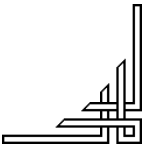
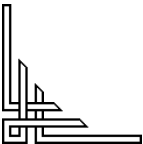


Utah Ski Database



Demographic and Economic Analysis
Governor's Office of Planning and Budget

October 2002



Utah Ski Database

2002

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INTRODUCTION

This 2002 edition of the *Utah Ski Database* is the third publication of its kind to provide detailed analysis of Utah ski data. The report contains tables and figures showing current and historical ski data for the State of Utah.

The *Utah Ski Database* is a special publication and is therefore updated every four or five years.

Background

Utah's ski industry contributes to Utah's economy by attracting a large number of visitors and expenditures to the state. The industry's "greatest snow on earth" reputation has gained worldwide recognition with the Salt Lake City 2002 Winter Olympic Games. Recognizing the visibility of the ski industry, as well as its importance to Utah's economy, the Governor's Office of Planning and Budget (GOPB) maintains a ski database containing statistics on the demographics of skiers, skier visits, lift ticket prices, lift capacity, and marketing expenditures.

GOPB compiles and utilizes this ski database for numerous economic and planning issues. The office has pre-

pared socio-economic analyses for the Environmental Impact Statement on the Brighton Ski Area Master Plan in 1997 and for the Wasatch Canyons Master Plan in 1989. GOPB has also conducted detailed research in order to understand the relative influence of the ski industry as well as what factors affect the growth of Utah's ski market.

Highlights

The 2000-2001 winter season skier visitations set a record nationally, as well as locally for the greatest number of skier visits. Since snow conditions were moderate during this time, the high number of visits are likely attributed to the promotion of the Salt Lake City 2002 Winter Olympic Games.

Visitations dropped during the 2001-2002 winter season in Utah and in the U.S. This is likely a result of the economic ramifications of 9/11 in the early season, specifically in the travel and tourism industry. Locally, another explanation may be that skiers were avoiding Olympic crowds in the late season. Skier visits for the 2001-2002 winter season may appear significantly lower, however, it should be noted that the number of visits during the previous win-

ter season were unusually high.

The U.S. ski age population is projected to level while Utah's ski age population is projected to steadily increase. This indicates a healthy supply of local skiers for Utah ski resorts.

Lift ticket prices have consistently increased in Utah and in the U.S. This trend will likely continue. Locally, however, prices have increased at a slower pace.

Additional Information

The enclosed data is public domain obtained from public and private sources. However, inappropriate use of the data may make participants reluctant to disclose information in the future. Please use it in a responsible manner. Copies of this report and additional data, including technical documentation of Utah's ski demand model, can be obtained by contacting the Demographic and Economic Analysis Section of GOPB (801) 538-1036. The Ski Database is also available on the Internet at:

<http://www.governor.utah.gov/dea>

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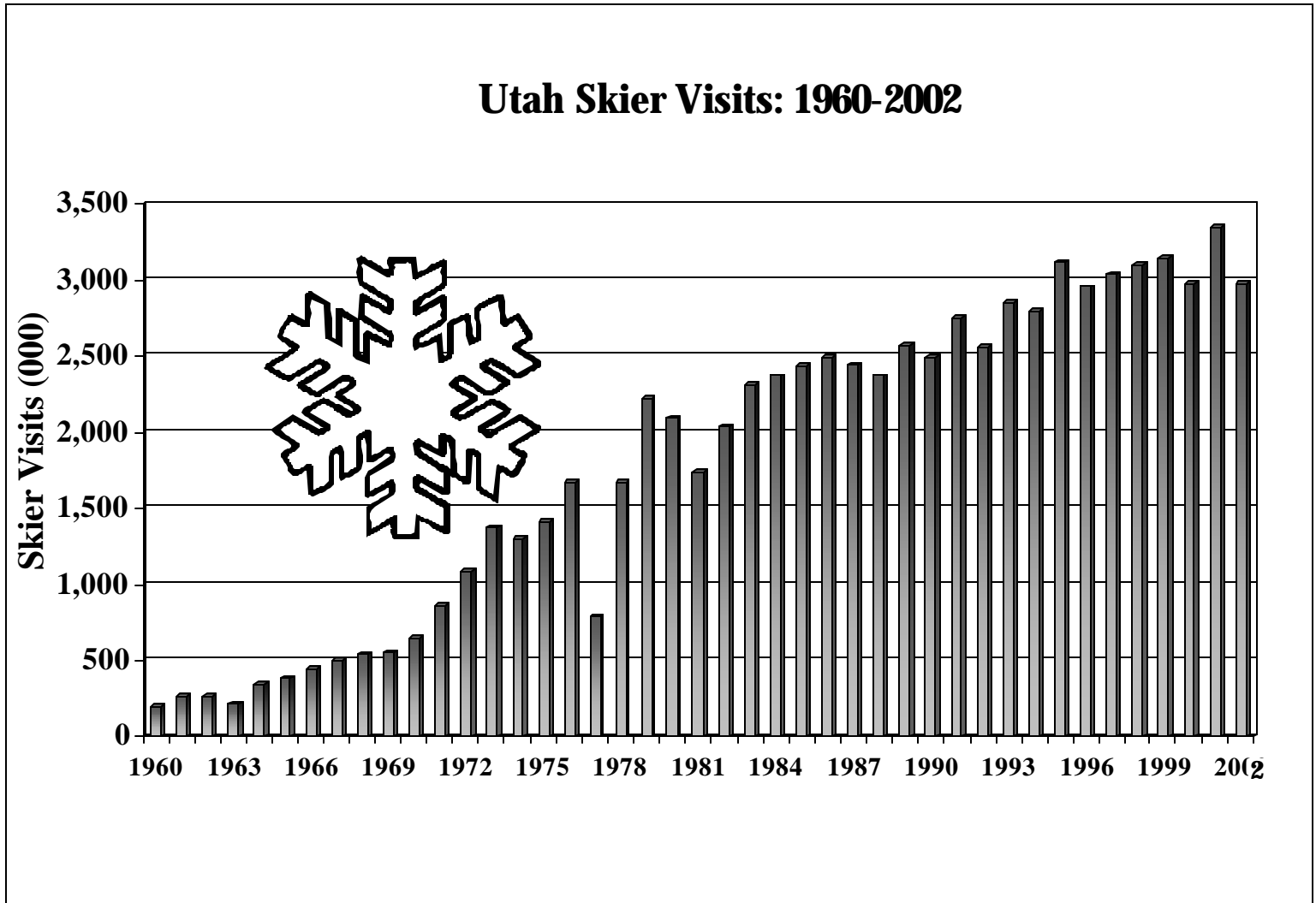
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UTAH SKIER VISITS 1960-2002

Utah Skier Visits: 1960-2002

Year	Total Visits (000)	Percent Change
1960	195	N/A
1961	263	34.9%
1962	265	0.8%
1963	210	-20.8%
1964	340	61.9%
1965	388	14.1%
1966	442	13.9%
1967	504	14.0%
1968	540	7.1%
1969	555	2.8%
1970	649	16.9%
1971	862	32.8%
1972	1,088	26.2%
1973	1,370	25.9%
1974	1,301	-5.0%
1975	1,411	8.5%
1976	1,674	18.6%
1977	789	-52.9%
1978	1,672	111.9%
1979	2,223	33.0%
1980	2,093	-5.8%
1981	1,740	-16.9%
1982	2,039	17.2%
1983	2,317	13.7%
1984	2,370	2.3%
1985	2,437	2.8%
1986	2,491	2.2%
1987	2,441	-2.0%
1988	2,369	-2.9%
1989	2,572	8.6%
1990	2,491	-3.1%
1991	2,752	10.4%
1992	2,561	-6.9%
1993	2,850	11.3%
1994	2,800	-1.8%
1995	3,114	11.2%
1996	2,954	-5.1%
1997	3,043	3.0%
1998	3,101	1.9%
1999	3,144	1.4%
2000	2,976	-5.3%
2001	3,349	12.6%
2002	2,975	-11.2%



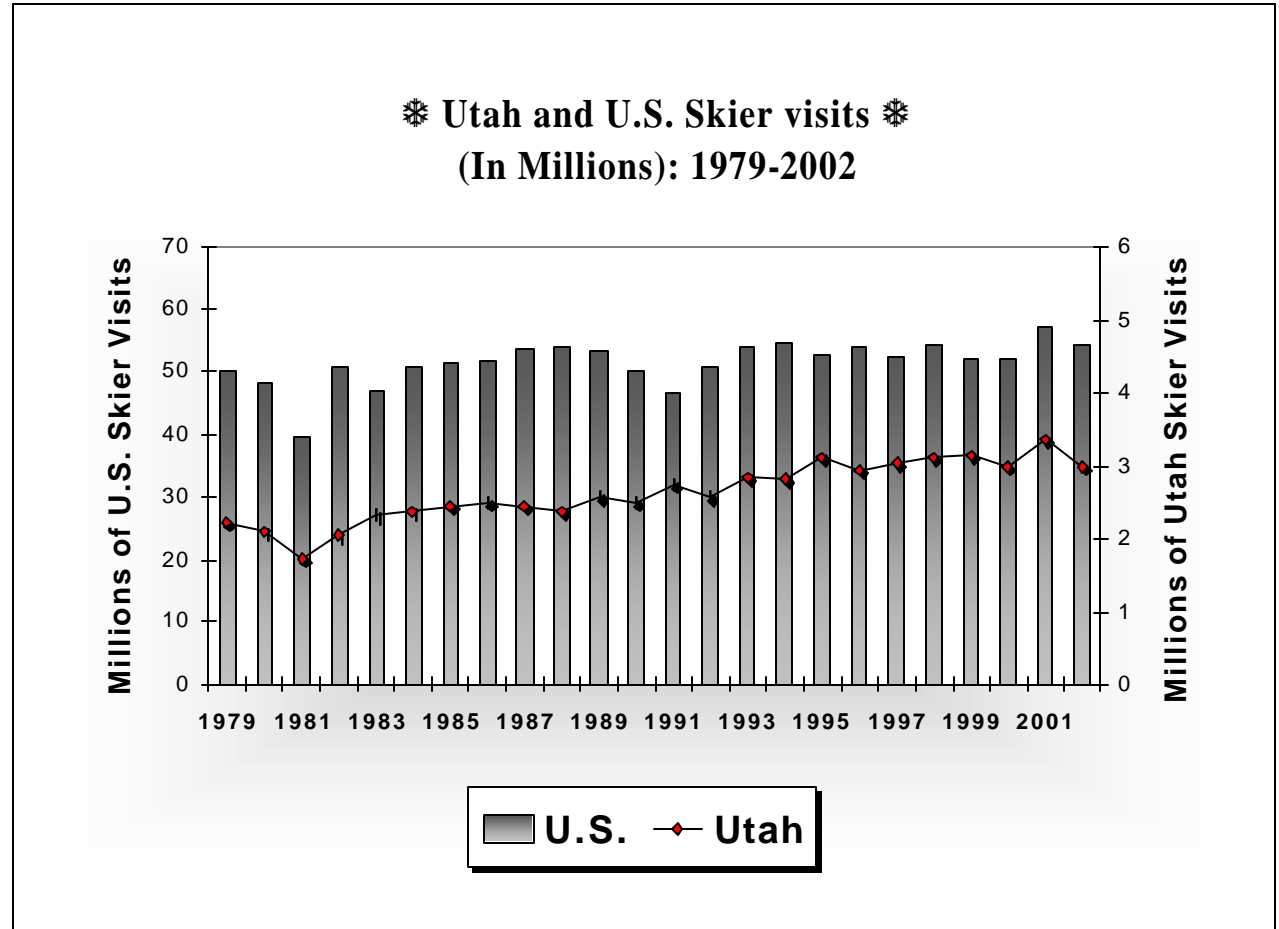
Sources: 1960-64 "Skiing Trends and Opportunities in the Western States," Herrington; 1965-72 "Ski Industry Analysis and Information Systems Development in Utah," Parent and Robinson; 1973, 1975, and 1979 "Ski Utah: A Report on the Industry," Utah State University, ISORT; 1974,1976,1978, 1980-81 Bureau of Economic and Business Research, University of Utah; 1982-97 Utah Ski Association and Park City Area Chamber of Commerce; 2002 Ski Utah.

