

Squaw-Alpine strengthen Chinese partnerships

Squaw Valley-Alpine Meadows has been on a quest to increase the number of Chinese nationals who visit the ski resorts.

A partnership with Tread, the leading Chinese outdoor retailer, travel service, and operator of the Snowone ski competition tour, one of the most well-known winter sports events in China, is designed to help with that quest.

The Tahoe area resorts already has a strategic alliance in place with China's Genting Resort Secret Garden. To date, the partnership has included delegation visits at both Squaw Valley Alpine Meadows and Genting Resort Secret Garden for trail naming ceremonies, joint training sessions and staff cross-training opportunities.

The China Ski Association has reported that the number of skiers in China has increased from 200,000 in 2000 to 12.5 million in 2015.

The partnership with Tread has the potential to expose a broad base of Chinese skiers and snowboarders to Tahoe.

Tread and Squaw Valley Alpine Meadows also intend to work together on events, including coordination of a friendly competition between the U.S. and Chinese national freestyle teams.