

Inside Stevens

August 13, 2009

2009-10 Season Pass Sale

Beginning August 15 last year's season pass holders will be able to renew their pass online for the 2009-10 season at the lowest price available - \$50 to \$100 less than last year depending on the type of pass. This renewal period will end on September 15. We are able to offer this to our guests who had a season pass or advantage pass during the 2008-09 season as a benefit of the RFID Access Gate system. Saving our loyal guests money during these economic times is good, and the convenience of renewing online is a bonus. Pass holders can go online from wherever they have computer access thus eliminating the need to call or visit our offices. When renewing online you update your "account profile" and use the same card you had last year – no more waiting in line at the mountain to pick up the pass, sign the agreement or have your picture taken. You literally go direct to the lift on your first day!

Every year we evaluate programs and operations using, but not limited to, guest feedback, guest visit usage data, financial sustainability and how efficiently we can implement these offerings. Based on this analysis we have made some changes for the 2009-10 season:

- **Weekday Season Pass:** This popular season pass type is valid every Monday-Friday we operate, 9am to close. Additionally, this pass is valid 7 days a week from opening day through Sunday, December 20, 2009 and again beginning March 1, 2010 through closing day. We have eliminated the Weekday Plus pass, which included weekend nights, due to the low number of uses on those nights and the misuse of the pass as designed. As in the past, a weekday pass receives 30% off the daily ticket rate, when "backed" by a credit card, if you want to ski or board on the weekends. To add this convenience, visit Guest Relations or the Season Pass Office.
- **Early Season Operations:** Our desire is to open as quickly as possible when we have sufficient snow, historically that is usually the first week of December. There have been exceptions when the snow levels are such we can open early. For the 2009-10 season, if we have sufficient snow in November, prior to Thanksgiving holiday weekend (November 26 – 29), we will operate Friday, Saturday and Sunday only. After Thanksgiving weekend we will operate 7 days a week through March.
- **Night Operations:** Our night operations are scheduled to begin on Friday, December 11 conditions permitting. You'll be able to ski or ride Thursday through Sunday nights weekly through March. During the last few years we have seen a continuous drop in the number of guests on the mountain Monday nights, no matter what promotional programs we have offered. This extremely low level of visits is not economically sustainable for us. Therefore, except for holidays, we have dropped Monday night from our regular schedule of night operations.
- **April Operations:** Based on guest feedback to operate later in April, last year we implemented a Thursday through Sunday schedule, dropping Monday through Wednesday during the last month of the season. The majority of our guests were

pleased with this change that extended the season. Since this was popular with the majority of our guests, we will continue the same operating schedule in April 2010. Our closing date will be April 18, 2010.

More details on our season passes and operation schedule for 2009-10 can be found at stevenspass.com. To renew your pass go to stevenspass.com/renew.

We are busy getting prepared for the season and looking forward to seeing you on the slopes this winter. Enjoy the rest of your summer and be sure to get your pass renewed so you are ready to go when the lifts start turning.

See you then,
John Gifford
General Manager