

# Utah Ski Database



Demographic and Economic Analysis Section  
Governor's Office of Planning and Budget

December 2006

# Utah Ski Database

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Prepared by:

Demographic and Economic Analysis Section  
Governor's Office of Planning and Budget  
State Capitol Complex, Suite E210  
Salt Lake City, Utah 84114-2210  
(801) 538-1036

Photo courtesy of Ski Utah ([skiutah.com](http://skiutah.com))



## **Governor's Office of Planning and Budget**

John E. Nixon, CPA, Director  
Mindy Powers, Administrative Assistant

## **Demographic and Economic Analysis Section**

Robert M. Spendlove, DEA Director  
Walter E. Busse, Economic Development Economist  
Douglas E. DeVore II, State Data Center Coordinator  
Peter Donner, Senior Economist, Fiscal Impact Analysis  
Effie Johnson, Research Analyst  
Lance Rovig, Economic Consultant, Economic and Revenue Forecasts  
David Stringfellow, Tax Economist

# Introduction

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The *December 2006 Utah Ski Database* provides detailed analysis of Utah ski data. In its fourth edition, this report contains tables and figures showing current and historical ski data for Utah.

The *Utah Ski Database* is a special publication and is updated every four or five years.

## Background

Utah's ski industry contributes to the state's economy by attracting a large number of visitors and expenditures to the state. Building upon the industry's "greatest snow on earth" reputation gained during the Salt Lake 2002 Winter Olympic Games, the ski industry continues to increase in size and complexity. Because of its importance to Utah's economy, the Governor's Office of Planning and Budget maintains a ski database, which contains statistics on the demographics of skiers, skier visits, lift ticket prices, lift capacity, and gross revenues.

GOPB compiles and utilizes this ski database for numerous economic and planning issues. In the past, GOPB has prepared socio-economic analyses for the Environmental Impact Statement on the Cottonwood Canyon Ski Area Master Plan in 1997 and for the Wasatch Canyons Master Plan in 1989. GOPB has also conducted detailed research in order to understand

the relative influence of the ski industry as well as what factors affect the growth of Utah's ski market.

## Highlights

The 2005-06 ski season was the third consecutive year of record ski visits in Utah, a trend also reflected nationally. Utah's market share of the national ski industry has increased since 2002, a likely result of the Salt Lake 2002 Winter Olympic Games and an increase in tourist promotion by the industry.

Following a drop in overall ski visits in 2001-02, destination ski visits have rebounded to record levels in 2004-05 and 2005-06. 2005-06 was also a record year for resident ski visits. Ski visits benefited from excellent ski conditions in Utah, especially during the 2004-05 and 2005-06 seasons.

The U.S. ski age population is projected to level while Utah's ski age population is projected to steadily increase. This indicates a healthy supply of local skiers for Utah ski resorts, a result reflected by the number of local skiers outnumbering destination skiers in 2005-06.

Lift ticket prices continue to increase in Utah and in the U.S., a trend likely to continue. However, Utah ticket prices have

increased at a slower pace, and the average Utah ticket prices remain below the national average.

Utah has also continued to increase its budget devoted to ski promotion. Ski Utah, Inc. continues to grow as the industry grows, and the State tourism budget also reflects an increased focus on ski promotion as a part of the overall tourism program of the state.

## Additional Information

Copies of this report and additional data, including technical documentation of Utah's ski demand model, can be obtained by contacting the Demographic and Economic Analysis Section of GOPB (801) 538-1036. The *Database* is also available on the Internet at:

<http://www.governor.utah.gov/dea>

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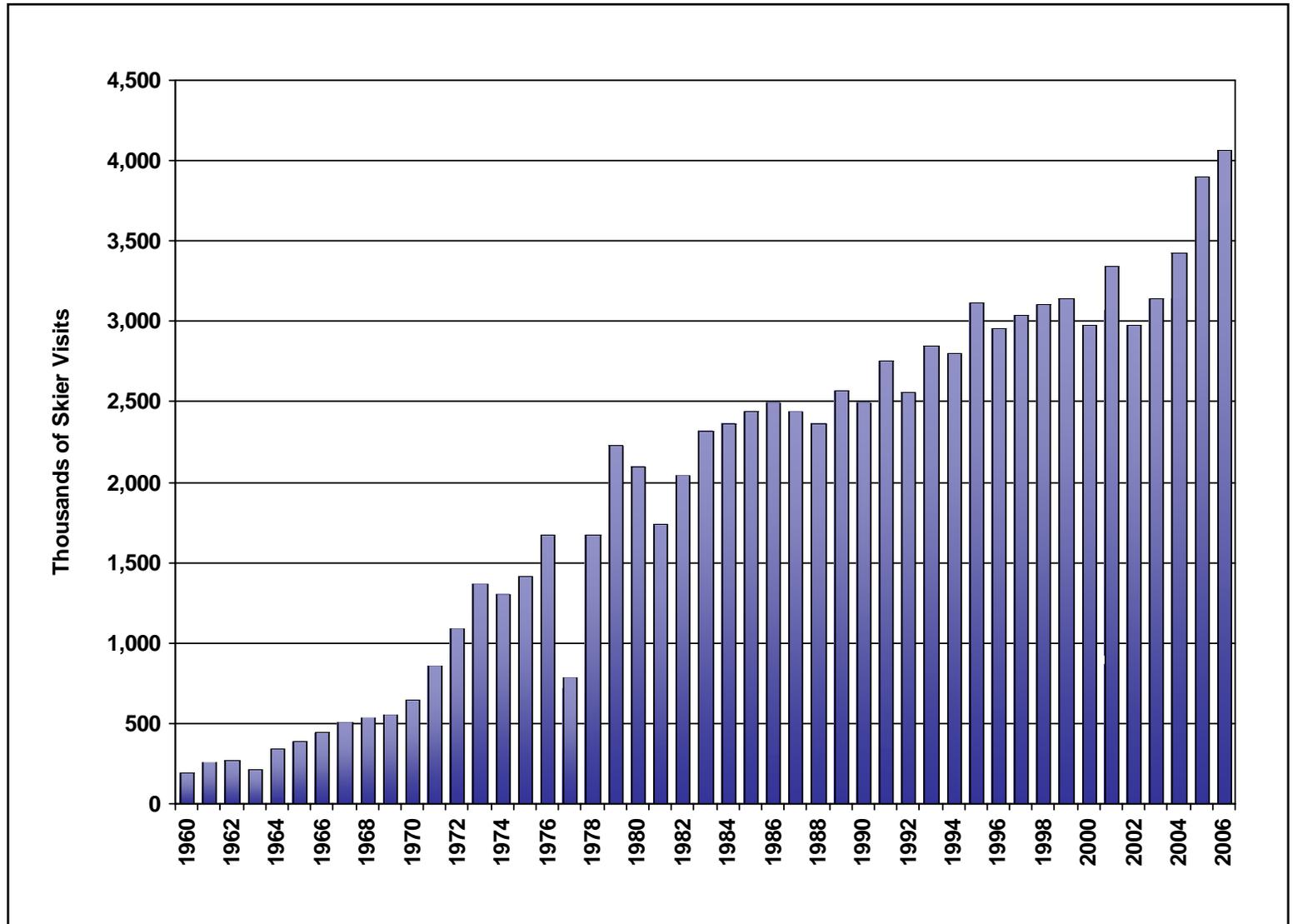
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# Utah Skier Visits

Ski Season	Total Visits	Percent Change
1966	442	13.9%
1967	504	14.0%
1968	540	7.1%
1969	555	2.8%
1970	649	16.9%
1971	862	32.8%
1972	1,088	26.2%
1973	1,370	25.9%
1974	1,301	-5.0%
1975	1,411	8.5%
1976	1,674	18.6%
1977	789	-52.9%
1978	1,672	111.9%
1979	2,223	33.0%
1980	2,093	-5.8%
1981	1,740	-16.9%
1982	2,039	17.2%
1983	2,317	13.7%
1984	2,370	2.3%
1985	2,437	2.8%
1986	2,491	2.2%
1987	2,441	-2.0%
1988	2,369	-2.9%
1989	2,572	8.6%
1990	2,491	-3.1%
1991	2,752	10.4%
1992	2,561	-6.9%
1993	2,850	11.3%
1994	2,810	-1.8%
1995	3,113	11.2%
1996	2,955	-5.1%
1997	3,043	3.0%
1998	3,102	1.9%
1999	3,144	1.4%
2000	2,977	-5.3%
2001	3,349	12.5%
2002	2,975	-11.2%
2003	3,141	5.6%
2004	3,429	9.2%
2005	3,896	13.6%
2006	4,062	4.3%

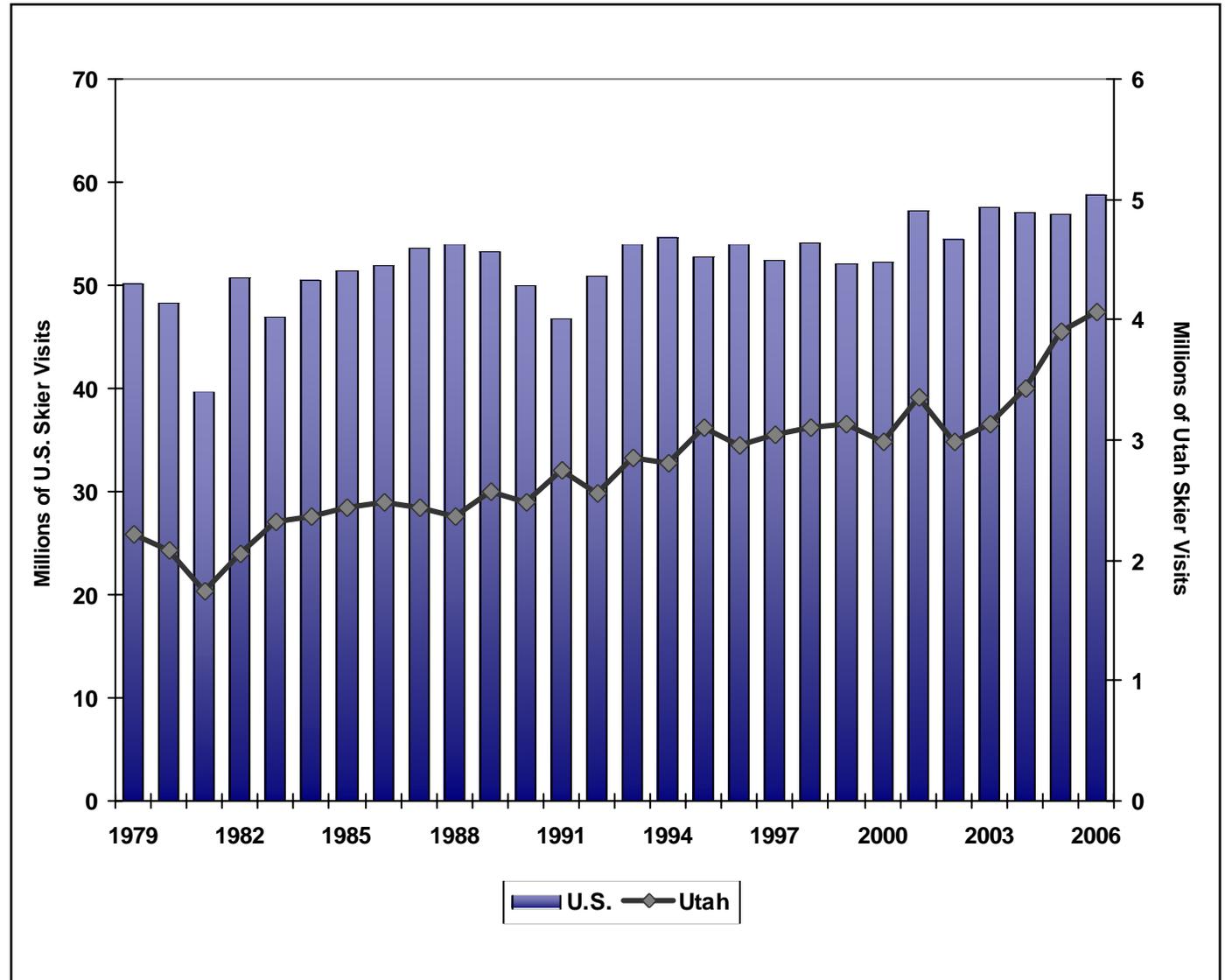


Sources: 1966-72 "Ski Industry Analysis and Information Systems Development in Utah," Parent and Robinson; 1973, 1975, and 1979 "Ski Utah: A Report on the Industry," Utah State University, ISORT; 1974, 1976, 1978, 1980-81 Bureau of Economic and Business Research, University of Utah; 1982-97 Utah Ski Association and Park City Area Chamber of Commerce; 2002-06 Ski Utah.

