

LOOKOUT PASS SKI & RECREATION AREA

President/GM: Phil Edholm
Director of Marketing: Ric Clarke
Media Contact: Phil Edholm
P.O. Box 108
Wallace, Id 83873
Telephone: 208-744-1301 x0
Fax: 208-744-1227
www.skilookout.com
www.ridethehiawatha.com



FACT SHEET

Lookout Pass has operated every winter season since 1935 and has a reputation for legendary powder, earliest openings, and longest season in the region. **The number that really matters is an average snowfall of 400" of light Northern Rockies snow.** The region's "Favorite Family Ski Area" has recently received a major expansion approval and has completed the first four phases of a five phase Master Development Plan.

Lookout Pass is also the home of the "crown jewel" of rail-to-trail adventures, the "Route of the Hiawatha" mountain bike trail during the summer months.

LOCATION:

Easy access! Located on Interstate 90 Exit 0 at the Idaho/Montana state line. Lookout is 90 miles from Spokane, Washington, 56 miles from Coeur d'Alene Idaho, and 100 miles from Missoula, Montana.

MOUNTAIN FACTS:

- Winter Season: Middle of November to Middle of April
- Summer Season: Yes, Memorial Day Weekend thru First week in October
- Winter Hours of Operation: Thursday-Monday and seven days a week during Christmas vacation. PLUS WEDNESDAYS in Jan & Feb.
9 a.m. – 4 p.m. PST Mon, Thur, Fri
8:30 a.m. – 4 p.m. PST Sat, Sun
- Average Snowfall: 400 inches per year
- Elevation: Base 4500
Top 5650
- Longest Vertical Drop: 1150 ft
- Skiable Acres: 540 (20% Easiest, 50% Intermediate, 20% Advanced, 10% Expert)
- Lifts: 3 Double Chairlifts, 1 Surface lift (Rope Toe)
- Average Annual Visits: 80,000
- Trails: 34 Named Runs plus acres of prime powder glade skiing and riding
- Longest Run: 1.5 miles in length
- Cross Country Trails: 25 Kilometers
- Terrain Parks: B52 Terrain Park boasts an 1,111 foot long quarter pipe (the longest in the nation) with 9 launches as big as dump trucks.

Exit 0 Terrain Park offers a number of rails, boxes, mounds and launches for a wide variety of ability levels to enjoy.

LODGING:

Lookout has no on site lodging but has numerous Ski & Stay packages with many of the local Lodging Partners that allows each individual lodging facility to create their own packages. Lookout's lodging partners are in the surrounding towns of Wallace, Kingston, Avery, Kellogg, Coeur d'alene, Hayden and Mullan in Idaho and Saltese, Paradise, Missoula and St. Regis in Montana.

AMENITIES:

Lookout's dining and lounge areas offer our guests quick service with a great grill and deli menu plus a wide selection of hot soups, chili, salads, snacks, and hot & cold beverages. Our "Loft" Pub & Grub lounge, located on the second level, allows adults a get away area that offers a full service bar, bratwurst, appetizers, snacks and a great selection of micro brews. Watch your favorite sports events on the big screen or enjoy the panoramic slopeside and mountain views.

NEW FOR 2009/2010:

- Tripled skiable acres since 2003
- Square footage of the base area has grown from 6300 square feet to over 15,000 today.
- 3 straight record breaking skier visits recorded
- Doubled the rental shop area and bringing in new rental fleet of shaped skis and snowboards.
- New ticket system improving the speed of processing and selling passes
- Preliminary planning underway for future expansion to adjacent peaks

CALENDAR OF EVENTS 2009/2010:

- For more information about events, visit www.skilookout.com

INTERESTING FACTS:

1. Lookout straddles the Idaho/Montana state line. Ski two states on one mountain!
2. Lookout Pass is the original Idaho Ski Area having documented skiing on a home made rope-tow since 1935.
3. Lookout's historic base lodge is the 2nd oldest lodge in the Northwest after Timberline Lodge on Mt. Hood.
4. Lookout has a nationally recognized ten-week Free Ski School for youth (ages 6 – 17 years) that has been in existence for over 60 years!
5. Best Snow In Idaho!! Many ski areas make the claim. Only Lookout has the Scientific data to prove it. Forest Service and NOAA records confirm that Lookout Pass on the Idaho/Montana border consistently receives more snow earlier and more consistent coverage than any other geographic area in the state of Idaho!!

TEN REASONS TO SKI/RIDE LOOKOUT PASS

1. Best snow in Idaho! Many ski areas make the claim, only Lookout Pass has the scientific data to prove it. Forest Service and NOAA records confirm that Lookout Pass receives more snow earlier and more consistent coverage than any other geographic area in all of Idaho.
2. Easy 1-90 all-weather access. We're the only local ski area with a four-lane interstate highway right to our parking lot. The road is always well-plowed and sanded by crews from both Idaho and Montana.
3. Wind and weather protection. Lookout has never closed for a day of skiing due to inclement weather. Because our slopes face the northeast, the weather pattern gives Lookout Pass protected weather conditions and great snow.
4. Affordable rates. Many area resorts charge over \$40 to \$60+ for a weekend day of skiing. At Lookout Pass, our adult weekend lift tickets are just \$34. College students, teens, juniors, and seniors have even more affordable rates, plus there are special promotional rates on weekdays such as BOOMERS' FRIDAYS when anyone 40 yrs+ can ski or snowboard all day for just \$20. Children 6 years and under ski for FREE with a paid adult.
5. Friendly staff. From lift operations to the ski school instructors to the management, our staff takes pride in being a local ski area. We value our friends, the skiers and snowboarders of the Inland Northwest.
6. Cozy, historic lodge. Lookout Pass has served skiers and outdoor enthusiasts for 70 years and our historic lodge is the second oldest ski lodge in the Northwest, after Mt. Hood's Timberline lodge. You and your family will feel comfortable relaxing in front of the lodge's warm pellet stove.
7. Famous Lookout Chili. What's better than sitting in the Loft Pub with your favorite beverage? Adding a big steaming bowl of famous Lookout chili, that's what!

8. No lift lines. There are very few days you'll have to wait in a long lift line at Lookout Pass. And on weekdays...what's a lift line? There's no waiting to access 540 acres of prime Idaho/Montana skiing.
9. Family atmosphere. Our unique trail system means that Lookout Pass is one of the few ski areas where dads, moms and the kids can ski and ride together, regardless of skill level, and still enjoy the terrain. Our staff is trained to make sure that families are comfortable, confident and safe.
10. Powder skiing. Summer tree-thinning and Lookout's consistent weather pattern combine to provide Lookout Pass with some of the best powder skiing anywhere in the Northwest.

OWNERSHIP:

Lookout Pass Inc.