

TEXAS SKI COUNCIL SKI SEASON REPORT 2006-2007



PREPARED BY:
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To Our Ski Resort Partners, Sponsors, & 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 2007-2008 and the bid process for the 2008-2009 Ski Season. We hope this survey provides an opportunity for you to discover what we have been doing over the last year and our plans for the upcoming seasons.

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 third ski season with a successful first two 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, industry representatives 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 two years. Our first year Keystone, CO hosted the TSCYF and we took thirty-eight (38) children and this past year, Breckenridge, CO hosted the TSCYF and we took almost seventy (70) children. This program has also shown to be a viable way to get new skiers or returning skiers to the mountain, not only children and their families. We also welcome a new club to the TSC this year, the DFW Young at Heart Skiers who are located in Dallas, Texas.

In the all too familiar scenario of tight budgets and big dreams, opportunities to capitalize on worthwhile programs are often overlooked. 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 2006-2007 season in preparing new opportunities and Improve on existing ideas to make future seasons outstanding. Industry representatives 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. We endeavor to remain the leader in organized club snow sporting throughout Texas and need your continued support to do so.

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 2007-2008 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. Don't forget to check us out on the Internet, www.texas-ski.org.

The Texas Ski Council and I look forward to working with you during the 2007-2008 season as well as developing exciting bids for the 2008-2009 season. Please contact me at 214-215-8463 or by e-mail at cheryllmann@yahoo.com, with any questions, comments or suggestions you may have.

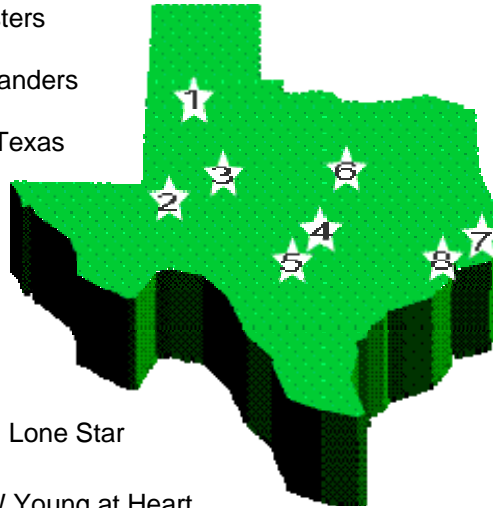
Thank you,

Cheryl Mann, Texas Ski Council VP Marketing
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The TSC Spans the Lone Star State



- 1 **Lubbock** – home of Texas Twisters
- 2 **Midland/Odessa**-home of Flatlanders
- 3 **Abilene**-home of West Central Texas Skiers
- 4 **Austin**-home of Austin Skiers and Capital Downhill
- 5 **San Antonio**-home of Club St. Bernard and Los Amigos
- 6 **Dallas**-home of Dallas Ski Club, Lone Star Skiers, Texas Ski Rangers, TUFF, DFW Young at Heart
- 7 **Beaumont**-home of Armadillo Ski Club
- 8 **Houston**-home of Clear Lake Area Ski Club, Ski Jammers, Space City Ski Club, H-Town Renegades



Detailed by category:

Category	All Trips	TSC Trips	% TSC
Participants	1938	1263	65.17%
Skier Days	10062	6558	65.10%
Lift Ticket Days	7374	5012	67.90%
Pillow Nights	12143	8059	66.30%
Lodging Revenue	\$997,435.41	\$649,072.85	65.10%
Airline Revenue	\$424,906.60	\$270,073.76	63.50%
Lift Ticket Revenue	\$288,233.72	\$196,880.72	68.30%
Ground Transportation	\$45,521.88	\$24,841.48	54.50%
European Extensions	\$43,122.00	\$20,172.00	46.70%
European Excursions	\$22,499.00	\$8,699.00	38.60%
Daily Resort Revenue	\$804,960.00	\$524,640.00	65.10%
TOTAL REVENUES	\$2,626,678.50	\$1,694,379.70	

Did you know that the TSC clubs also have members in two foreign countries and at least 27 other states?

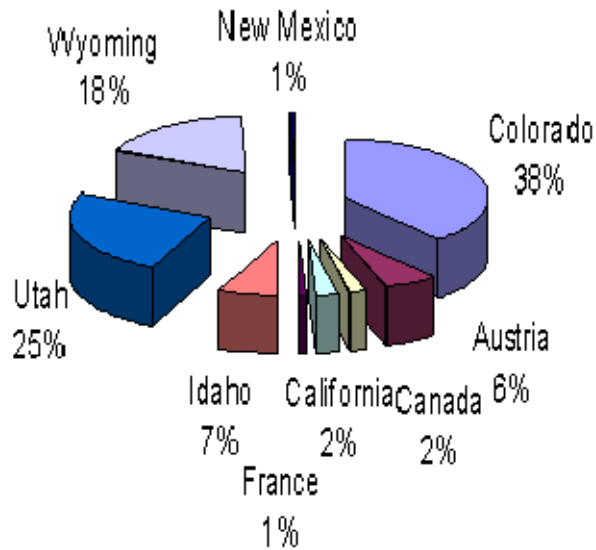
How did our numbers stack up?

Daily Resort Revenue is conservatively estimated at \$80 per day for food, beverages, equipment rentals, entertainment, incidentals, and additional expenses for excursions.

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

Council clubs also did two summer trips, a Grand Canyon rafting trip with lodging and air costs at \$15,126.16 and a Windjammer Cruise with lodging and air costs of \$23,041.82.

2006-2007 Destinations



Breckenridge	Jackson Hole	Ogden	Vail
Park City	Heavenly	Winter Park	Neustift
Kitzbuhel	Sun Valley	Crested Butte	Beaver Creek
Steamboat	Big White	Tahoe	Copper
Aspen	Panorama	Briancon	Taos
	Ruidoso		

So why the TSC?

Comments from our members.....

- When I want to go skiing I am not responsible for putting the trip together. Someone else does all the work and I get a great ski trip at a reasonable price. *Ronnie Slate, Lone Star Skiers*
- Camaraderie and value! I've made friends from all over Texas through the TSC! Whenever I go on a TSC trip, one of the first things I do is check to see if my friends are also on that trip! And the pricing for what you get -- value -- cannot be beat by just using the internet! *Laura Heiman, Clear Lake Area Ski Club*
- TSC has obtained much better pricing for travel, lodging, lift and rental equipment than I could on my own. This has allowed me to go on more trips and meet more fellow skiers." *Kip Kiplin, Club St. Bernard*
- I picked the TSC for the variety of the sports with lots of great fun and activities. *Terry Douglass, Texas Ski Rangers*
- By Dallas Ski Club being a part of TSC, we feel we get the best planned trips to strategically planned resorts at the best group rates. In addition, we enjoy meeting and skiing with so many members of other clubs and forming friendships that last and memories that last forever. *Joyce Cooper, Dallas Ski Club*
- I have people in our club who ask me all the time why do we need to be a member of the TSC? My answer is that through the TSC we get better pricing from the ski area for lodging and lift tickets. The ski areas provide activities during the week we would not have if the TSC was not involved. The TSC provides a vehicle (Bid Fest) where the ski area representatives can come to Texas and present a program as to why we should come spend our ski vacation at their resort. The TSC also provides us the opportunity to meet other people from Texas who love to ski and have a good time. I feel, if we did not have the Texas Ski Council the ski club members in Texas and the ski industry would suffer. *Billy Lynum, Los Amigos Ski Club*
- Traveling with the TSC is a great way to see the world, whether you ski or choose not to ski. The camaraderie is amazing. *Christine Mason, Ski Jammers*