



FOR IMMEDIATE RELEASE

APRIL 14, 2011

Record Season for 49° North

49° North Mountain Resort, Washington State's 2nd largest ski resort, announced today that the 2010-2011 ski and snowboard season was a record year. The resort witnessed the most skier visits on record for normal operations, and received the most total snowfall in at least the last decade.

"Other than the year when we operated 7 days a week, this was the most skier visits we have ever seen," said Brad Northrup, Director of Sales & Marketing. "I am not at liberty to disclose the actual numbers, but they were definitely impressive," said Northrup.

At the end of the season, 49° North reported a summit snow depth of 212", and a total snowfall amount of 373". Monthly snowfall numbers were well above normal throughout the season, with December, February, and March being the largest. "Receiving the amount of snowfall that we did made for some incredible conditions all season long," said Northrup. "The icing on the cake was the quality of snow we received in the last month of operation. People kept commenting on how they could not believe it was March or April. You just have to love what a La Nina weather pattern can do," said Northrup.

According to resort management, the season's success was attributed to static pricing, new terrain, demand, and overall snow conditions. "I think many people in the region were ready to get out and recreate in the mountains this past winter, and we able to provide that kind of opportunity at a a very affordable price," said Northrup. "What was great to see was the excitement level of our guests. It was impossible to miss the grins on everyone's faces, and that is why we are in this business," said Northrup.

2011-2012 season passes are currently on sale, with no change to pricing from last year. Adults can purchase a 2011-12 season pass for only \$249, while Youth passes are just \$169. The resort also offers discounted passes for Military service members, College Students, and Primetimers, to name a few. Additionally, season pass buyers can pay half of next year's season pass now, and the second half by June 1, 2011. The Spring Season Pass Sale ends May 5, 2011.







49° North, PO Box 166, 3311 Flowery Trail Rd, Chewelah, WA 99109



49° North is operated under a United States Forest
Service Special Use Permit

49° North | PO Box 166 | Chewelah, WA 99109 | Phone: 509-935-6649 | Fax: 509-935-4218 | E-Mail: ski49n@ski49n.com
Copyright © 2006 49° North