

TEXAS SKI COUNCIL

Marketing Report 2009-2010



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 prepare for another amazing ski season in 2010 and the bid process for the 2011-2012 ski season. What a great opportunity for us to discover what's new in the industry and for you to take a peek inside the TSC.

We are indeed fortunate to be recognized as an innovative leader in our responsiveness to member clubs for the coordination of a diverse snow sports program. Our mission is 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. Throughout the coming season, the TSC will evaluate its current programs and bidding processes in order to provide more accurate information in an effort to better prepare us for future interests.

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 prepare for our upcoming season, we would like you to take a few minutes and review the TSC's performance for the 2009-2010 ski season. As a comparison, I also included the prior year's statistics. In preparation for our 2011-2012 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, transportation company representatives, and tour operators 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 and travel trips throughout Texas.

The Texas Ski Council continues to have a significant impact on the ski and travel industry, which is particularly impressive considering the current economic situation of our nation. 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 2010-2011 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. And don't forget to check us out on the web at: www.texas-ski.org

The Texas Ski Council and I look forward to working with you during the 2010-2011 ski season as well as developing exciting bids for the following ski year. We will be hosting the annual Ski Bid Fest in Houston this year on April 15-17, 2011. Please contact me at 512-775-5928 or by e-mail at tere2ski@sbcglobal.net with any questions, comments or suggestions you may have.

Sincerely,

Tere Mayne
Texas Ski Council
VP Marketing

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TEXAS SKI COUNCIL YOUTH FOUNDATION

In today's world of increasing childhood obesity, the TSC Youth Foundation was created to help promote family exercise in the winter months. By partnering with resorts in the ski industry the TSCYF also promotes the family unit by requiring that the children attend with adult family members. The Texas Ski Council through their individual club delegates voted in August 2004 to create a Youth Foundation. The Texas Ski Council Youth Foundation was established and received \$10,000 seed money from the TSC. With this seed money the Foundation has created ongoing programs to assist families with transportation expenses while the resorts provide discounted lessons. This money will provide the opportunity for children from all socio-economic levels to experience winter sports in a family setting. The first expenditures from the Youth Foundation were for the TSC Fall Roundup November 22-27, 2005, during the Thanksgiving Holiday.

The Texas Ski Council Youth Program's first year was a great success. The Youth Program introduced snow sports to 37 enthusiastic kids and their parents. In the first year of the Program the TSC provided the initial funding which allowed us to offer a 4-day youth package for less than \$200 and to subsidize the transportation cost of each participant by \$100. Now that the Youth Foundation has been granted a 501(c)(3) Non Profit Deductible status by the IRS we hope to raise enough funds each year to continue to assist with transportation costs as well as to subsidize the rising cost of the lessons.

This year the Texas Ski Council has continued commitment to the TSCYF which has proved to be an overwhelming success in its first six years. Our program has grown from thirty-seven (37) children to eighty-three 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 as does the support for the program within the council and with its industry partners. Your continued support is appreciated.



Statistical Comparison of 2009-2010 to The Prior Ski Season

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 <u>2008-09</u>	TSC Trips <u>2008-09</u>	Percentage (TSC)	All Trips <u>2009-10</u>	TSC Trips <u>2009-10</u>	Percentage (TSC)
Participants	1,966	1,191	60.6%	1,744	955	54.8%
Skier Days	10,001	6,286	62.9%	8,446	4,282	50.7%
Lift Ticket Days	6,683	4207	63.0%	6,007	3,023	50.3%
Pillow Nights	11,819	5,097	43.1%	11,230	6,396	57%
Lodging Revenue	\$1,204,534	\$606,153	50.3%	\$970,743	\$518,154	53.4%
Airline Revenue *	\$377,557	\$370,658	98.2%	\$491,979	\$298,629	60.7%
Lift Ticket Revenue	\$303,871	\$170,713	56.2%	\$264,906	\$122,878	46.4%
Ground Transportation	\$72,813	\$45,868	63.0%	\$ 77,810	\$ 42,152	54.2%
Foreign Extensions	\$154,604	\$47,831	30.9%	\$ 31,591	\$ 31,591	100%
Foreign Excursions	\$81,883	\$33,533	41.0%	\$ 68,060	\$ 55,217	81.1%
Daily Resort Revenue **	\$1,004,615	\$433,245	43.1%	\$954,550	\$543,660	57%
TOTAL REVENUES	\$3,199,877	\$1,708,001	53.4%	\$2,859,639	\$1,612,281	56.4%

