

Appendix K

**Squaw Valley/Alpine Meadows
Competitive Marketing Analysis**

SV/AM COMPETITIVE MARKETING ANALYSIS

RESORT AMENITIES

VILLAGE AT SQUAW VALLEY

OCTOBER 2014





UNITS/SKIABLE ACRE COMPARISON

	Units	Acres	Units/Skiable Acre	Lifts	Trails
WHISTLER/BLACKCOMB	4,344	8,171	0.5	37	200
VAIL	2,779	5,289	0.5	31	193
ASPEN/SNOWMASS	2,711	5,517	0.5	42	226
STEAMBOAT	1,898	2,965	0.6	16	165
BRECKENRIDGE	1,728	2,908	0.6	34	187
PARK CITY/CANYONS	2,969	7,300	0.4	40	296
Destination Averages	2,738	5,358	0.5	33	211
SV/AM	1,138	6,000	0.2	42	293

(1) Data from STR participation report, includes only hotels; excludes individual vacation rentals, second home/condominium rental inventory

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RESORT AMENITY COMPARISON - OCTOBER 2014

Resorts	Summer Amenities	Winter Amenities
Whistler/ Blackcomb	PEAK 2 PEAK Gondola	PEAK 2 PEAK Gondola
	Alpine Hiking Trails	Heli-Skiing
	Family Adventure Zone	Ziptrek Ecotours
	Glacier Skiing and Riding	Fresh Tracks
	Bear Viewing Tour	Coca-Cola Tube Park
	Geology & Ecology Tour	Fire and Ice Show
	Alpine Photography Tour	Mountain Tours
	Sustainability Tour	Lessons & Guides
	Bike Park	Snowmobile Tours
	Valley Bike Rentals	Sleighrides
	Kids Summer Programs	Photography
	Mountain Top Dining	GMC Race Centre
	Whistler Heli Tours	Helicopter Sightseeing Tours
	Squamish Lil'wat Cultural Centre	Magic Castle & Tree Fort
	Ziptrek Ecotours	Backcountry Adventures
	Whistler Golf	Free Mountain Tours
	ATV Tours	Snowshoeing
	Tree Trek Tours	Cross Country Skiing
	River Rafting Adventures	Crystal Hut Fondue by Snowmobile
	River of Golden Dreams Canoe Trip	Dog Sledding
	Scandinave Spa Whistler	Scandinave Spa Whistler
	Village Stroll	Ice Skating
	Whistler Youth Centre	Tobogganing
	Whistler Tasting Tours	Snowcat Tours
	Horseback Trail Riding	Whistler Sliding Centre
	Coast Mountain Guides	Whistler Tasting Tours
	Whistler Alpine Guides Bureau	Whistler Olympic Park
	Jeep Tours	Ice Fishing
	Salmon Bake Jeep Tour	
	Fishing in Whistler	
	Nintendo Gaming Lounge	

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Vail	Mountain Biking	Tubing @ Adventure Ridge
	Road Biking	Ski Biking
	Hiking & Backpacking	Kids Snowmobile
	Rafting & Kayaking	Winter Zipline
	Horseback Riding	Bungee Trampoline
	Golfing	Snowshoeing
	Performing Arts & Cultural Events,	Cross-Country Skiing @ Vail Nordic School
	Fishing & Hunting	Backcountry Ski Tours
	Ziplines @ Adventure Ridge	The Arrabelle's RockResorts Spa®
	Mountain Motor Tours	Lodge at Vail RockResorts Spa®
	Mini Golf	Live Music @ Shakedown Bar and The Red Lion
	Disc Golf	Dancing @ Vail Underground and Samana
	Hiking	Coyote's Escape - Kids Adventure Zone
	Horseback	Magic Forest - Kids Adventure Zone
	Mountain Biking Tours	Sherwood Forest - Kids Adventure Zone
	Lawn Sports-Bag Toss, Horseshoes, Slacklining	Porcupine Alley - Kids Adventure Zone
	Vail Mountain Guided Hikes	Chaos Canyon - Kids Adventure Zone
	Horseback Tours with Dinner	Buckskin Glade - Kids Adventure Zone
	Pony Rides	Bearclaw Glade - Kids Adventure Zone
	Live Music @ Shakedown Bar and The Red Lion	Pony Express - Kids Adventure Zone
	Dancing @ Vail Underground and Samana	Thunder Cat Cave - Kids Adventure Zone
	Nature Center & Alpine Garden	Private and Group Ski Lessons
	Tennis	Adaptive Lessons