Note: Skier visits are counted by "skier days." This includes day visitors, local residents, and multi-day visitors.

# Utah & United States Skier Visits

Ski Season	U.S.	Utah	Utah Market Share
1979	50.2	2.22	4.4%
1980	48.2	2.09	4.3%
1981	39.7	1.74	4.4%
1982	50.7	2.05	4.0%
1983	46.9	2.32	4.9%
1984	50.6	2.37	4.7%
1985	51.4	2.44	4.7%
1986	51.9	2.49	4.8%
1987	53.7	2.44	4.5%
1988	53.9	2.37	4.4%
1989	53.3	2.57	4.8%
1990	50.0	2.49	5.0%
1991	46.7	2.75	5.9%
1992	50.8	2.56	5.0%
1993	54.0	2.85	5.3%
1994	54.6	2.81	5.1%
1995	52.7	3.11	5.9%
1996	54.0	2.95	5.5%
1997	52.5	3.04	5.8%
1998	54.1	3.10	5.7%
1999	52.1	3.14	6.0%
2000	52.2	2.98	5.7%
2001	57.3	3.35	5.8%
2002	54.4	2.98	5.5%
2003	57.6	3.14	5.5%
2004	57.1	3.43	6.0%
2005	56.9	3.90	6.8%
2006	58.8	4.06	6.9%



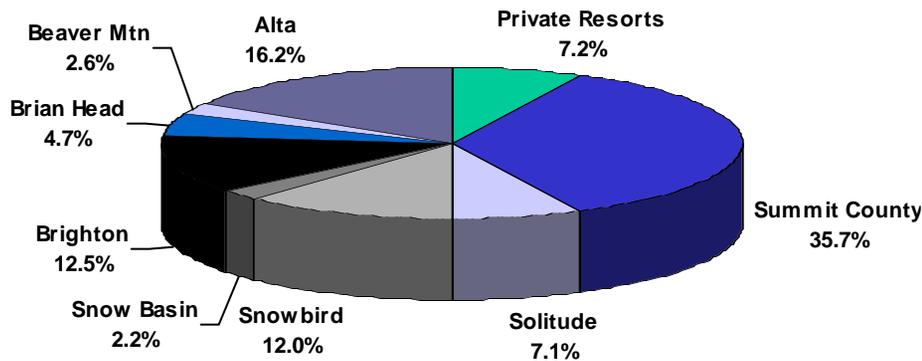
Sources: United Ski Industries Association; Bureau of Economic and Business Research, University of Utah; Utah Ski and Snowboard Association; and National Ski Areas Association.

Note: Skier visits are counted by "skier days." This includes day visitors, local residents, and multi-day visitors.

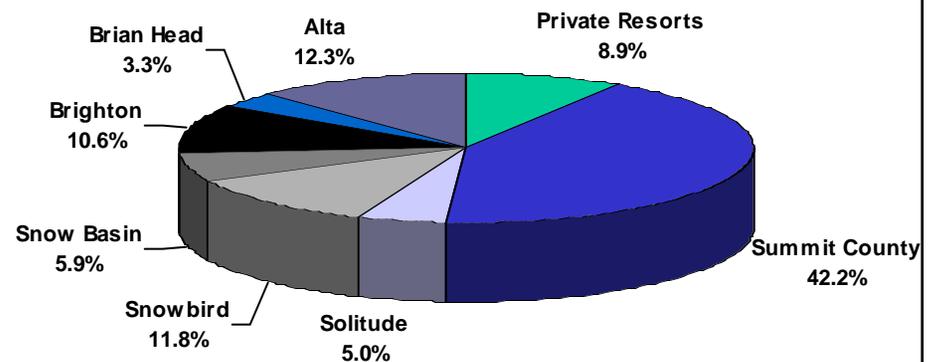
# Utah Skier Visit Estimates by Resort

Resort	1995-96		1996-97		1997-98		1998-99		1999-00		2000-01		2001-02		2002-03		2003-04		2004-05		2005-06	
	Skier Visits (000)	% of Total																				
Alta	477.8	16.2%	453.3	14.9%	422.1	13.6%	409.2	13.0%	382.1	12.8%	369.3	11.0%	338.2	11.4%	381.0	12.1%	401.5	11.7%	480.4	12.3%	498.8	12.3%
Beaver Mtn	76.0	2.6%	67.0	2.2%	76.0	2.5%		n/a														
Brian Head	137.6	4.7%	148.3	4.9%	145.6	4.7%	145.6	4.6%	133.5	4.5%	152.9	4.6%	212.5	7.1%	140.2	4.5%	130.2	3.8%	143.9	3.7%	135.6	3.3%
Brighton	368.8	12.5%	357.0	11.7%	352.9	11.4%	354.3	11.3%	337.1	11.3%	342.1	10.2%	356.1	12.0%	366.0	11.7%	388.3	11.3%	392.0	10.1%	429.8	10.6%
Snow Basin	64.0	2.2%	85.0	2.8%	94.0	3.0%	86.7	2.8%	79.6	2.7%	155.2	4.6%	120.5	4.1%	127.2	4.0%	177.6	5.2%	220.0	5.6%	240.0	5.9%
Snowbird	354.5	12.0%	384.3	12.6%	392.0	12.6%	382.0	12.1%	393.1	13.2%	426.9	12.7%	378.7	12.7%	416.0	13.2%	457.5	13.3%	516.9	13.3%	478.4	11.8%
Solitude	208.6	7.1%	215.8	7.1%	193.2	6.2%	201.1	6.4%	175.3	5.9%	186.7	5.6%	138.1	4.6%	138.0	4.4%	159.6	4.7%	184.6	4.7%	201.2	5.0%
Summit County	1,055.9	35.7%	1,211.2	39.8%	1,204.4	38.8%	1,203.9	38.3%	1,158.9	38.9%	1,278.8	38.2%	1,161.7	39.1%	1,343.9	42.8%	1,418.3	41.4%	1,608.3	41.3%	1,715.5	42.2%
Private Resorts	211.5	7.2%	120.9	4.0%	221.6	7.1%	361.6	11.5%	317.2	10.7%	437.6	13.1%	268.8	9.0%	229.0	7.3%	296.0	8.6%	349.5	9.0%	362.9	8.9%
<b>Total</b>	<b>2,954.7</b>	<b>100%</b>	<b>3,042.8</b>	<b>100%</b>	<b>3,101.7</b>	<b>100%</b>	<b>3,144.3</b>	<b>100%</b>	<b>2,976.8</b>	<b>100%</b>	<b>3,349.5</b>	<b>100%</b>	<b>2,974.6</b>	<b>100%</b>	<b>3,141.2</b>	<b>100%</b>	<b>3,429.1</b>	<b>100%</b>	<b>3,895.6</b>	<b>100%</b>	<b>4,062.2</b>	<b>100%</b>

**Skier Visits by Resort in Utah**  
1995-1996 estimates



**Skier Visits by Resort in Utah**  
2005-2006 estimates

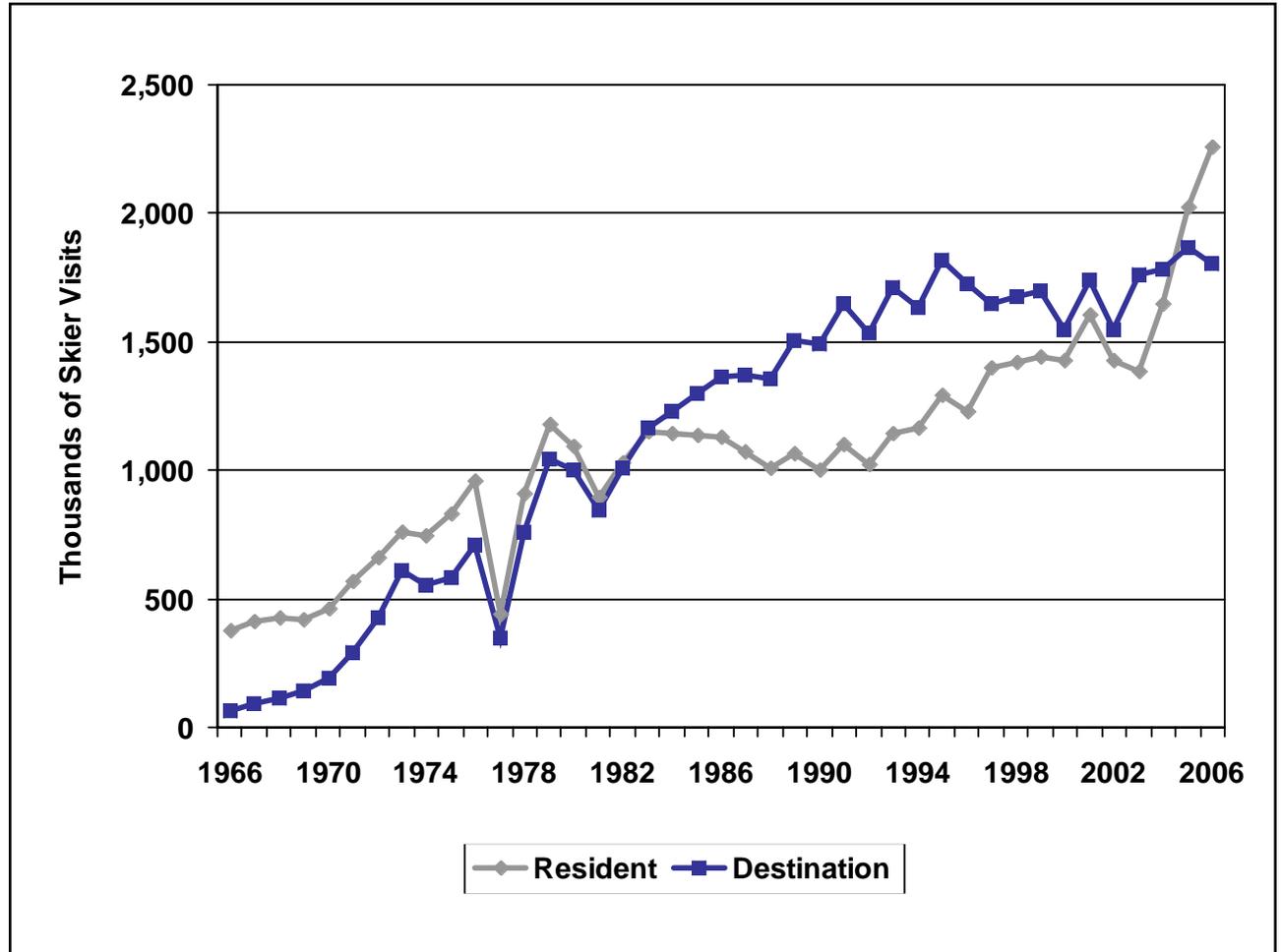


Sources: U.S. Forest Service; Park City Area Chamber of Commerce.

Notes: Skier visits are counted by "skier days." This includes day visitors, local residents, and multi-day visitors. The Park City Area Chamber of Commerce publishes a "Summit County" total for Deer Valley, Park City, and The Canyons, which are all on private land and not required to report visits to the Forest Service. Elk Meadows, Nordic Valley, Powder Mountain, and Sundance also sit on private land and are not required to report to the Forest Service. Totals for these resorts, together with any residual skier visits are aggregated under "Private Resorts".