Note: Skier visits are counted by "skier days." This includes day visitors, local residents, and multi-day visitors.

UTAH AND U.S. SKIER VISITS 1979-2002 (IN MILLIONS)



Year	U.S.	Utah	Utah Market Share
1979	50.2	2.22	4.4%
1980	48.2	2.09	4.3%
1981	39.7	1.74	4.4%
1982	50.7	2.05	4.0%
1983	46.9	2.32	4.9%
1984	50.6	2.37	4.7%
1985	51.4	2.44	4.7%
1986	51.9	2.49	4.8%
1987	53.7	2.44	4.5%
1988	53.9	2.37	4.4%
1989	53.3	2.57	4.8%
1990	50.0	2.49	5.0%
1991	46.7	2.75	5.9%
1992	50.8	2.56	5.0%
1993	54.0	2.85	5.3%
1994	54.6	2.81	5.1%
1995	52.7	3.11	5.9%
1996	54.0	2.95	5.5%
1997	52.5	3.04	5.8%
1998	54.1	3.10	5.7%
1999	52.1	3.14	6.0%
2000	52.2	2.98	5.7%
2001	57.3	3.35	5.8%
2002	54.4	2.98	5.5%



Sources: United Ski Industries Association; Bureau of Economic and Business Research, University of Utah; Utah Ski Association; and National Ski Areas Association.

Note: Skier visits are counted by "skier days." This includes day visitors, local residents, and multi-day visitors.

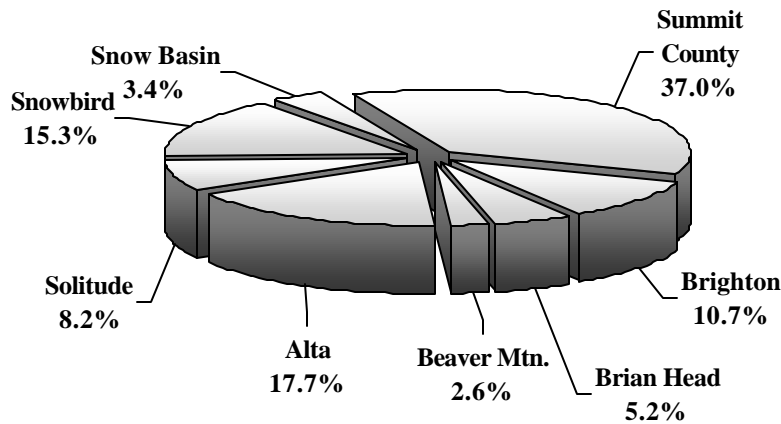
UTAH SKIER VISIT ESTIMATES BY RESORT 1993-2002

(IN THOUSANDS)

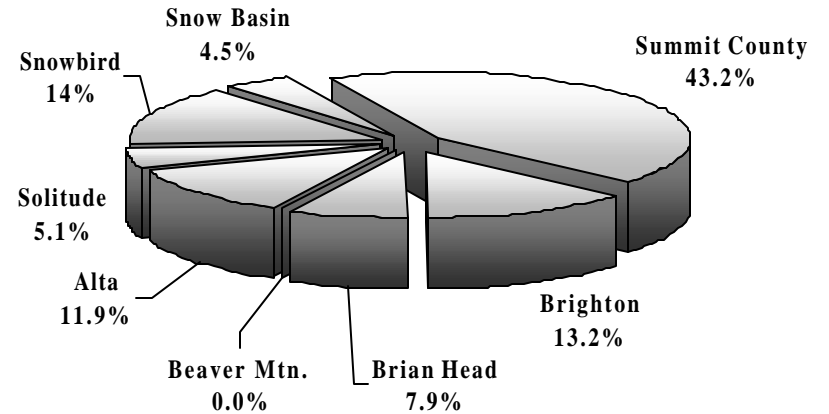


Resort	1993		1994		1995		1996		1997		1998		1999		2000		2001		2002	
	Skier Visits	% of Total	Skier Visits	% of Total	Skier Visits	% of Total	Skier Visits	% of Total	Skier Visits	% of Total	Skier Visits	% of Total	Skier Visits	% of Total	Skier Visits	% of Total	Skier Visits	% of Total	Skier Visits	% of Total
Alta	463.4	16.3%	487.4	17.4%	513.9	16.5%	477.8	16.2%	453.3	15.5%	422.1	14.7%	409.2	14.7%	382.1	14.4%	369.3	12.7%	320.6	11.9%
Beaver Mtn	67.7	2.4%	59.7	2.1%	68.5	2.2%	76.0	2.6%	67.0	2.3%	76.0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brian Head	137.4	4.8%	148.6	5.3%	156.9	5.0%	137.6	4.7%	148.3	5.1%	145.6	5.1%	145.6	5.2%	133.5	5.0%	152.9	5.3%	212.5	7.9%
Brighton	281.3	9.9%	343	12.3%	370.8	11.9%	368.8	12.5%	357.0	12.2%	352.9	12.3%	354.3	12.7%	337.1	12.7%	342.1	11.7%	356.1	13.2%
Summit County	970.0	34.0%	992	35.4%	1137.6	36.5%	1055.9	35.7%	1211.2	41.5%	1,204.4	41.8%	1,203.9	43.3%	1,158.9	43.6%	1278.8	43.9%	1161.7	43.2%
Snow Basin	88.5	3.1%	65	2.3%	97.0	3.1%	64.0	2.2%	85.0	2.9%	94.0	3.3%	86.7	3.1%	79.6	3.0%	155.2	5.3%	120.5	4.5%
Snowbird	401.0	14.1%	342.8	12.2%	371.1	11.9%	354.5	12.0%	384.3	13.2%	392.0	13.6%	382.0	13.7%	393.1	14.8%	426.9	14.7%	378.7	14.1%
Solitude	214.7	7.5%	199.8	7.1%	242.2	7.8%	208.6	7.1%	215.8	7.4%	193.2	6.7%	201.1	7.2%	175.3	6.6%	186.7	6.4%	138.1	5.1%
Total	2624.1	100%	2,800	100%	3,114	100%	2,954	100%	2921.9	100%	2880.2	100%	2782.8	100%	2659.6	100%	2911.9	100%	2688.2	100%

Skier Visits by Resort in Utah
1993 estimates



Skier Visits by Resort in Utah
2002 estimates

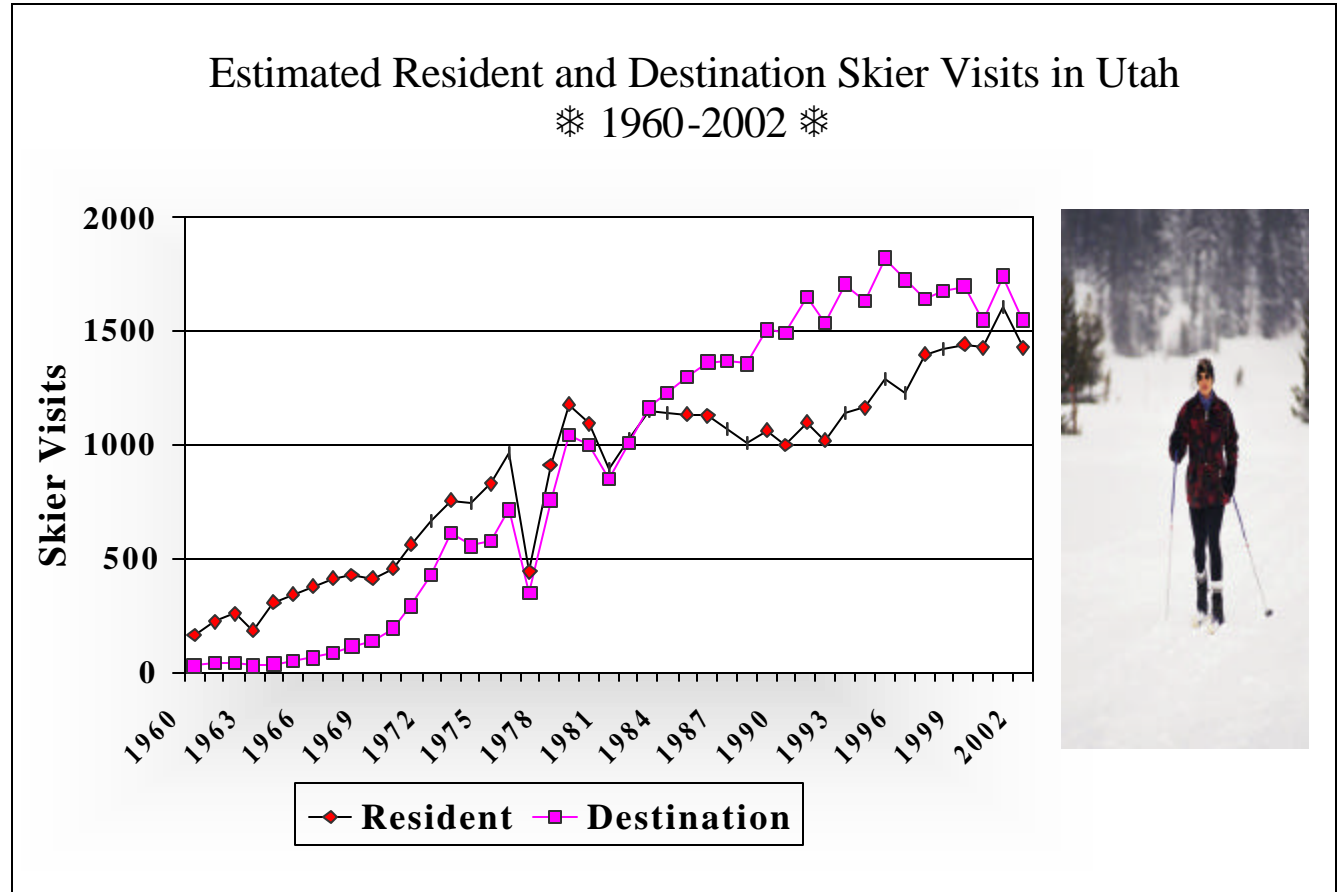


Sources and Notes: Skier visits are counted by "skier days." This includes day visitors, local residents, and multi-day visitors. Skier visits for all but those listed below were provided by the U.S. Forest Service. Deer Valley, Park City, and The Canyons are on private land and are not required to report skier visits. The Park City Area Chamber of Commerce publishes a "Summit County" total for these three resorts. Elk Meadows, Nordic Valley, Powder Mountain, and Sundance also sit on private land and are not required to report skier visits. Totals for these resorts are therefore excluded.

