



# JACKSON HOLE MOUNTAIN RESORT

## TOUR OPERATOR SALES GUIDE

2004/05 SEASON

Dear Jackson Hole Wholesaler,

Another great season for Jackson Hole is “in the books,” as they say. When I say “great,” I mean GREAT! 2003/04 was quite possibly the best season I have spent in Jackson Hole yet. We received incredible early season snow, and started the season off by opening the entire mountain right from the get-go. Our wholesale lift ticket revenue was up, and we tied our second best overall skier day total ever. When it was all said and done, we recorded well over our average of 400 inches of snow AGAIN!

What?!?! You didn’t realize that we were one of the only ski areas in the world that averages more than 400 inches of snow in a year? Well, then I sure am glad you are reading this sales guide. I know you are already in the process of updating your brochures and websites, as well as hiring new agents, and this document is the perfect tool for both of those tasks. Included here are all of the updated mountain statistics and some great information about how to increase your sales in Jackson Hole. Even if you already did know that Jackson Hole averages over 400 inches of powder each season, I guarantee there is information in this packet will help you and your staff boost sales and revenue this year. Please make copies of this guide and distribute them to everyone in your organization.

Thank you very much for supporting Jackson Hole last season. I am looking forward to another successful season working with you in 2004/05.

Sincerely,

John Morgan  
National Sales Manager  
Jackson Hole Mountain Resort  
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# JACKSON HOLE MOUNTAIN RESORT

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# JACKSON HOLE MOUNTAIN RESORT

## MOUNTAIN STATISTICS

### 2004/05 SEASON

**LOCATION:** Jackson Hole Mountain Resort is located in Teton Village, Wyoming, just one mile from the entrance to **Grand Teton National Park**, and 60 miles from the southern entrance of **Yellowstone National Park**.

The Town of Jackson is located just 12 miles from Teton Village, and 8 miles from Jackson Hole Airport. Salt Lake City is a 5 hour drive south of Jackson Hole, WY.

#### **DATES AND HOURS OF OPERATION:**

December 3, 2004 through April 4, 2005  
9:00 a.m. - 4:00 p.m. daily  
Weather & business conditions permitting.

#### **MOUNTAIN CHARACTERISTICS:**

- Terrain – 2 mountains, Apres Vous and Rendezvous
- 2,500 acres of in-bounds terrain
- Vertical drop of 4,139 feet (greatest continuous rise in U.S.)
- Runs: - 38 expert runs, 50% of terrain
  - 30 intermediate runs, 40% of terrain
  - 8 beginner runs, 10% of terrain
- Base elevation: 6,311 feet/1924 meters
- Summit elevation: 10,450 feet/3185 meters
- Uphill capacity: 12,096 skiers per hour
- Open backcountry gate system accesses over 3000+ acres

**LIFTS:**

- One aerial tram
- Two detachable quad chairlifts
- One triple chairlift
- One magic carpet
- One eight pax high speed gondola
- Four fixed grip quad chairlifts
- One double chairlift

**SNOW:** Average Annual Snowfall: 402 inches (10.2 meters)

**SNOW MAKING:** 152 acres of snowmaking coverage.

**GROOMING:** Every novice (green) run, and the majority of our intermediate (blue) trails are groomed nightly. There is at least one run groomed from the top of each lift except the Tram every day. Grooming maps are printed, posted and distributed at the base of the ski area each morning, illustrating what slopes have been groomed in the past 16 and 8 hours.

**TEMPERATURE:** Average winter temperature is 21 degrees Fahrenheit (-6° C) in the valley. Temperature inversions caused by warm air rising and cold air staying on the valley floor will raise slope temperatures by 20-40° F.

**SNOW REPORT:** Please call 1-888-DEEP-SNO  
or visit <http://www.jacksonhole.com/today/index.html>

**SNOWBOARDING:** Snowboarding is allowed on 100% of our mountain. There is a SUPER-pipe and a terrain park located under the Apres Vous High Speed Quad for both skiers and riders.

#### **JACKSON HOLE MOUNTAIN RESORT FACILITIES:**

- **Jackson Hole Mountain Sports School**

Individual instruction, video evaluations, race clinics, guide service and Wild West Adrenaline Camp Series – Camps for Skiers and Snowboarders.