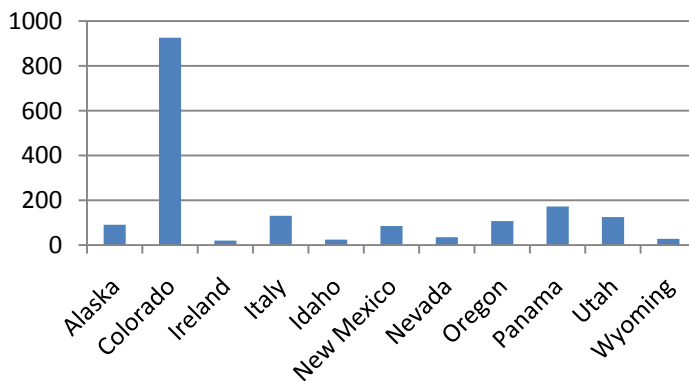
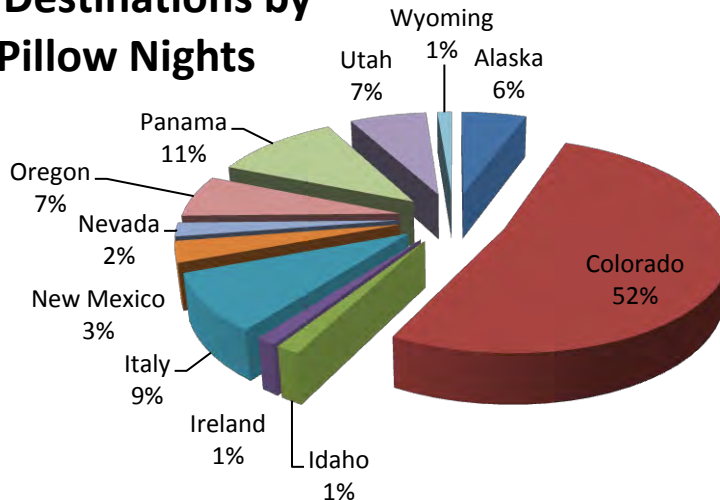
* Lodging Revenue also includes air and ground transportation on foreign destinations (total package price).

** 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, equipment purchases, souvenirs, ski lessons or race clinics, or individual automobile rentals.

Summary of 2009-2010 Ski Season Destinations

All Destinations by Pillow Nights



All Destinations by Number of Participants

2009-2010 Resort Destinations for All Trips

*Alyeska, AK
 *Aosta, Italy
 Aspen, CO
 Beaver Creek, CO
 *Breckenridge, CO
 Copper Mtn., CO
 Crested Butte, CO
 Ireland

Jackson Hole, WY
 Lake Tahoe, NV
 *Mt. Bachelor, OR
 North Star, CA
 *Panama
 Park City, UT
 Salt Lake, UT
 Santa Fe, NM

Schweitzer, ID
 Snowmass, CO
 Taos, NM
 Telluride, CO
 Vail, CO
 *Winter Park, CO
 Wolf Creek, CO
 Wolf Creek, UT

*Indicates TSC Trip

Texas Ski Council Linked Partner

Linked Partners Guidelines

The Texas Ski Council is setting up a new program to give our snow sport partners the opportunity for a quick and easy way to “LINK” with the Texas Ski Council. For a small yearly fee, the Linked Partner will have its logo, linked to their website, displayed on the Texas Ski Council’s “Linked Partners” page. In addition to the linked logo on the “Linked Partners” page, the vendor will receive by email in June and October, a “TSC Key Contact List” with current contact information for TSC officers and key club officers for each of the TSC clubs—name, address and email.

The “Link” period will be from June 1st through May 31st for a yearly cost of \$100*.

How it will work:

- The link will be attached to the partner’s logo.
- The home page of TSC web site will have a link to the “Linked Partners” page.
- The purchaser of the link must do the following for the link to be activated:
 - Complete a Linked Partner application (See attached)
 - Pay in full, the yearly fee for a linked logo.
 - Provide to the TSC webmaster :
 - logo meeting the outlined parameters.
 - url that will be linked to the logo

Once the application is received, an email will be sent providing instructions for contacting the TSC Webmaster and details for sending the logo file and url.

For more details, please contact our Past President, Peggy Montgomery:

pastpres@texas-ski.org. Or check out the website at:

<http://texas-ski.org/linked-partner-guidelines.htm> to download the application and get the process started.

Note: With the purchase of a TSC Annual Sponsorship (Platinum, Gold, Silver or Bronze) a vendor is provided **one** linked logo on the TSC „Linked Partners” page in addition to the other parameters offered as a part of the TSC Sponsorship Program. (See TSC Annual (Yearly) Sponsorship)

*Program is designed to be a yearly program; however, **a new applicant** may join at nine months for \$75 and \$50 for six months (i.e., September 1st through May 31st for nine months and December 1st through May 31st for six months).

Visit Our 15 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 & Boarders	www.austinskiers.org	Austin
	Capitol Downhill Skiers	lcriswell@austin.rr.com	Austin
	Armadillo Ski Club	www.armadilloskiclub.org	Beaumont
	Dallas Ski Club	www.DallasSkiClub.org	Dallas
	Lone Star Skiers	www.lonestarski.org	Dallas
	Texas Ski Rangers	www.texasskirangers.org	Dallas
	DFW Young at Heart	www.dfwyoungatheartskiers.com	Dallas-Fort Worth
	Clear Lake Area Ski Club	www.clasc.org	Houston area
	Space City Ski Club	www.spacecityskiclub.org	Houston area
	Houston Ski Jammers	www.skijammers.org	Houston area
	H-Town Renegades	www.htownrenegades.com	Houston area
	Texas Twisters Ski and Adventure Club	www.TexasTwistersSkiClub.com	Lubbock
	Flatlanders Ski Club	www.flatlandersskiclub.com	Midland-Odessa
	Club St. Bernard	www.clubsaintbernardski.com	San Antonio
	Los Amigos Ski Club	www.losamigos.org	San Antonio