

Inside

The Texas Ski Council

Marketing Survey 2004-2005

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 start another outstanding ski season in 2005-2006 and the bid process for the 2006-2007 Ski Season. We hope this survey provides a great opportunity for you to discover what's new with us as you 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 snowsport program, as evidenced by implementing our new TSC Youth Program in this current season. 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 undertaken new initiatives in providing resort areas, sponsors and member clubs with the tools necessary to expand as well as enrich our snowsport programs, including our commitment to bring new skiers to the resort areas with our TSC Youth Program. Throughout the coming season of 2005-06, the TSC will evaluate our current programs, including the Youth Program implemented as part of our TSC Fall Roundup Ski Week, and endeavor to provide more information to our industry partners in an effort to better prepare us for future endeavors.

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 2004-2005 season in preparation for our 2006-2007 bid process. 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.

I hope you will work with us to challenge every aspect of the existing process to expose any opportunity that shows promise in making future seasons outstanding.

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 2005-2006 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 check us out on the Internet, www.texas-ski.org !

The Texas Ski Council and I look forward to working with you during the 2005 - 2006 season, as well as developing exciting bids for the 2006-2007 season. Please contact me at (218)437-5467 or by e-mail at peggymontgomery@houston.rr.com, with any questions, comments or suggestions you may have.

Thank you,



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Summary of 2004-2005 Ski Season Statistics

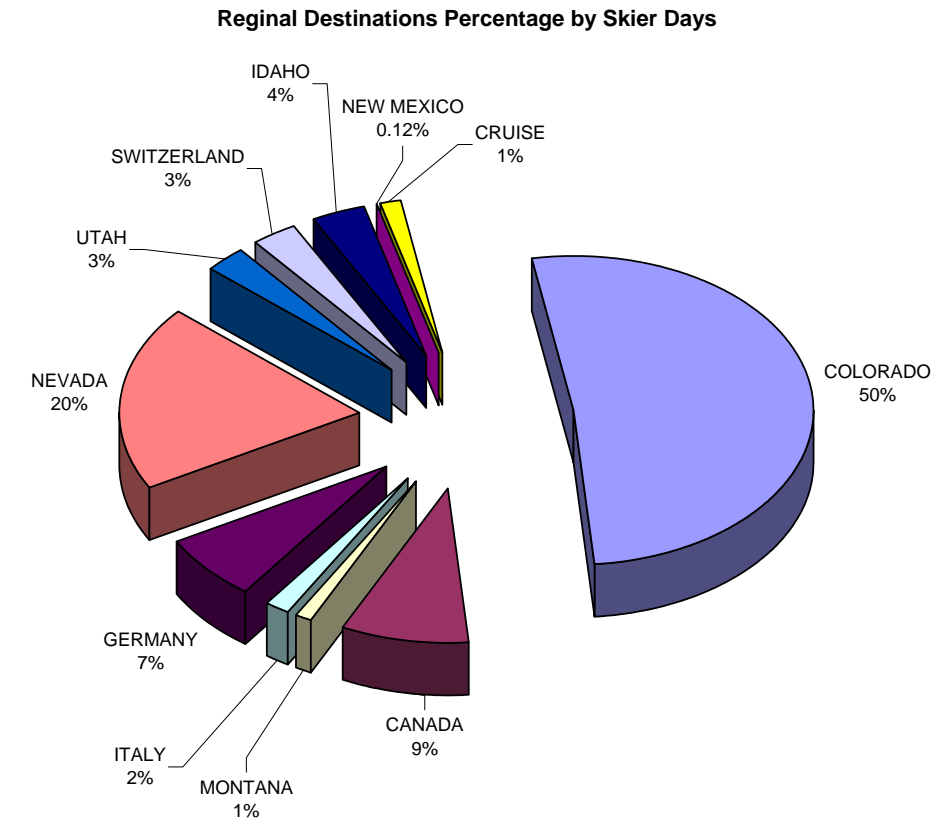
Category	All Trips	TSC Trips	Percentage (TSC)
Participants	2,328	1,423	61%
Skier Days	11,497	6,753	59%
Lift Ticket Days	7,878	4,770	61%
Pillow Nights	16,208	9,040	56%
Lodging Revenue	\$1,005,776	\$497,591	50%
Airline Revenue	\$597,858	\$352,283	60%
Lift Ticket Revenue	\$268,045	\$154,482	58%
Ground Transportation	\$67,068	\$46,393	69%
European Extensions	\$90,789	\$30,014	33%
European Excursions	\$11,827	\$3,636	31%
Daily Resort Revenue*	\$919,760	\$540,240	59%
Caribbean Cruise	\$114,011	\$114,011	100%
TOTAL REVENUES	\$3,075,134	\$1,738,650	

*Daily resort revenue is conservatively estimated at \$80 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. Also, not included in the above is the revenue for excursions on the Caribbean cruise.

Regional Destinations

Percentage by Skier Days



Resort Destinations

Vail	St Moritz	Whistler
Aspen	Winter Park	Snowmass
Banff	Steamboat	St. Moritz
Durango	Heavenly	Sun Valley
Carnival Cruise	Rudiso	Taos
Copper Mtn.	Park City	Keystone
Garmisch	Courmayeur	Lake Louise