Mountain Sports School Sales: 1-800-450-0477

Please visit: <http://www.jacksonhole.com/skiing/skischool.html>

- **Bridger Center**

Home to Jackson Hole Sports™ (rentals, demo center, apparel), Hole In The Wall™ Snowboard Shop (rentals, demo center, apparel), Bridger Bagels serving fresh coffee and bagels.

Please visit: <http://www.jacksonhole.com/skiing/rentals.html>

- **Saddlehorn Center**

Headquarters for:

- **Cross-country skiing**

- **Snow shoeing**

- **Dog sledding**

- **Telemark adventures.**

Tours are available into Yellowstone and Grand Teton National Parks for all activities.

Please visit: <http://www.jacksonhole.com/skiing/ncenter.html>

- **Guest Service Center**

Free Mountain Hosts – complimentary two hour mountain tour every day.

Vertical Foot Club Membership – loyalty program that records vertical feet skied during your vacation.

Guided Snowshoe Tours.

Concierge, Lost and Found, Comments and Questions.

Please visit: <http://www.jacksonhole.com/mountain/gserve.html>

- **NASTAR and Pay course racing**

Please visit: <http://www.jacksonhole.com/skiing/race.html>

- **Teton Village includes lodging, restaurants, shops, grocery and bars**

Please visit: [http://www.jacksonhole.com/faq/village\\_map\\_600.jpg](http://www.jacksonhole.com/faq/village_map_600.jpg)

- **Restaurants**

Casper Restaurant – A 9,900 sq. ft. mid-mountain facility serving lunch daily

Nick Wilson's Cowboy Café - breakfast, lunch and Apres Ski bar

Thunder Snack Shack – Located at base of Thunder Quad Lift

Corbet's Cabin – Snack bar located at the top of the Tram.

Please visit: <http://www.jacksonhole.com/mountain/dining.html>

- **Solitude Cabin Dinner Sleigh Rides**

A unique fine dining experience scheduled every night at a rustic log cabin set in the woods. Horse drawn carriages take guests for two separate dinner settings through a romantic tree lined route from the base of the mountain. Watch out for the moose!

<http://www.jacksonhole.com/solitude/solitude.html>

## **AIR TRANSPORTATION TO JACKSON HOLE:**

- **Jackson Hole Airport (JAC)**

Jackson Hole Airport is located 7 miles from the town of Jackson, and 22 miles from Jackson Hole Mountain Resort. Jackson Hole Airport is serviced by 5 airlines: **American, Delta, Northwest, SkyWest** (the Delta Connection), **United, and United Express**. Non-stop flights to Jackson Hole originate in Atlanta, Cincinnati, Chicago O'Hare, Dallas, Denver, Minneapolis, and Salt Lake City.

- **Idaho Falls Airport (IDA)**

Idaho Falls Airport is located just 90 miles west of Jackson Hole, and is serviced by Delta and Horizon airlines.

- **Salt Lake City Airport (SLC)**

Salt Lake City International Airport is 5 hours from Jackson Hole by car. Salt Lake City is a major hub for Delta Airlines..

## **GROUND TRANSPORTATION:**

- **Airport Shuttles:**

Alltrans Inc. operates shuttle bus transportation from the airport to most lodging properties in the valley. Contact Alltrans at 800-443-6133. Taxi cabs also greet each commercial flight into Jackson Hole Airport.

- **Car Rental:**

Visitors who would like the freedom of having their own vehicle during their stay can rent a car from one of the following Rental Car agencies: Budget Rent-A-Car, Dollar Rent-A-Car, Eagle Rent-A-Car, Hertz Car Rental, and Thrifty Car Rental.

- **Jackson Hole Resort Lodging Chevrolet Suburban Program:**

Clients staying with Jackson Hole Resort Lodging are eligible for our special Guest Ride and Drive Program sponsored by Chevy Suburban. Clients staying 3 nights or more with Jackson Hole Resort Lodging and enjoy the use of a brand new, made for the mountains Chevy Suburban during their stay. An administrative fee of **\$169 for up to 7 days** is required. Vehicles can be used up to 10 nights and usage longer than 7 nights will have a \$338 fee. Vehicle must be returned with a full tank of gas. Suburbans are space available and may sell out. Vehicle usage dates must match JHRL reservation. Suburbans can be picked-up Monday-Saturday between 8am-5pm. Please call 800-443-8613 for more details about this great benefit.

