Synergy Sensor**
Reg: $400.00
$199.99

**Rossignol EVO 70 Freestyle**
Reg: $300.00
$199.99

**Atomic Hawx 100 W**
Reg: $600.00
$249.99

**Head Thrasher 80 Freestyle**
Reg: $475.00
$249.99

**Dalbello Avanti 100**
Reg: $550.00
$299.99

**Rossignol Alias 120**
Reg: $600.00
$299.99

**Nordica Speed Machine 100**
Reg: $500.00
$299.99

**Fischer Pro 90W**
Reg: $600.00
$299.99

**Fischer Pro 110X**
Reg: $600.00
$299.99

Plus over 600 pairs of used boots starting at $20.00!

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Some restrictions apply. All sales final. See store for details. No holds — No returns. Offer not valid on prior sales. Not valid with any other offer, discount, or coupon. No special orders. Quantities limited to stock on hand. All inventory subject to prior sale, no holds. We reserve the right to reject or extend this offer at any time. The Internet is not responsible for typographical errors or omissions. All prices are subject to change without notice. Some restrictions may apply. Final price may be altered due to freight, insurance, or promotional pricing. No rain checks. We reserve the right to revoke or extend this offer at any time. Not responsible for typographical errors. Pictures may not depict actual item. Our retail includes freight, insurance, and condition. Requirements for a price match guarantee are the item must be the same year, same color, same style, same model, same size, same condition, and in stock on the competitor's site, Must be a US based online retailer. We exclude 3rd party sites such as eBay and Amazon if the seller is not a US based licensed dealer. We reserve the right to change these terms of sales, taxes, fees and shipping costs. Price Match discounts cannot be combined with any other offer, discount, or promotion.


**SKI PACKAGES WITH BINDINGS**

| Dynastar Cham 2.0 Pro System | Save $300 | $299.99 |
| Elan E Flex | Save $100 | $299.99 |
| Elan Snow LS 7.5 | Save $100 | $299.99 |
| Dynastar Glory Xpress | Save $200 | $349.99 |
| Rossignol Temptation 75 | Save $300 | $399.99 |
| Dynastar Glory 79 Xpress | Save $250 | $399.99 |
| Elan Explore 6 | Save $150 | $349.99 |
| Volkl Flair 73 | Save $240 | $399.99 |
| Rossignol Experience 75 | Save $190 | $359.99 |
| Elan Amphibio 76 Q/T/W/El 10 | Save $350 | $399.99 |
| Blizzard Quattro 7.3 TP 10 | Save $100 | $399.99 |
| Blizzard Allight 7.3 TP 10 | Save $100 | $399.99 |
| Dynastar Glory 84 Xpress | Save $300 | $399.99 |
| Rossignol Experience 77 Basalt | Save $300 | $399.99 |
| Volkl RTM 74 | Save $200 | $399.99 |
| Volkl Flair 74 | Save $200 | $399.99 |
| Fischer Progressor F17 | Save $600 | $399.99 |
| Head Pure Joy | Save $125 | $449.99 |
| Volkl RTM 78 | Save $335 | $499.99 |
| Elan Amphibio 83 W/E/10 | Save $300 | $499.99 |
| Fischer Progressor F18 | Save $700 | $499.99 |
| Head Strong Instinct | Save $250 | $499.99 |
| Blizzard Rawhide TCX 11 | Save $300 | $499.99 |
| Dynastar Powertrack 84 Xpress | Save $350 | $499.99 |
| Dynastar Powertrack 89 Fluid | Save $400 | $599.99 |

**FREESTYLE SKIS**

| Rossignol Sassy 7 | Save $240 | $159.99 |
| Fischer Ranger | Save $200 | $199.99 |
| Armada ARV Ti | Save $650 | $199.99 |
| Head The Show | Save $200 | $199.99 |
| Lib Tech Backwards | Save $550 | $259.99 |
| Liberty Antigen | Save $240 | $259.99 |
| Line Chronic | Save $370 | $259.99 |
| Volkl Alley | Save $230 | $269.99 |
| Armada AR 8 | Save $400 | $299.99 |
| Armada Al Dente | Save $430 | $369.99 |
| Rossignol Experience 75 | Save $190 | $359.99 |
| Elan Amphibio 76 Q/T/W/El 10 | Save $350 | $399.99 |
| Blizzard Quattro 7.3 TP 10 | Save $100 | $399.99 |
| Blizzard Allight 7.3 TP 10 | Save $100 | $399.99 |
| Dynastar Powertrack 84 Xpress | Save $350 | $499.99 |
| Dynastar Powertrack 89 Fluid | Save $400 | $599.99 |