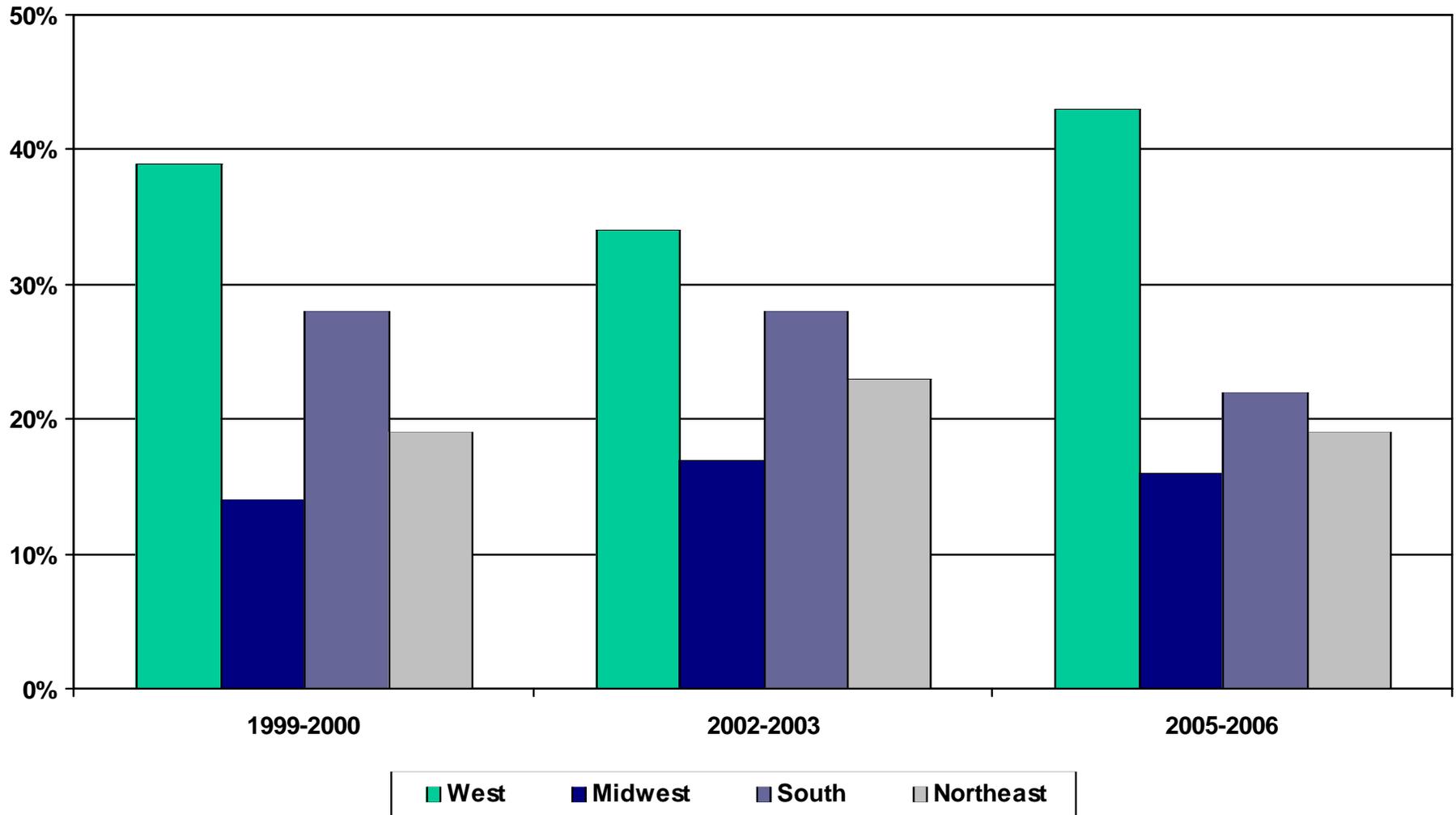
# Estimated Resident & Destination Skier Visits in Utah

Ski Season	Total Visits	Resident Visits	% of Total	Destination Visits	% of Total
1966	442	377	85.3%	65.0	14.7%
1967	504	415	82.3%	89.2	17.7%
1968	540	426	78.9%	114.1	21.1%
1969	555	416	75.0%	138.9	25.0%
1970	649	458	70.6%	190.7	29.4%
1971	862	568	65.9%	294.3	34.1%
1972	1,088	661	60.8%	427.0	39.2%
1973	1,370	759	55.4%	611.0	44.6%
1974	1,301	743	57.1%	557.5	42.9%
1975	1,411	831	58.9%	580.0	41.1%
1976	1,674	962	57.5%	712.1	42.5%
1977	789	442	56.0%	347.0	44.0%
1978	1,672	912	54.6%	759.7	45.4%
1979	2,223	1180	53.1%	1042.6	46.9%
1980	2,093	1093	52.2%	999.9	47.8%
1981	1,740	894	51.4%	846.5	48.6%
1982	2,039	1029	50.5%	1009.5	49.5%
1983	2,317	1149	49.6%	1167.8	50.4%
1984	2,370	1140	48.1%	1229.5	51.9%
1985	2,437	1137	46.7%	1299.2	53.3%
1986	2,491	1128	45.3%	1363.1	54.7%
1987	2,441	1072	43.9%	1368.6	56.1%
1988	2,369	1009	42.6%	1359.5	57.4%
1989	2,572	1063	41.3%	1508.9	58.7%
1990	2,491	999	40.1%	1492.2	59.9%
1991	2,752	1101	40.0%	1650.9	60.0%
1992	2,561	1024	40.0%	1536.5	60.0%
1993	2,850	1140	40.0%	1710.0	60.0%
1994	2,800	1165	41.6%	1635.2	58.4%
1995	3,114	1295	41.6%	1818.6	58.4%
1996	2,954	1229	41.6%	1725.1	58.4%
1997	3,043	1397	45.9%	1646.3	54.1%
1998	3,102	1424	45.9%	1678.0	54.1%
1999	3,144	1443	45.9%	1701.1	54.1%
2000	2,977	1429	48.0%	1547.9	52.0%
2001	3,349	1608	48.0%	1741.7	52.0%
2002	2,975	1428	48.0%	1546.8	52.0%
2003	3,141	1382	44.0%	1759.1	56.0%
2004	3,429	1646	48.0%	1783.2	52.0%
2005	3,896	2026	52.0%	1869.9	48.0%
2006	4,062	2259	56.0%	1803.6	44.0%



Sources and Notes: Skier visits are counted by "skier days." This includes day visitors, local residents, and multi-day visitors. 1966-72 interpolated from 1964-73 (const. growth rate, prop. to totals). 1973 found in "Ski Utah: A Report on the Industry" 1972-73; 1974 interpolated from 1973-75 (averaging of % of totals); 1975 found in "Ski Utah: A Report on the Industry" 1978-79; 1976-78 interpolated from 1975-79 (const. growth rate, prop. to totals); 1979 found in "Ski Utah: A Report on the Industry" 1978-79; 1980-82 interpolated from 1979-83 (const. growth rate, prop. to totals); 1983 found in "The Impact of Skiing on the Utah Economy", Bureau of Economic and Business Research (BEER); 1984-89 interpolation of data from 1983-90 (const. growth rate of % of totals); 1990 found in "Market Characteristics and Economic Impact of the Utah Ski Industry", BEER; 1991 reported by BEER; 1992-93 extrapolated from 1991 survey data (constant % of total); 1994 reported by BEER in "Results of the 1993-1994 Utah Skier Survey"; 1995-96 extrapolated from 1994 survey data (constant % of total); 1997 reported by Wikstrom Economic and Planning Associates, 1996-1997 Utah Skier Survey; 1997-98 extrapolated from 1996 survey data (constant % of total); 1999 reported by Wikstrom Economic and Planning Associates, 1999-2000 Utah Skier Survey; 2000-02 extrapolated from 1999 survey (constant % of total); 2005-06 Utah Skier Survey, reported by Wikstrom Economic and Planning Associates; 2003-2005 extrapolated from 2006 survey (constant % of total).

# Out-of-State Skier Visits to Utah by Region

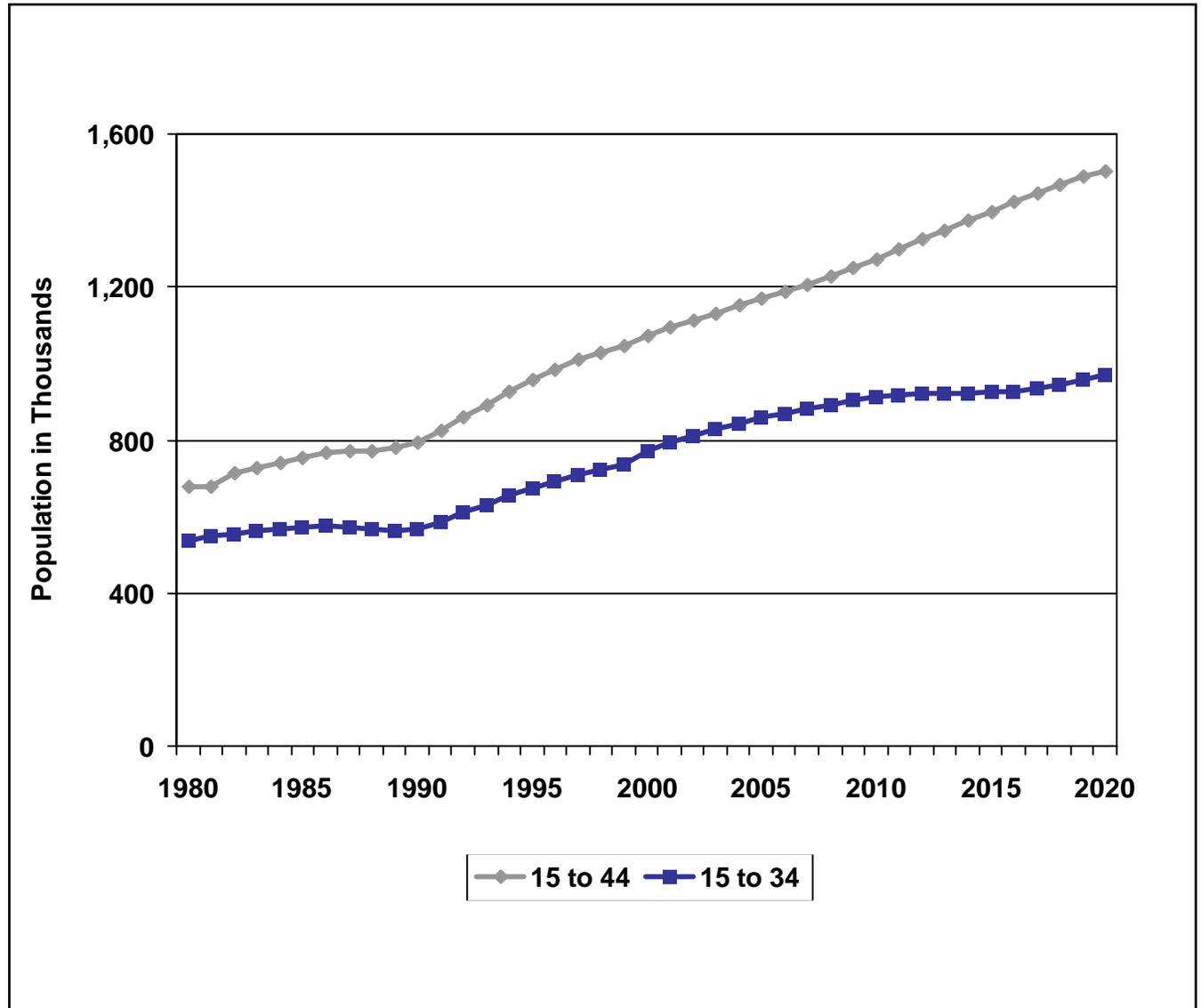


Note: Total may not add to 100% due to rounding.

Source: Wikstrom Economic and Planning Associates, 2005-06 Utah Skier Survey; Ski Utah.