ESTIMATED RESIDENT AND DESTINATION SKIER VISITS IN UTAH 1960-2002



Year	Total Visits (000)	Resident Visits (000)	% of Total	Destination Visits (000)	% of Total
1960	195	165.8	85.0%	29.2	15.0%
1961	263	223.6	85.0%	39.4	15.0%
1962	265	225.3	85.0%	39.8	15.0%
1963	210	183.8	87.5%	26.3	12.5%
1964	340	306.0	90.0%	34.0	10.0%
1965	388	340.8	87.8%	47.2	12.2%
1966	442	377.0	85.3%	65.0	14.7%
1967	504	414.8	82.3%	89.2	17.7%
1968	540	425.9	78.9%	114.1	21.1%
1969	555	416.1	75.0%	138.9	25.0%
1970	649	458.3	70.6%	190.7	29.4%
1971	862	567.7	65.9%	294.3	34.1%
1972	1,088	661.0	60.8%	427.0	39.2%
1973	1,370	759.0	55.4%	611.0	44.6%
1974	1,301	743.5	57.1%	557.5	42.9%
1975	1,411	831.0	58.9%	580.0	41.1%
1976	1,674	961.9	57.5%	712.1	42.5%
1977	789	442.0	56.0%	347.0	44.0%
1978	1,672	912.3	54.6%	759.7	45.4%
1979	2,223	1180.4	53.1%	1042.6	46.9%
1980	2,093	1093.1	52.2%	999.9	47.8%
1981	1,740	893.5	51.4%	846.5	48.6%
1982	2,039	1029.0	50.5%	1009.5	49.5%
1983	2,317	1149.4	49.6%	1167.8	50.4%
1984	2,370	1140.4	48.1%	1229.5	51.9%
1985	2,437	1137.3	46.7%	1299.2	53.3%
1986	2,491	1128.1	45.3%	1363.1	54.7%
1987	2,441	1072.1	43.9%	1368.6	56.1%
1988	2,369	1009.5	42.6%	1359.5	57.4%
1989	2,572	1063.3	41.3%	1508.9	58.7%
1990	2,491	999.0	40.1%	1492.2	59.9%
1991	2,752	1100.6	40.0%	1650.9	60.0%
1992	2,561	1024.3	40.0%	1536.5	60.0%
1993	2,850	1140.0	40.0%	1710.0	60.0%
1994	2,800	1164.8	41.6%	1635.2	58.4%
1995	3,114	1295.4	41.6%	1818.6	58.4%
1996	2,954	1228.9	41.6%	1725.1	58.4%
1997	3,043	1396.7	45.9%	1646.3	54.1%
1998	3,101	1423.4	45.9%	1677.6	54.1%
1999	3,144	1443.1	45.9%	1700.9	54.1%
2000	2,976	1428.5	48.0%	1547.5	52.0%
2001	3,349	1607.8	48.0%	1741.7	52.0%
2002	2,975	1428.0	48.0%	1547.0	52.0%

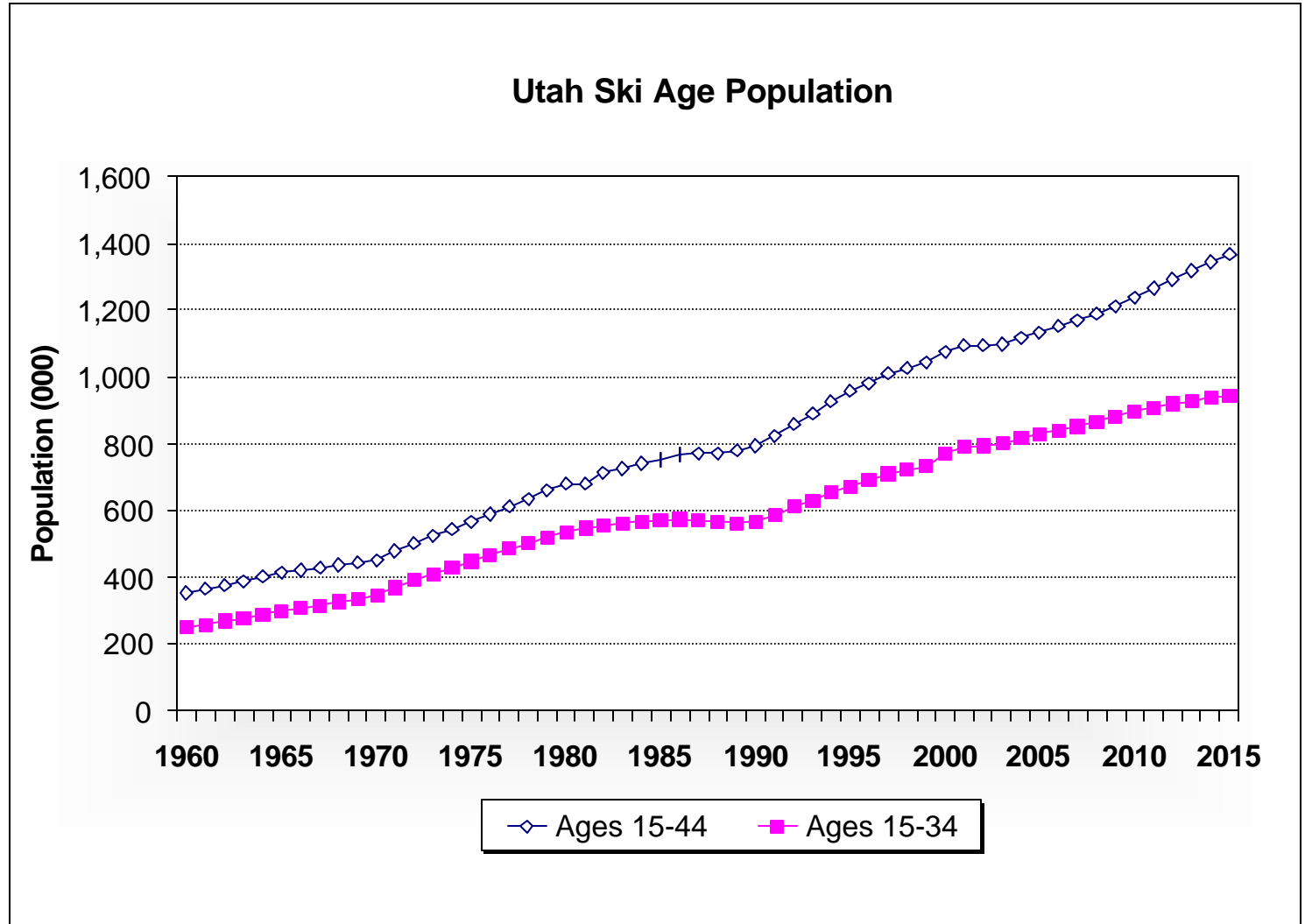


Sources and Notes: Skier visits are counted by "skier days." This includes day visitors, local residents, and multi-day visitors. 1960-61 extrapolated from 1962 survey data (constant % of total); 1962 based on a survey from Michigan State University, Dept. of Resources Development, ORRRC Study Report No. 5; 1963 interpolated from 1962-64 (averaging of % of totals); 1964 found in U.S. Forest Service Research Paper INT-34 "Skiing Trends and Opportunities in Western States"; 1965-72 interpolated from 1964-73 (const. growth rate, prop. to totals). 1973 found in "Ski Utah: A Report on the Industry" 1972-73; 1974 interpolated from 1973-75 (averaging of % of totals); 1975 found in "Ski Utah: A Report on the Industry" 1978-79; 1976-78 interpolated from 1975-79 (const. growth rate, prop. to totals); 1979 found in "Ski Utah: A Report on the Industry" 1978-79; 1980-82 interpolated from 1979-83 (const. growth rate, prop. to totals); 1983 found in "The Impact of Skiing on the Utah Economy", Bureau of Economic and Business Research (BEBR); 1984-89 interpolation of data from 1983-90 (const. growth rate of % of totals); 1990 found in "Market Characteristics and Economic Impact of the Utah Ski Industry", BEBR; 1991 reported by BEBR; 1992-93 extrapolated from 1991 survey data (constant % of total); 1994 reported by BEBR in "Results of the 1993-1994 Utah Skier Survey;" 1995-96 extrapolated from 1994 survey data (constant % of total); 1997 reported by Wikstrom Economic and Planning Associates, 1996-1997 Utah Skier Survey; 1997-98 extrapolated from 1996 survey data (constant % of total); 1999 reported by Wikstrom Economic and Planning Associates, 1999-2000 Utah Skier Survey; 2000-02 extrapolated from 1999 survey (constant % of total).