• **Public Transportation:**

The S.T.A.R.T. bus provides public transportation around the valley for residents and visitors alike. S.T.A.R.T. offers a free town shuttle that circles the businesses and lodging properties within the Town of Jackson. Shuttles between the Town of Jackson and Teton Village travel every 20 minutes during the ski day, and about every hour until 10:00 pm. The shuttle between the Town of Jackson and Teton Village costs \$3.00 per ride, however visitors can purchase discount coupon books from their lodging property which offer 10 rides for the price of 8.

**SNOWMOBILING:** Jackson Hole is blessed with some of the most exciting and scenic snowmobiling venues in the world. The most popular snowmobile tours in the area is Yellowstone National Park. Visitors can take a guided tour to Old Faithful, or rent a sled of their own and tour the park at their leisure. Contrary to some rumors **snowmobiling will be allowed in Yellowstone National Park for the 2004/05 season**. In addition to the park, there are plenty of other areas to visit on snowmobile around the valley, from wide open bowls and gladed trails, to wildlife adventures and hot springs tours.



# JACKSON HOLE MOUNTAIN RESORT TOUR OPERATOR TOOLS 2004/05

## **SAMPLE VERBIAGE FOR BROCHURES & WEBSITES:**

(Feel free to paraphrase as much as you like):

Located at the southern entrance to Grand Teton and Yellowstone National Park, Jackson Hole Mountain Resort has been delighting winter sports travelers for over 30 years. In addition to the spectacular scenery of the National Parks, Jackson Hole offers 2500 acres of skiing and snowboarding, 22 km of Nordic adventure, and a true Old West experience visitors will never forget. The Jackson Hole Airport, located only 22 miles from the ski area, makes it any easy destination to get to from anywhere in the country. Winter visitors will surely enjoy a vacation filled with history, scenery, wildlife, and of course, world class skiing and snowboarding. Jackson Hole, Get Further Away!

Jackson Hole has long been known for its advanced and expert skiing, but that is only half of the story. The steep terrain on the upper mountain, and the deep snow (over 400" annually) in the Teton Range make Jackson Hole a playground for expert skiers and snowboarders. But what has been overlooked until just recently is all of the great Intermediate (blue) and Novice (green) terrain at Jackson Hole Mountain Resort. Believe it or not, half of the resorts 2500 skiable acres of terrain is rated blue and green, much of which is groomed nightly. The additions of the Bridger High Speed 8 Passenger Gondola, and two new High Speed Quad Chairs on Apres Vous Mountain have finally brought the intermediate and beginner terrain into the spotlight. Jackson Hole's children's facility, The Kids Ranch, complete with a kids-only snowpark called "Fort Wyoming," was added in 1999, and has been delighting families ever since. In fact, the readers of *Family Fun* magazine have rated Jackson Hole as the #1 Mountain Resort For Families" (April, 2001)!!

Of course, skiing and snowboarding are only two of the ways that winter travelers can enjoy Jackson Hole. There is so much more to see and do during a visit to Teton Country. Grand Teton and Yellowstone National Park frame our valley, and visitors can enjoy them throughout the winter. Snowmobiling in to Old Faithful, Yellowstone's most famous geyser, is the most popular excursion, but many visitors choose to experience the parks via dogsled tours, snow shoe hikes, and cross-country skiing adventures. Even a drive up Highway 191 to Moran, WY offers countless photo opportunities of the beautiful Grand Tetons as well as a chance to see some of Jackson Hole's plentiful wildlife.



Moose, Elk, Bison, Coyote, Wolves, Deer, Antelope, Bald Eagles, and Trumpeter Swans all call Jackson Hole home during the winter, and visitors are all but guaranteed to see a few of these native creatures during their stay. It is common to see Moose wandering the ski trails at Jackson Hole Mountain Resort, and throughout the condominium properties in Teton Village. Coyotes prowl across from the parking lots at the ski area, and thousands of Elk spend their winter in the National Wildlife Refuge just north of town. For an amazing wildlife experience in Jackson Hole, visitors can tour the National Museum of Wildlife Art followed by a sleigh ride tour of the National Wildlife Refuge. No other ski vacation offers visitors the ability to get up close and personal with wildlife like this!!

