

TEXAS SKI COUNCIL

Marketing Report 2010 -2011



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

The Texas Ski Council would like to extend a big, warm Texas “Howdy” to you as we prepare for another amazing ski season in 2012 and the bid process for the 2012-2013 ski season. What a great opportunity for us to discover what’s new in the industry and for you to take a look inside the TSC.

We are indeed fortunate to be recognized as an innovative leader in our responsiveness to our 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.

As we prepare for our upcoming season, we would like you to take a few minutes and review the TSC’s performance for the 2010-2011 ski season. As a comparison, the prior year’s statistics are provided. In preparation for our 2012-2013 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.

During our summer delegate meeting, several items were discussed that will be of interest to you should you decide to participate in our bid process. First, – the dates of our Fall Round Up trip will be moved to the second or third week of December and will no longer be the designated “Youth Foundation Trip”. Even though the TSC requests proposals to offer “Youth Ski Camp” special pricing for all trips, it is only required for our TSC Youth Foundation trip. Going forward, our designated Youth Trip will be during our Final Showdown trip and must be the second full week of March. The final change will be that an “Activity Fee” (which had been \$50 per adult) will not be collected and paid to the vendor. Instead, your proposal pricing should cover the cost of our mandated Ski Week activities (Club and Individual racing, two Parties with one having dinner and dancing, Souvenir Pin, and sequentially numbered Credentials.) You may charge a reasonable amount for TSC participants staying at a non-bid property, only if such amount is set out in your Bid Proposal.

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.

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 2011-2012 ski season as well as developing exciting bids for the following ski year. I hope you will mark your calendars and plan to attend our out annual SkiBidFest which will be held in San Antonio on the famous River Walk. The dates of the event are March 30-April 1, 2012. 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

Tere Mayne 5203 Cloudcroft Dr. Austin, TX 78749 tere2ski@sbcglobal.net

Statistical Comparison of 2010-2011 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 both TSC Trips and Member Club 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.

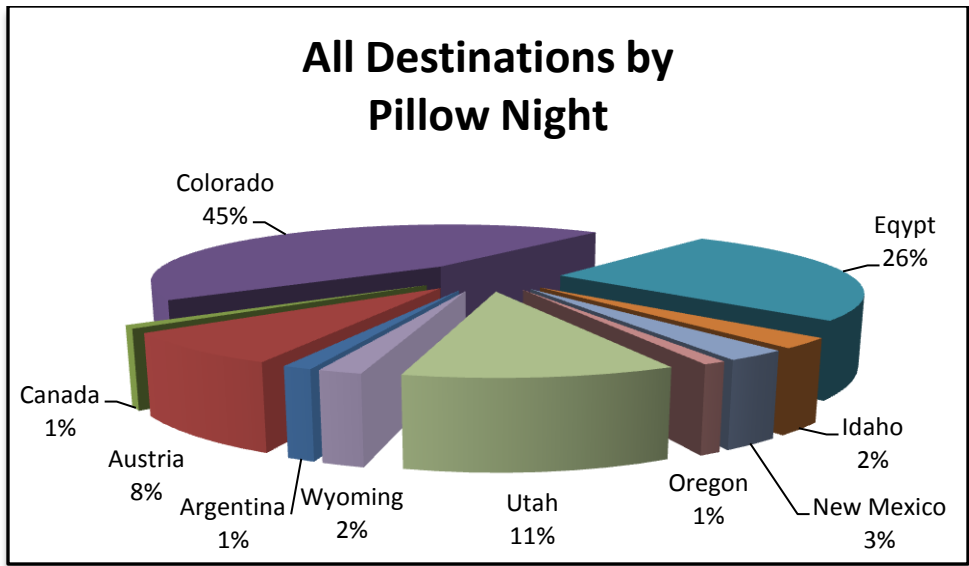
<i>Category</i>	All Trips 2009-10	TSC Trips 2009-10	Percentage (TSC)	All Trips 2010-11	TSC Trips 2010-11	Percentage (TSC)
Participants	1,744	955	54.8%	1,909	1,228	64.3%
Skier Days	8,446	4,282	50.7%	8,223	4,787	58.2%
Lift Ticket Days	6,007	3,023	50.3%	5,688	3,336	58.6%
Pillow Nights	11,230	6,396	57%	12,618	8,780	69.6%
*Lodging Revenue	\$970,743	\$518,154	53.4%	\$1,977,100	\$1,629,285	82.4%
*Airline Revenue	\$491,979	\$298,629	60.7%	\$291,827	\$168,131	57.6%
Lift Ticket Revenue	\$264,906	\$122,878	46.4%	\$273,055	\$156,490	57.3%
*Ground Transportation	\$ 77,810	\$ 42,152	54.2%	\$ 48,650	\$ 25,565	52.5%
Foreign Extensions	\$ 31,591	\$ 31,591	100%	\$ 193,816	\$193,186	100%
Foreign Excursions	\$ 68,060	\$ 55,217	81.1%	\$ 53,367	\$ 52,178	97.8%
**Daily Resort Revenue	\$954,550	\$543,660	57%	\$1,072,530	\$746,300	69.6%
TOTAL REVENUES	\$2,859,639	\$1,612,281	56.4%	\$3,910,345	\$2,971,765	76%