# Utah Ski-Age Population

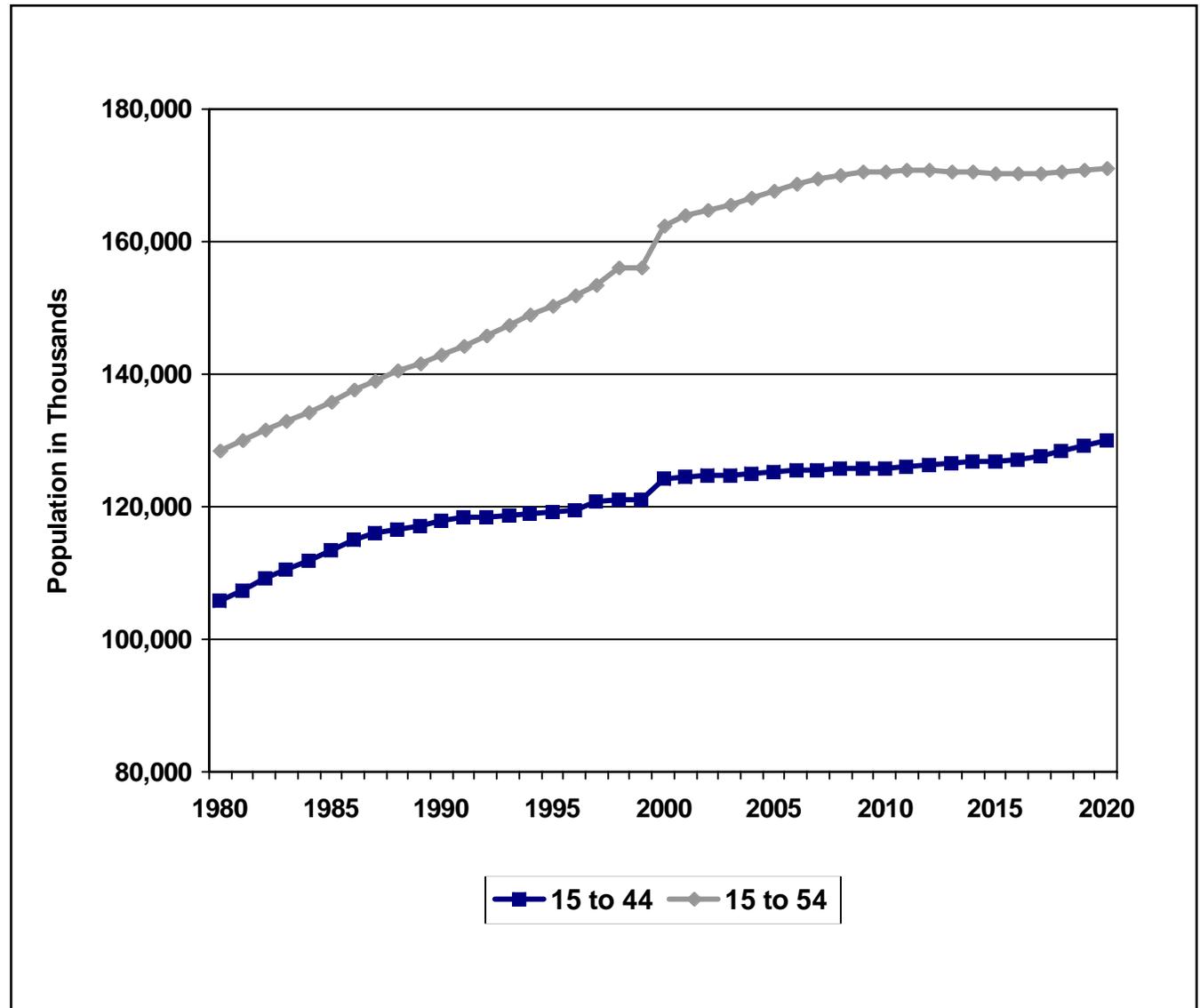
Year	Ages 15-44	Percent Change	Ages 15-34	Percent Change
1980	679	2.7%	535	2.5%
1981	680	0.1%	548	2.4%
1982	714	5.0%	556	1.5%
1983	727	1.8%	561	0.9%
1984	741	1.9%	566	0.9%
1985	753	1.6%	570	0.7%
1986	766	1.7%	574	0.7%
1987	770	0.5%	570	-0.7%
1988	773	0.4%	566	-0.7%
1989	780	0.9%	564	-0.4%
1990	793	1.7%	568	0.7%
1991	826	4.2%	586	3.2%
1992	860	4.1%	610	4.1%
1993	891	3.6%	631	3.4%
1994	927	4.0%	654	3.6%
1995	956	3.1%	673	2.9%
1996	982	2.7%	690	2.5%
1997	1,010	2.9%	709	2.8%
1998	1,028	1.8%	721	1.7%
1999	1,047	1.8%	735	1.9%
2000	1,073	2.5%	773	5.2%
2001	1,096	2.2%	794	2.7%
2002	1,114	1.6%	811	2.1%
2003	1,132	1.6%	828	2.0%
2004	1,151	1.6%	843	1.8%
2005	1,171	1.7%	858	1.7%
2006	1,187	1.4%	868	1.2%
2007	1,206	1.6%	880	1.4%
2008	1,227	1.7%	892	1.4%
2009	1,248	1.8%	903	1.2%
2010	1,272	1.9%	911	0.9%
2011	1,297	2.0%	916	0.6%
2012	1,323	2.0%	920	0.4%
2013	1,349	1.9%	922	0.3%
2014	1,374	1.9%	924	0.2%
2015	1,397	1.7%	925	0.1%
2016	1,421	1.7%	927	0.3%
2017	1,444	1.6%	933	0.7%
2018	1,467	1.6%	944	1.2%
2019	1,488	1.4%	957	1.3%
2020	1,504	1.1%	970	1.4%



Source: 1980-1989 U.S. Census Bureau, Current Population Report, Series P25-1106; 1990-1999, 2002 Baseline Projections, Governor's Office of Planning and Budget, UPED Model System; 2000-2020, 2005 Baseline Projections, Governor's Office of Planning and Budget, REMI.

# United States Ski-Age Population

Year	Ages 15-44	Percent Change	Ages 15-54	Percent Change
1980	105,731	1.6%	128,473	1.1%
1981	107,498	1.7%	130,078	1.2%
1982	109,091	1.5%	131,517	1.1%
1983	110,495	1.3%	132,851	1.0%
1984	111,925	1.3%	134,310	1.1%
1985	113,379	1.3%	135,839	1.1%
1986	114,937	1.4%	137,596	1.3%
1987	115,957	0.9%	139,053	1.1%
1988	116,461	0.4%	140,411	1.0%
1989	117,042	0.5%	141,675	0.9%
1990	117,787	0.6%	142,976	0.9%
1991	118,517	0.6%	144,261	0.9%
1992	118,462	0.0%	145,874	1.1%
1993	118,689	0.2%	147,346	1.0%
1994	118,956	0.2%	148,827	1.0%
1995	119,287	0.3%	150,366	1.0%
1996	119,589	0.3%	151,913	1.0%
1997	120,772	1.0%	153,504	1.0%
1998	120,998	0.2%	155,995	1.6%
1999	121,157	0.1%	156,103	0.1%
2000	124,314	2.6%	162,330	4.0%
2001	124,560	0.2%	163,821	0.9%
2002	124,705	0.1%	164,683	0.5%
2003	124,833	0.1%	165,595	0.6%
2004	125,034	0.2%	166,614	0.6%
2005	125,199	0.1%	167,636	0.6%
2006	125,422	0.2%	168,640	0.6%
2007	125,601	0.1%	169,436	0.5%
2008	125,725	0.1%	170,041	0.4%
2009	125,748	0.0%	170,442	0.2%
2010	125,780	0.0%	170,607	0.1%
2011	126,029	0.2%	170,722	0.1%
2012	126,323	0.2%	170,667	0.0%
2013	126,610	0.2%	170,520	-0.1%
2014	126,833	0.2%	170,407	-0.1%
2015	126,899	0.1%	170,200	-0.1%
2016	127,216	0.2%	170,252	0.0%
2017	127,756	0.4%	170,360	0.1%
2018	128,489	0.6%	170,524	0.1%
2019	129,326	0.7%	170,722	0.1%
2020	130,110	0.6%	171,032	0.2%



Note: Data prior to 2000 was not revised to reflect the 2000 Census population. The increase from 1999 to 2000 does not reflect an unusual growth in population  
 Source: 1980-1989 U.S. Census Bureau, "Estimates of the Population of the U.S. by Age, Sex, and Race." Population Division; 1990-1999, 2002 Baseline, Governor's Office of Planning and Budget, UPED projections; 2000-2020, 2005 Baseline, Governor's Office of Planning and Budget, REMI.

# Utah Snow Conditions

**Estimated Days over 40" Snow Depth at Alta: December to June**

Ski Season	Days Over 40"	Snow Depth (inches)												
		Dec 1	Dec 15	Jan 1	Jan 15	Feb 1	Feb 15	Mar 1	Mar 15	Apr 1	Apr 15	May 1	May 15	Jun 1
1966	59	0	40	75	75	81	98	64	65	50	46	33	0	0
1967	116	0	43	55	69	100	120	105	107	132	109	100	86	31
1968	125	23	23	67	55	65	74	92	95	84	95	63	50	15
1969	151	38	48	66	64	115	123	145	118	99	91	63	20	0
1970	96	19	30	53	60	91	88	87	94	76	73	49	25	0
1971	178	54	70	79	90	69	77	101	115	106	82	89	61	0
1972	172	50	77	85	89	95	96	98	96	92	111	92	55	4
1973	85	0	0	40	40	40	40	71	75	79	40	40	0	0
1974	111	0	40	40	60	84	96	90	73	75	136	102	62	0
1975	169	9	48	70	98	101	110	105	108	148	123	135	130	60
1976	60	70	66	61	87	51	75	75	77	73	70	47	0	0
1977	34	0	0	19	15	23	17	38	45	44	27	0	0	0
1978	145	0	0	43	65	61	81	87	93	71	72	69	62	21
1979	129	39	33	49	67	62	77	100	77	93	74	40	0	0
1980	139	29	19	29	69	70	80	97	113	120	114	82	69	0
1981	101	14	21	14	14	63	45	49	48	76	70	35	35	0
1982	162	28	30	84	87	94	93	88	107	127	122	115	103	20
1983	181	50	62	72	60	76	90	99	104	123	128	133	123	66
1984	183	55	100	118	103	101	116	110	117	128	135	139	110	16
1985	162	54	57	65	57	64	71	75	84	88	58	47	23	0
1986	44	47	46	52	50	67	93	81	100	78	84	72	78	26
1987	98	28	27	24	42	53	67	59	63	66	42	0	0	0
1988	95	11	24	42	54	53	57	49	72	56	24	36	0	0
1989	132	52	37	69	82	62	77	64	66	73	58	36	5	0
1990	114	43	46	38	65	75	82	64	88	55	33	24	11	0
1991	147	22	43	45	83	66	61	70	90	82	78	93	72	17
1992	117	52	48	53	57	45	61	58	46	43	9	0	0	0
1993	172	43	66	59	92	86	87	104	97	90	97	90	84	18
1994	83	15	30	25	55	49	70	79	54	65	67	54	36	0
1995	175	51	66	48	89	95	105	80	93	102	93	100	102	63
1996	129	18	33	53	49	114	85	89	106	103	94	90	50	18
1997	160	37	63	75	111	115	116	120	113	102	97	98	50	8
1998	144	24	43	31	80	81	94	121	95	94	109	72	60	9
1999	127	19	23	38	35	82	73	78	78	63	68	66	74	19
2000	119	18	37	32	60	69	91	92	106	76	53	25	4	0
2001	136	25	65	42	59	55	63	71	62	54	75	42	0	0
2002	149	60	72	56	62	61	67	84	143	84	59	55	21	0
2003	102	14	16	44	35	38	51	70	58	61	48	37	23	0
2004	135	36	57	69	67	82	78	107	77	55	36	34	5	0
2005	145	42	50	86	99	83	110	98	81	130	106	86	78	30
2006	158	40	53	50	62	80	79	75	94	102	89	76	35	0
Average	128													

