

## 2011/12 Season Pass Sales Guide

Choosing a season pass requires a little research and advance planning. Let us help you in making the right Mt. Bachelor season pass purchase for your lifestyle and budget! Whether you alpine or Nordic ski, or ride the trees and park, the following guide will break down each of our products and how they may, or may not, be the best for your needs and budget this season.

If at any point you have questions or need additional assistance, please call one of our “local experts” at 541.382.2442. They are available to assist Monday-Friday from 8:30 am to 4:00 pm.

### Before making your product decision

Consider how many days you plan to ski or snowboard this winter, when you will visit (mostly weekends and holidays, or is your schedule flexible enough to visit midweek; are you a die hard, or will you wait for great snow and weather?), and of course, your budget. Mt. Bachelor offers a wide variety of different season pass and lift ticket options to choose from.

A good way to begin your research is a simple “breakeven” analysis on the season pass options. By dividing the daily lift ticket rate into the pass type, you can determine how many days you need to visit to make the cost of the pass worth it. Here are the breakeven points on season passes for this year:

Pass Type & Price		divided by daily median lift ticket rate	=	breakeven days
• Adult full season -	\$829	\$63	=	13.2 days
• Senior (65-69 yrs) full pass -	\$529	\$53	=	10.0 days
• Adult midweek pass -	\$549	\$63	=	8.7 days
• 12-day, non-holiday pass -	\$450	63	=	7.1 days
• 70+ full pass -	\$269	\$39	=	6.9 days
• Young Adult (19-23 yrs) pass -	\$379	\$63	=	6.0 days
• Teen (13-18 yrs) pass -	\$269	\$53	=	5.1 days
• Youth (6-12 yrs) pass -	\$159	\$39	=	4.1 days

If you plan on visiting more than the breakeven days listed for a particular pass type, taking into consideration your personal budget and any restrictions on a particular pass, then the season pass is probably right for you. Depending on how many days beyond the breakeven you visit, you may save *substantially* off the lift ticket price. The *average* Mt. Bachelor season pass holder visits more than 25 days per year, which brings down their daily lift access cost to around \$30 per day! The more you visit on a pass, the better your overall value!

If a season pass doesn't make sense for you, based on your budget or the number of days you expect to visit, skip below to the “Less-Frequent Visitor” section. For those looking for more information on season passes continue below.

### Full Season Passes

- ***This pass is perfect for:*** skiers and snowboarders of all ages who want the convenience of accessing the mountain whenever they want, for as long as they want within operating hours, any day during the winter season. Come up for 2 runs, or for 20. Ski or ride when it's sunny, stormy, or anywhere in between. Full season passes are valid every day, including weekends and holidays when other pass products may be restricted. If you plan on visiting more than the breakeven number of days in the table above, and especially if you plan to visit 20 or more days like most other pass holders, this is the most flexible and convenient pass to own for any age.

### Midweek Season Passes

- ***This pass is perfect for:*** skiers and snowboarders who have the flexibility to visit Mt. Bachelor Monday-Friday during the entire winter season, excluding the Christmas break midweek of 12/26-30/2011. Midweek days are normally less busy than weekends during the winter season and when the storm patterns hit right, you'll enjoy fresh tracks all

day long! The midweek pass option is a great value for those with the flexibility to ski/ride 10, 15 or more days during the week when everyone else is at work.

### 12-Day Passes

- ***This pass is perfect for:*** those who don't ski/ride enough to warrant a full season pass purchase, but still want the convenience of a direct-to-lift picture-pass and the affordability of lift access for less than \$40 per day, non-holiday. This is a popular choice for skiers and snowboarders who crave their days on the mountain, but don't want or need to visit on holidays – they just can't get the time to visit 20 + days to make a full pass pencil.

### Spring Passes

- Mt. Bachelor will bring back spring passes once again in 2012. A spring pass provides unlimited skiing and snowboarding during the best snow and weather conditions we experience all season long. Last year's spring pass was valid April 4 to May 29, 2011 and cost \$149. Look for spring pass details starting in March, 2012.

### Pass Combinations

- We are seeing more and more instances of pass and ticket combinations for value-conscious snow riders. We think that could be a great solution! Combining a 12-day pass for your winter visits with a spring pass for everyday access through Memorial Day might be your choice. Or hooking up with Charity Week tickets in January and saving your 12-day pass days for prime time February-March. With another active La Nina winter season forecasted, who wants to limit the possibilities? Check out the last section below for other product ideas that could be combined with a pass to address your specific snow riding needs this year.

