

Massachusetts

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MASSACHUSETTS SLOPES OFFER AFFORDABILITY THIS SKI SEASON

State Offers Fun & Economical Ski Values

BOSTON, January 5, 2009. Whether you're a skier, snowboarder or ski lodge worshiper, Massachusetts' mountain ski resorts offer winter getaway packages and deals all season long. Snow enthusiasts can take advantage of the slopes as well as the many Cross Country tracks from the Berkshires to the Cape. Massachusetts makes up one of the snowiest ski and snowboard destinations in the country and the state's 14 ski resorts and ski tracks make winter getaways more accessible than ever.

"Deals and packages are available for experts to first-time beginners", said Betsy Wall, Executive Director of MOTT. "Massachusetts skiing offers affordability, convenience, and excellent conditions in picturesque settings."

Whether you are planning to head out for the day, weekend or a week-long skiing trip Massachusetts has your winter adventures. From a great cardio workout and beautiful scenery on the Canterbury Farm Cross Country 22 kilometer groomed and tracked ski trails to downhill action at Wachusett Mountain Ski Area in Central Massachusetts that features the highest mountain in Massachusetts east of the Connecticut River. For the avid snowboarder try Jiminy Peak Mountain Resort, the largest ski and snowboard resort in New England.

To begin your Massachusetts winter getaways, visit: www.massvacation.com for complete listings of the state's ski areas, snow reports and more. A complete list of the state's cross-country ski areas at Massachusetts States Forests and Parks can be found at <http://www.mass.gov/dcr/recreate/skiing.htm>

MOTT's social networking pages on Facebook: <http://www.facebook.com/pages/Visit-Massachusetts/132857061913> and Twitter <http://twitter.com/VisitMA> always keep visitors and residents updated on the state's winter destinations.

Below is sampling of this season's deals from across the state:

Ski Butternut, Great Barrington, MA

www.skibutternut.com

- \$25 Lift Tickets adult full-day – less than ½ the price of a weekend lift ticket (\$55). Valid every Monday through Friday excluding any of our holiday periods. <http://www.skibutternut.com/allrates/lifttickets.php>
- \$35 Lift Tickets on Weekends & some holidays for those who serve: Military – Police – Firefighters & EMTs. Must show valid membership ID at our Group Booth. \$35 Lift Ticket special represents a \$20 savings off regular weekend lift ticket rates (\$55). These special rate are also extended to all members of your immediate family. Special savings also available on rental equipment and lessons. Valid every Saturday, Sunday and over midweek holidays (not available over the 3-day MLK (1/16 - 1/18/2010) & Presidents holiday weekend (2/13 - 2/15/2010). <http://www.skibutternut.com/allrates/civic.php>

- 5th Graders Ski FREE or they can Learn to Ski for FREE when accompanied by a paying adult. Must fill in our online form and then print off a copy. Turn in copy of 5th Graders Ski Free form and turn in a copy of your current 5th Grader report card at time adult lift ticket is purchased.
Valid Sunday through Friday (excludes all holiday periods and all Saturdays)
<http://www.skibutternut.com/allrates/5thgraders.php>
- College Students get a lift ticket for just \$35 on weekends and all our Holiday periods. College Students get a \$20 midweek lift ticket. College Students can go tubing for \$10 instead of the regular \$18 rate. College Students SAVE \$20 on weekends and holidays, \$5 midweek and \$8 on tubing. Must fill in our online form and then print off a copy. Show College ID and turn in the College coupon at time lift ticket or tubing pass is purchased.
Valid every day
<http://www.skibutternut.com/allrates/students.php>

Catamount Ski Area, South Egremont, MA

www.catamountski.com

- \$19.39 E days – Get a \$19.39 lift ticket coupon on-line for Mondays, Jan. through Mar. excluding MLK Day and President’s Day.
- \$75 LEARN TO SKI OR RIDE – First-timer packages include your lift ticket (Carpet Lift and the Meadows Triple), rental equipment and group lessons. Lessons are 1 ½ hours and are offered though out each day.

Jiminy Peak Mountain Resort, Hancock, MA

www.jiminypeak.com

- Value Cards: Purchase a Value Card for \$45 and receive \$15 off the price of a lift ticket every time you ski or ride at Jiminy this season – even holidays!
- Use Value Card to receive \$10 off a class lesson (SKIWEE/Explorer’s, GET Skiing/Burton Learn to Ride excluded). And when you ski or ride at Jiminy 6 times (paid visits), using your Value Card, receive the 7th visit FREE!
- Save Green Weekends – All non-holiday weekends beginning December 5th
Here is how it works:
Carpool – Bring at least 4 people in one car
Arrive before 10 am any non-holiday weekend beginning December 5th
Recycle and old lift ticket from 2009 or earlier
Print out a Save Green e-coupon from jiminypeak.com
Receive one FREE adult lift ticket valid for that day – We’ll meet you in the parking lot!
- Winter E-Coupons: Visit www.jiminypeak.com for dates throughout the season, or sign up to receive emails on deals.
- Online Ordering – All season long
Shop in your PJs and save some cash! Save \$6 per ticket on Day and Twilight, non-holiday lift tickets. Book GET Skiing or Burton Learn to Ride lessons online and save \$6 per person/per lesson.
- Multi Day Discounts – All season long
If you are staying for more than just a night, save by purchasing multi day tickets!
Receive \$10 off your second day lift ticket and \$15 your third day and each day thereafter. Receive free night skiing with each multi day ticket purchase.

Wachusett Mountain, Princeton, MA

www.wachusett.com

- SkE-Saver White Sale – Peak, Prime and Spring Season
During this and other designated sale periods Wachusett skiers and snowboarders can actually purchase lift tickets online at a lower rate than they were available last season.

During the sale, guests will be able to receive a \$5 discount off each adult ticket purchased, provided it is bought at least 24 hours in advance. The online discounted price will be available during each of Wachusett's sales periods.

- 3 Days of Skiing or Boarding
Enjoy three days of skiing or boarding anytime this season for just \$109. That's a savings of up to \$53.
- Passport – Cost: \$30
Save \$8 on full mountain lift ticket, save \$8 on rental equipment, save \$8 on a lesson, one NASTAR trial (\$8 Value) □ □
- Passport Plus – Cost: \$50
Save \$10 on full mountain lift ticket, save \$10 on rental equipment, save \$10 on a lesson, one NASTAR trial (\$8 Value), Plus a free lift ticket every 5th visit.
- No More Online Sales Cutoff!
Wachusett is also eliminating the online sales cutoff so guests can actually purchase their lift ticket right up to the time they leave their house. While those purchasers will not receive the online discount, the elimination of the online sales cutoff gives customers the ultimate in convenience. Previously, they had to purchase by 8 p.m. the night before they planned on visiting the mountain.

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The Massachusetts Office of Travel and Tourism is the state agency dedicated to promoting Massachusetts as a leisure travel destination and to stimulate the Massachusetts economy by generating state and local tax revenues, creating jobs, and supporting the growth of travel related businesses. MOTT serves as a leader in the tourism industry, bringing together the public and private sectors to promote Massachusetts as a leisure travel destination. For more information about MOTT visit www.Massvacation.com