**Inches of Snowfall at Alta, Utah: November to April**

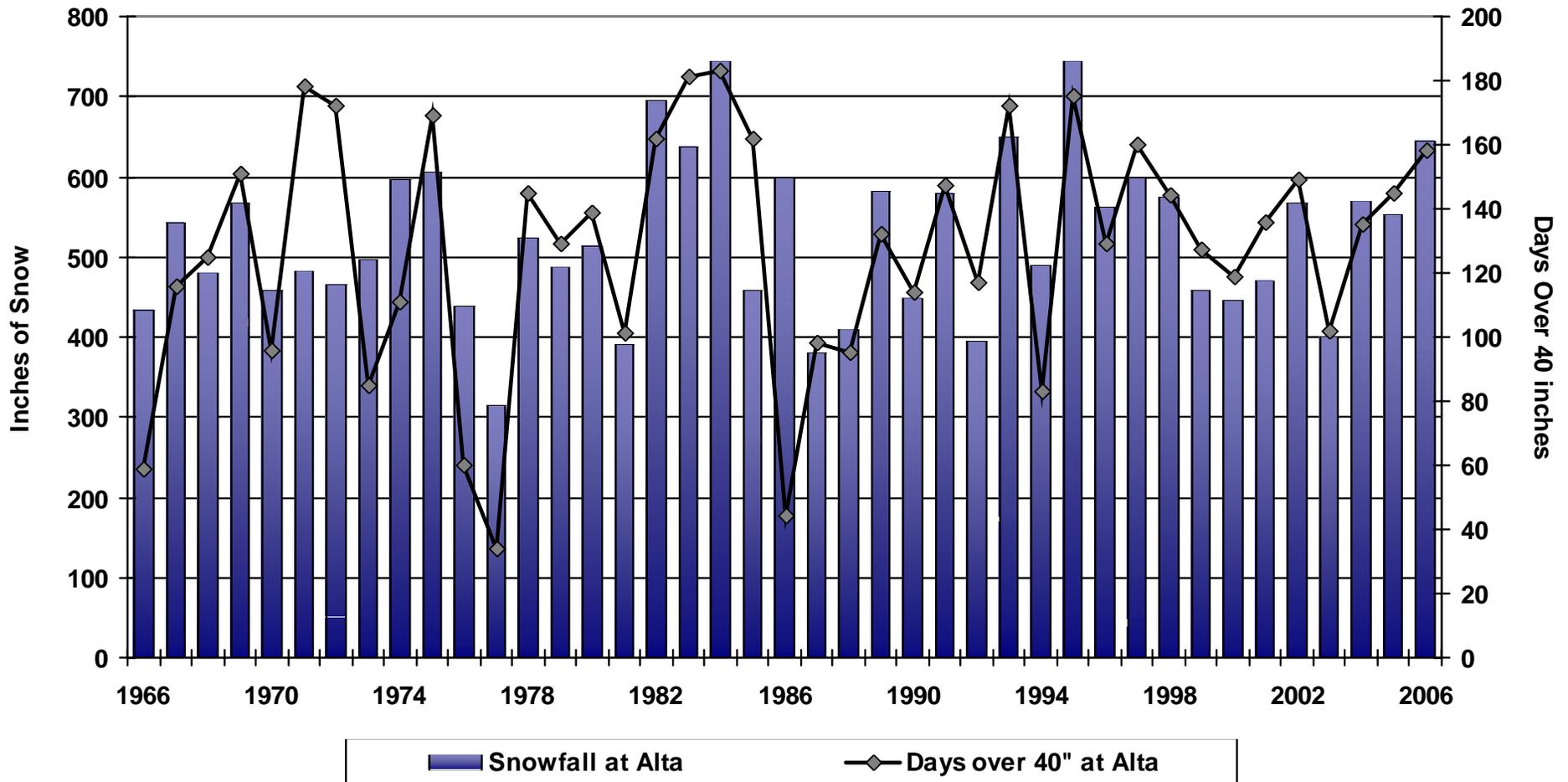
Ski Season	Inches	% of Average	Rank as % of Average
1966	433.0	82.7%	35
1967	544.0	103.9%	19
1968	479.5	91.6%	26
1969	566.1	108.2%	16
1970	459.0	87.7%	29
1971	481.5	92.0%	25
1972	466.6	89.1%	28
1973	496.5	94.9%	22
1974	595.6	113.8%	10
1975	605.0	115.6%	7
1976	439.5	84.0%	34
1977	314.5	60.1%	41
1978	524.5	100.2%	20
1979	488.0	93.2%	24
1980	514.0	98.2%	21
1981	391.0	74.7%	39
1982	696.0	133.0%	3
1983	637.0	121.7%	6
1984	743.5	142.1%	2
1985	457.0	87.3%	31
1986	598.4	114.3%	9
1987	381.8	72.9%	40
1988	410.4	78.4%	36
1989	582.0	111.2%	11
1990	448.0	85.6%	32
1991	580.2	110.9%	12
1992	395.0	75.5%	38
1993	650.3	124.2%	4
1994	490.3	93.7%	23
1995	745.0	142.3%	1
1996	562.0	107.4%	17
1997	599.2	114.5%	8
1998	574.9	109.8%	13
1999	458.4	87.6%	30
2000	446.0	85.2%	33
2001	469.7	89.7%	27
2002	567.7	108.5%	15
2003	399.4	76.3%	37
2004	570.8	109.1%	14
2005	553.6	105.8%	18
2006	644.1	123.1%	5
<b>Average</b>	<b>523.4</b>		

Source: National Climate Data Center, Asheville, NC, with assistance provided by the Department of Meteorology, University of Utah.

Note: Data for some years were unavailable. Missing data were estimated using inches of snowfall at Brighton as an indicator. Data provided by the Alta Cooperative Observer reports, which means the location of the observations changed over time. Most recently, it is near the main road at the dispatch center on the north side of Alta.

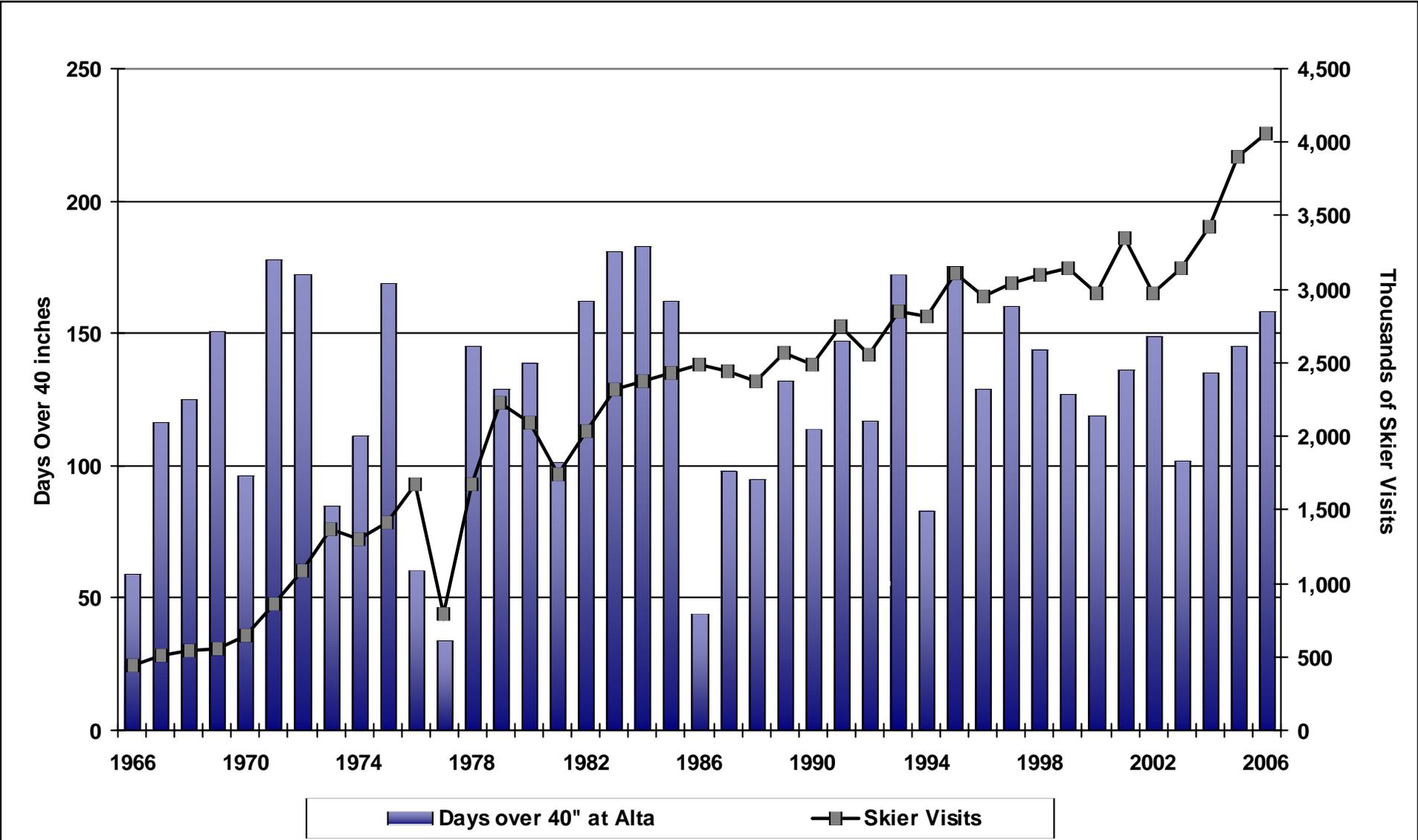
Source: Utah Avalanche Forecast Center.

# Utah Snow Conditions



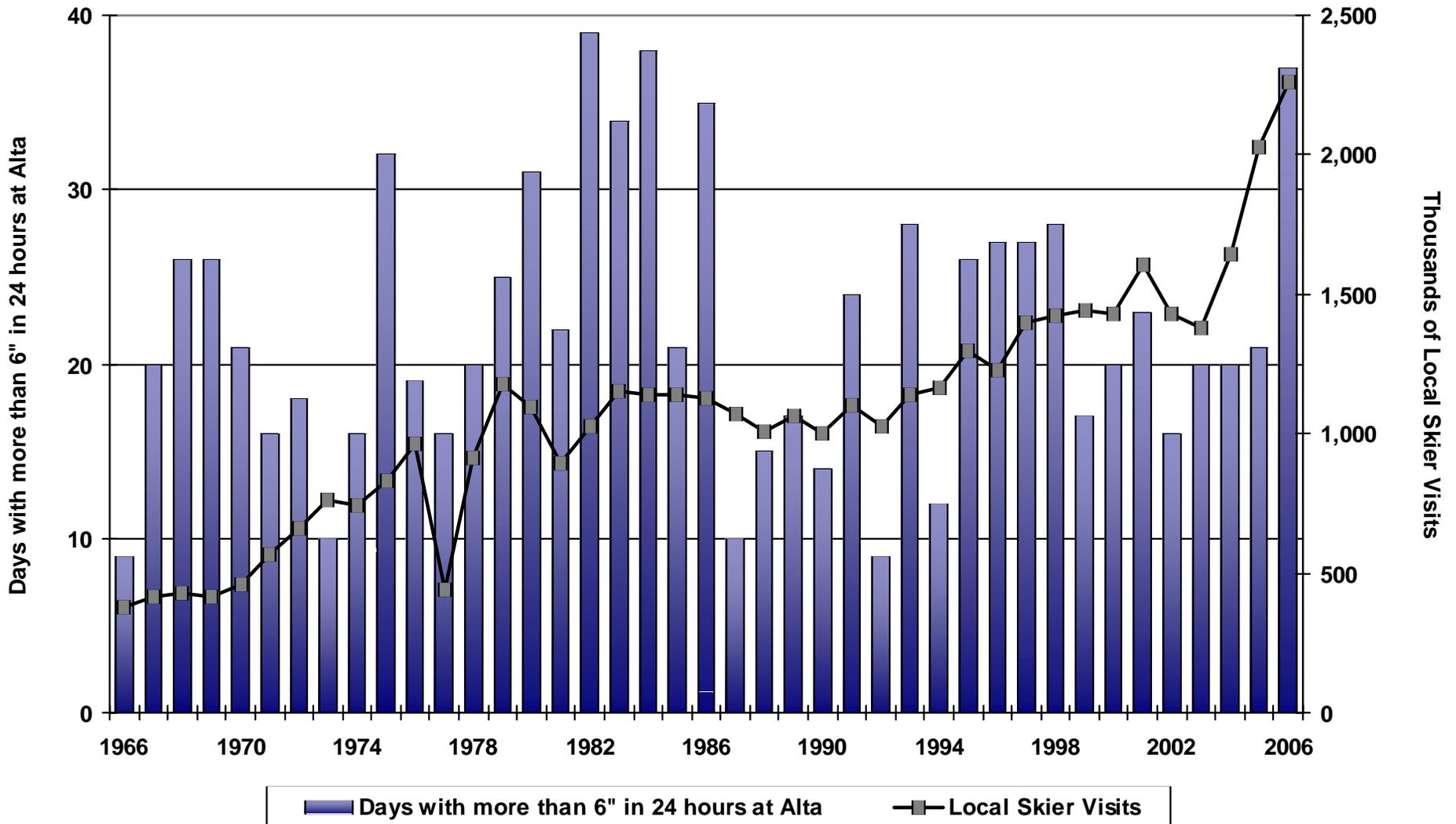
Sources: National Climate Data Center, Asheville, NC, with assistance provided by the Department of Meteorology, University of Utah; Utah Avalanche Forecast Center.