UTAH SKI AGE POPULATION (IN THOUSANDS)

Year	Ages 15-44	Percent Change	Ages 15-34	Percent Change
1960	354	NA	250	NA
1961	365	3.1%	259	3.6%
1962	377	3.3%	268	3.5%
1963	389	3.2%	279	4.1%
1964	401	3.1%	289	3.6%
1965	415	3.5%	301	4.2%
1966	422	1.7%	309	2.7%
1967	430	1.9%	317	2.6%
1968	436	1.4%	326	2.8%
1969	445	2.1%	336	3.1%
1970	453	1.8%	345	2.7%
1971	478	5.5%	369	7.0%
1972	502	5.0%	391	6.0%
1973	525	4.6%	411	5.1%
1974	545	3.8%	429	4.4%
1975	565	3.7%	447	4.2%
1976	588	4.1%	467	4.5%
1977	612	4.1%	487	4.3%
1978	635	3.8%	503	3.3%
1979	661	4.1%	522	3.8%
1980	679	2.7%	535	2.5%
1981	680	0.1%	548	2.4%
1982	714	5.0%	556	1.5%
1983	727	1.8%	561	0.9%
1984	741	1.9%	566	0.9%
1985	753	1.6%	570	0.7%
1986	766	1.7%	574	0.7%
1987	770	0.5%	570	-0.7%
1988	773	0.4%	566	-0.7%
1989	780	0.9%	564	-0.4%
1990	793	1.7%	568	0.7%
1991	826	4.2%	586	3.2%
1992	860	4.1%	610	4.1%
1993	891	3.6%	631	3.4%
1994	927	4.0%	654	3.6%
1995	956	3.1%	673	2.9%
1996	982	2.7%	690	2.5%
1997	1,010	2.9%	709	2.8%
1998	1,028	1.8%	721	1.7%
1999	1,047	1.8%	735	1.9%
2000	1,075	2.7%	773	5.2%
2001	1,093	1.7%	790	2.2%
2002	1,094	0.1%	794	0.5%
2003	1,099	0.5%	801	0.9%
2004	1,119	1.8%	818	2.1%
2005	1,134	1.3%	830	1.5%
2006	1,151	1.5%	841	1.3%
2007	1,169	1.6%	853	1.4%
2008	1,188	1.6%	866	1.5%
2009	1,213	2.1%	882	1.8%
2010	1,240	2.2%	897	1.7%
2011	1,266	2.1%	908	1.2%
2012	1,293	2.1%	920	1.3%
2013	1,320	2.1%	929	1.0%
2014	1,346	2.0%	938	1.0%
2015	1,368	1.6%	943	0.5%

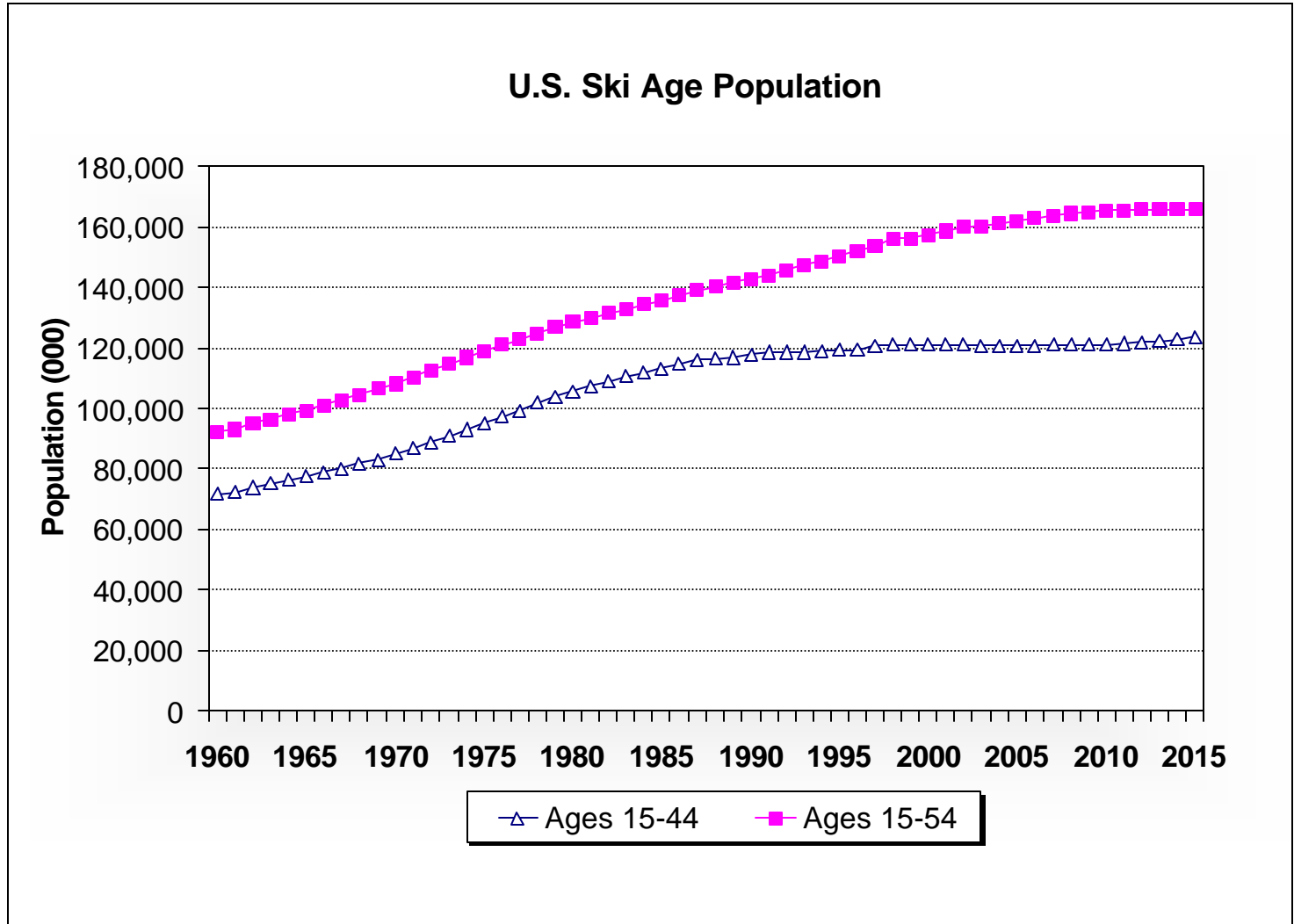


Source: 1960-1969 based on 1960 Census, a BEBR 1965 estimate and interpolation; 1970-1989 Bureau of the Census, Current Population Report, Series P25-1106;1990-2015 based on 2002 Baseline Projections, Governor's Office of Planning and Budget, UPED Model System.

U.S. SKI AGE POPULATION (IN THOUSANDS)



Year	Ages 15-44	Percent Change	Ages 15-54	Percent Change
1960	71,716	NA	92,294	NA
1961	72,326	0.8%	93,201	1.0%
1962	73,922	2.2%	95,046	2.0%
1963	75,217	1.8%	96,563	1.6%
1964	76,477	1.7%	98,057	1.5%
1965	77,685	1.6%	99,524	1.5%
1966	79,013	1.7%	101,138	1.6%
1967	80,390	1.7%	102,830	1.7%
1968	81,810	1.8%	104,568	1.7%
1969	83,300	1.8%	106,347	1.7%
1970	85,008	2.1%	108,325	1.9%
1971	86,884	2.2%	110,402	1.9%
1972	88,932	2.4%	112,619	2.0%
1973	90,989	2.3%	114,796	1.9%
1974	93,068	2.3%	116,877	1.8%
1975	95,114	2.2%	118,870	1.7%
1976	97,373	2.4%	120,995	1.8%
1977	99,600	2.3%	122,971	1.6%
1978	101,842	2.3%	125,016	1.7%
1979	104,077	2.2%	127,019	1.6%
1980	105,731	1.6%	128,473	1.1%
1981	107,498	1.7%	130,078	1.2%
1982	109,091	1.5%	131,517	1.1%
1983	110,495	1.3%	132,851	1.0%
1984	111,925	1.3%	134,310	1.1%
1985	113,379	1.3%	135,839	1.1%
1986	114,937	1.4%	137,596	1.3%
1987	115,957	0.9%	139,053	1.1%
1988	116,461	0.4%	140,411	1.0%
1989	117,042	0.5%	141,675	0.9%
1990	117,787	0.6%	142,976	0.9%
1991	118,517	0.6%	144,261	0.9%
1992	118,462	0.0%	145,874	1.1%
1993	118,689	0.2%	147,346	1.0%
1994	118,956	0.2%	148,827	1.0%
1995	119,287	0.3%	150,366	1.0%
1996	119,589	0.3%	151,913	1.0%
1997	120,772	1.0%	153,504	1.0%
1998	120,998	0.2%	155,995	1.6%
1999	121,157	0.1%	156,103	0.1%
2000	121,126	0.0%	157,296	0.8%
2001	121,099	0.0%	158,602	0.8%
2002	121,057	0.0%	159,984	0.9%
2003	120,851	-0.2%	160,376	0.2%
2004	120,689	-0.1%	161,063	0.4%
2005	120,655	0.0%	161,874	0.5%
2006	120,760	0.1%	162,817	0.6%
2007	120,917	0.1%	163,736	0.6%
2008	120,945	0.0%	164,369	0.4%
2009	121,056	0.1%	164,912	0.3%
2010	121,212	0.1%	165,311	0.2%
2011	121,480	0.2%	165,561	0.2%
2012	121,924	0.4%	165,740	0.1%
2013	122,427	0.4%	165,713	0.0%
2014	122,971	0.4%	165,664	0.0%
2015	123,458	0.4%	165,608	0.0%



Source: 1960-1989 U.S. Census, "Estimates of the Population of the U.S. by Age, Sex, and Race." Population Division; 1990-2015 based on 2002 Baseline Projections, Governor's Office of Planning and Budget, UPED Model System.



UTAH SNOW CONDITIONS 1960-2002

Estimated Days Over 40 Inches Snow Depth at Brighton: December to June, 1960-2002

Year	Days Over 40"	--Snow Depth (inches)--												
		Dec 1	Dec 15	Jan 1	Jan 15	Feb 1	Feb 15	Mar 1	Mar 15	Apr 1	Apr 15	May 1	May 15	Jun 1
1960	101	1	15	31	37	44	62	64	79	61	43	41	0	0
1961	78	0	0	0	13	26	40	51	58	63	55	46	0	0
1962	122	0	0	0	55	68	80	92	97	92	84	67	32	0
1963	83	0	0	15	24	28	35	45	57	56	63	75	0	0
1964	128	0	0	25	42	49	48	50	72	73	72	70	59	0
1965	151	0	40	69	70	88	88	84	80	82	102	69	40	0
1966	127	0	40	56	58	59	69	64	65	50	46	33	0	0
1967	162	0	43	52	48	68	73	70	72	87	78	100	86	31
1968	125	0	23	39	39	50	60	67	77	62	68	63	50	15
1969	136	29	31	48	58	96	115	90	100	88	86	59	27	0
1970	126	27	29	41	48	71	70	73	77	76	73	49	25	0
1971	161	48	67	63	74	61	76	79	95	80	54	55	0	0
1972	141	0	40	40	40	40	80	84	76	71	79	63	0	0
1973	121	0	0	40	40	40	40	71	75	79	40	40	0	0
1974	143	0	40	40	60	71	73	75	79	84	75	67	0	0
1975	156	0	0	52	54	56	63	71	78	101	93	92	76	60
1976	154	39	44	42	55	51	75	75	77	73	70	47	0	0
1977	34	0	0	19	15	23	17	38	45	44	27	0	0	0
1978	145	0	0	43	65	61	81	87	93	71	72	69	62	21
1979	129	39	33	49	67	62	77	100	77	93	74	40	0	0
1980	121	0	0	32	61	70	79	88	99	111	97	62	0	0
1981	45	0	0	22	32	41	44	46	45	0	0	0	0	0
1982	155	30	31	69	58	77	78	76	111	107	100	76	63	20
1983	199	63	55	55	53	71	75	82	84	103	99	93	100	66
1984	180	46	71	77	75	69	81	76	80	84	85	82	63	16
1985	162	54	57	65	57	64	71	75	84	88	58	47	23	0
1986	183	47	46	52	50	67	93	81	100	78	84	72	78	26
1987	93	22	19	22	41	45	56	59	67	63	46	18	0	0
1988	86	10	17	29	42	50	54	41	57	54	28	19	1	0
1989	129	29	31	51	58	52	64	64	62	66	58	42	7	0
1990	109	37	31	32	61	59	66	60	74	60	48	30	11	0
1991	137	22	35	36	54	46	46	49	70	66	61	62	52	17
1992	69	34	30	34	40	37	51	47	48	47	23	6	0	0
1993	164	28	46	45	76	71	76	105	87	87	82	77	73	17
1994	102	16	26	25	37	40	61	67	60	65	67	54	22	0
1995	168	38	47	40	65	63	81	70	79	85	75	80	80	50
1996	111	15	30	32	31	83	68	89	89	85	76	75	38	5
1997	165	42	64	68	77	81	85	96	85	84	82	75	38	0
1998	130	16	21	28	68	59	72	83	75	76	88	61	50	15
1999	124	3	21	28	28	59	58	62	70	59	51	50	54	10
2000	85	20	46	20	36	46	63	65	66	56	40	14	0	0
2001	90	20	43	33	44	40	54	55	46	36	57	26	0	0
2002	119	31	48	41	36	60	51	57	80	59	34	27	0	0

Source: Salt Lake City Hydrology Department.

