

## National Ski Council Federation Newsbeat May-June 2017

**Kohlberg & Co. Buys K2, Marker, Multiple Other Brands from Newell.** Kohlberg & Company has purchased K2, Marker, Dalbello, and the rest of the winter sports businesses formerly owned by Newell Brands Inc. The full brand portfolio includes Völkl, K2, Marker, Dalbello, Line, Full Tilt, Ride, Madshus, Atlas, Tubbs, and BCA. [More.](#) SAM

**Visitation to U.S. ski areas climbed in 2016-17, but still below 20-year average.** Skier visits to U.S. resorts climbed to 54.7 million in the 2016-17 season, up 3.7 percent from the season before. In the last 20 years, there have been 12 seasons with more national visits than 2016-17. The average number of annual skier visits nationwide since 1997 is 56.1 million. The 2016-17 season's visitation marks a 2.5 percent dip below the 20-year average. [More.](#) *The Denver Post* via Google Alerts

**NSAA Awards Sustainable Slopes Grants.** The National Ski Areas Association (NSAA) has chosen four member ski areas to receive its annual Sustainable Slopes Grants: Arapahoe Basin, Colo., Copper Mountain Resort, Colo., Granite Peak, Wis., and Mt. Bachelor, Ore. [More.](#) SAM

**Berkshire East, Taos, and Squaw/Alpine Win Golden Eagle Awards for Environmental Excellence.** Berkshire East, Mass., Taos Ski Valley, N.M., and Squaw Valley Alpine Meadows, Calif., won the 2017 Golden Eagle Awards for Environmental Excellence, presented by SKI Magazine. In addition, SKI named Onno Wieringa of Alta Ski Area, Utah, the "Hero of Sustainability" for 2017. This marks the 25th year for the Golden Eagle awards, which recognize resorts that actively address environmental issues. [More.](#) SAM

**Berry, Fairbank Earn NSAA Lifetime Achievement Awards.** The National Ski Areas Association has presented 2017 Lifetime Achievement Awards to NSAA president Michael Berry and The Fairbank Group's founder and chairman, Brian Fairbank. [More.](#) SAM

**Squaw Valley | Alpine Meadows to Host 2018 NASTAR National Championships.** U.S. Ski & Snowboard announced today that Squaw Valley will host the 2018 Liberty Mutual Insurance NASTAR National Championships. It is the first time since 1981 the event will be held west of the Rocky Mountains. The Championships are scheduled for March 21-25. Under U.S. Ski & Snowboard, NASTAR continues to bring greater awareness to the sport and motivate participants of all ages to get involved in ski racing. This year's Championships will take place after the conclusion of the 2018 Winter Olympic Games, building on the enthusiasm generated by the Games in a new locale with a strong Olympic legacy. USSA

**Mountain Creek (NJ) Files for Bankruptcy.** The owner of Mountain Creek, Mountain Creek Management LLC, is seeking Chapter 11 protection. The company hopes to restructure its debt while maintaining daily operations, including opening the Mountain Creek Waterpark next month. [More.](#) SAM

**Lookout Pass (ID) Expansion Plan Approved by Forest Service.** Phase I of Lookout Pass' master development plan has been approved by U.S. Forest Service officials, and work can begin as early as this summer on projects that will total about \$10 million over the next few years, including terrain expansion, new chairlifts, an addition to the base lodge, and more parking. The

ski and recreation area straddles the border of Idaho and Montana, and its operational footprint is within two different National Forests—Idaho Panhandle and Lolo—so gaining approval took some time. [More.](#) SAM

**Vail Resorts Selects Inntopia For Vacation Booking System.** Vail Resorts has named Inntopia, the e-commerce and central reservation platform for destination travel, as a key partner to offer real-time booking, lodging options, and dynamic pricing across VR's brand websites. The Inntopia platform will be integrated throughout Vail Resorts' North American destinations, beginning with the use of Inntopia's inventory distribution network this summer. [More.](#) SAM

**Emerald Expositions Acquires Snow Show from SIA.** Emerald Expositions, LLC, a wholly owned subsidiary of Emerald Expositions Events, Inc., producer of business-to-business trade shows and conferences, including Outdoor Retailer, has acquired the SIA Snow Show from SnowSports Industries America (SIA). As a result, the January SIA Snow Show will merge with Outdoor Retailer to become the Outdoor Retailer + Snow Show endorsed and sponsored by SnowSports Industries America and Outdoor Industry Association (OIA). It will be the largest outdoor and winter sports industry gathering in North America, and SIA will remain an active partner in support of the event. The first combined Outdoor Retailer + Snow Show trade show is expected to be held in January 2018 in Denver. [More.](#) SAM