# Total Skier Visits to Utah & Snow Conditions



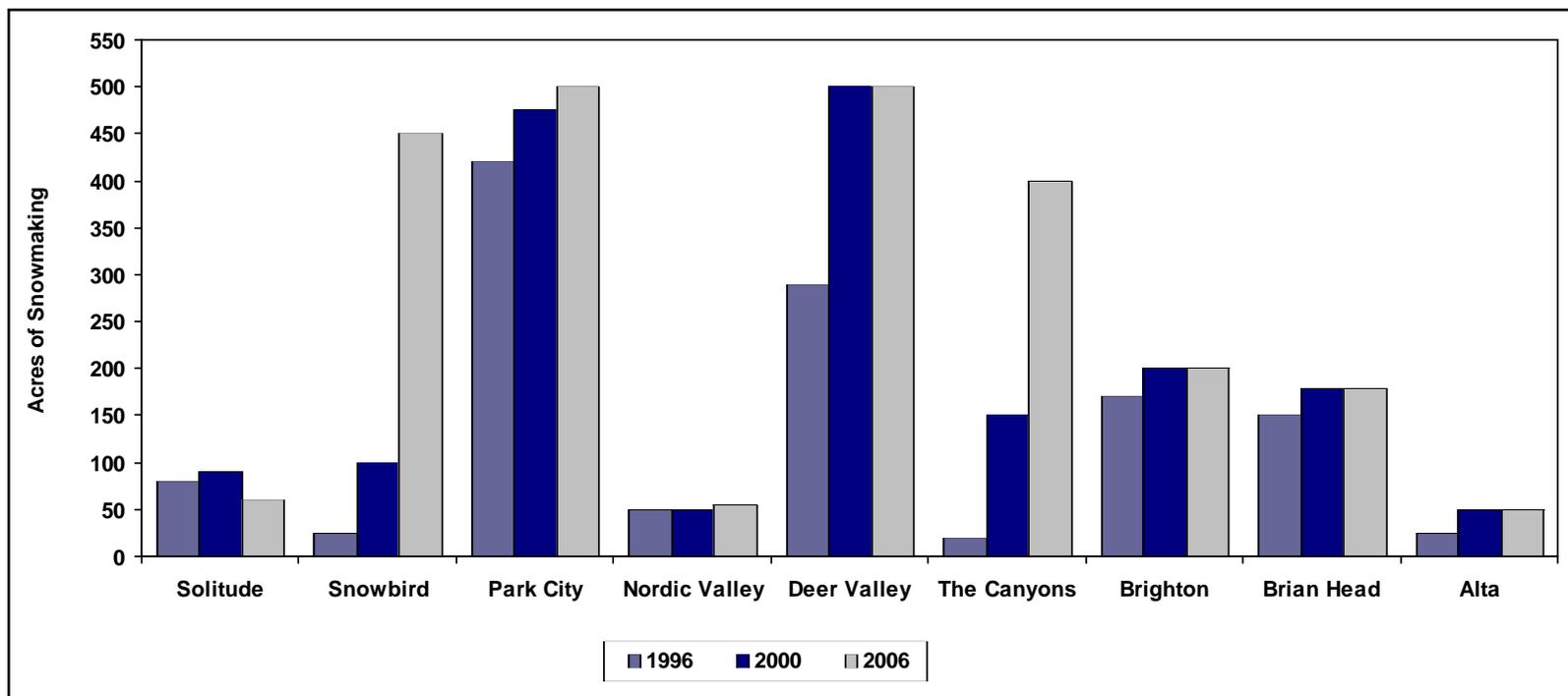
Sources: National Climate Data Center, Asheville, NC, with assistance provided by the Department of Meteorology, University of Utah; Parent and Robinson; Utah State University, ISORT; Bureau of Economic and Business Research, University of Utah; Park City Area Chamber of Commerce; Ski Utah.

# Local Skier Visits & Snow Conditions



Sources: National Climate Data Center, Asheville, NC, with assistance provided by the Department of Meteorology, University of Utah; Bureau of Economic and Business Research, University of Utah; Wikstrom Economic and Planning Associates; Ski Utah.

# Snowmaking Capacity by Resort



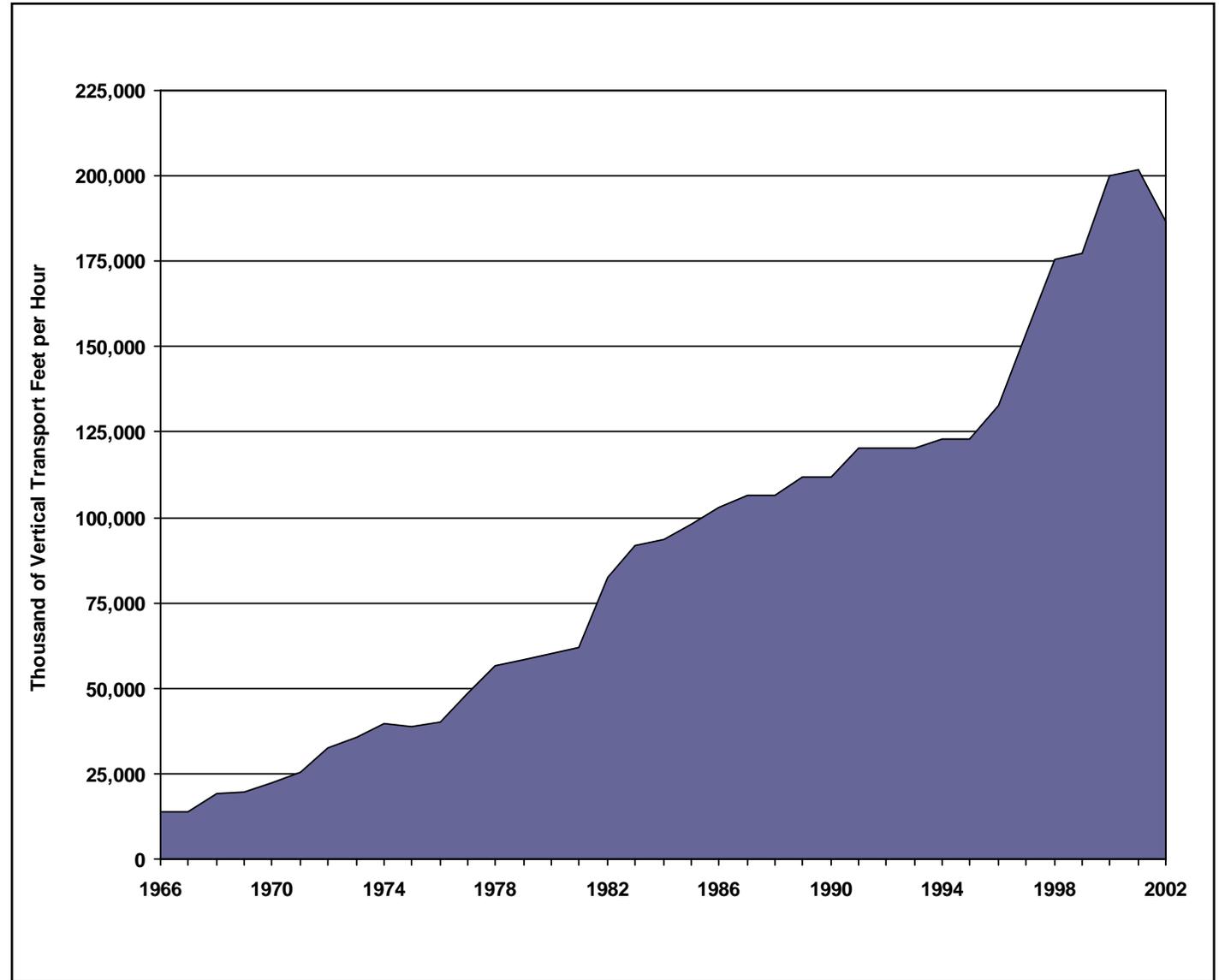
Resort	Acres of Snowmaking										
	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Alta	25	50	50	50	50	50	50	50	50	50	50
Brian Head	150	170	180	180	180	180	180	180	180	180	180
Brighton	170	200	200	200	200	200	200+	200+	200+	200+	200+
The Canyons*	20+	25	25	150	150	150	160	200	400	400	400
Deer Valley	290	290	325	475+	500+	500+	500+	500+	500	500	500
Nordic Valley/Wolf Mtn <sup>†</sup>	50	50	50	50	50	50	50	50	50	55	55
Park City	420	420	475	475	475+	475+	475+	475+	500	500	500
Snowbird	25	25	100	100	100	100	200	200	400	450	450
Solitude	80	90	90	90	90	90	90	90	90	90	60

Sources: Ski Utah.

Notes: Snowmaking capacity is assumed to exist at other resorts, but is not reported. \*In 1998, The Canyons replaces Wolf Mountain, which had replaced Park West in 1996. †In 2005, Wolf Mountain replaced Nordic Valley.