**Junior Blowout Ski Specials**

| Line Super Hero | $59.99 |
| Elan Little Magic | $79.99 |
| Axis FreeTeam | $99.99 |
| Axis Luna | $99.99 |

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**Plus trade-in your old gear for additional savings!**

Some restrictions apply. All sales final. See store for details. No holds — No layaways. Offer not valid on prior sales. Any purchases made in store may be returned with receipt for a refund or exchange. The above offers cannot be combined with any other offer, discount, coupon or promotion. You must buy the specified skis and bindings to receive the advertised savings. Trade-in credit must be used completely the day of issuance at the sale. Credit must be used towards a merchandise purchase. We reserve the right to refuse service as we see fit. Prices do not include sales tax, parts, accessories or service charges. Pre-owned and consignment skis and bindings are excluded from this offer. No consignment trade-ins for new skis or bindings by in-store purchase. Online sales are excluded. We look at the final price that means all shipping costs included. Price Match discounts cannot be combined with any other offer, discount, coupon or promotion.
**NEW AT THE SALE! LEASE FOR THE SEASON!**

Try before you buy with a one-year lease on this season's best selling equipment!

<table>
<thead>
<tr>
<th>Product Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blizzard Cochise JR IQ Ski Package With Easy Turn Rails</td>
<td>$125</td>
</tr>
<tr>
<td>Blizzard Sheeva JR IQ Girls Ski Package With Easy Turn Rails</td>
<td>$125</td>
</tr>
<tr>
<td>Dynastar Serial xpress Freestyle Ski Package All Mountain &amp; Park Ski</td>
<td>$150</td>
</tr>
<tr>
<td>Elan E Flex Mens Ski Package</td>
<td>$150</td>
</tr>
<tr>
<td>Elan Snow LS 7.5 Ladies Ski Package</td>
<td>$150</td>
</tr>
<tr>
<td>Blizzard Alight 7.7 Ladies Award Winning Advanced Ski Package</td>
<td>$250</td>
</tr>
<tr>
<td>Blizzard Quattro 8.0 CA Mens Award Winning Advanced Ski Package</td>
<td>$300</td>
</tr>
<tr>
<td>Rossignol Circuit Amptek With Union Flite Pro Binding</td>
<td>$185</td>
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<tr>
<td>Rossignol Myth Amptek With Union Flite Pro Binding</td>
<td>$185</td>
</tr>
<tr>
<td>Capita OuterSpace Living With Union Flite Pro Binding</td>
<td>$300</td>
</tr>
<tr>
<td>Axis JR Girls or Boys Ski Boots AX 1, 2 or 3 Easy Entry, Warm And Comfortable</td>
<td>$65</td>
</tr>
<tr>
<td>Nordica NXT 45 W Ladies Ski Boot</td>
<td>$100</td>
</tr>
<tr>
<td>Nordica NXT 60 Mens Ski Boot</td>
<td>$110</td>
</tr>
<tr>
<td>Lange SC 70 Race Ski Boot</td>
<td>$125</td>
</tr>
<tr>
<td>Head Thrasher 80 Freestyle Boot For Park &amp; All Mountain</td>
<td>$150</td>
</tr>
<tr>
<td>Elan Delight 65 Heated Boots Ladies Boot Comes With In Heat Battery</td>
<td>$180</td>
</tr>
<tr>
<td>Alpina Elite 90 Heated Boots Mens Boot Comes With In Heat Battery</td>
<td>$180</td>
</tr>
<tr>
<td>Thirty Two STW 80A Mens Snowboard Boot</td>
<td>$110</td>
</tr>
<tr>
<td>Rossignol X/C Package (includes Boots)</td>
<td>$140</td>
</tr>
</tbody>
</table>

Ask An Associate For More Details On The Lease Program.

*A refundable deposit for the full value of the equipment is due at time of lease and refundable when equipment is returned.*
ALPINE RACING

Race forms and race form pricing available for new 2017 race gear orders at the Brighton Sports Zone Sale and pickup at participating stores in Rochester, Syracuse and Buffalo.

