2011 is 25-27% up from 2010.

Warm nights and long days are back.

New stores never had before.

Utah's economy has never been better.

Overnight stays have increased.

New businesses and events have increased.

New cleaner ski slopes.

SALT LAKE CITY:

- Strong leisure product
- 62 ft of snow
- Room occupancy

CITY CREEK AND DOWNTOWN PLANS:

- New stores never had before
- First ski lift in NA (MChina)
- Commercial, retail, residential

ACTIVITIES:

- Skiers spend more on average
- Ski tickets now online
- More events

ONLINE RECRUITMENT:

- More bookings online
- More room nights

NEW ECONOMIC IMPACT MODEL:

- Economic impact calculation
- New economic impact model
- New economic impact model of the group level

CUSTOMER ADVISORY BOARD:

- Visit Salt Lake
- Open and honest dialogue
- Professional board

ALPINE SLIDE:

- "There are coffee breaks, and there are Snowbird coffee breaks."