The skiing and snowboarding are legendary in Jackson Hole, and the natural beauty and wildlife add to the unique character of our valley, but it is the great Western Hospitality that welcomes winter travelers back again and again. From the fur traders who discovered the Grand Tetons, to the naming of Yellowstone as the world's first National Park, and Paul McCollister's dream of Jackson Hole Ski Area, American history runs deep in Jackson Hole. This history has influenced every part of our valley, including the people who live and work here. Establishments like the Million Dollar Cowboy Bar, and the Gunbarrel Steak and Game House reflect the heritage of Jackson Hole. Visitors to this amazing valley will experience this history and enjoy one of America's true great treasures.

Jackson Hole, Get Further Away!

## COMMON MISPERCEPTIONS ABOUT JACKSON HOLE:

**"Jackson Hole Mtn Resort is only for expert skiers (or 'is very difficult to ski,' or 'not good for intermediates/beginners' etc.). "**

Jackson Hole has 2500 skiable acres of terrain, half of which (1250 acres) is rated intermediate and beginner. This is more beginner and intermediate terrain than many other major western US ski areas that are well known for their beginner and intermediate terrain (i.e. Beaver Creek - 1186 acres, Breckenridge - 879 acres, Copper Mtn. - 1119 acres, Keystone - 912 acres, Winter Park - 1241 acres, Deer Valley - 1138 acres, and many other smaller ski areas).

**"Jackson Hole is not a 'family' destination."**

The town of Jackson Hole was built for family tourism. In the summer the vast majority of our 3 million visitors are families, and for this reason, the town has always offered great family activities and amenities, like movie theaters, museums, children's playhouses, arcades, as well as a plethora of inexpensive accommodation and restaurants. In winter families also enjoy indoor and outdoor ice skating rinks and a tubing park.

Yellowstone and Grand Teton National Parks, as well as the National Wildlife Refuge, are all accessible to families in the winter via snowmobile, snowshoe, Nordic skiing, snowcoach, sleigh ride, and dogsledding, all of which are perfect family activities.

The ski area is more family friendly than ever, with the addition of the Kid's Ranch (<http://www.jacksonhole.com/skiing/kidprograms.html>), the Fort Wyoming children's snow park, a half pipe, and a terrain park. Our Mountain Sports School is absolutely one of the best in North America (the best skiers in the world come to Jackson Hole to ski/ride, and many become instructors!!), and they offer a myriad of programs for children of all ages (2 months to 100+ years). (<http://www.jacksonhole.com/skiing/skischool.html>)

### **"Jackson Hole is difficult to get to (or too far away). "**

With a jet serviced airport capable of accommodating aircraft as large as a Boeing 757 (188 seats), located only 7 miles from the accommodation in the town of Jackson, and 22 miles from the ski area, Jackson Hole is more accessible than most other ski areas in North America. Visitors really enjoy being settled in their accommodation within an hour of their plane touching ground, as opposed to being on a 2 hour (or more) shuttle bus after a long flight across the country.

The Jackson Hole Airport receives direct non-stop flights from Atlanta, Chicago O'Hare, Cincinnati, Dallas / Fort Worth, Minneapolis, Denver, and Salt Lake City, making connections from all areas of the country very easy. In addition, the Idaho Falls Airport (IDA) is only 90 miles from Jackson Hole, and the Salt Lake City Airport is about a 5 hour drive from Jackson. Shuttle bus service exists from Idaho Falls and Salt Lake City to Jackson Hole.

### **"Jackson Hole is a lot colder than other ski areas."**

This misconception lies in the assumption that the further north you go (in the northern hemisphere) the colder it gets, though latitude is not a great indicator of temperature. Our base elevation is lower than most other ski areas in the Rockies, and often times our temperatures are actually warmer than Colorado and Utah resorts. Our average daytime temperature in the valley throughout the season is 21 degrees Fahrenheit.

One unique occurrence in our valley that adds to the misconception that Jackson Hole is colder than other ski areas is the "temperature inversion." Since our valley is surrounded on all sides by mountains (the origin of the name "hole") colder air often times gets trapped at the valley floor, while warm air is just 200 feet above the surface. The air on the mountain can be as much as 20 degrees warmer on the mountain, than at the base of the lower lifts. The trapped cold air often times creates a very low fog layer on the valley floor, while brilliant sunshine covers 95% of the mountain. This scenario creates the classic "skiing above the clouds" feeling that Jackson Hole photographers love.