DOORBUSTERS

- Dynastar Team Omeglass
  Reg: $700.00
  $299.99

- Volkl JR Racetiger GS Stock
  Reg: $690.00
  $299.99

- Head WC Rebels
  Reg: $625.00
  $370.00

- Rossignol Hero FIS SL Pro
  Reg: $625.00
  $379.99

- Fischer WC GS & SL
  Reg: $650.00
  $389.99

- Rossignol Hero Master R21 WC
  Reg: $1125.00
  $750.00

- Rossignol JR Comp 4
  Reg: $200.00
  $129.99

- Lange RS 50
  Reg: $200.00
  $119.99

- Lange RS 60
  Reg: $225.00
  $139.99

- Lange RS 65
  Reg: $260.00
  $169.99

- Lange RS 70c
  Reg: $450.00
  $229.99

- Head Raptor 70 RS
  Reg: $325.00
  $199.99

- Head Raptor 80 RS
  Reg: $425.00
  $269.99

First Time Pre-Owned Race Boots
Over 300 pairs from leases. All $65.00 or less!

All 50-80% Off! Miscellaneous sizes of race skis and boots from previous seasons.

We guarantee to match ANY PRICE including the internet!

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We guarantee to match ANY PRICE including the internet!
Be our Guest!

Since 1966, Hunt Hollow has been a premier, private winter sports destination for members and guests. It is 400 acres of snow-covered excitement for skiing, snowboarding and fun!

Make yourself at home. Enjoy our pristine, uncrowded slopes. Relax in the friendly atmosphere of our cozy lodge.

$199.99
SEASON WEEKDAY PASS

SAVE 50% AT THE SHOW!

ONLY 100 SEASON WEEKDAY PASSES AVAILABLE for purchase at the Hunt Hollow booth during the Ski Swap and New Ski Sale at The Brighton Sports Zone.

Trails are less crowded. Lift lines are shorter. It’s a winter experience like no other.

$39.99
BOOKLET OF 4 SUNDAY NIGHT SKIING
4PM-9PM

On These Special Dates:
January 14th, January 28th, February 18th and March 4th

SAVE $100!
You can share these tickets with friends and family!

ONLY 300 BOOKLETS AVAILABLE for purchase at the Hunt Hollow booth during the Ski Swap and New Ski Sale at The Brighton Sports Zone.

Pick-A-Night Season Pass

NEW!
ONLY $250

You pick the night you want to ski/ride and we will create a pass for it. The selected night will be the same night each week for the duration of the night ski season.

Visit the Bristol Mountain booth at the 3 Million Dollar Ski Swap and New Ski Sale.

Pick-A-Night Pass is valid from 3pm-close on selected day. Ages 8 and older.

1,200 Vertical Rise
2 High Speed Quads

Bristol Mountain has offered night skiing for 53 years. We provide lighting on 96% of our trails and slopes so you get the most of your ski and snowboarding experience. From December 9th to March 11th. Night operations offer extended hours Sunday through Thursday until 9pm and until 10pm Friday and Saturday. Come unwind after a long day and enjoy skiing and snowboarding under the stars.

BristolMountain.com

15 New Energy Efficient Snowmaking Guns This Season

Snowmaking at its BEST!

The show!

Only 100 Season Weekday passes a day.

Only 300 Booklets a day.

The show!

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The show!
LIFT TICKET DEALS
VISIT ALL OF THESE SKI AREA BOOTHs FOR THESE AND OTHER SPECIAL DEALS!

$49 LEARN TO SKI SPECIAL
At Bristol Mountain
On Sunday, December 17th
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SHOW ONLY SPECIALS ON
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4 Pack: $225
Anytime all day lift tickets. No Black out dates or exclusions.
9 Pack: $495
Anyone, any day lift tickets. No Black out dates or exclusions.
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2 lift tickets for $109

SWAN
4 Pack - $119
10 Pack - $238

All ticket packs are unrestricted all day lift tickets.
Offer only available at the Brighton Sports Zone Sale.

*Some restrictions apply. See areas for details.

SHOW SPECIAL
10% Discount
Book your trip with deposit by Nov 15, 2017, and receive a 10% discount off of your total trip package price.

• You must book your trip with deposit by November 15, 2017.
• This promotion is not available Dec 14, 2017, thru Jan 15, 2018.
• This promotion is for the 2017-2018 Winter season.
• This promotion only applies to YTE bookings and is not applicable to groups.
• This promotion does not apply to Western programs.
• This promotion may not be combined with any other promotions or discount.

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PRICED: FROM $195**
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(585) 586-1470 www.monroecountygov/parks-proctorhills.php
Northampton Park – 101 Hubbard Rd, Brockport, NY 14420
(585) 949-0991 www.monroecountygov/parks-northampton.php

SWAN
4 Pack - $119
10 Pack - $238

All ticket packs are unrestricted all day lift tickets.
Offer only available at the Brighton Sports Zone Sale.

