



## IDAHO SKI AREAS ASSOCIATION

### Marketing, Sponsorships & Administrator

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## FACT SHEET

The Idaho Ski Areas Association is a consortium of all Idaho ski areas with the goal of increasing the overall awareness of skiing and snowboarding in Idaho, developing new skiers and snowboarders at Idaho ski areas and promoting the interests of Idaho's Alpine and Nordic snow sports industries.

The Idaho Ski Areas Association focuses on increasing market size and enhancing the ski industry within Idaho. In addition to marketing and promotional efforts, the Idaho Ski Areas Association provides updated snow reports as well as maintain resort information on their web site [www.skiidaho.us](http://www.skiidaho.us)

Idaho Ski Areas Association initiatives include EZ Ski/Ride, promoting a variety of Idaho multiple day "learn-to" programs for beginners that include lift tickets, rentals and lessons and the 5th Grade Passport Program, where 5th graders from any state ski "free" 3-times at participating Idaho ski areas, applications are available on-line and in Idaho schools.

The Idaho ski season typically begins in mid/late-November and ends mid-April to early May, depending on snow fall. Approximately 1.6 million skiers and snowboarders visit Idaho ski areas annually. The 18 Idaho ski areas are located in all regions of the state and many provide easily accessible and affordable transportation opportunities.

## IDAHO SKI AREAS ASSOCIATION MEMBERS

Bald Mountain	Magic Mountain
Bogus Basin	Pebble Creek
Brundage	Pomerelle
Cottonwood Butte	Schweitzer
Grand Targhee	Silver Mountain
Kelly Canyon	Snowhaven
Lookout Pass	Soldier Mountain
Little Ski Hill	Sun Valley
Lost Trail	Tamarack

## KEY INDIVIDUALS

**Rick Certano**, president, Idaho Ski Areas Association  
**Jared Montague**, marketing, Idaho Ski Areas Association  
**Tom Stebbins**, administrator, Idaho Ski Areas Association