### Less-Frequent Visitors

- ***What options do I have outside a season-long pass product?*** If a pass simply is not right for you check out some other options:
  - **Charity Weeks:** heading into its fourth winter season, Charity Weeks has generated over \$240,000 in *cash* donations for Central Oregon charity and non-profit organizations. This is a great, low cost lift ticket option for Mt. Bachelor where 100% of the proceeds are donated to deserving local charities. For the first two midweeks in January and April, official Charity Week organizations offer midweek ticket vouchers to their supporters. Last season's Charity Week vouchers cost just \$25 each. Details on 2011/12 Charity Weeks and beneficiaries will be announced in October. Stay tuned to take advantage of this incredible deal benefiting our community and giving you a huge discount to ski and snowboard Mt. Bachelor!
  - **Pass holder Friends and Family tickets:** new this year, Adult, Young Adult, Senior, 70+ and Midweek pass holders have the ability to purchase up to 6 discounted single and 6 discounted multiday lift tickets for friends and family! In addition to this pre-season deal, friends and family offers are provided for our full season pass holders periodically throughout the winter season. It's good to know whether your pass-holding friends and family members need a slope buddy! Hook up and you could be snow riding at Mt. Bachelor on a discounted pass holder buddy ticket.
  - **Attend an upcoming Winter Film Premiere or Ski Show;**
    - **Warren Miller Tour:** For the third straight year, Mt. Bachelor will be sponsoring the upcoming Warren Miller Movie '*Like There's No Tomorrow*'. Everyone attending Like There's No Tomorrow will receive a voucher to Mt. Bachelor good for **EITHER:** One (1) FREE lift ticket, offer valid Monday through Friday from Opening Day through 12.16.2011 or 4.01.2012 through the end of the 2011-2012 winter season; **OR** One (1) TWO FOR ONE lift ticket, offer valid Monday through Friday from 1.9.2012 through 3.30.2012. COUPON NOT VALID: 1.16.2012 and 2.20.2012. One coupon per person. Not valid with any other discounted offer. No refunds. No cash value. Non-transferable.
      - Washington shows; Everett, Bremerton, Tacoma, Bellevue, Seattle,
      - Oregon shows; Tigard, Corvallis, Eugene, Portland, Salem

- Visit <http://www.skinet.com/warrenmiller/> for details
- **Teton Gravity Research:** Mt. Bachelor will also be sponsoring premieres throughout Oregon and Washington for TGR's upcoming film '*One For The Road*'. Attendees receive a restricted complimentary ticket at the Seattle premiere, and restricted 2-for-1 tickets at the Portland, Bend, Eugene and Hood River premieres. Visit <http://www.tetongravity.com/> for details.
- **Portland and Seattle Ski Shows and regional Shop Sales:** it is common for Mt. Bachelor to offer "show specials," offers and deals that are only made available to attendees of a particular event. Stay tuned for details and special offers at upcoming fall ski and snowboard shows:
  - **Seattle Ski Fever:** *October 28-30, 2011*
  - **Portland Ski Fever:** *November, 4-6, 2011*
  - **San Francisco Ski & Snowboard Show:** *November 5-6, 2011*
  - **Silicon Valley Ski & Snowboard Show:** *November 12-13, 2011*
  - **Sacramento Ski Dazzle:** *November 19-20, 2011*
- In addition to the vouchers for attendees at the above TGR and Warren Miller Premieres and ski shows, Mt. Bachelor will be giving away lift tickets, season passes, and vacation packages at various film premieres throughout the Pacific Northwest and Northern California throughout the fall and winter season. Including, but not limited to;
  - **The Art of Flight:** Portland, September 15 - <http://www.artofflightmovie.com/>
  - Matchstick Productions '*Attach of La Nina*': Bend, December 2<sup>nd</sup>
  - **The Feeders and Downtown Throwdown Series;** Clackamas, OR – 9/17, Spokane, WA – 9/24, Seattle, WA – 10/8, Sacramento, CA – 10/22, San Francisco, CA – 10/29.
  - More shows and events with ticket giveaways TBA via the Bachelor Buzz e-newsletter and on [www.mtbachelor.com](http://www.mtbachelor.com) – stay tuned!
- **Get the inside connection:** [sign up for our 'Bachelor Buzz' e-newsletter](#) to get the scoop on discount ticket products, deals and discounts announced periodically throughout the winter season!