*Some restrictions apply. See areas for details.
Multi-area season passes have brought back 1950s prices. **BY JOHN FRY**

Next winter the price of a season-long pass to ride an unlimited number of days on Stowe Mountain Resort’s lifts will be cut in half to $859. For someone skiing or snowboarding 20 days, for example, the day pass cost will be $43. Adjusted for inflation, that’s equivalent to $4.25 per day in 1951—about what a one-day ticket at Stowe’s Mount Mansfield cost 67 years ago.

Mt. Mansfield could charge a premium then because it had a chairlift. The majority, hundreds of ski hills, offered only rope tows in 1951, and the average one-day ticket, nationally, cost only $2.50. Skiing has never been cheaper than that. But the experience was vastly different. Compare today’s high-tech snowmaking and high-speed lifts to the 1950s ordeal of grabbing onto a fast-moving rope, skiing on ice, crud over rocks, or maybe no snow at all.

### THE MULTI-RESORT SEASON PASS

Between 1951 and 1965, ski areas jacked lift ticket prices at triple the rate of inflation so they could invest in chairlifts, snowmaking and grooming. Then came high-speed detachable chairs, more sophisticated snow management, and handmade day lodges with WiFi connections, and the one-day lift ticket at big resorts leaped to over a hundred bucks.

Now something different is happening. A skier or snowboarder can avoid paying the lofty posted price of a daily lift pass by purchasing from a varied assortment of season passes. High-frequency skiers and snowboarders who buy Epic, Max and Mountain Collective season passes are now paying miraculous 1950s and 1960s prices for a day on the slopes.

At Squaw Valley, the California resort’s one-day lift pass over the past 37 years soared to $124. But for high-frequency skiers and riders who buy a season pass, that hyper-inflation is gone. Today Squaw Valley sells a pass with unlimited skiing for $999, which itself is 30 percent less than it would have cost in inflation-adjusted dollars 37 years ago.

A college student can now enjoy unlimited skiing at Squaw Valley, for the entire winter, for only $469. A kid who skis only 10 days is thus paying about the same amount as he would have paid using Squaw Valley’s day pass of the 1950s, adjusted for inflation. Among skiers benefiting are more and more retired folks—Baby Boomers who caused the sport’s explosive growth in the 20 years after World War II. They have more time to ski. A 72-year-old skier averages 13 days per winter on the slopes, according to RRC Associates, which conducts on-slope interviews and research for the National Ski Areas Association (NSAA).

### ASPEN AND VAIL

The Mountain Collective Resorts group, whose 16 members include Aspen, Mammoth Mountain, Jackson Hole and Lake Louise, enables someone to ski or board two days at each resort for $429, according to Ski Area Management. This same someone skiing only 1 days at six of the resorts would be paying $36 a day, compared with the resorts’ typical one-day lift pass price of over a hundred dollars.

A season pass at Aspen costing $475 in 1998 more than quadrupled over the next 28 years to $2,119. That upward trend may have come to an abrupt halt. The Aspen Skiing Company has joined with KSL Capital Partners, owner of Squaw Valley, to acquire Mammoth Mountain and Intrawest’s ski areas, fully intent on competing against Vail’s bargain-priced Epic pass.

Vail Resorts, now the owner of Whistler Blackcomb in British Columbia, recently purchased Stowe Mountain Resort, which allows skiers and snowboarders there to buy a local Epic pass. If purchased now, it would enable an adult to ride Mount Mansfield’s and Spruce Peak Lifts only, for an unlimited number of days in 2017-18 for $639. Last winter, the same kind of pass would have cost $1,860.

### WHEN DOES A SEASON PASS PAY OFF?

On average nationwide, how long does it take for a season pass to pay for itself? That is, is less than a ski area’s leading adult one-day pass price multiplied by number of days skied? According to RRC Associates, it took 17 days in 1997 for a season pass to pay off; in 2015–16 the number was cut by almost a half, to 9.2 days.

The result? Now 1.6 million out of 8.4 million U.S. skiers and snowboarders have the potential to save money by buying a season pass, double the number 20 years ago. (The frequency statistic does not include skiers by resort employees.)

- **Skiing History** ([www.skiinghistory.org](http://www.skiinghistory.org))
YOU ASKED FOR IT AND YOU GOT IT!

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NEW! Turn your old skis, boards and winter clothing into cash, store credit or trade-in towards new. See page 2 for details.

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