

**SKITOPS  
TOUR OPERATOR ROSTER  
March 20, 2012**

**ALPINE ADVENTURES**

**Attending:**

**Rick Reichsfeld,  
Lauren Fauvell  
Don Hartman  
Amy Yearwood**

3020 N Federal Hwy, Bldg 10  
Fort Lauderdale FL 33306  
(954) 564-6722  
FAX: (954) 564-6721  
Email: [rick@alpineadventures.net](mailto:rick@alpineadventures.net)  
[www.alpineadventures.net](http://www.alpineadventures.net)

**Geographic Market Represented:** Entire United States and Canada; with a heavy emphasis on the South Eastern United States. Growing number of European and Latin American Clients booking land only packages.

**Customer Types:** Gender: 62% Male; 38% Female  
Status: 43% Married; 57% Single  
Ages: 15% 21-25, 20% 26-35, 35% 36-45, 25% 46-65,  
5% over 66.

**General Business Description:** Alpine Adventures and Anywhere Adventures were founded on the principal that everyone deserves high quality, active vacations. We take pride in researching, findings, marketing, and selling some of the finest and most innovative adventures in the world.

**BOOKIT.COM**

**Attending:**

**Kristine Heller  
Dixi Craft**

376 S. Vine Street  
Denver CO 80209  
(720) 626-3363

Email: [Kristine.heller@bookit.com](mailto:Kristine.heller@bookit.com)  
[www.bookit.com](http://www.bookit.com)

**Customer Types: 100% FIT**

**General Business Description:**

Bookit.com is a quickly growing Online Travel Marketing Company with over 500 employees selling destinations across the US, Mexico and the Caribbean. Our Mountain Travel division currently markets lodging and activities in Lake Tahoe, Utah and Colorado.

**ECHO TOURS**

Attending:

Steve Smolinski  
Stephanie Kubiak  
Matt MacDonald

800 S. Rochester Unit D  
Ontario CA 91761  
(909) 399-9335  
FAX: (909) 390-5390  
Email: [stephanie@echotours.com](mailto:stephanie@echotours.com)

Lifestylez and Echo Tours make up one of the nation's largest and most reputable operators of ski and snowboard tours in the United States. For well over twenty-five year, we have excelled in providing the highest quality custom tours to the hottest destinations. Professionalism and integrity have always been our trademarks.

Traveling thousands to ski resorts nationally and internationally, our main goal is to introduce young adults and seasoned travelers alike to a new mountain bound experience. We pride ourselves on creating multi-faceted programs and events enhancing the traveler's ski trip to more than just a vacation, it becomes a tradition.

**EXPEDIA**

Attending:

**Susan Bierman**  
**Steve Sheely**

333 08<sup>th</sup> Ave NE  
Bellevue WA 98004  
(970) 668-0173  
FAX: (866) 210-1984  
sbierman@expedia.com  
[www.expedia.com](http://www.expedia.com)

**Geographic Market Represented:**

We are interested in selling all lodging and services related to mountain destinations located in Northern America. This includes but is not limited

to condos, hotels, ground transport, air, lift tickets, tours, alpine activities and events.

**General Business Description:**

Expedia, Inc. is the parent company to some of the world's leading travel Companies, providing travel products and services to leisure and corporate Travelers in the US and around the world. We own and operate a Diversified portfolio of well-recognized brands – including Expedia.com, Hotels.com, Hotwire.com, TripAdvisor, Expedia Corporate Travel, Classic Vacations, VacationSport and a range of other US-based and international businesses. Attendees specialize in contracting lodging and activities for North American year-round mountain resort destinations to be featured on Expedia and Hotels.com world-wide sites.

**GENDRON SKI TRAVEL**

**Gendron Travel is not attending this Network in 2012 at Canyons Resort**

1465, boul. Mgr Langlois  
Salaberry-de-Valleyfield, Quebec  
Canada J65 1C2  
(450) 373-8747 (Valleyfield)  
(514) 866-8747 (Montreal)  
(800) 561-8747 (Canada & US)  
FAX: (450) 373-2368  
mbelisle@voyagesgendron.com

**General Business Description:** Leading Canadian Ski Tour Operator since 1982, we are primarily selling Canadian, American, Chile and European ski destinations to our clientele, always striving to offer the best skiing experience, we also feature ski safaris, combining 2 or more destinations in one package. Snowcat and heliskiing is also represented amongst our products. We print 2 ski magazines each year (English and French versions) to promote our partners and packages.

