

## **Wachusett Mountain's "1-day" Vacation Offers Incredible Value!!**

PRINCETON, Ma. (2009-2010 season) – Whether they are skiing for a day or an evening, Wachusett Mountain Ski Area wants its customers to feel like they are on vacation, even if they are only there a few hours!

“Being located so close to Worcester, Boston and Providence, we are a popular day ski area,” said General Manager David Crowley, “but that doesn’t mean people don’t want to be treated like they are on vacation. They are sharing their precious leisure time with us and we want them to know how much we appreciate it. Our staff tries to make sure our skiers and riders feel like they’re on vacation right in their own backyard no matter when or how long our guests are here!”

Located in the heart of southern New England, Wachusett is within an hour’s drive from a population base of more than seven million people. “You don’t have to go away for a week, fly on a plane or even drive very far to feel like you’re on vacation,” added Crowley. “And, best of all, with the current increases in gas prices, we’re just a couple gallons of gas away, not a couple of tanks.”

“Our high rankings in the annual Ski Magazine Reader Survey are a reflection of our staff’s dedication of providing a first-class experience for all our guests,” added Crowley. “We continue to focus on all elements of our guest experience. We want our guest for know they don’t have to go far from home to feel like they’re on vacation. And besides, skiing at Wachusett Mountain is a great value”

Compared to other recreational activities, the cost of skiing is a great value. Its actually less expensive than most activities when you compare the hourly costs. Midweek, the most expensive lift ticket at Wachusett is \$39 for 7 hours of skiing. This comes to approximately \$5.57/hour! Weekends and Holidays, the most expensive lift ticket at Wachusett is \$49 for 8 hours of skiing. This comes to approximately \$6.12/hour!

Compare that to:

- Eighteen holes of golf run from \$45 - \$64 a game. Since a game averages 4 hours that is approximately \$16/hour.
- Indoor rock climbing including gear and instruction run up to \$34/hour.
- Bowling is more expensive than skiing at \$3.50 per game that lasts an average of 20 minutes. This comes out to be about \$10.50 an hour.
- A typical day at the movies can cost up to \$18 (\$10 for the ticket and another 8 for soda and popcorn). Based on a 2-hour movie, this averages out to about \$9/hour.
- Ice skating is the least expensive at \$1.67 per hour, but a bucket of balls at the driving range can run you at \$10 or more for approximately 30 minutes of fun.
- A ticket to the Boston Bruins can cost anywhere from \$25 - \$125 for a 60 minute game. Not including parking, the average price is \$75/hour. A ticket to the Boston Celtics can cost anywhere from \$15-200 for a 2 hour event. Not including parking, the average price is about \$90/hour.
- Boston is the third most expensive place to park in the country! The median for daily parking is \$32. Parking garages in Boston can cost in between \$7 - \$14 for the first hour alone, which averages out to roughly \$10.50 per hour.
- A day ticket to Six Flags New England is \$49.99 for approximately 7 hours, plus \$15.00 to park. This averages out to be about \$9.28 an hour.

“All things considered, skiing or snowboarding is not only a great way to spend time outdoors in the winter,” added Crowley, “but it is also an inexpensive way to entertain kids of all ages and spend quality time with your family and friends.”