

# Texas Ski Council

Marketing Report 2007-2008



To Our Ski Resort Partners, Sponsors, and Member Clubs,

The Texas Ski Council would like to extend a warm greeting to all of you as we enter another remarkable ski season in 2008-2009 and the bid process for the 2009-2010 Ski Season. We hope this survey provides an opportunity for you to discover what is new with us as you take a peek inside the TSC.

This year the Texas Ski Council has continued its initiatives in providing resort areas, sponsors and member clubs with the tools necessary to expand as well as enrich our snow sport programs. In the all too familiar scenario of tight budgets and big dreams, opportunities to capitalize on worthwhile programs are often overlooked. We plan to continue to communicate with each of you and expect the continued communication and interaction are the keys to successfully managing the exchange of information that may reveal these opportunities. The attached information will lead to stronger and more efficient operations.

As we are in the midst of our upcoming season, we would like you to take a few minutes and review the TSC's performance for the 2007-2008 Season in preparing for our 2009-2010 bid process. I hope that you will help us work together to discover new opportunities and improve on existing ideas to make future seasons outstanding. Ski area and transportation company representatives are encouraged to utilize this information in the development and justification of marketing initiatives aimed at the Texas Ski Council and its member clubs. It is our hope that each and every industry representative will find this information useful. As you will see, the TSC remains the leader in organized club snow sporting throughout Texas.

As you will see from our survey, the Texas Ski Council continues to have a significant impact on the ski and travel industry. The Council is made up of dedicated volunteers from every imaginable background enthusiastically managing the Council and its member clubs. Our commitment to develop and encourage an interest in snow sports such as skiing and snowboarding, and to interact with area resorts, demonstrates the flexibility and sound structural design that will be effective in securing the expected returns for both the Council and industry representatives.

We are excited about our trip schedule for 2008-2009 season and the new opportunities being presented. Everywhere we turn we see resorts adding new dimensions to enhance the snow sport experience. The Texas Ski Council strives to maintain a mutually beneficial relationship with industry representatives and form not only strong business relationships, but also lasting friendships. To assure that we have your most current information, please take a few minutes and forward information of key personnel on your staff to the e-mail address below. Please include addresses, phone numbers and e-mails. Your cooperation will be greatly appreciated. Don't forget to check us out on the web. [www.texas-ski.org](http://www.texas-ski.org)

The Texas Ski Council and I look forward to working with you during the 2008-2009 Season as well as developing exciting bids for the 2009-2010 Season. We will be hosting the annual Bid Fest in Dallas this year April 17 –19, 2009. Please contact me at 214-215-8463 or by e-mail at [cheryllmann@yahoo.com](mailto:cheryllmann@yahoo.com), with any questions, comments or suggestions you may have.

Thank you,  
Cheryl Mann Texas Ski Council VP Marketing

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## UPDATE !

# TEXAS SKI COUNCIL YOUTH FOUNDATION

We are indeed fortunate to be recognized as an innovative leader in our responsiveness to member clubs for the coordination of a diverse snow sport program, as evidenced by implementing our new TSC Youth Foundation ("TSCYF"). The TSCYF enters its fourth ski season with a successful first three years. In responding to our member clubs, our mission continues to be to respect, value, and respond with integrity and enthusiasm to the dynamic needs of not only our members, but also our sponsors and resort areas.

This year the Texas Ski Council has continued its initiatives in providing resort areas, sponsors and member clubs with the tools necessary to expand as well as enrich our snow sport programs, including our continued commitment to the TSCYF which has proved to be an overwhelming success in its first three years. Our program has grown from thirty-eight (38) children to this past year, its third year, to over one hundred participants. This program has shown to be a viable way to get new skiers or returning skiers to the mountain, both children and their families. The enthusiasm continues to grow and support for the program within the council and with its industry partners continues. The continued support is appreciated.

**Visit the url below to view the photos from the 2007 trip:**

**[http://texas-ski.org/insidetsc/Youth\\_Foundation.htm](http://texas-ski.org/insidetsc/Youth_Foundation.htm)**

## Summary of 2007-2008 Ski Season Statistics

The following table shows the continued impact on the ski and travel industry made by the Texas Ski Council and its member clubs.

