

Events, Ski and Lodging Deals Entice Visitors in 2011

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Once the New Year is rung in, will Steamboat Springs be relatively quiet with a lack of tourists? Business owners have been asking this question and Steamboat Ski & Resort Corp officials have put together some special promotions to give visitors a good reason to plan a visit to Steamboat with ski pass deals, lodging packages and winter events.

The new 4by40 ski pass has been advertised since the middle of December to the drive market. The deal offers two days at Winter Park and two days at Steamboat for \$199. The pass is valid for use in the New Year, so expect to see redemptions and associated lodging reservations in early 2011. The passes are only available for purchase online at www.4by40.com and require a 48 hour advance purchase. This pass offers a great way to get family and friends in the state to visit for a weekend or weekday getaway!

The Rocky Mountain Super Pass Plus offers unrestricted skiing and riding at Winter Park plus 6 days at Steamboat. E-mails have been sent to people who have purchased this pass offering lodging packages in Steamboat so skiers and riders can fully experience the mountain and get a taste of the town.

Two campaigns to drive tourists to visit in January and stay a few nights are well under way. An aggressive e-mail and cable TV campaign for lodging and lift ticket packages will run through January. Ski Corp also continues to promote the Champagne Powder package which has a book-by deadline of Jan. 31. The package offers deals as low as \$355 per adult for three days of skiing and three nights' lodging.

The 2011 MusicFest runs from Jan. 5 to 10 — with the extended

January Events

Jan. 5 to 12: MusicFest
Jan. 17: Martin Luther King Jr. Day
Jan. 18: Bud Light Cowboy Downhill

Special Promotions

4by40 ski pass
Lodging packages for Rocky Mountain Super Pass Plus holders
Champagne Powder package

Online

For more information, visit www.steamboat.com, www.4by40.com and www.themusicfest.com

set through Jan. 12 — and boasts 40 bands and more than 50 shows under one big tent. This event draws thousands and brings the finest Texas and Americana music to the mountains and is the largest group ski trip of its kind in the nation. This year's lineup includes Rodney Crowell, Band of Heathens, the Bart Crow Band and many others.

A popular event in its 37th year is the Bud Light Cowboy Downhill on Jan. 18. The event draws great crowds expecting to see more than 100 of the best professional rodeo cowboys compete in the most unique ski rodeo in the country. Visitors can begin gathering in Gondola Square at noon, and the cowboys will take to the snow at 4 p.m. Watch as the cowboys slalom and stampede down the mountain to the finish line.

January looks like quite a boisterous month and shouldn't be quiet at all. Steamboat Springs will ring in 2011 with plenty of new visitors capitalizing on the great lodging and ski packages as well as Coloradans deciding to detour from Interstate 70 and experience Champagne Powder for two days. Invite your friends and family to visit in January and ski or ride the mountain, hear some great live music and watch cowboys ski. Steamboat truly offers something for everyone and good times for all.



Cowboys take their rodeo skills to the snow for the 37th annual Bud Light Cowboy Downhill on Jan. 18 at Steamboat Ski Area. FILE PHOTO

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