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Points and Powder: Frequent-Skier Programs Are Far More Generous Than Airline Industry Counterparts

Free skiing benefits are offered by Vail Resorts Management Company, American Skiing Company and at Squaw Valley and Northstar-at-Tahoe.

December 3, 2004, Shorewood, WI. The ski industry has embraced airline-style frequent customer programs with frequent skier benefits now offered at 11 of the 20 largest U.S. ski areas. Leaving the inventory restrictions and black-out dates of the airline industry behind, these frequent skier programs allow members to redeem rewards for free lift tickets on the busiest of holiday weekends.

Skiers at Squaw Valley can earn a free lift ticket for every four purchased - - an amazing return of 25%. The PEAK Rewards program, associated with the 5 ski resorts operated by the Vail Resorts Management Company, rewards its members with a free lift ticket for every 10 purchased. The PEAK Rewards program also allows up to 8 family members to pool their points into one account.

Frequent flier programs are far less generous and require significantly more purchase activity to earn a reward. Airline customers must typically purchase up to 50 one way airline tickets to earn the 25,000 miles required for a highly-restricted roundtrip airline ticket. Other frequent skier program features, such as the points pooling benefit offered by the PEAK Rewards program, are not provided by frequent flier programs in the United States.

These findings are based upon a review of the ski industry by the IdeaWorks Company, which includes a side-by-side comparison of 4 frequent skier programs. **Powder and Points – Loyalty Programs Hit the Ski Hills** was released today as a 6-page Industry Analysis. The report is available at the IdeaWorks web site: <http://www.ideaworkscompany.com/news/>.

About IdeaWorks: IdeaWorks was founded in 1996 as a consulting organization building brands through innovation in product, partnership and marketing and, building profits through financial improvement and restructuring. Its international client list includes the hotel, airline, marine, railroad, consumer products and health care sectors. IdeaWorks specializes in brand development, customer service improvement, customer research, competitive analysis, creating partner marketing strategies, cost reduction programs and business restructuring. IdeaWorks brings value as a consultant by researching the expectations of the customer, learning from the wisdom of the client organization and applying innovative ideas to create solutions for clients and consumers.

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