**“All Trips” column**—Totals reflect data from participation on TSC Trips and all Member Club non-TSC trips.

**“TSC Trips” column**—Totals reflect data from participation/funds expended on TSC sponsored trips.

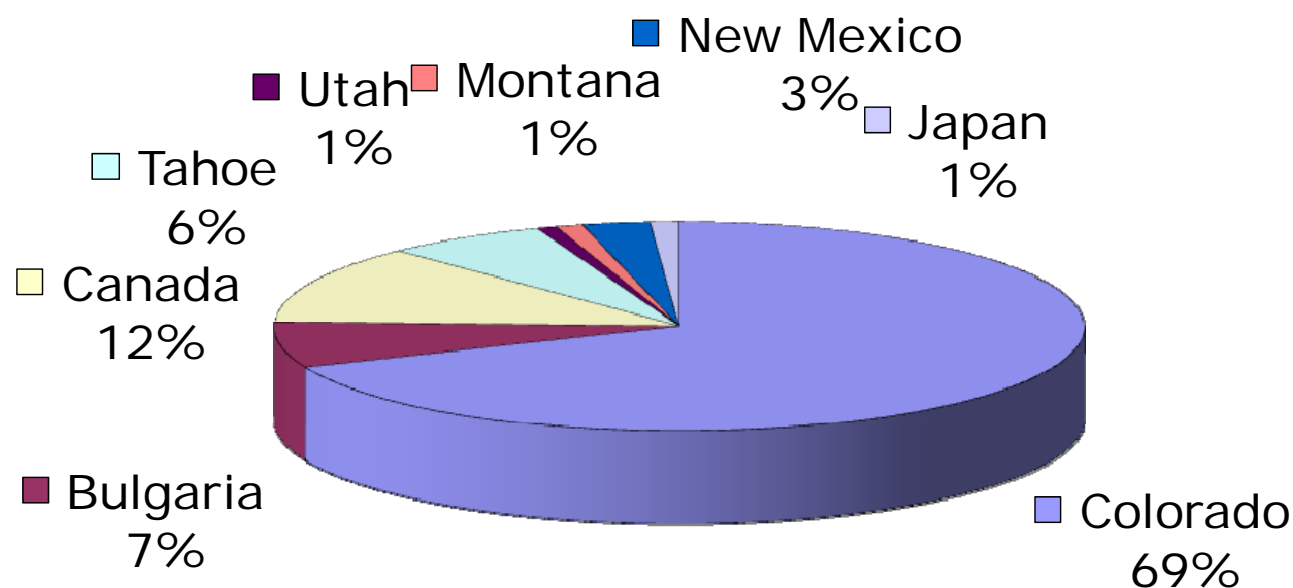
**“Percentage” column**—Reflects the % of the “All Trips” data attributed to TSC Trip participation.

Category	All Trips	TSC Trips	Percentage (TSC)
Participants	1978	1160	58.7%
Skier Days	10085	6358	63.0%
Lift Ticket Days	7007	4008	57.2%
Pillow Nights	11567	7240	62.6%
Lodging Revenue	\$1,240,748.66	\$813,984.70	66.7%
Airline Revenue	\$464,176.39	\$277,531.40	59.8%
Lift Ticket Revenue	\$324,093.50	\$189,501.00	58.5%
Ground Transportation	\$76,377.73	\$41,436.05	54.3%
European Extensions	\$93,586.39	\$72,596.39	77.6%
European Excursions	\$23,735.00	\$20,845.00	87.8%
Daily Resort Revenue *	\$857,225.00	\$540,260.00	63.0%
<b>TOTAL REVENUES</b>	<b>\$3,079,942.40</b>	<b>\$1,986,154.40</b>	<b>65.0%</b>

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

Note: Not included in the above totals are monies spent for shopping, i.e. ski clothing and new equipment, ski lessons or race clinics, or individual automobile rentals.

## Summary of 2007-2008 Ski Season Destinations



## 2008-2009 Texas Ski Council Sponsored Trips

<b>Fall Roundup</b>	Nov 25-30, 2008	Winter Park
<b>Traditional</b>	Jan 10-17, 2009	Steamboat Springs
<b>Winter Expedition</b>	Jan 24-Feb 1, 2009	Nagano-Hakuba, Japan
<b>Winter Shootout</b>	Feb 14-21, 2009	Lake Louise
<b>Final Showdown</b>	Mar 14-21, 2009	Big Sky
<b>Summer Expedition</b>	June 28-July 5, 2009	Panama

## Visit Our 16 Member Clubs!

In addition to the six TSC sponsored trips, our member clubs will be visiting many additional domestic and international locations.

	Club	Website	Location
	Austin Skiers	<a href="http://www.austinskiers.org">www.austinskiers.org</a>	Austin
	Capitol Downhill	<a href="mailto:criswell@austin.rr.com">criswell@austin.rr.com</a>	Austin
	Armadillo Ski Club	<a href="http://www.armadilloskiclub.org">www.armadilloskiclub.org</a>	Beaumont
	Dallas Ski Club	<a href="http://www.DallasSkiClub.org">www.DallasSkiClub.org</a>	Dallas
	Lone Star	<a href="http://www.Lone-Star.org">www.Lone-Star.org</a>	Dallas
	Texas Ski Rangers	<a href="http://www.texasskirangers.org">www.texasskirangers.org</a>	Dallas
	Young at Heart	<a href="http://www.dfwyoungatheartskiers.com">www.dfwyoungatheartskiers.com</a>	Dallas-Fort Worth
	Clear Lake Area Ski Club	<a href="http://www.clasc.org">www.clasc.org</a>	Houston area
	Space City Ski Club	<a href="http://www.spacecityskiclub.org">www.spacecityskiclub.org</a>	Houston area
	Ski Jammers	<a href="http://www.skijammers.org">www.skijammers.org</a>	Houston area
	Texas Twisters Ski Club	<a href="http://www.TexasTwistersSkiClub.com">www.TexasTwistersSkiClub.com</a>	Lubbock
	Flatlanders Ski Club	<a href="http://www.flatlanderskiclub.com">www.flatlanderskiclub.com</a>	Midland-Odessa
	Club Saint Bernard Ski Club	<a href="http://www.clubsaintbernardski.com">www.clubsaintbernardski.com</a>	San Antonio
	Los Amigos	<a href="http://www.losamigos.org">www.losamigos.org</a>	San Antonio
	H Town Renegades	<a href="http://www.htownrenegades.com">www.htownrenegades.com</a>	Houston area
	Texas Union of Firefighters	<a href="mailto:TUFF_TX@msn.com">TUFF_TX@msn.com</a>	Dallas