Note: Data for some years were unavailable. Missing data were estimated using inches of snowfall at Alta as an indicator.

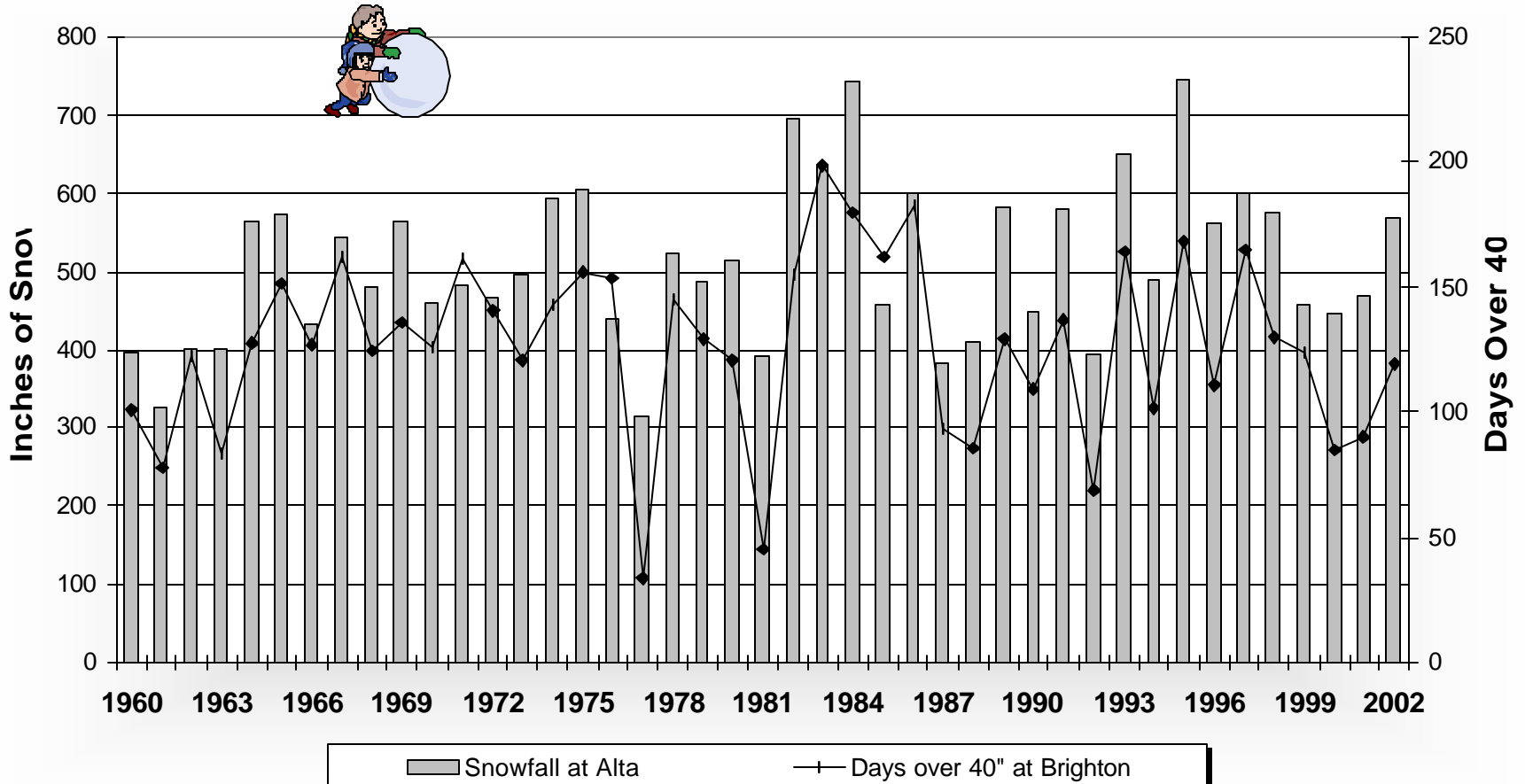
Inches of Snowfall at Alta, Utah: November to April, 1960-2002

Year	Inches	% of Average	Ranked as a % of avg.	Year	Inches	% of Average
1961	326.0	63.9%	2	1984	743.5	145.7%
1962	401.5	78.6%	3	1982	696.0	136.4%
1963	401.0	78.5%	4	1993	650.3	127.5%
1964	566.0	110.9%	5	1983	637.0	124.9%
1965	573.0	112.2%	6	1975	605.0	118.6%
1966	433.0	84.8%	7	1997	599.2	117.5%
1967	544.0	106.5%	8	1986	598.4	117.3%
1968	479.5	93.9%	9	1974	595.6	116.7%
1969	566.1	110.9%	10	1989	582.0	114.1%
1970	459.0	89.9%	11	1991	580.2	113.7%
1971	481.5	94.3%	12	1998	574.9	112.7%
1972	466.6	91.4%	13	1965	573.0	112.3%
1973	496.5	97.2%	14	2002	567.7	111.2%
1974	595.6	116.7%	15	1969	566.1	111.0%
1975	605.0	118.5%	16	1964	566.0	110.9%
1976	439.5	86.1%	17	1996	562.0	110.2%
1977	314.5	61.6%	18	1967	544.0	106.6%
1978	524.5	102.7%	19	1978	524.5	102.8%
1979	488.0	95.6%	20	1980	514.0	100.8%
1980	514.0	100.7%	21	1973	496.5	97.3%
1981	391.0	76.6%	22	1994	490.3	96.1%
1982	696.0	136.3%	23	1979	488.0	95.7%
1983	637.0	124.8%	24	1971	481.5	94.4%
1984	743.5	145.6%	25	1968	479.5	94.0%
1985	457.0	89.5%	26	2001	469.7	90.0%
1986	598.4	117.2%	27	1972	466.6	91.5%
1987	381.8	74.8%	28	1970	459.0	90.0%
1988	410.4	80.4%	29	1999	458.4	89.9%
1989	582.0	114.0%	30	1985	457.0	89.6%
1990	448.0	87.7%	31	1990	448.0	87.8%
1991	580.2	113.6%	32	2000	446.0	87.4%
1992	395.0	77.4%	33	1976	439.5	86.1%
1993	650.3	127.4%	34	1966	433.0	84.9%
1994	490.3	96.0%	35	1988	410.4	80.4%
1995	745.0	145.9%	36	1962	401.5	78.7%
1996	562.0	110.1%	37	1963	401.0	78.6%
1997	599.2	117.4%	38	1960	395.5	77.5%
1998	574.9	112.6%	39	1992	395.0	77.4%
1999	458.4	89.8%	40	1981	391.0	76.6%
2000	446.0	87.4%	41	1987	381.8	74.8%
2001	469.7	92.0%	42	1961	326.0	63.9%
2002	567.7	111.2%	43	1977	314.5	61.6%
Average	510.6					

Source: Utah Avalanche Forecast Center.

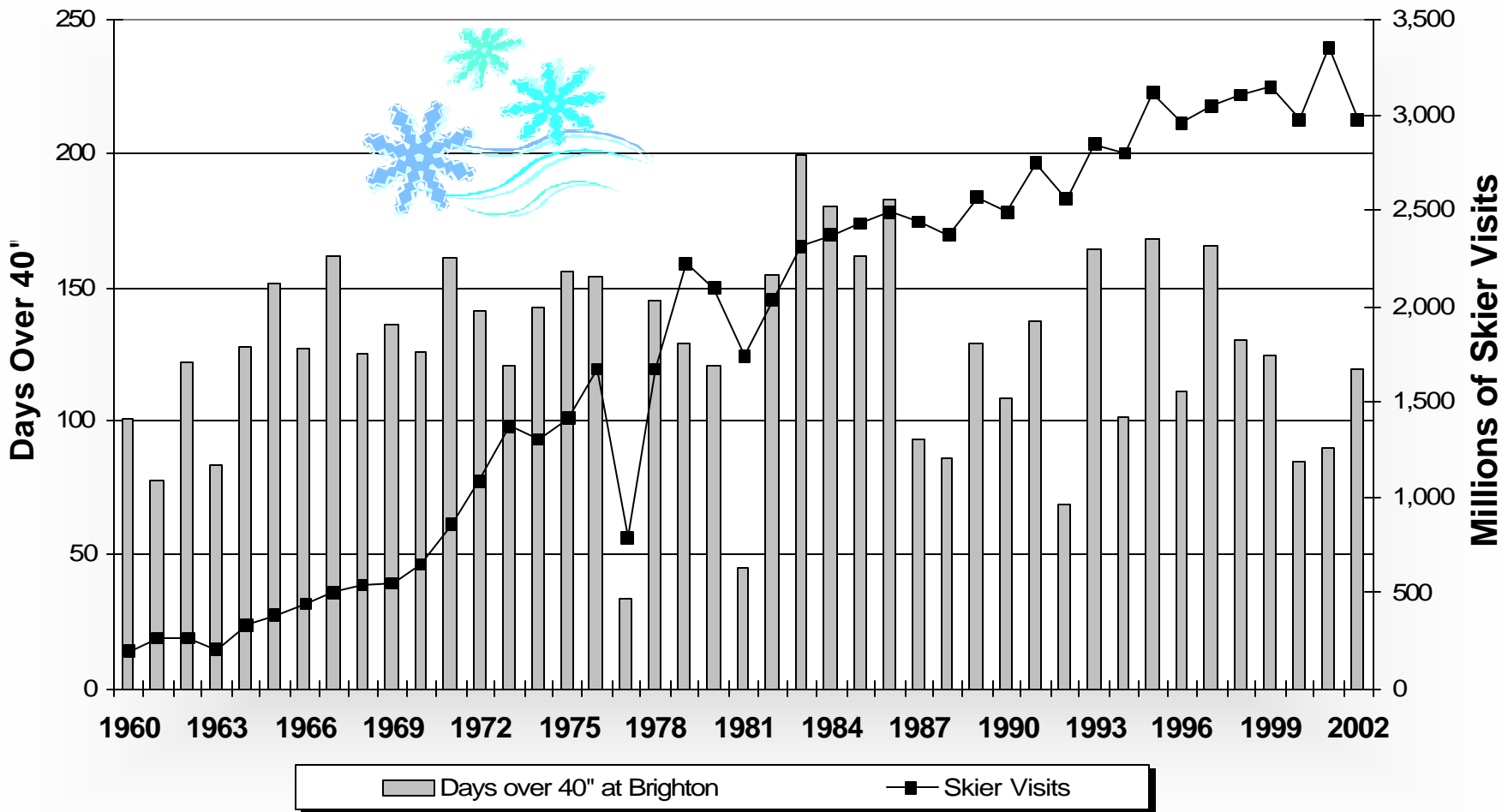


UTAH SNOW CONDITIONS 1960-2002



Sources: Salt Lake City Hydrology Department; Utah Avalanche Forecast Center.