**GREAT EVENTS & ESCAPES, LLC**

**Attending:**

**Ken Cutcliffe**  
**Brian McDermott**

74 Bridge Street  
W Newbury MA 01985  
(978) 363-2100/(617) 838-2119 – cell  
FAX: (978) 363-2772  
[kencutcliffe@comcast.net](mailto:kencutcliffe@comcast.net)  
[www.greateventsandescares.com](http://www.greateventsandescares.com)

**Geographic Market Represented:** United States

**Customer Types:** Groups, Individuals

**General Business Description:** Group ski travel specialists featuring Western US, Canada and Europe for 28 years.

**HIGH POINT TRAVEL**

**Attending:**

**Chad Crain**

**Amy Walz**

**Adam “Scoop” Stewart**

**Leigh Liebmann**

12160 Abrams Road #320

Dallas TX 75243

(214) 691-0707(800) 683-3335

FAX: (214) 368-6620

ccrain@highpointtravel.com

**Geographic Market Represented:** United States with most emphasis on Western States. Interested in expanding business to other destinations throughout the United States and Canada.

**Customer Types:**

Gender: 50% Males; 50% Female

Status: 20% Married; 80% Single

Ages: 75% - 21 and younger

10% - 21-25

10% - 26-35

3% - 36-45

1% - 46-65

1% - over 66

**General Business Description:** High Point is celebrating 25 years of experience Family, youth, church and group ski trip planning. Primarily working in North America, we have established relationships with over 25 ski resorts, numerous bus companies, airlines, lodging properties, as well as ski and snowboard rental companies.

## **LIFTOPIA.COM**

### **Attending:**

**Rob Webb**  
**Diana Paasch**  
**Ron Schneiderman**  
**Kate Christiaanse**  
Jaydon Robinson  
Otto Imken

251 Kearny Street, Suite 400  
San Francisco CA 94108  
(415) 685-4832  
Email: [info@liftopia.com](mailto:info@liftopia.com)  
[www.liftopia.com](http://www.liftopia.com)

**General Business Description:** Liftopia helps ski resorts broaden their marketing and sales through the Liftopia.com website. Liftopia sells date-specific, non-refundable, advance-purchase lift tickets, rentals, and packages, and gives resorts complete control over prices and inventory at all times. Liftopia is the largest seller of lift tickets in North America.

## **MERIT TRAVEL GROUP**

### **Attending:**

**Merit Travel Group was not able to attend Network 2012 at Canyons**

111 Peter Street Suite 200  
Toronto Ontario Canada M5V 2H1  
(416) 364-3775/(800) 268-5940  
FAX: (416) 955-9869  
cde@merit.ca  
[www.merit.ca](http://www.merit.ca)

**Geographic Market Represented:** Eastern Canada / United States.

### **Customer Types:**

FIT, Individuals, Ski Groups (adult and student), Meeting and Incentive Travel.

**General Business Description:** Merit Travel Group is a privately held, owner-managed company established in 1991 by its current shareholders, Michael Merrithew and Louise de Grandpre. Since 1991, Merit has grown to become the

largest independent specialty travel company in Canada. More than 400 Merit Travel professionals located at more than 50 offices across the country provide advice and services to more than 500,000 travellers every year. Merit currently operates ski vacations under the brands Merit Ski Vacations, Ultimate Ski Vacations, and Air Canada Ski Vacations.

### **ROCKY MOUNTAIN GETAWAYS**

**Attending:**

**Jeff Citron  
Lisa Citron  
Tim Soneson**

P. O. Box 9561  
Breckenridge CO 80424  
(866) 764-3829 x802  
FAX: (970) 453-9396  
[jeff@rockymountaingetaways.com](mailto:jeff@rockymountaingetaways.com)  
[www.rockymountaingetaways.com](http://www.rockymountaingetaways.com)

Rocky Mountain Getaways is a ski tour operator based in Summit County, Colorado. We offer FIT and Group travel to Western U.S. and Canadian ski resorts. Our team of professional sales agents specialize in custom travel planning with a focus on high-end clients.

