

## National Ski Council Federation Newsbeat January 2017

**NBCUniversal to Launch Domestic Olympic Channel.** An announcement by NBCUniversal this month holds the opportunity to bring even more ski and snowboarding content to fans. The International Olympic Committee, the United States Olympic Committee and NBCUniversal have created a comprehensive Olympic Channel content and distribution partnership for the United States to launch in 2017 prior to the 2018 Pyeongchang Olympics. [More.](#) First Tracks!!

**January is National Safety Month at U.S. Ski Resorts.** Every January, ski and snowboard resorts across the U.S. participate in the National Ski Areas Association's (NSAA) National Safety Awareness Month to help ensure the safety of mountain visitors both on and off the slopes. This year, skiers and riders will find a variety of fun and informative safety initiatives at participating resorts. [More.](#) First Tracks!!

**The Outdoor Industry Is About to Become a Serious Political Force.** Thanks to the passage of a bipartisan bill that sailed through both the House and Senate in November, and was signed into law by President Obama on December 8, the outdoor industry is primed for a gargantuan reveal. The Outdoor Recreation Jobs and Economic Impact Act of 2016, or REC Act, authorizes the Department of Commerce's Bureau of Economic Analysis to assess outdoor recreation's contribution to the nation's gross domestic product, or GDP. [More.](#) *Outside*

**'Uphilling' Takes Hold at U.S. Mountains.** Be it to stay fit, save money or get some quiet time in the out-of-doors, "uphill skiing" has become a staple at many U.S. resorts – requiring mountain managers to adopt rules for the activity. [More.](#) *SnoCountry*

**Wyoming Legislature Considers Ski Safety Act.** The Wyoming legislature is considering a ski safety bill. Risks inherent to skiing include snow conditions, colliding with natural or man-made obstacles, tree wells, and terrain park injuries. As might be expected, ski areas across the state support the bill, which is opposed by the Plaintiffs' bar. Wyoming already has in place a Recreation Safety Act, but it doesn't specifically define the risks inherent to skiing and snowboarding. [More.](#) First Tracks!!

**New Ski Lift Technology Opens Mountains to Children and Disabled.** A new ski lift for children and handicapped persons will enable them to enjoy remarkable mountain scenery and activity. ABB is powering the new six-seater chairlift in the Klosters-Madrisa mountain resort, one of the most popular ski and mountain regions in the Swiss Alps. [More.](#) First Tracks!!

**Rent Powder Skis for Free in Utah.** Ski Utah declares a "Monster Dump" anytime at least one Utah ski resort reports a 24-hour snowfall of 12 inches or more. Now, when that happens, you're able to rent Rossignol powder skis for free through Ski'N See, thanks to their new partnership with Ski Utah and Monster Energy. [More.](#) First Tracks!!

**Uber launches new service for rides to Colorado ski hills in High Country.** People living or vacationing in Colorado's mountains who need a dependable ride to and from the many ski areas in the state now can take an Uber ride to their hill of choice. UberSKI offers rides in Summit and Eagle counties, though drivers are allowed to take people most anywhere across the western half of the state. [More.](#) *Destimetrics*

**Boyne Resorts' (TN) Sky Lift Severely Damaged in Tennessee Wildfire.** Gatlinburg Sky Lift, a Boyne Resorts-owned scenic chairlift attraction in Gatlinburg, Tenn., was in the path of the wildfire that spread through the popular resort town Nov. 28. [More.](#) SAM

**Stowe Steps Up Convenience for Nursing Moms.** It's fairly common for a mountain resort to be breastfeeding-friendly, but Stowe has taken it one step further by installing a Mamava lactation suite in its Spruce Camp Base Lodge—the first ski resort in the nation to do so. [More.](#) SAM

**Stowe Mountain Resort Partners with Chill Foundation.** Vermont's Stowe Mountain Resort and The Chill Foundation are launching a new partnership this winter that will bring area youth to Stowe Mountain Resort for Chill's six-week youth development program. Each week, Chill will bring participants to the mountain to learn to ride, and also learn important life skills that they can use both on and off the mountain. [More.](#) First Tracks!!

**Spruce Development Puts Stowe in World Class Category.** Stowe Mountain Resort's stellar reputation as a skier's mountain was built in part upon the steep pitch of its renowned Front Four trails. A decade-long frenzy of construction at its tamer Spruce Peak base area has put the northern Vermont resort on the map as a world-class, all-season vacation destination. [More.](#) First Tracks!!

**Camelback Adds to Pocono Winter Portfolio.** Not content with being the largest snow tubing operation in the United States, Camelback—which has been voted the #1 resort in Pennsylvania four years in a row—replaced its white halogen lamps with an after-dark LED light show and music to enhance guests' speedy, shriek-filled descent down all 42 lanes. [More.](#) First Tracks!!

**Aspen Skiing Co. Releases 20th Anniversary Sustainability Report.** Aspen Skiing Company (ASC) has released the 11th edition of its bi-annual Sustainability Report, this year celebrating 20 years of work on sustainability issues. The report is an accounting of progress, both operationally and on broader policy issues, and a statement of future strategy at the company's four ski and snowboard resorts: Aspen Mountain (Ajax), Buttermilk, Aspen Highlands and Snowmass. [More.](#) First Tracks!!

**Backcountry Rescue May Cost at Steamboat.** Steamboat is believed to be the first resort to officially say it may impose a fine on skiers or snowboarders who venture beyond the ropes and subsequently need to be rescued by Steamboat ski patrollers. The proposed fine, which is now delineated on trail maps and on-mountain signs, is aimed at keeping inexperienced skiers and riders out of the backcountry. The fine could be as high as \$500, although Steamboat officials say it may not apply to every case—and none has been assessed so far. [More.](#) SnoCountry