

## National Ski Council Federation Newsbeat January 2020

**Baby Boomers, Millennials and Gen Z Are All Changing The \$8 Trillion Travel Industry in the Same Way, Opening Up Major Opportunities for Entrepreneurs and Marketers.** The global travel industry is significantly large at \$8 trillion through 2018. While it has undergone changes in the past ten years with companies like AirBnb, low cost airlines and experiential vacations, one trend that is rising among all travelers is solo travel. In a shift, baby boomers are beginning to travel solo. [More.](#) Inntopia

**Forest Service eases disclosure on ski area fees after complaint by Vail Resorts.** Public oversight of the ski industry has become a casualty of the battle between Vail Resorts and Alterra Mountain Co. As the competition between the ski companies has heated up, the amount of information the U.S. Forest Service will share about ski areas' use of public lands has diminished. The Forest Service administers permits and oversees ski resorts that use public lands for their operations. [More.](#) *The Aspen Times*

**Uphill Skiing: Subtract Crowds and Lift Lines, Add Cardio.** The fastest growing trend in Alpine skiing is all about ditching the very thing that built the sport: mechanized lifts. Climbing up mountain slopes, once a niche activity practiced only by a hard-core few to access the backcountry, is everywhere in snow country these days. [More.](#) *The New York Times*

**Australia's Selwyn Snow Resort Damaged, Others Threatened By Bushfires.** Most of Australia's ski resorts are threatened by the unprecedented bushfires that continue to ravage much of the country's natural splendor. One historic ski hill—Selwyn Snow Resort located in the Snowy Mountain region of New South Wales—was directly in the path of the flames, with the resort reporting on Monday that its buildings were “severely damaged” by the passing firestorm, while the toll on lifts and snowmaking infrastructure was still being assessed. [More.](#) SAM

**Alterra Closes on Sugarbush Acquisition.** Alterra Mountain Company closed on its acquisition of Sugarbush Resort, Vt., on Jan. 14. The company now owns 15 year-round mountain destinations throughout North America. [More.](#) SAM

**Perfect North Buys Timberline Resort in West Virginia.** Perfect North Slopes has purchased the land and assets of Timberline Four Seasons Resort in a bankruptcy court auction at the Philadelphia offices of Timberline's attorneys yesterday. The purchase price was \$2.2 million. Members of the Perfect North Slopes management team will be forming a new management group, with the intent to revitalize the Timberline Ski Area to its fullest potential and reopen the resort for the 2020-21 season. [More.](#) SAM

**Meier Family Becomes Sole Owner of Greek Peak and Toggenburg (NY).** John and Christine Meier have become the sole owners of Greek Peak Mountain Resort and Toggenburg Mountain in central New York. They acquired business partner Marc Stemerman's 50 percent interest in the operations this November. The terms of the buyout have not been disclosed. [More.](#) SAM

**The Ride of a Lifetime — World's Longest Chairs.** Lift rides: Some take forever, and some only seem that way. *This article lists the longest lift rides. See if a lift at one of your favorite resort is listed.* [See list.](#) GetSkiTickets.com

**Glossary of Ski Terms – A to Z.** *A fun glossary of ski terms.* [See glossary.](#) GetSkiTickets.com