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Resorts	Summer Amenities	Winter Amenities
Aspen/ Snowmass	Gondola and Lift Rides	Tubing Hill
	Mountain Biking	Snow Slide
	Snowmass Private Adventures	Session Park
	Ballooning & Paragliding	Ice Skating
	Camping	Kids Snowbikes
	Climbing Wall & Eurobungy	Guided Snowshoe Tours
	Disc Golf	Snow Bike Tours
	Fly-Fishing	Aspen Powder Tours
	Golfing	First Tracks
	Tennis	NASTAR
	Guided Hiking	Snowcat Dinner Rides
	Guided Horseback Rides	Snowshoe Tours
	Kayaking & Whitewater Rafting	Cross-Country Skiing
	Nature Programs	Free Mountain Tours
	Outdoor Music	Yoga for Skiers @ 11,000ft
	Paintball	Group and Private Ski/SB Lessons
	Skateboarding & Mountainboarding	Aspen FilmFest
	Stand-Up Paddleboarding	Anderson Ranch Arts Center
	Yoga	Aspen Art Museum
	Adaptive Programs	Wheeler Opera House
	Aspen FilmFest	Aspen Community Theater
	Anderson Ranch Arts Center	Aspen Theater in the Park
	Aspen Art Museum	Isis Theatre
	Wheeler Opera House	Aspen Ballet Company & School
	Aspen Community Theater	Aspen Center for Environmental Studies
	Aspen Theater in the Park	Aspen Historical Society
	Aspen Historical Society	Smuggler Mine (an active silver mine)
	Isis Theatre	
	Aspen Ballet Company & School	
	Aspen Center for Environmental Studies	
	Kids Programs	
	Crafts, Stories, Games, Movement Day, Water Exploration (Ages 1-2)	
	Crafts, Stories, Games, Movement Day (Ages 3-4)	
	Eurobungy Trampoline	
	Pro Mountainboard Camp	
	Overnight Campout for Kids	
	Rocket Camp for Kids	
	Downhill Mountain Biking	
	Whitewater Rafting	
	Paintball/Target Shooting	
	Fishing	
	Golf/Tennis	
Skateboarding and Strider Bikes		
Swimming		
Smuggler Mine (an active silver mine)		

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Resorts	Summer Amenities	Winter Amenities
Steamboat	Guided Hiking	Night Skiing
	Scenic Gondola Rides	Steamboat Base Club
	The Howler Alpine Slide	Scenic Gondola Rides
	Sunset Happy Hour	Sleigh Rides
	Movies on the Mountain	First Tracks
	Mountain Biking	Adventure Zone
	Cruiser Biking	Slingshot Bungee Jump Trampoline
	ATV & UTV Tours	Snowshoeing
	Golf in Steamboat	Guided Gourmet Snowshoe Lunch
	Yoga	Snowbike Lessons
	Hot Air Balloon Tours	Mountain Tours
	Whitewater Rafting	Photo Excursions of Steamboat
	River Kayak School	Steamboat Mountain Masters
	Horseback Riding	Horseback Riding
	Hot Springs	Snowmobile Tours
	Steamboat Paddleboard Adventures	Hot Springs
	Helicopter Tours	Hot Air Balloon Tours
	Wagon Dinner Rides	Cross-Country Skiing
	Water Sports and Recreation	Spa Services
	Disc Golf Course	Ski with Billy Kidd
	Shopping in Steamboat	Fly-Fishing
	Kids Programs @ The Adventure Club	Shopping in Steamboat
	Short Hikes	Guided Nature Ski Tours
	Arts & Crafts	Tubing
	Outdoor Games	Ambassador Snowshoe and Ski Tours
	Water Sports	Helicopter Tours
	Kayaking	Concerts & Entertainment
	Swimming	
	Tennis	
	Scavenger Hunts	
	Mountain Biking	
	Visits to local State Parks	
Alpine Slide		

