



Signature Story Ideas

2025/26 STORY ANGLES: QUICK PICKS FOR SKI TOWN, U.S.A

Industry/Business	Events	Champagne Powder Snow
• Full Steam Ahead ushered in multi-year, multimillion dollar resort developments: on-mountain and base area. •	• Opening Day - 11/22 • Visa Big Air - 12/13 • 40th MusicFest 1/5-10 • Cowboy Downhill - 1/18 • 113th Winter Carnival • Para World Cup • WinterWonderGrass - 2/27 - 3/1 • Springalicious - 4/1-19 • The Final Showdown - 4/18-19	• Single Day Snowfall Record- 27" • Champagne Powder® snow trademark • 6 out of past 11 winters see 300+" of snow at resort • Storm Peak Lab studies weather from mountaintop
Access/Direct Flights	Family Friendly/Kids	Doing Good & Sustainability
• Direct Flights from 16 major markets • 6 major airlines • 16 non-stop flights	• Mountain Camp Children's Programming • Kids Ski Free - 1st resort starting in 1982 • Winter Carnival Celebrates 113 years of fun • Family Private Guided Experience	• Support Yampa River Fund • Routt County Climate Action Plan • Resort led Green Team
Invest in our People	Steamboat is Known for:	Olympians
• Mental Wellness of Resort Staff • Employer Based Childcare (one of a handful of ski resorts to offer this crucial staff benefit) • Women's Employee Resource Group	• Western Heritage • Family Friendly • Champagne Powder • Steamboat Springs Winter Sports Club • Birthplace of Nordic and Freestyle Skiing in CO	• More than 100 Winter Olympians and Counting • 2026 hopefuls include 11 Steamboat sponsored athletes • 1st American Olympic Medals: Kidd, Carmichael, Dunn; Spillane & Demong • Ski with an Olympian, new for 25/26 • Dinner with an Olympian, new for 25/26 season