

National Ski Council Federation Newsbeat December 2020

Robert Redford Sells Sundance Mountain Resort. Robert Redford is selling Sundance Mountain Resort in Utah to Broadreach Capital Partners and Cedar Capital Partners, which are both real estate investment firms specializing in the hospitality industry. [More.](#) SAM

Skitude Acquires Liftopia. Liftopia Inc. entered an “assignment for the benefit of creditors,” or ABC, to liquidate its assets, through which Norwegian-Spanish holding company Skitude has acquired the assets of Liftopia Inc., according to a source with knowledge of the situation. [More.](#) SAM

Ski resorts expect a busy season. Can they find enough workers? Even in a pandemic, people want to get outdoors. That dynamic may help ski resorts survive, but they are having to look closer to home for their staff. [More.](#) *Christian Science Monitor* via Google Alerts

Epic vs. Ikon ski pass war reshapes U.S. ski industry. The ski pass war between Vail Resorts’ Epic Pass and Alterra Mountain Company’s Ikon Pass reshaped the industry last season. For the first time ever, skier and snowboard rider visits generated by season passes exceeded those from multi- and single-day lift tickets, according to an annual study performed for the National Ski Areas Association. [More.](#) *Aspen Times* via Google Alerts

U.S. Ski Resorts Look To La Niña For Plentiful Snow This Ski Season. As this year's ski season gets underway, resorts are working hard to ensure that guests can stay safe, while closely watching forecasts to see how much snow the winter will bring. [More.](#) *Forbes* via Inntopia

Holiday Openings Shift Under New COVID Measures. While holiday openings were still plentiful this Thanksgiving, the model for opening seems to have shifted in parts of the country, with many resorts opting to slow roll their winter operations with post-holiday, midweek first-day targets. [More.](#) SAM

With COVID Limiting Some Resort Skiing, Alpine Rescue Team Prepares for More Backcountry Emergencies. COVID-19 is driving people to seek the outdoors and Alpine Rescue knows it. [More.](#) CBS Denver via Inntopia

From the lodge to the lift, this year's ski season will look and feel very different. Ski masks are set to take on a new responsibility this winter as resorts, skiers and snowboarders across the country gear up for their first full season since the pandemic cut last year’s short. [More.](#) NBC News via Inntopia

Changes Abound for Ski Areas—as Expected. The recent changes and challenges many resorts have encountered—and the possibility of further changes—weren’t entirely unexpected. [More.](#) SAM

Las Vegas, NV’s Lee Canyon Ski Area Approved For Expansion. An environmental impact statement has been reviewed and approved, finalizing Lee Canyon’s plans to add two new lifts, 23 ski runs, mountain bike trails, a mountain coaster, additional parking, a zipline, and other amenities. [More.](#) SnowBrains

To Wear Their Masks, the Beards (and a Tradition) Had to Go. Members of ski patrols nationwide are known for their beards, but many have shaved them to wear masks in the pandemic, causing good-natured angst. [More.](#) *New York Times*

Superstitions About How to Bring Snow During the Night. New Jersey children who wish for a snow day off from school believe that if you wear your pajamas to bed inside out and backwards it’s sure to snow during the night. [More.](#) Superstitionsonline.com via OpenSnow.com