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Resorts	Summer Amenities	Winter Amenities
Breckenridge	Gold Runner Alpine Coaster	Gold Runner Alpine Coaster
	TenMile Flyer Zipline	Starlight Dinners
	The Rejuvenation Center in One Ski Hill Place	TenMile Flyer Zipline
	The Spa at Breckenridge	The Rejuvenation Center in One Ski Hill Place
	Gold Runner Coaster	The Spa at Breckenridge
	Alpine Slide	Barney Ford Victorian Home Tour
	Mountain Biking	Behind Swinging Doors Saloon Tour
	Mini Golf	Breckenridge Nordic Center
	Climbing Wall	Barney Ford Victorian Home Tour
	SuperTrampoline	Behind Swinging Doors Saloon Tour
	Bounce House	Breckenridge Recreation Center
	Gem Stone Panning	Edwin Carter Discovery Center
	Scenic Chairlift Rides	French Gulch Gold Mine & Dredge Hike
	Mineshaft Maze	Ghostly Tales
	Barney Ford Victorian Home Tour	Gold Panning at Lomax Gulch
	Behind Swinging Doors Saloon Tour	Haunted Tour of Breckenridge
	Breckenridge Recreation Center	High Line Railroad Park
	Breckenridge Golf Club	Historic Walking Tour
	Edwin Carter Discovery Center	Iowa Hill Gold Miner's Snowshoe Tour/Hike
	French Gulch Gold Mine & Dredge Hike	Mountain Top Children's Museum
	Ghostly Tales	Preston Ghost Town and Gold Mine Hike
	Gold Panning at Lomax Gulch	Red, White & Blue Fire Museum
	Haunted Tour of Breckenridge	Rotary Snowplow Park, featuring Engine No. 9
	High Line Railroad Park	Summit Ski Exhibit
	Historic Walking Tour	Tombstone Tales at Twilight Tour
	Iowa Hill Gold Miner's Snowshoe Tour/Hike	Washington Gold & Silver Mine Tour
	Mountain Top Children's Museum	Wild West Tour
	Preston Ghost Town and Gold Mine Hike	Ice Skating
	Summit Ski Exhibit	Eric's Arcade
	The Adventure Rafting Company	Nordic Skiing
	Tombstone Tales at Twilight Tour	Skiing and Snowboard Lessons
	Washington Gold & Silver Mine Tour	Snowshoeing
	Wild West Tour	Dog Sledding
	Guided Segway Tours	Snowmobile Tours
	Breckenridge Summer Fun Park	Hot Air Balloon Rides
	Breckenridge Kids Summer Day Camp	Sleigh Rides
	Ice Skating	Gold Mine Tours
	Fly Fishing	Spas and Wellness
	Train Rides	Zipline and Snowcat Tour
	ATV and Jeep Rentals and Tours	
Bike Rentals and Shuttles		
Guided Hikes		
Horseback Riding		
Kayak Tours		
Paintball		
Rock Climbing		
Summer Dog Sledding		

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PCMR/ Canyons	Scenic Hiking-PCMR	Alpine Coaster-PCMR
	ZipRider Zip Line-PCMR	NASTAR-PCMR
	Alpine Slide-PCMR	Flying Eagle Zip Line-PCMR
	Scenic Rides-PCMR	Viking Yurt-PCMR
	Mountain Biking-PCMR	Mountain Tours-PCMR
	Flying Eagle Zip Line-PCMR	Sleigh Rides w/Dinner-PCMR
	Adventure Zone-PCMR	Guest Photos-PCMR
	Alpine Coaster-PCMR	Snowshoe Tours-Canyons
	Climbing Wall-PCMR	Heliskiing-Canyons
	Legacy Launcher-PCMR	Cross Country Skiing-Canyons
	Little Miner's Park-PCMR	Snowmobile Tours-Canyons
	Miniature Golf-PCMR	Winter Zip Tours-Canyons
	Spa & Health Club-Canyons	Fly Fishing-Canyons
	Scenic Gondola Rides-Canyons	Dog Sledding-Canyons
	Summer Zip Tours-Canyons	Sleigh Rides-Canyons
	Bike Park-Canyons	Resort Shopping
	Mountain Biking-Canyons	Rocky Mountain Dog Sledding
	Hiking-Canyons	Kids Snowmobiles
	Summer Camp for Kids-Canyons	Fox School of Wine
	Alpine Disc Golf-Canyons	Alf Engen Ski Museum Foundation
	Pedal Boating-Canyons	Swaner EcoCenter—A LEED Certified Building
	Horseback Riding-Canyons	Park City Culinary Institute
	Swaner EcoCenter—A LEED Certified Building	Egyptian Theatre
	Park City Culinary Institute	Utah Olympic Park
	Egyptian Theatre	Sundance Film Festival
	Utah Olympic Park	Park City Museum
	Sundance Film Festival	Historic Main Street
	Park City Museum	Park City Food Tours
	Historic Main Street	Cognition Winery
	Park City Food Tours	Fox School of Wine
	Cognition Winery	Alf Engen Ski Museum Foundation
	Fox School of Wine	Canyons Resort Spa & Health Club
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Alf Engen Ski Museum Foundation		

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Resorts	Summer Amenities	Winter Amenities
Squaw Valley/ Alpine Meadows	Trilogy Spa	Trilogy Spa
	Wanderlust Yoga Studio	Wanderlust Yoga Studio
	Aerial Tram Rides	Aerial Tram Rides
	Guided Hiking	Ice Skating
	High Camp Pool a& Hot Tub	Snow Tubing
	Roller Skating	Mini Snowmobiles
	Disc Golf	North Face Mountain Guides
	Geocaching	Snowshoeing
	Biking	Dog Sledding
	Golf	Cross-Country Skiing
	Tennis	Olympic Museum
	Climbing Walls	Sky Jump
	Slacklining	
	Bean Toss	
	Olympic Museum	
	Ropes Course	
	Miniature Golf	
	Sky Jump	
	Horseback Riding @ AM	
	Paddleboarding on Lake Tahoe	
Kayaking on Lake Tahoe		
Boat Rentals		
Shopping in Historic Truckee		

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