### **SKI ADVENTURES BY TOM GRAY**

**Attending:**

**Tom Gray  
Andy Hatch**

6625 Lyndale Ave South, Suite 102  
Minneapolis MN 55423  
(612) 798-1492  
FAX: (612) 866-9644  
[tom@skibytg.com](mailto:tom@skibytg.com)

**Geographic Market Represented:** Minnesota, North Dakota, South Dakota, Illinois, Wisconsin, Iowa.

**Customer Types:** Group and Individual

**General Description:**

Groups and individual packages for skiing, heli skiing, biking, heli hiking, golfing in Ireland and Scotland.

**SKI DADDY**

**Attending:**

**Mike DiLeo**  
**Leanne DiLeo**

113 S. Tennessee Street  
McKinney TX 75069  
(972) 548-1500  
FAX: (972) 548-1510  
Email: [mike@skidaddy.com](mailto:mike@skidaddy.com)  
[www.skidaddy.com](http://www.skidaddy.com)

**Geographic Market Represented:**

United States, with an emphasis on the Midwestern and Southern States.

**Customer Types:**

90% of our business is group travel and 10% of our business is FIT. Our Primary market is the youth trip market.

**General Business Description:**

Ski Daddy is an independently owner tour operator that specializes in group snow Ski packages to Colorado and New Mexico. Ski Daddy's mission is to make Every group feel like they are our only group. We want to be on the cutting edge by making group travel easy and affordable. Ski Daddy seeks to provide group leaders the convenience and expertise by offering invaluable service in handling all their ski trip planning needs.

**SKI.COM**

**Attending:**

**Jennifer Hernandez,**  
**Kathy Harding**  
**Kris McKinnon**  
**Shelly Klein**  
**Dan Sherman**  
**Diana Carey**  
**Harry Peisach**

1512 Grand Avenue, Ste 205  
Glenwood Springs CO 81601  
(970) 925-9500  
FAX: (970) 945-1367  
Kathy@ski.com  
[www.ski.com](http://www.ski.com)

**General Business Description:**

Ski.com is the largest independent seller of ski vacations in North America and offers great packages or specials on a ski vacation that can include air fare, hotel accommodations, condominium properties, car rentals, ground transfers, lift tickets, equipment rentals, resort activities and much more. We are the ski vacation experts, offering personalized ski trips to the worlds greatest ski resorts either online or through our ski vacation travel specialists.

Ski.com, formerly Aspen Ski Tours, has booked ski vacations for 35 years and now offers ski packages to 75 of the world’s greatest ski resorts, including resorts in Europe, North America and the Southern Hemisphere. North American ski resort offerings include Colorado ski vacations to Aspen, Snowmass, Beaver Creek, Vail, Telluride, and Steamboat. Utah ski vacations to Park City, Deer Valley, as well as Whistler, Jackson Hole, Big Sky, and more. Ski Europe at some of the greatest European ski resorts like France ski vacations at Chamonix, and Courchevel; Switzerland ski vacations to Davos and Zermatt; Austria ski vacations to Innsbruck and St. Anton; and Italy ski vacations to Cortina. Ski South America at exotic ski resorts like Bariloche, Portillo, Valle Nevado and Las Lenas.

Ski.com is different – we offer personalized service from independent, seasoned travel specialists with an average of 12 years of experience who will customize the perfect ski vacation. We also offer group ski vacations. Groups of 20 to 2,000 will have every detail planned, including meeting space and additional activities. Our new Club.ski.com program provides group ski trips that anyone can join. These set trips offer ski vacation selections from some of our great ski resorts.