# Utah Lift Capacity

Ski Season	VTF/hr	% Change
1966	13,749	0.0%
1967	13,749	0.0%
1968	19,165	39.4%
1969	19,454	1.5%
1970	22,338	14.8%
1971	25,284	13.2%
1972	32,451	28.3%
1973	35,429	9.2%
1974	39,723	12.1%
1975	38,755	-2.4%
1976	40,273	3.9%
1977	48,547	20.5%
1978	56,720	16.8%
1979	58,540	3.2%
1980	60,340	3.1%
1981	61,780	2.4%
1982	82,550	33.6%
1983	91,650	11.0%
1984	93,590	2.1%
1985	97,830	4.5%
1986	103,100	5.4%
1987	106,290	3.1%
1988	106,380	0.1%
1989	111,700	5.0%
1990	111,700	0.0%
1991	120,290	7.7%
1992	120,290	0.0%
1993	120,320	0.0%
1994	122,890	2.1%
1995	122,890	0.0%
1996	132,810	8.1%
1997	153,650	15.7%
1998	175,480	14.2%
1999	177,270	1.0%
2000	200,130	12.9%
2001	201,610	0.7%
2002	186,840	-7.3%

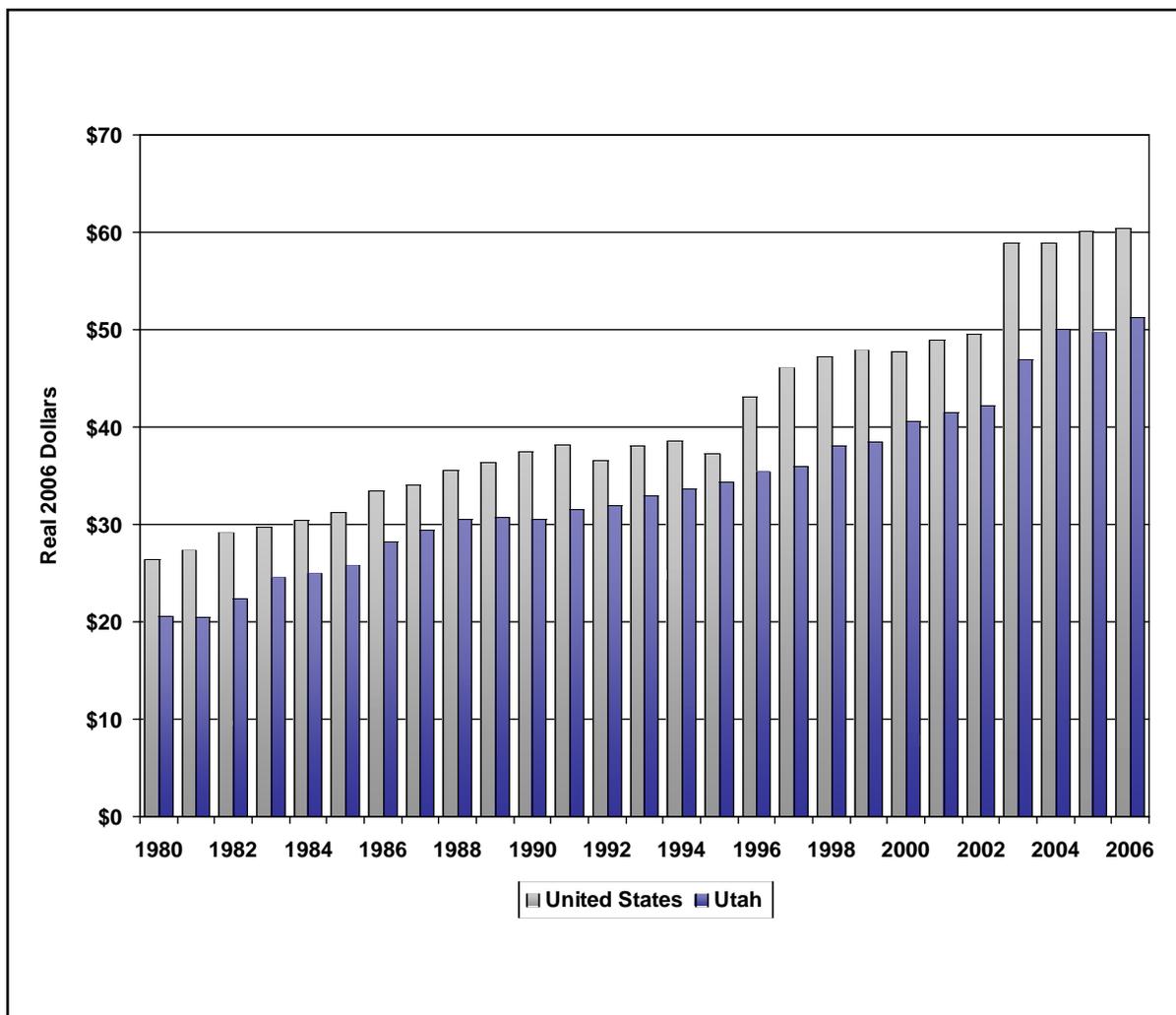


Sources: "The Skier Report: Forecasting the Demand for Skiing in the Western United States," John D. Landis; Utah Ski Association, Utah Ski Vacation Planners; Individual Resort Contacts; and Alpentech Inc.

Note: Vertical Transport Feet per Hour is the product of vertical drop of a lift times the lift manufacturer's rated skiers per hour capacity.

# Utah & United States Average Lift Ticket Prices

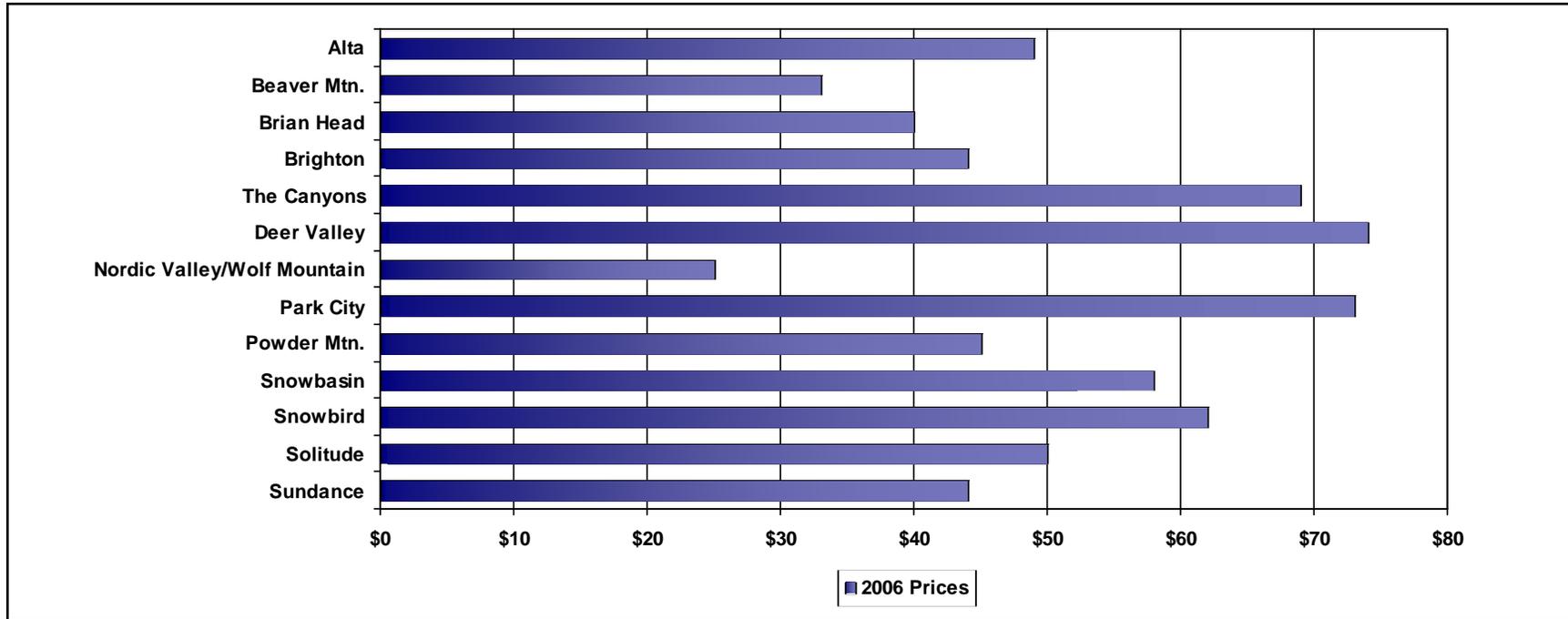
Year	Nominal Dollars		Real 2006 Dollars		
	U.S.	Utah	U.S.	Utah	Diff.
1980	12.05	9.38	29.48	22.95	6.53
1981	13.81	10.23	30.63	22.69	7.94
1982	15.60	11.96	32.59	24.99	7.60
1983	16.43	13.50	33.26	27.33	5.93
1984	17.55	14.38	34.05	27.90	6.15
1985	18.68	15.39	35.00	28.83	6.16
1986	20.37	17.04	37.47	31.34	6.13
1987	21.50	18.50	38.15	32.83	5.32
1988	23.36	19.93	39.81	33.96	5.85
1989	25.03	21.00	40.69	34.14	6.55
1990	27.20	22.07	41.96	34.04	7.91
1991	28.93	23.71	42.82	35.09	7.73
1992	28.48	24.79	40.92	35.62	5.30
1993	30.56	26.29	42.64	36.68	5.96
1994	31.75	27.57	43.19	37.50	5.69
1995	31.39	28.90	41.52	38.23	3.29
1996	37.34	30.71	47.98	39.46	8.52
1997	40.90	31.93	51.37	40.11	11.27
1998	42.60	34.21	52.69	42.31	10.38
1999	44.23	35.43	53.52	42.87	10.65
2000	45.56	38.57	53.34	45.16	8.18
2001	47.94	40.64	54.57	46.26	8.31
2002	48.85	42.21	54.74	47.30	7.44
2003	53.76	42.86	58.90	46.96	11.95
2004	55.23	46.79	58.94	49.94	9.00
2005	58.19	48.23	60.07	49.79	10.28
2006	60.46	51.23	60.46	51.23	9.23



Sources: U.S.-- 80-87--University of Colorado, Business Research Division; 88-92 United Ski Industries Association; 93-06 National Ski Areas Association. Utah -- Ski Utah; and Resort Contact.

Note: These average lift ticket prices are computed as a simple average and not a weighted average in order to be comparable with available U.S. data. Real Fiscal Year 2006 dollars are calculated using Fiscal Year Chain-type GDP deflator (FY 06=100).

# Utah Lift Ticket Prices by Resort



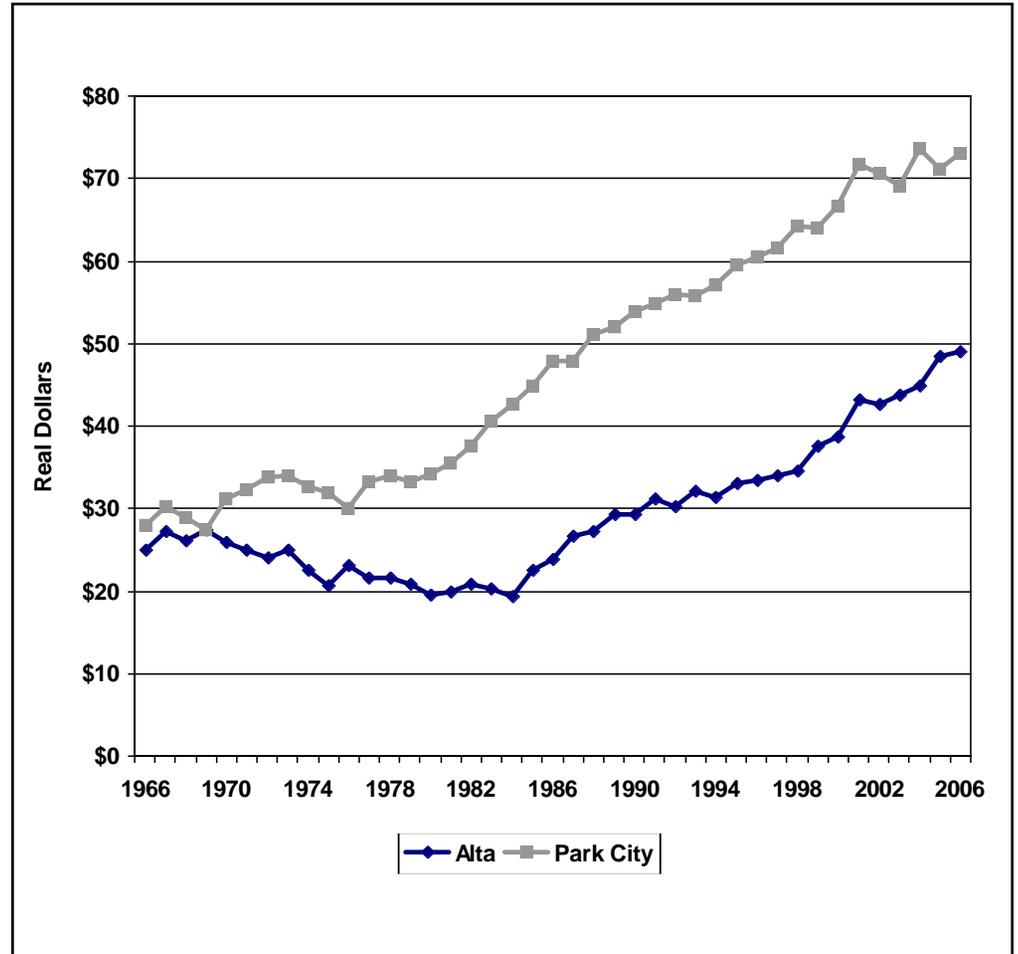
Resort	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Alta	8	9	10	10	10	12	13	15	16	18	19	21	21	23	23	25	26	27	28	31	33	35	38	40	42	47	49
Beaver Mtn.	7.5	8	8.5	9	10	10	12	13	13	14	16	16	16	18	18	18	20	20	22	22	24	24	25	25	28	30	33
Brian Head	11	12	13	14	15	16	18	19	21	22	23	26	28	28	30	32	32	32	35	35	35	38	38	38	39	39	40
Brighton	7	8	8	9	9	10	10	12	14	17	18	20	21	24	25	28	29	29	29	31	33	33	39	40	40	41	44
The Canyons*	9	11	11	14	16	18	20	22	24	24	24	25	25	25	25	25	28	32	47	48	58	58	59	59	64	66	69
Deer Valley	n/a	n/a	20	23	25	28	29	30	33	35	37	39	41	43	45	47	49	52	54	57	60	63	65	67	69	71	74
Elk Meadows	10	8	12	12	13	13	18	19	19	19	19	19	19	25	25	25	25	25	25	25	25	25	25	25	n/a	n/a	n/a
Nordic Valley/Wolf Mtn <sup>†</sup>	8	7.5	8	n/a	n/a	9	9	10	10	10	10	10	12	13	15	15	16	15	15	16	18	20	20	20	20	20	25
Park City	14	16	18	20	22	24	26	27	30	32	35	37	39	40	42	45	47	49	52	53	57	63	63	63	69	69	73
Powder Mtn.	8.5	9.5	10.5	11.5	12	12.5	13.5	15	16	17	17	18	19	20	20	22	24	25	27	27	33	37	37	39	41	43	45
Snowbasin	9.5	10.5	12	13	14	14	15	18	19	19	20	21	22	23	24	25	26	27	27	29	34	48	48	48	54	55	58
Snowbird	14	16	18	18	19	22	25	27	30	32	32	35	36	37	38	40	44	45	47	49	52	54	56	56	57	59	62
Solitude	8	9	10	12	12	14	12	12	14	13	17	24	26	27	28	29	32	34	36	36	39	39	44	44	45	47	50
Sundance	7.5	8.5	8.5	10	10	13	18	20	20	22	22	22	22	22	28	29	32	35	35	37	39	32	34	36	40	40	44