UTAH SKIER VISITS & SNOW CONDITIONS 1960-2002



Sources: Salt Lake City Hydrology Department; Ski Utah.

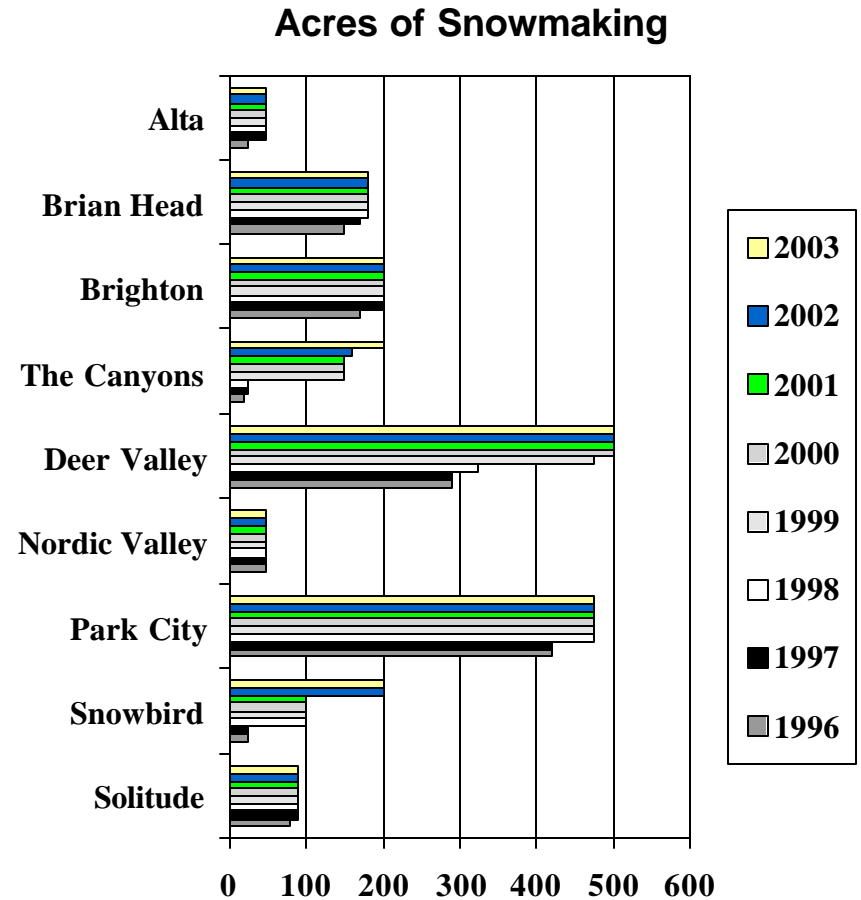


SNOWMAKING CAPACITY

ACRES OF SNOWMAKING BY RESORT 1996-2003



Resort	1996	1997	1998	1999	2000	2001	2002	2003
Alta	25	50	50	50	50	50	50	50
Brian Head	150	170	180	180	180	180	180	180
Brighton	170	200	200	200	200	200	200+	200+
The Canyons	20+	25	25	150	150	150	160	200
Deer Valley	290	290	325	475+	500+	500+	500+	500+
Nordic Valley	50	50	50	50	50	50	50	50
Park City	420	420	475	475	475+	475+	475+	475+
Snowbird	25	25	100	100	100	100	200	200
Solitude	80	90	90	90	90	90	90	90



Sources: Utah Ski Association, Ski Utah Vacation Planner.

Notes: Snowmaking capacity is assumed to exist at other resorts, but is not reported. In 1998 The Canyons replaces Wolf Mountain, which had replaced Park West in 1996.

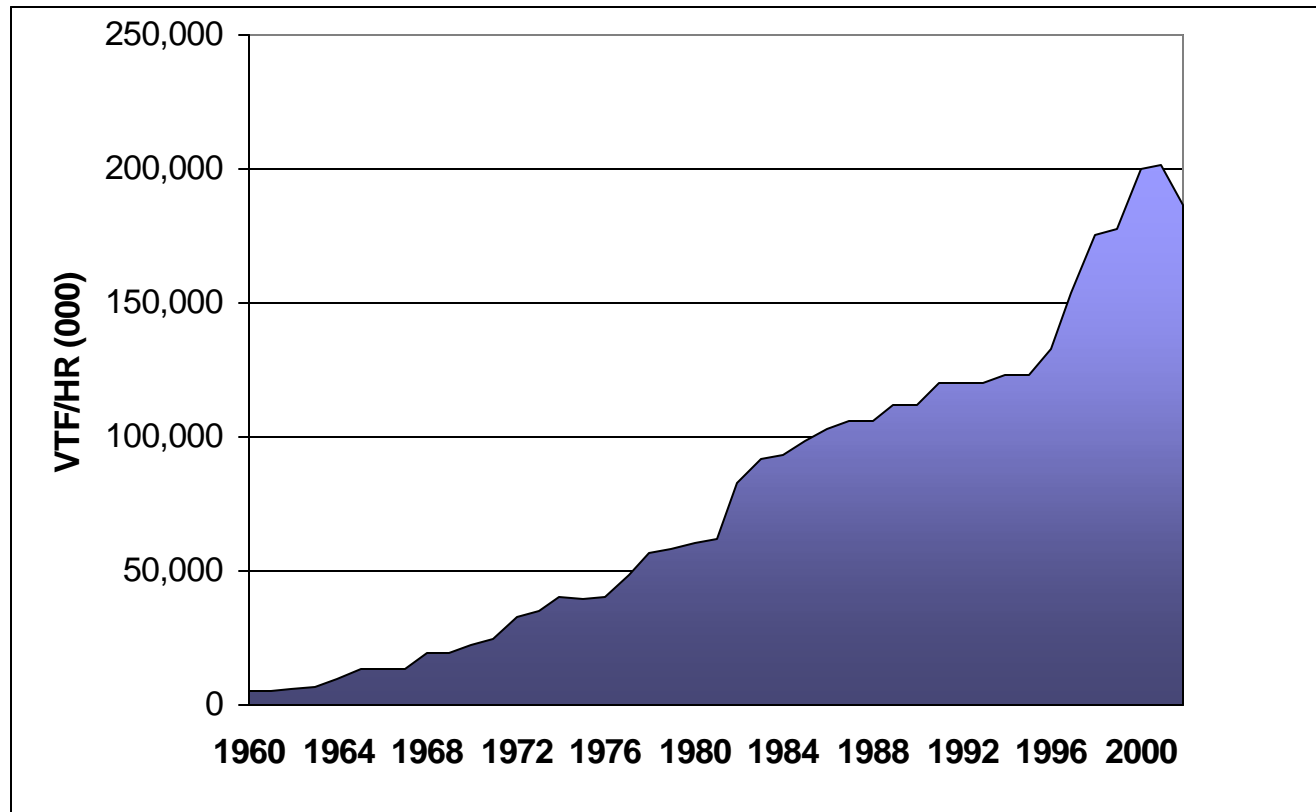


UTAH LIFT CAPACITY

VERTICAL TRANSPORT FEET/HOUR (1960-2002)

Year	VTF/hr (000)	Percent Change
1960	4,740	NA
1961	4,740	0.0%
1962	5,730	20.9%
1963	6,749	17.8%
1964	9,533	41.3%
1965	13,749	44.2%
1966	13,749	0.0%
1967	13,749	0.0%
1968	19,165	39.4%
1969	19,454	1.5%
1970	22,338	14.8%
1971	25,284	13.2%
1972	32,451	28.3%
1973	35,429	9.2%
1974	39,723	12.1%
1975	38,755	-2.4%
1976	40,273	3.9%
1977	48,547	20.5%
1978	56,720	16.8%
1979	58,540	3.2%
1980	60,340	3.1%
1981	61,780	2.4%
1982	82,550	33.6%
1983	91,650	11.0%
1984	93,590	2.1%
1985	97,830	4.5%
1986	103,100	5.4%
1987	106,290	3.1%
1988	106,380	0.1%
1989	111,700	5.0%
1990	111,700	0.0%
1991	120,290	7.7%
1992	120,290	0.0%
1993	120,320	0.0%
1994	122,890	2.1%
1995	122,890	0.0%
1996	132,810	8.1%
1997	153,650	15.7%
1998	175,480	14.2%
1999	177,270	1.0%
2000	200,130	12.9%
2001	201,610	0.7%
2002	186,840	-7.3%

Utah Lift Capacity



Sources: "The Skier Report: Forecasting the Demand for Skiing in the Western United States," John D. Landis; Utah Ski Association, Utah Ski Vacation Planners, Individual Resort Contacts, and Alpentech Inc..

Note: VTF/hr is the product of vertical drop of a lift times the lift manufacturer's rated skiers per hour capacity.

