



PACIFIC NORTHWEST SKI AREAS ASSOCIATION (PNSAA)

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PRESS RELEASE

Record Visitation for Oregon Ski Area Operators

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Hood River, OR – With three Oregon ski areas still operating, and four Oregon ski areas planning summer activities for the general public, ski industry analysts project that Oregon’s 2005-2006 attendance will surpass the 1.83 million visit mark. This would make the 2005-2006 season Oregon’s best season ever. Oregon’s previous all-time, single season record was 1.66 million visits in 2001-2002.

“Oregon has witnessed an upswing in visitation in the past five seasons, with three of Oregon’s best years occurring during that timeframe. This year, it is interesting to note that several Oregon ski areas had earlier than average opening dates, later closing dates, and these same ski areas were able to sustain the momentum all throughout the season. This bodes well for the future,” noted Scott Kaden, president of the Pacific Northwest Ski Areas Association.

Washington state ski areas recorded 2.13 million visits in 2005-2006, falling just shy of the state’s all-time, single season attendance record of 2.15 million visits (set in 2001-2002). Ski area operators in Alaska, Idaho, and Montana also reported strong performances in 2005-2006.

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The Pacific Northwest Ski Areas Association is a non-profit trade association, which represents the interests of ski and snowboard facilities located in Washington, Oregon, Montana, Idaho, and Alaska. The Association’s member ski areas – most of which operate on public land – collectively host an estimated 4.5 million skier visits annually. For additional information on Pacific Northwest skiing and snowboarding, contact the PNSAA office at (541) 386-9600, or visit www.pnsaa.org to link to the website of your favorite mountain.