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FRESH SNOW PROMPTS STRONG HOLIDAY TURNOUT AT OREGON SKI RESORTS

Portland, Oregon (February 25, 2009) - A return to winter weather just in time for the major winter holiday attracted skiers and snowboarders to Oregon's ski slopes this past weekend, making a slow start to the season a distant memory. A canvassing of Oregon's ski resorts indicates that the 3 day President's holiday weekend saw a near record turnout at the slopes. Resorts also experienced a strong Martin Luther King holiday weekend in January.

Resorts reported a good turnout of families, children, and beginner skiers and snowboarders, with ski and snowboard schools doing big business over the holiday. There were a good number of people hitting the slopes for the first time this season, attracted by the new snow and putting the volatile early season weather and economic woes behind them.

The good news is that skiers and boarders are still actively participating in their sport. All positive signs for the snow sport industry.

Another bright spot is retail sales. Overall, the decline in retail sales in the snow sports was down only 1.5% according to Kelly Davis, Snow Sport Industries Association's Director of Research, as compared to retail sales in general which are down 11% as reported by the U.S. Census Bureau. In fact, some retail segments of the snow sports market are experiencing an increase in retail sales, namely one-piece suits and accessories.

As we head toward spring, the hope is for more snow that will once again allow Oregon ski resorts to live up to their slogan, "Ride the Endless Winter".

Ski Oregon is a non-profit association representing the ski industry in Oregon. Members include ski areas throughout the state, retailers, lodging partners, manufacturers, transportation, rental equipment companies and more. Ski Oregon's mission is to create awareness of and demand for Oregon ski and snowboard industry services and products.

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[Ski Oregon – Ride the Endless Winter – www.SkiOregon.org](http://www.SkiOregon.org)