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

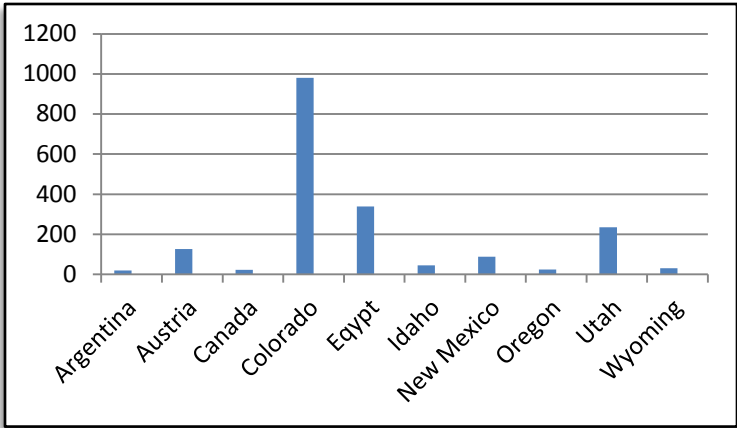
** Daily Resort revenue is conservatively estimated at \$85 per day for food, beverages, equipment rentals, entertainment, incidentals, and additional expenses for excursions.

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 2010-2011 Ski Season Destinations



Total Participation by Destination



2010-2011 Resort Destinations for All Trips

- Aspen, CO
- *Bad Gastein Austria
- *Beaver Creek, CO
- Big White Mtn, B.C.
- *Breckenridge, CO
- Canyons, UT
- *Crested Butte, CO
- Durango, CO

- *Egypt
- Jackson Hole, WY
- Mt. Bachelor, OR
- Park City, UT
- Ruidoso, NM
- Santa Fe, NM
- Schweitzer, ID
- *Snowbird, UT

- Snowmass, CO
- South Africa
- Steamboat, CO
- Sun Valley, ID
- Taos, NM
- Ushaia Argentina
- Vail, CO
- Wolf Creek, CO

*Indicates TSC Trip

Texas Ski Council Linked Partner

Linked Partners Guidelines

The Texas Ski Council established a new program in 2010, 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, Cheryl Mann:

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-May 31st for six months).

Texas Ski Council Youth Foundation



Do you believe in the critical role of sport and physical play in children's lives? At the most fundamental level, sport, play and recreational activities are a child's right. Added to this is the broad consensus that regular physical activity is essential for the physical, mental, psychological and social development of children and adolescents. Involvement in sport can boost children's health, improve academic performance and help reduce crime.

In today's cyber world of non physical indoor play and a resulting increase in child obesity, the Texas Ski Council Youth Foundation (TSCYF) was created to help promote outdoor family exercise in the winter months. By helping families fund participation in group ski and snowboard trips, they help our youth gain a responsibility and respect for the outdoor environment as well as promote fitness and self esteem. 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.

Since 2005, through Thanksgiving holiday partnerships with resorts such as Breckenridge, Keystone and Winter Park, we have helped subsidize travel expenses for hundreds of children from 4 to 15 years of age. Our ski partners provide financial assistance with ski or snowboard lessons, rentals and lift tickets since it is required a child attends at least 3 days of ski or snowboard lessons of any level to be eligible for the partial travel reimbursement.

Do you believe that sport can be an effective programmatic tool to help achieve goals in health, education, gender equality, and child development? That is the concept of sport for development – that sport is not just an end in itself, but also an effective tool to help improve the lives of children, families and communities.



Visit Our 14 Member Clubs Websites!

In addition to the 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
	Texas Twisters Ski and Adventure Club	www.TexasTwistersSkiClub.com	Lubbock
	Flatlanders Ski Club	www.flatlandersskiclub.com	Midland-Odessa
	Club St. Bernard	www.clubssaintbernardski.com	San Antonio
	Los Amigos Ski Club	www.losamigos.org	San Antonio