**SKICAN LIMITED**

**Attending:**

**Bill Dodson**

**Morag Donald**

300-745 Mount Pleasant Road  
Toronto Ontario Canada M4S 2N4  
(416) 488-1169  
FAX: (416) 488-7620  
[bdodson@skican.com](mailto:bdodson@skican.com)  
[www.skican.com](http://www.skican.com)

**Geographic Market Represented:** National, both Canada the U.S., some off-shore.

**General Business Description:** Since 1969, Skican has been offering air inclusive packages from its offices in Toronto and Montreal. Major product is ski



packages to all major resorts in Canada, Colorado and Europe. Also offer Canadian golf and leisure/soft adventure products through Golfcan and Destinations Canadian divisions.

### **SKIGROUP.NET**

**Attending:**

**Melissa Schreiber  
Damian D'Apolito  
Stephen Hall**

1427 County Road 83  
Boulder CO 80302  
(303) 495-5054  
FAX: (303) 444-0916  
[shall@skigroup.net](mailto:shall@skigroup.net)

**General Business Description:** We are a Boulder, Colorado-based mountain resort travel wholesaler. Staff has over 150 years of combined ski travel industry experience. Mostly groups, some FIT. Travel packages to all major North American resorts, Europe, South America and New Zealand. We work with corporate groups (ski clubs, meetings, incentives), traditional ski clubs, ski councils, family groups, graduate schools, undergraduate college clubs and associations.

### **SNOW TOURS**

**Attending:**

**Guido Papa  
Harry Sawicki**

1281 Paterson Plank Road,  
Secaucus NJ 07094  
(201) 348-2244/(800) 222-1170  
FAX: (201) 348-0545  
[info@snowtour.com](mailto:info@snowtour.com)  
[www.snowtour.com](http://www.snowtour.com)

**Geographic Market Represented:** United States, Canada, Alaska, Europe, Australia/New Zealand, Chile, and Turkey.

**Customer Types:** Groups, including ski clubs, ski councils, adventure and social clubs, corporations, travel agencies, families, meeting and incentive travel, and individuals.

**General Business Description:** We sell all-inclusive air and land as well as land only packages. We specialize in organizing après ski vacations and excursions as

well as summer adventures to Europe, the South Pacific, the National Parks, exotic locations, theme tours, and cruise, barge, bike and golf packages. Services include on site management and trip leader training.

### **SPORTS AMERICA TOURS**

#### **Attending:**

**Mike Hibbard**  
**Sara Sonders**  
**Lisa Morgan**  
**Kaitlin Bahrijczuk**

144 Stony Circle, Suite 155  
Santa Rosa CA 95401  
(707) 575-7547/(800) 876-8551  
FAX: (707) 575-7624  
[info@sportsamerica.com](mailto:info@sportsamerica.com)  
[www.sportsamerica.com](http://www.sportsamerica.com)

Sports America is one of the largest independently owned ski tour operators in the United States focusing only on Western and Canadian ski resorts. (We're certain Eastern resorts and European resorts are nice, but we've never seen em). Skiing is our business. After 35 years of experience, Sports America has lived up to a reputation of unbeatable quality, experience, and dedication.

Sports America works with primarily U.S. based travelers. We run a roughly 50/50 split between group and FIT Group markets. Common to either our group or individual trips is quality. Whether you book online or call to discuss your needs, you're assigned a personal account manager. Our group markets are strongest in the Midwest and East coast. FIT markets are fairly evenly distributed across the U.S. with some international travelers.

### **THE LODGING COMPANY**

#### **Attending:**

**Corey Sullivan**  
**Hanna Williams**

200 -510 Bernard Avenue  
Kelowna BC Canada V1Y 6P1  
(778) 478-8106/(888) 676-9977  
FAX: (778) 478-8107  
[csullivan@lodgingcompany.com](mailto:csullivan@lodgingcompany.com)  
[www.skihills.com](http://www.skihills.com)  
[www.stays.com](http://www.stays.com)

**Geographic Market Represented:**

45% Canadians, 45% Americans, 10% International

**General Business Description:** The Lodging Company is one of the fastest growing online travel wholesalers specializing in North America's top ski destinations. Our dedicated team of vacation specialists are available 7 days a week to help our clients custom-tailor their holiday and take care of all the little details that make a vacation truly memorable and worry-free. Founded in 1999, The Lodging Company has grown to now host over 1,300 properties in 60 destinations. We are constantly expanding our horizons and taking clients to new destinations.