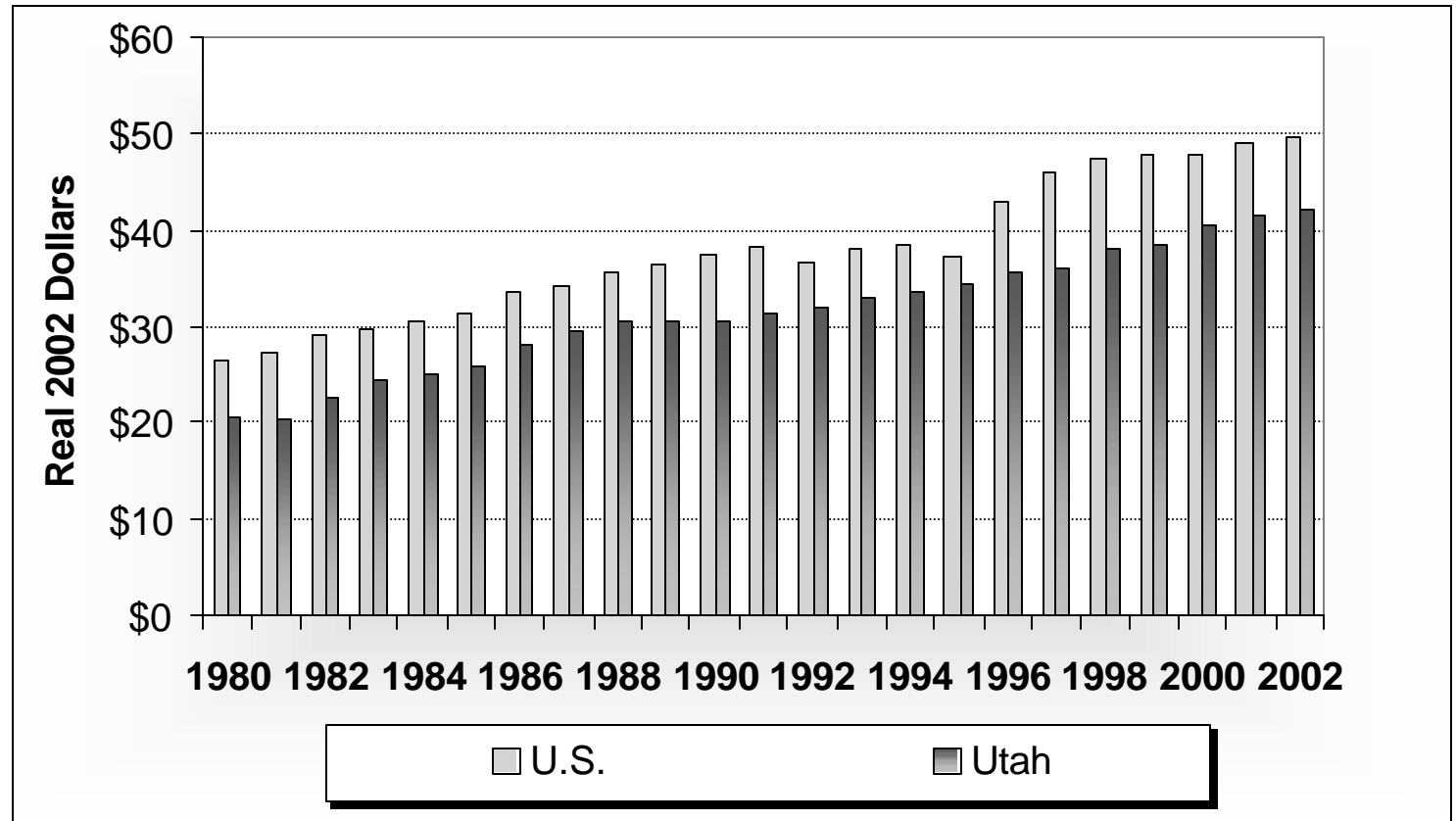
U.S. AND UTAH AVERAGE (DAY WEEKEND) LIFT TICKET PRICES NOMINAL AND REAL 2002 DOLLARS



--Nominal--			
Year	U.S.	Utah	CPI
1980	12.05	9.38	82.4
1981	13.81	10.23	90.9
1982	15.60	11.96	96.5
1983	16.43	13.50	99.6
1984	17.55	14.38	103.9
1985	18.68	15.39	107.6
1986	20.37	17.04	109.6
1987	21.50	18.50	113.6
1988	23.36	19.93	118.3
1989	25.03	21.00	124.0
1990	27.20	22.07	130.7
1991	28.93	23.71	136.2
1992	28.48	24.79	140.3
1993	30.56	26.29	144.5
1994	31.75	27.57	148.2
1995	31.39	28.90	152.4
1996	37.34	30.71	156.9
1997	40.90	31.93	160.5
1998	42.60	34.21	163.0
1999	44.23	35.43	166.6
2000	45.56	38.57	172.2
2001	47.94	40.64	177.1
2002	49.59	42.21	181.0

--Real 02\$--			
Year	U.S.	Utah	Diff.
1980	26.34	20.60	5.74
1981	27.36	20.37	6.99
1982	29.11	22.43	6.68
1983	29.71	24.53	5.18
1984	30.42	25.05	5.37
1985	31.27	25.89	5.38
1986	33.47	28.14	5.33
1987	34.09	29.48	4.61
1988	35.56	30.49	5.07
1989	36.35	30.65	5.70
1990	37.48	30.56	6.92
1991	38.25	31.51	6.74
1992	36.56	31.98	4.58
1993	38.09	32.93	5.16
1994	38.58	33.67	4.91
1995	37.22	34.32	2.90
1996	43.00	35.43	7.57
1997	46.05	36.01	10.04
1998	47.23	37.99	9.24
1999	47.97	38.49	9.48
2000	47.81	40.54	7.27
2001	48.91	41.53	7.38
2002	49.59	42.21	7.38

U.S. and Utah Average (Day Weekend) Lift Ticket Prices



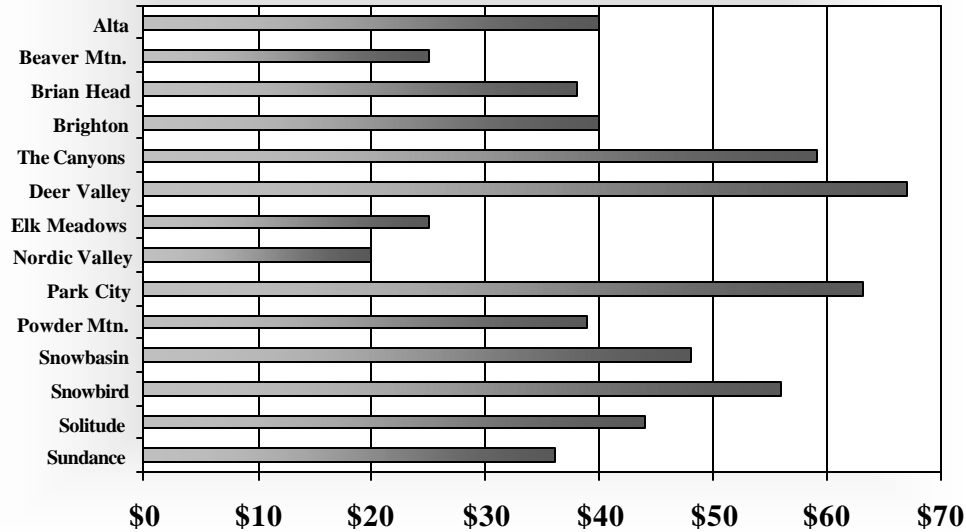
Sources: U.S.-- 80-87--University of Colorado, Business Research Division; 88-92 United Ski Industries Association; 93-02 National Ski Areas Association. Utah -- Utah Ski Association, Ski Vacation Planners and Resort Contact.

Note: These average lift ticket prices are computed as a simple average and not a weighted average in order to be comparable with available U.S. data. Real Fiscal Year 2002 dollars are calculated using Fiscal Year Chain-type GDP deflator (FY02=100).



UTAH LIFT TICKET PRICES BY RESORT 1980-2003

2003 Lift Ticket Prices



Resort	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
Alta	8	9	10	10	10	12	13	15	16	18	19	21	21	23	23	25	26	27	28	31	33	35	38	40
Beaver Mtn.	7.5	8	8.5	9	10	10	12	13	13	14	16	16	16	18	18	18	20	20	22	22	24	24	25	25
Brian Head	11	12	13	14	15	16	18	19	21	22	23	26	28	28	30	32	32	32	35	35	35	38	38	38
Brighton	7	8	8	9	9	10	10	12	14	17	18	20	21	24	25	28	29	29	29	31	33	33	39	40
The Canyons	9	11	11	14	16	18	20	22	24	24	24	24	25	25	25	25	28	32	47	48	58	58	59	59
Deer Valley	n/a	n/a	20	23	25	28	29	30	33	35	37	39	41	43	45	47	49	52	54	57	60	63	65	67
Elk Meadows	10	8	12	12	13	13	18	19	19	19	19	19	19	25	25	25	25	25	25	25	25	25	25	25
Nordic Valley	8	7.5	8	--	--	9	9	10	10	10	10	10	12	13	15	15	16	15	15	16	18	20	20	20
Park City	14	16	18	20	22	24	26	27	30	32	35	37	39	40	42	45	47	49	52	53	57	63	63	63
Powder Mtn.	8.5	9.5	10.5	11.5	12	12.5	13.5	15	16	17	17	18	19	20	20	22	24	25	27	27	33	37	37	39
Snowbasin	9.5	10.5	12	13	14	14	15	18	19	19	20	21	22	23	24	25	26	27	27	29	34	48	48	48
Snowbird	14	16	18	18	19	22	25	27	30	32	32	35	36	37	38	40	44	45	47	49	52	54	56	56
Solitude	8	9	10	12	12	14	12	12	14	13	17	24	26	27	28	29	32	34	36	36	39	39	44	44
Sundance	7.5	8.5	8.5	10	10	13	18	20	20	22	22	22	22	22	28	29	32	35	35	37	39	32	34	36

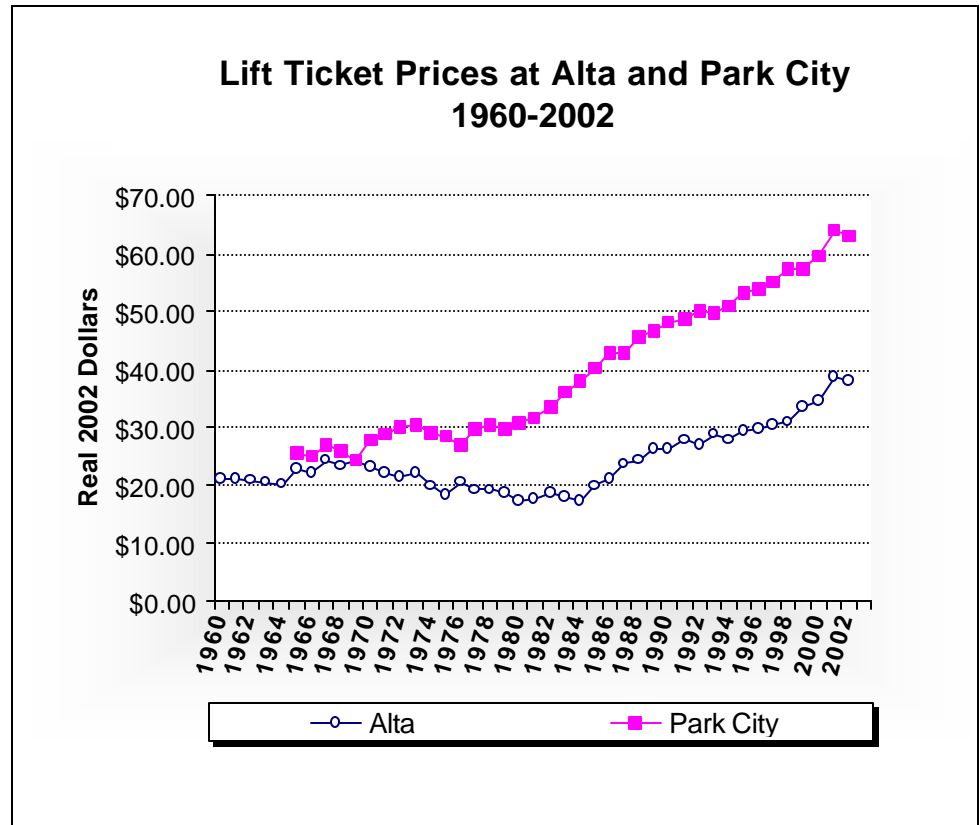
Sources: Utah Ski Association, Ski Vacation Planner; Individual Resort Contacts.

