

For Immediate Release



SOLITUDE RELEASES SEASON PASS PRICING, NEW OPTIONS

SOLITUDE, UT. With last seasons snowfall still lingering on the mountain, Solitude Mountain Resort wastes no time in rolling out their most appealing season pass options to date.

The popular Ticket Paks are sold in 5, 10 and 15 day increments, beginning at a low rate of just \$35 a day – almost half the window rate in season. For an additional \$4 a day customers can choose to “rollover” credit from unused days to next season. “it’s a great insurance policy for some people who think they may not ski all 10 or 15 days.” Nick Como, Director Of Marketing & PR added “Most, however, realize this is Utah and there are so many great powder or sunny days, they wind up needing more days instead.” For those who catch powder fever Solitude allows you to add more days to your Pak during the season at the same price originally paid this summer.

Utah’s most flexible season pass – the Custom Season Pass allows the user to choose which days they want to ski all season. For example a college student may choose to ski on just Wednesdays all season and it will only cost them \$279 to have a season pass. Other may choose to mix and match a weekday with a Sunday and only pay for the days they will actually use.

Solitude is known as a family resort and the Family Pak speaks to this audience like no other resort. Here’s how it works: Adults get 12 days to split between them, either equally or perhaps a few more should one parent ski more often. Two Juniors (Ages 7-15) are given unlimited Season Passes. Plus, the family can choose up two additional add-ons such a spa treatments, demo rentals, ski school lessons, even pizzas, included at the \$859 price point. “This product has something for everyone in the family. It is a truly a Family Pak as the name implies,” offered Como. Even the little ones are not left out in the cold at Solitude, as children 6 & under always ski free. Additional adult days and juniors days or passes can affordably be added for larger families.

Traditional Season Passes are available with the popular Mon-Thursday option for \$499 and a Full Season Pass for \$999, showing a reduction of \$100 from last season.

Solitude Mountain Resort is a year-round, family-friendly resort located 12 miles from the edge of Salt Lake City.

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