**THE MARK TRAVEL CORPORATION**

**Attending:**

**Matthew Anderson**  
**Lessenia Richards**

8907 N. Port Washington Road  
Milwaukee WI 53217  
(414) 934-2461  
FAX: (414) 351-2384  
Email: manderson@marktravel.com  
[www.marktravel.com](http://www.marktravel.com)

**Geographic Market Represented:** Domestic, International

**Customer Types:** FIT

**General Business Description:** The Mark Travel Corporation is a global organization and a recognized leader in the business of making vacation dreams come true.

Since 1974, we have been the company the world's leading airlines and hoteliers trust to manage their vacation brands and take care of their customers. With service to more than 1,100 destinations worldwide, Mark Travel and its vacation companies provide value, superb care and complete End-to-End service for our customers.

## **TOURS DE SPORT**

### **Attending:**

**Ed Holofcener  
Cecil Carver  
Lance Cygielman**

11419 Cronridge Drive Suite 2  
Owings Mills MD 21117  
(410) 356-8100  
FAX: (410) 356-8199  
[cecil@toursdesport.com](mailto:cecil@toursdesport.com)  
[www.toursdesport.com](http://www.toursdesport.com)

**General Business Description:** Tours de Sport is proud to be providing ski vacation packages since 1982. We specialize in quality, discount ski packages to the US and Canada. Discount ski vacation packages to over 50 of the top ski destinations in the US and Canada can be created using our website or by calling one of our knowledgeable ski vacation specialists.

## **TRAVELOCITY**

### **Attending:**

**Rebecca Sharpe,  
Adam Feehan  
David Yoo**

P.O. Box 128  
Winter Park CO 80482  
(970) 726-9577  
FAX: (303) 632-2425  
[rebecca.sharpe@travelocity.com](mailto:rebecca.sharpe@travelocity.com)  
[www.Travelocity.com](http://www.Travelocity.com)

**Geographic Market Represented:** Domestic and International

**Customer Types:** Internet savvy, leisure traveler.

**General Business Description:** Travelocity provides complete online travel booking services to consumers, including air, car, hotel, packages and travel extras (lift tickets, rentals, transfers, activities, etc.) Travelocity's companies include lastminute.com (Europe), World Choice Travel, Travelocity.ca (Canada), and Zuji (Asia/Pacific).

## **VACATIONROOST/MOUNTAIN RESERVATIONS**

### **Attending:**

**Kristen Cherry**  
**Mark McGill**  
**Beverly Cutshaw**  
**Richard Stratton**

2795 E. Cottonwood Parkway Suite 300  
Salt Lake City, UT 84121  
(801) 559-3246  
FAX: (435) 608-4747  
kcherry@vacationroost.com

### **Geographic Market Represented:**

Domestic and International

### **General Description:**

VacationRoost is the industry leader in online vacation rentals. By consolidating three vacation rental companies-Mountain Reservations, Mexican Destinations, and Rooster.com-under one brand, VacationRoost is able to offer the largest and most varied inventory of rentals from sea to ski. Situated at the base of the Wasatch Mountains of Utah, VacationRoost has been helping travelers find their perfect vacation rentals since 2001.

## **WINTER SKI & SPORT/SKI THE ROCKIES**

### **Attending:**

**Karl Winter**  
**Dan Ellis**

4901 N. Main Street  
Downers Grove IL 60190  
(630) 969-5800/(800) 365-9819  
FAX: (630) 969-5792  
shari@skitherockies.com  
[www.skitherockies.com](http://www.skitherockies.com)

**Geographic Market Represented:** Nationwide and Canada

**General Business Description:** Winter Ski and Sport/Ski the Rockies is a nationwide ski tour operators with 22 years experience, offering customized ski trips for ski clubs, individuals, families and corporate groups to all major western U.S. and Canadian destination resorts. We offer negotiated contract air fares on all major carriers, hotel and condominium lodging, lift tickets, car rentals and ground transfers. Clients may shop, price and book online via our website at [www.skitherockies.com](http://www.skitherockies.com)