



## PRESS RELEASE

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### **MT BACHELOR ANNOUNCES 2009-2010 WINTER TICKET PRODUCTS – INTRODUCES INNOVATIVE SEASON-LONG CONDITIONS BASED PRICING ON SINGLE DAY TICKETS**

*New offerings include \$399 12 Day Pass, Club Card for daily savings, season pass payment plan*

(Bend, Ore) – Mt. Bachelor winter season passes for all ages will go on sale July 9 at [www.mtbachelor.com](http://www.mtbachelor.com). For a complete listing of season pass products and pricing guests are urged to visit the website.

A variety of new offerings have been made available for the coming winter season. A payment plan for guests who wish to spread out the cost of a season pass over the summer and fall months is being offered. A new 12-day non-holiday pass priced at \$399 will be attractive to a large segment of local and regional guests. A Club Card program that will offer savings on single day tickets purchased in advance is aimed at the occasional skier and rider. Along with these new products comes the announcement of sliding scale, 1-day ticket pricing based on a combination of expected lift operations and daily weather.

“We aim to empower our guests with the information to make the best possible decision for their individual skiing and riding lifestyles,” said Dave Rathbun, President and General Manager. “That’s the primary reason we have chosen to announce this diverse lineup of products simultaneously. There are a variety of new options on the table and we’re proud of the innovative steps we’re taking to give customers multiple choices to visit Mt. Bachelor in an affordable manner.”

#### 2009-2010 Product Details

##### Season Passes

Through September 30 Mt. Bachelor season passes for the most frequent visitors will be available for online purchase at pre-season rates. Adult, Young Adult, Teen, Youth, Senior (65-69 yrs.) and Midweek passes are offered at last year’s reduced rates. The 70+ yrs. pass rate will now be aligned with the Teen rate. The full listing of season pass options and prices is available at [www.mtbachelor.com](http://www.mtbachelor.com). Through August 15 guests will have the option to take advantage of an online payment plan to spread out the purchase price over the summer and fall months.

##### 12 Day Pass

A new product offered this season is the 12 Day Pass priced at \$399 through September 30. Valid any day of the season excluding holidays, the 12 Day Pass offers more frequent skiers and riders the best value. At \$33.25 per day, this product is designed to appeal to both Central Oregon and Northwest regional skiers and riders who want maximum value on non-holiday day trips and for those who take a few weekend trips per year.

Pass Payment Plan

This season Mt. Bachelor has introduced a payment plan for pass purchases made online by August 15. Guests may pay \$49 per pass by the August deadline and the balance will be automatically charged in two later installments: 50% of the balance charged on September 15, and the remaining balance charged on November 15. “There is no better way to purchase season passes than with the payment plan. The sooner the \$49 per pass payment is made, the longer the remaining installments are extended, up to 4 months. We are sensitive to the economic conditions and the pass payment plan is just another way we are trying to make it easier for our guests to manage their pass purchase,” said Rathbun.

Club Card

Available for purchase and fulfillment prior to the start of the winter season at Mt. Bachelor and select Oregon locations to be announced later this summer, the new \$29 Club Card will offer cardholders the opportunity to load their card with pre-purchased daily lift tickets for \$49 non-holiday and \$59 on holidays. This product offers maximum flexibility and savings for the occasional skier and rider who may be unsure about how many days they are likely to visit Mt. Bachelor this season. Club Cards are non-transferrable photo ID cards that allow holders to bypass the lift ticket window and go straight to the lifts.

Kids Ski FREE

Mt. Bachelor will again offer the Kids Ski FREE option to visitors skiing on multiday lift tickets. Adults who purchase multiday tickets of 3 or more days in advance will be able to get a free corresponding multiday ticket for kids 18 and under. Kids Ski FREE is also available through participating Mt. Bachelor lodging properties (visit [www.mtbachelor.com](http://www.mtbachelor.com) for a complete listing of properties). “Mt. Bachelor was founded over 50 years ago as an affordable, family-friendly mountain; it is part of who we are. Kids are also the future of our sport and our business, so it makes perfect sense for a program like Kids Ski FREE to become part of our DNA,” continued Rathbun.

Single Day Lift Tickets

In a move to better match the quality of the on-mountain experience with the daily lift ticket price, Mt. Bachelor is putting into place a sliding scale that takes into account the amount of lift serviced terrain and weather factors such as visibility, wind, precipitation and temperature. A single day non-holiday adult lift ticket will be priced at \$49, \$59, or \$69 depending on the expected conditions of the day. The methodology that will set the daily ticket price is posted at [www.mtbachelor.com](http://www.mtbachelor.com). “Mt. Bachelor receives some of the best quality and deepest snow accumulation in the country, but we also wrestle with days of lower visibility, winds and rime,” said Dave Rathbun, President and General Manager. “Mt. Bachelor is a ‘top 10’ mountain experience on those good days, but when it’s rough, or while we are receiving a 20, 30, 40 or more inch pounding, we want to price more in line with the experience. This new program will allow us to charge a fair price for the skiing and riding available on a given day. It is surely unique, but Mt. Bachelor is a unique experience with a large segment of our day and overnight guests who visit on short notice based on conditions and value for the price paid.”



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Adult product breakdown for best value

Visitor Type	Product option 1	Product option 2
1-2 visits per year; "occasional visitors"	Single Day Lift Ticket	Club Card
2-8 visits/year; "more frequent visitors"	Club Card	Single Day Lift Ticket, 12 Day Pass
9-12+ visits/year; "more frequent visitors"	12 Day Pass, Midweek Pass	Club Card
14+ visits/year; "most frequent visitors"	Season Passes	12 Day Pass
Overnight vacation visitors	Kids Ski FREE, lodging partner deals	Multiday tickets

*About Mt. Bachelor*

*Mt. Bachelor is the sixth largest ski resort in North America, offering 3,683 acres of lift-accessible terrain. The mountain features 10 lifts, seven of which are Express Quads, plus two tubing lifts and wonder carpet and an average annual snowfall of 370 inches. The previous two seasons have seen snowfalls over 500 inches. Mt. Bachelor also features terrain parks, 56K of groomed and tracked cross country trails, snowshoeing, tubing, sled dog rides and summer attractions. For weather conditions, news and events visit [www.mtbachelor.com](http://www.mtbachelor.com).*

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