



News Release

1-5-2010

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Schweitzer Pleased with Success of Holiday Period

While the mountain saw some decrease in consumer spending, the increases reflect the overall resort experience

Sandpoint, ID - Schweitzer Mountain Resort saw a lively holiday period and couldn't have asked for better weather. Snowfall after snowfall, interceded by moments of blue skies kept visitors happy and coming back for more. Though the mountain opened when predicted, Schweitzer needed nature to cooperate to get all nine lifts and 2900 acres ready to ride before opening the entire mountain. Nature delivered and Schweitzer was in full swing just in time for the holidays.

Now in repose, Schweitzer reflects on the success of this crucial period.

For the two week holiday period, skier visit turnout was 10% higher than last season, bringing the total skier visit number, year-to-date, up to 37% higher than last season, which saw a late start in operations.

While Schweitzer did notice a decrease in spending in the area of retail (down 8% from last year, ytd), increased consumer spending was found in Snowsports School, up %35 over last year, food and beverage, up 16.3%, and lodging saw an increase of 6.2% up from last year.

"Looking at the numbers, I am pleased to see that the areas of increase reflect the experience we try to deliver to our guests." Said Schweitzer President and CEO, Tom Chasse. "While retail is down, lodging, food, and Snowsports School offer direct interaction with our staff and product. These successes prove we are creating a positive experience for our guests."

With a positive forecast, Chasse is hopeful that the quality of the staff and overall experience will keep people coming back for more, resulting in a great year overall.

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About Schweitzer Mountain Resort

Schweitzer Mountain Resort is quickly rising in the ranks of the nation's top destination resorts with 2900 acres of amazing terrain and renowned tree skiing. Located in the rugged Selkirk Mountains of the northern Idaho panhandle and the northwest Rocky Mountains, Schweitzer overlooks the town of Sandpoint and Lake Pend Oreille. Schweitzer is well known for its two massive bowls, breathtaking views and amazing gladed terrain. For more information about Schweitzer Mountain Resort call 800.831.8810 or visit www.schweitzer.com.