Sources: Ski Utah; Individual Resort Contacts.

Note: \*In 1998 The Canyons replaces Wolf Mountain, which had replaced Park West in 1996. † In 2005, Wolf Mt. replaced Nordic Valley. That resort's 2002 and 2003 data have been extrapolated from 2001 data.

# Lift Ticket Prices at Alta & Park City

NOMINAL DOLLARS			REAL 2006 DOLLARS					
Year	Alta	Park City	Alta		Park City		Average	
	Lift Ticket Price	Lift Ticket Price	Lift Ticket Price	% change	Lift Ticket Price	% change	Lift Ticket Price	% change
1966	4.00	4.50	24.89	-2.8	28.00	-2.8	26.44	-2.8
1967	4.50	5.00	27.16	9.1	30.18	7.8	28.67	8.4
1968	4.50	5.00	26.07	-4.0	28.97	-4.0	27.52	-4.0
1969	5.00	5.00	27.47	5.4	27.47	-5.2	27.47	-0.2
1970	5.00	6.00	25.98	-5.4	31.18	13.5	28.58	4.0
1971	5.00	6.50	24.89	-4.2	32.36	3.8	28.62	0.2
1972	5.00	7.00	24.11	-3.1	33.76	4.3	28.94	1.1
1973	5.50	7.50	24.97	3.6	34.05	0.9	29.51	2.0
1974	5.50	8.00	22.49	-9.9	32.71	-3.9	27.60	-6.5
1975	5.50	8.50	20.61	-8.4	31.85	-2.6	26.23	-5.0
1976	6.50	8.50	23.03	11.7	30.12	-5.4	26.57	1.3
1977	6.50	10.00	21.62	-6.1	33.27	10.5	27.45	3.3
1978	7.00	11.00	21.64	0.1	34.01	2.2	27.83	1.4
1979	7.50	12.00	20.83	-3.8	33.32	-2.0	27.07	-2.7
1980	8.00	14.00	19.57	-6.0	34.25	2.8	26.91	-0.6
1981	9.00	16.00	19.96	2.0	35.49	3.6	27.72	3.0
1982	10.00	18.00	20.89	4.7	37.60	6.0	29.25	5.5
1983	10.00	20.00	20.24	-3.1	40.48	7.7	30.36	3.8
1984	10.00	22.00	19.40	-4.1	42.69	5.4	31.05	2.3
1985	12.00	24.00	22.48	15.9	44.97	5.3	33.72	8.6
1986	13.00	26.00	23.91	6.4	47.82	6.4	35.87	6.4
1987	15.00	27.00	26.62	11.3	47.92	0.2	37.27	3.9
1988	16.00	30.00	27.27	2.4	51.12	6.7	39.20	5.2
1989	18.00	32.00	29.26	7.3	52.03	1.8	40.65	3.7
1990	19.00	35.00	29.31	0.1	53.99	3.8	41.65	2.5
1991	21.00	37.00	31.08	6.1	54.77	1.4	42.93	3.1
1992	21.00	39.00	30.18	-2.9	56.04	2.3	43.11	0.4
1993	23.00	40.00	32.09	6.3	55.81	-0.4	43.95	1.9
1994	23.00	42.00	31.29	-2.5	57.13	2.4	44.21	0.6
1995	25.00	45.00	33.07	5.7	59.53	4.2	46.30	4.7
1996	26.00	47.00	33.41	1.0	60.39	1.4	46.90	1.3
1997	27.00	49.00	33.91	1.5	61.55	1.9	47.73	1.8
1998	28.00	52.00	34.63	2.1	64.31	4.5	49.47	3.6
1999	31.00	53.00	37.51	8.3	64.13	-0.3	50.82	2.7
2000	33.00	57.00	38.63	3.0	66.73	4.0	52.68	3.7
2001	38.00	63.00	43.26	12.0	71.72	7.5	57.49	9.1
2002	38.00	63.00	42.58	-1.6	70.60	-1.6	56.59	-1.6
2003	40.00	63.00	43.83	2.9	69.03	-2.2	56.43	-0.3
2004	42.00	69.00	44.82	2.3	73.64	6.7	59.23	5.0
2005	47.00	69.00	48.52	8.2	71.23	-3.3	59.87	1.1
2006	49.00	73.00	49.00	1.0	73.00	2.5	61.00	1.9
Average			\$29.24	1.6%	\$47.33	2.3%	\$43.46	2.0%

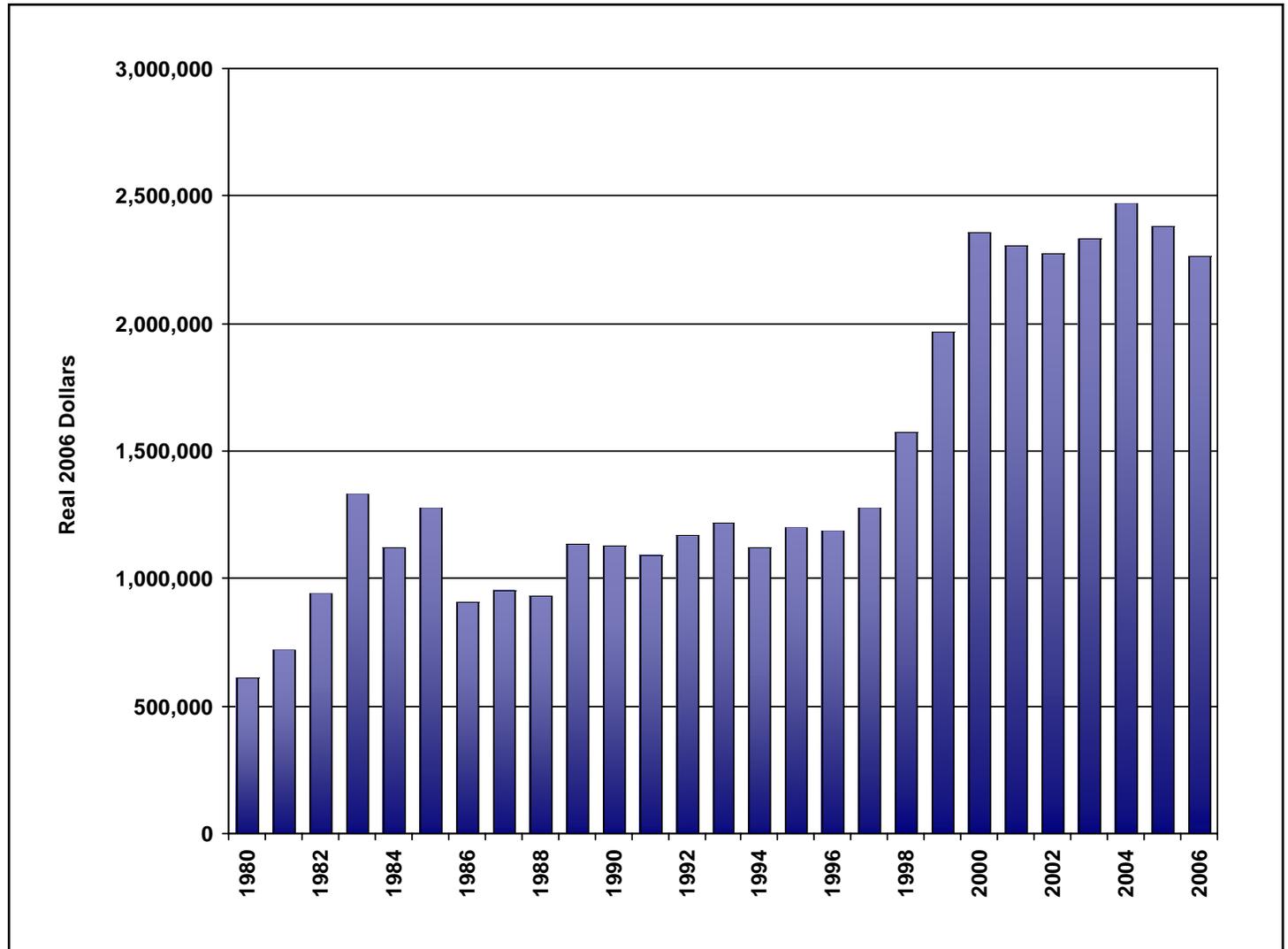


Sources: Individual Resort Contacts; Ski Utah.

Note: Real 2006 dollars calculated using 2006 CPI annual average estimate.

# Ski Utah Gross Revenues

Year	Nominal	Real FY06\$
1980	250,000	611,650
1981	325,000	720,792
1982	450,000	940,104
1983	657,000	1,329,831
1984	577,000	1,119,569
1985	683,000	1,279,673
1986	491,000	903,153
1987	538,367	955,412
1988	546,533	931,370
1989	697,895	1,134,642
1990	733,000	1,130,626
1991	739,000	1,093,850
1992	815,000	1,171,091
1993	872,000	1,216,576
1994	825,000	1,122,267
1995	905,450	1,197,761
1996	925,868	1,189,643
1997	1,015,336	1,275,338
1998	1,273,318	1,574,852
1999	1,625,357	1,966,819
2000	2,015,116	2,359,160
2001	2,024,738	2,304,840
2002	2,026,786	2,271,262
2003	2,131,650	2,335,547
2004	2,315,000	2,470,641
2005	2,305,917	2,380,301
2006	2,262,222	2,262,222



Source: Ski Utah (1980-82 figures were estimated).

Note: Real Fiscal Year 2006 dollars calculated using Fiscal Year Chain-type GDP deflator (FY06=100). Ski Utah is an association that acts as the marketing arm for the Utah ski industry. The gross revenues above reflect overall budget for the non-profit Utah Ski and Snowboard Association and its for-profit subsidiary, Ski Utah, Inc.