

# Vail Resorts spending big bucks to reassure skiers there is snow

By Denver Business Journal

On the heels of a Colorado Tourism Office advertisement in the *New York Times* seeking to lure skiers to the state, Vail Resorts – operator of four Colorado and two Lake Tahoe ski mountains – ran its own full-page ad Tuesday in the *Wall Street Journal*.

Both ads aim to reassure skiers that, despite skimpy snow earlier in the season, Colorado and California's slopes now are blanketed – and the Vail Resorts ad even gives snow depth figures.

“The world's greatest playground is now open,” the ad says. “Come ski fresh powder in Vail's legendary back bowls.”

Vail Resorts also operates Colorado's Breckenridge, Beaver Creek and Keystone as well as Northstar and Heavenly at Lake Tahoe, which straddles the California-Nevada line.

“We've been blessed with a series of powerful storms at our resorts in Colorado and Lake Tahoe that have resulted in large snow totals and allowed us to open more terrain and to provide an even better experience,” Kirsten Lynch, chief marketing officer of Broomfield-based Vail Resorts, said in an email.

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