Note: In 1998 The Canyons replaces Wolf Mountain, which had replaced Park West in 1996. Nordic Valley 2002 and 2003 data have been extrapolated from 2001 data.



LIFT TICKET PRICES AT ALTA AND PARK CITY NOMINAL AND REAL 2002 DOLLARS

NOMINAL DOLLARS			REAL 2002 DOLLARS					
Year	Alta	Park City	Alta		Park City		Average	
	Lift Ticket Price	Lift Ticket Price	Lift Ticket Price	% change	Lift Ticket Price	% change	Lift Ticket Price	% change
1960	\$3.50	NA	\$21.30	NA	NA	NA	NA	NA
1961	3.50	NA	21.08	-1.0	NA	NA	NA	NA
1962	3.50	NA	20.87	-1.0	NA	NA	NA	NA
1963	3.50	NA	20.60	-1.3	NA	NA	NA	NA
1964	3.50	NA	20.33	-1.3	NA	NA	NA	NA
1965	4.00	\$4.50	22.87	12.5	\$25.73	NA	\$24.30	NA
1966	4.00	4.50	22.23	-2.8	25.01	-2.8	23.62	-2.8
1967	4.50	5.00	24.26	9.1	26.96	7.8	25.61	8.4
1968	4.50	5.00	23.29	-4.0	25.88	-4.0	24.59	-4.0
1969	5.00	5.00	24.54	5.4	24.54	-5.2	24.54	-0.2
1970	5.00	6.00	23.21	-5.4	27.85	13.5	25.53	4.0
1971	5.00	6.50	22.23	-4.2	28.90	3.8	25.57	0.1
1972	5.00	7.00	21.54	-3.1	30.16	4.4	25.85	1.1
1973	5.50	7.50	22.31	3.6	30.42	0.9	26.37	2.0
1974	5.50	8.00	20.09	-10.0	29.23	-3.9	24.66	-6.5
1975	5.50	8.50	18.41	-8.4	28.45	-2.7	23.43	-5.0
1976	6.50	8.50	20.57	11.7	26.90	-5.4	23.74	1.3
1977	6.50	10.00	19.32	-6.1	29.72	10.5	24.52	3.3
1978	7.00	11.00	19.34	0.1	30.38	2.2	24.86	1.4
1979	7.50	12.00	18.61	-3.8	29.77	-2.0	24.19	-2.7
1980	8.00	14.00	17.49	-6.0	30.60	2.8	24.05	-0.6
1981	9.00	16.00	17.83	1.9	31.70	3.6	24.77	3.0
1982	10.00	18.00	18.66	4.7	33.59	6.0	26.13	5.5
1983	10.00	20.00	18.08	-3.1	36.16	7.7	27.12	3.8
1984	10.00	22.00	17.33	-4.1	38.13	5.4	27.73	2.2
1985	12.00	24.00	20.09	15.9	40.17	5.4	30.13	8.7
1986	13.00	26.00	21.36	6.3	42.72	6.3	32.04	6.3
1987	15.00	27.00	23.78	11.3	42.81	0.2	33.30	3.9
1988	16.00	30.00	24.36	2.4	45.67	6.7	35.02	5.2
1989	18.00	32.00	26.14	7.3	46.48	1.8	36.31	3.7
1990	19.00	35.00	26.18	0.2	48.23	3.8	37.21	2.5
1991	21.00	37.00	27.77	6.1	48.93	1.5	38.35	3.1
1992	21.00	39.00	26.96	-2.9	50.06	2.3	38.51	0.4
1993	23.00	40.00	28.67	6.3	49.85	-0.4	39.26	1.9
1994	23.00	42.00	27.95	-2.5	51.04	2.4	39.50	0.6
1995	25.00	45.00	29.54	5.7	53.18	4.2	41.36	4.7
1996	26.00	47.00	29.84	1.0	53.95	1.4	41.90	1.3
1997	27.00	49.00	30.30	1.5	54.98	1.9	42.64	1.8
1998	28.00	52.00	30.94	2.1	57.46	4.5	44.20	3.7
1999	31.00	53.00	33.51	8.3	57.29	-0.3	45.40	2.7
2000	33.00	57.00	34.51	3.0	59.61	4.0	47.06	3.7
2001	38.00	63.00	38.64	12.0	64.07	7.5	51.36	9.1
2002	38.00	63.00	38.00	-1.7	63.00	-1.7	50.50	-1.7
Average			\$24.64	1.6%	\$41.07	2.6%	\$33.11	2.1%



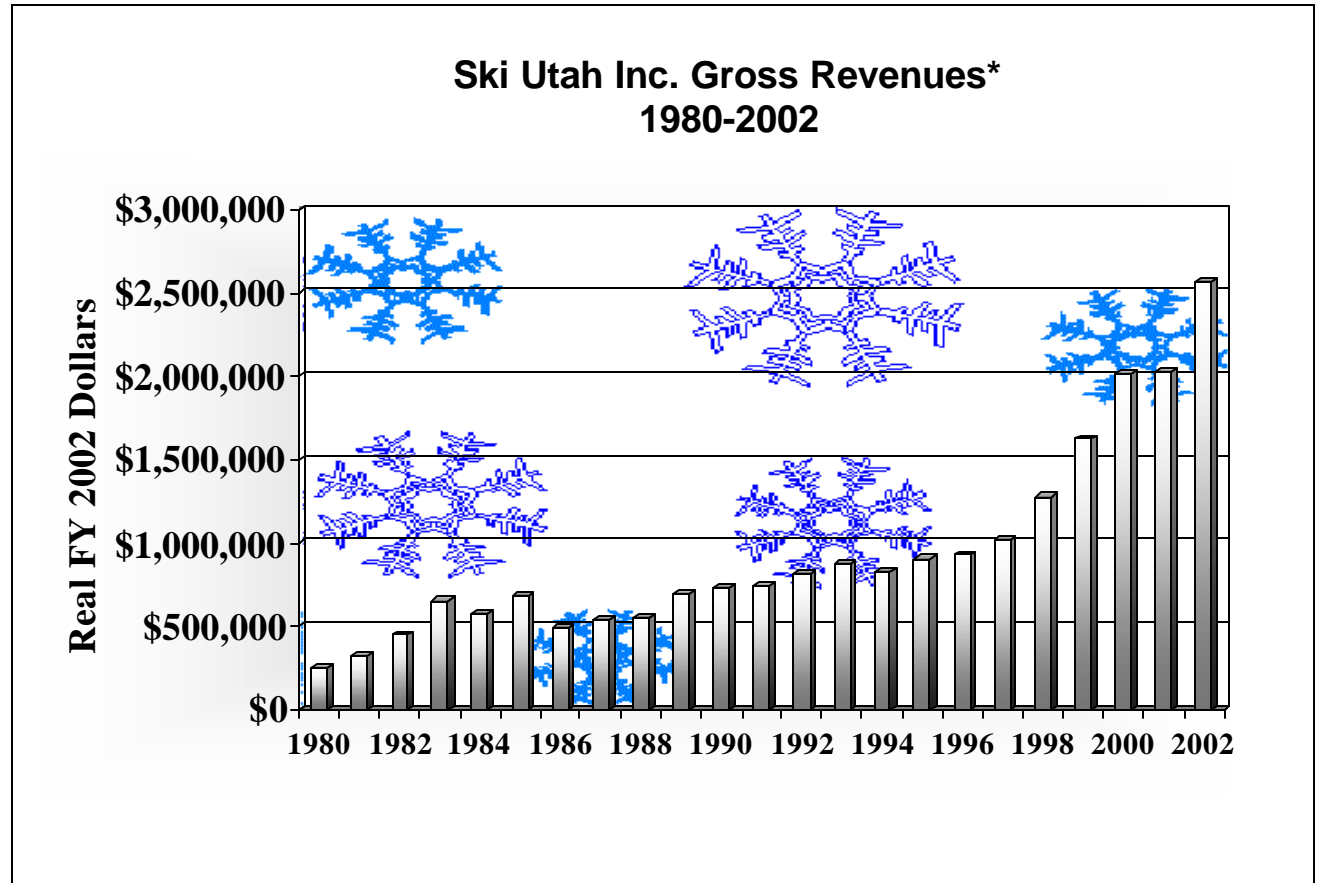
Sources: Individual Resort Contacts; Utah Ski Planner.

Note: Real 2002 dollars calculated using 2002 CPI annual average estimate.



SKI UTAH INC. GROSS REVENUES

Year	Nominal	Real FY02\$
1980	250,000	546,420
1981	325,000	643,922
1982	450,000	839,845
1983	657,000	1,188,009
1984	577,000	1,000,170
1985	683,000	1,143,200
1986	491,000	806,835
1987	538,367	853,520
1988	546,533	832,042
1989	697,895	1,013,636
1990	733,000	1,010,048
1991	739,000	977,195
1992	815,000	1,046,197
1993	872,000	1,086,832
1994	825,000	1,002,581
1995	905,450	1,070,023
1996	925,868	1,062,771
1997	1,015,336	1,139,327
1998	1,273,318	1,406,899
1999	1,625,357	1,757,064
2000	2,015,116	2,107,563
2001	2,024,738	2,059,036
2002	2,564,132	2,564,132



Source: Ski Utah Inc. (1980-82 figures were estimated).

Notes: Real FY 2002 dollars are calculated using Fiscal Year Chain-type GDP deflator (FY02=100).

*Ski Utah Inc. is an association that acts as the marketing arm for the Utah ski industry. The gross revenues of Ski Utah Inc. reflect the marketing expenditures of its members. Members include businesses such as ski resorts, restaurants, real estate proprietors, etc. This information reflects the increasing investment in promoting Utah's ski industry over the past two decades. The increase in 2002 is due to an increase in membership as well as an increase in promotional expenses.