### **"Jackson Hole is more expensive than other ski areas."**

This misperception stems from the fact that flights into small market airports are often more expensive than to large city airports. However, the accommodation portion of a ski package to Jackson Hole is usually significantly less than other resorts. This is the case because we have an over abundance of moderately priced lodging in the valley. Our bed base is designed to house 3 million summer visitors, while we only register about 375,000 skier days each season.

When consumers research airfares on the internet, they only see the most expensive portion of a trip to Jackson Hole. When airfare is combined with lodging, lift tickets, and transfers wholesalers are able to offer some very inexpensive packages to Jackson Hole.

## **TOP 5 SELLING POINTS FOR JACKSON HOLE:**

1. Jackson Hole has the best advanced skiing in the country.
2. Southern gateway to Yellowstone and Grand Teton National Parks.
3. Jackson Hole averages over 400 inches of snow annually.
4. Great Old Western Community
5. Scenery – Grand Tetons, Pristine Undeveloped Valley, Abundance of Wildlife

## BEST RESORT CLIENT FOR JACKSON HOLE:

There is no "best client" for Jackson Hole (or any other resort). Anybody can have a great time in Jackson Hole. However, there is a type of client that is ridiculously easy to sell Jackson Hole to. That would be the expert skier/snowboarder. If a client tells a reservationist that they are an advanced skier, and want to go somewhere challenging, Jackson Hole is a SLAM DUNK!

## RECOMMENDATIONS / HIGHLIGHTS OF JACKSON HOLE:

- \* **Yellowstone & Grand Teton National Parks** – Snowmobiling, Snowcoach Tours, Dog Sledding.
- \* **National Wildlife Refuge** – See 7,000 wild elk from a horse drawn sleigh.
- \* **Jackson Hole Mountain Sports School** – Some of the best instructors in the world, and many special programs like our world famous Steep & Deep Camps
- \* Apres Ski at the world famous **Mangy Moose Saloon**.
- \* Real Western nightlife at the **Million Dollar Cowboy Bar**.
- \* Day trip to the **Powder Mecca** of Grand Targhee Resort.
- \* **Dogsledding** at the base of Jackson Hole Mountain Resort.
- \* **National Museum of Wildlife Art**.
- \* Stroll the rustic **Jackson Town Square** with wooden sidewalks, elk antler archways, great shopping, restaurants, and nightlife.

## WHAT'S NEW THIS YEAR:

### **Non-Stop Delta Airlines Service from Cincinnati!!**

Delta Airlines will begin Saturday service from Cincinnati this winter, offering even more great connections from the eastern seaboard, and the Midwest. The addition of the non-stop Cincinnati service to our already extensive airline program results in a **9.9% increase in airline seats** to Jackson Hole Airport year-over-year!

### **Jackson Hole Airport Expansion!**

As a response to the growth in our airline program to include non-stop jet service from 7 different markets, the Jackson Hole Airport is currently under renovation and expansion. Visitors flying to Jackson Hole next winter will be greeted to the valley with a much improved, state-of-the-art facility within Grand Teton National Park.

### **More Restaurants, Nightlife Retail in Teton Village:**

The exciting growth of Teton Village added three new hotels, and a plethora of exciting new condominiums to the base of the ski area, but that's not all. Each of the new lodging facilities has added new restaurants, nightlife, and shopping to our beautiful base area.

## WHY JACKSON HOLE IS SPECIAL AND UNIQUE:

Jackson Hole is the only true destination ski area in Wyoming, and has preserved the real Old West character of the Cowboy State. The town is both rustic and refined, offering all of the modern resort amenities in an understated way, with heaps of western hospitality.

97% of the valley is protected by the State and Federal government, and is undeveloped. The views from our ski area are of majestic mountain ranges, wide open spaces, and the mighty Snake River, not condos, stripmalls, and 4 lane highways.

The Jackson Hole Wildlife is abundant. It is very common for winter visitors to see Moose, Elk, Deer, and Coyote all around the valley, even on the ski hill!!

Our proximity to Yellowstone and Grand Teton National Parks, as well as the National Elk Refuge, make Jackson Hole an excellent center for many great outdoor activities, in addition to skiing & snowboarding.

Jackson Hole has some of the most challenging ski/ride terrain in North America, and receives more snow than most other ski areas, making our resort an excellent destination for advanced skiers/riders.