Opportunities to Market Winter Tourism

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Bringing Winter Tourism Opportunities to Market

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PNWER Annual Summit
Big Sky, Montana
July 12-16, 2015
Most PNWER states and provinces have many successful alpine ski destinations.

Sun Valley, Idaho
Mount Bachelor/Bend, Oregon
Lake Louise/Banff, Alberta
Alyeska, Alaska
Whistler/Blackcomb, British Columbia
Big Sky, Montana
Crystal Mountain, Washington

Ski destinations are a major driver of the winter tourism economy.
Three Pillars of Successful Ski Destinations

• Outstanding Recreation
• Vibrant Community
• Effective Transportation
Major Challenges for Ski Destinations

- Capital Intensive
- Weather Anomalies
- Economic Cycles
- Very Long Term
Case Study: Big Sky Resort

• Grand Opening 1973 (Capital Intensive-Missing Community and Transportation)
• Sold 1976 (Economic Cycle)
• Middle Years 1976-2000 (Capital Investment)
• Club Years 2000-2008 (Ultra Capital)
• Bubble Popped 2009-2012 (Economic Cycle)
• Renaissance 2013-Present (Capital Intensive)
Outstanding Recreation
14 Non-Stop Cities Summer
12 Cities Winter

Effective Transportation
Winter enlivened community

Enlivened Community
Residential Tourism
Economic Opportunities of Winter Tourism

- Balancing the use of resources
  - Business Capital ROI
  - Community Infrastructure
  - Schools/Livable Communities
  - Tax base
  - Jobs
  - Transportation
Big Sky's Skier Growth

Interesting Data Points:
- 4 Lifts In 1976
- 29 Lifts In 2015
Enplanements are currently up 8.2% from last year through July '14.
Big Sky Community Resort Tax Dollars

Tax Dollars

Provided by Big Sky Resort Area Tax District (Fiscal Year July 1 – June 30)
Hospital in Big Sky
Opening Winter 2015
Conclusions

- Capital Intensive & Very Long Term
- Actualize the Three Pillars
- Endure the Economic Cycles
- Economic Balance Winter Tourism Creates
- Embrace Residential Tourism
- Nurture & Grow Existing Destinations
"Very Long Term"