

Inside Stevens

February 17, 2008

Spring Night Operations Schedule

Every season at about this time we start receiving questions and comments about why we close night operations the middle of March. These guests would like to be able to ski and ride at night for several more weeks.

As the season moves past Presidents' Day weekend and into March, we see a significant drop in the number of people skiing and snowboarding. What we have observed is that when the weather is more spring like residents of the Puget Sound region turn their focus to other outdoor activities. When the days are dry and mild, with some sunshine sprinkled in, we have been told people start golfing, bicycling, gardening and pursuing other recreational activities. Add to that youth sports such as soccer and baseball get into swing, which occupies a good portion of a family's time. For night operations, the additional daylight hours and good weather further exacerbates the situation because people can participate in outdoor activities closer to home after work.

The spring time drop in guest visits is most dramatic at night, especially on Monday and Thursday nights.

When we were planning for the 2007-08 season last spring, we took into account all the feedback we had received regarding night operations and the number of night visits we have in March. Using this information we decided to alter our night schedule in March to be Friday, Saturday and Sunday nights until 10 PM, March 1 through March 30. This schedule provides the same number of nights in March that we have had in previous years, which are 12. This operation schedule seems to fit well with guest's visit patterns.

Looking forward to seeing you in the spring!

John A. Gifford
General Manager

PS Weekday season pass holders remember your pass is valid 7 days a week beginning March 1 through the remainder of the season.