

# **A Study of Business Volume at Michigan's Downhill Ski Resorts**

**2001-2002 vs. 2002-2003**



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## **Acknowledgements**

We are grateful to the ski resorts that provided data to make this report possible. Unfortunately, we cannot list them here since respondents were promised anonymity. We are also grateful to Travel Michigan, the Michigan Agricultural Experiment Station, and MSU-Extension for their financial support.

## Executive Summary

The Travel, Tourism, and Recreation Resource Center (TTRRC) at Michigan State University was contracted by Travel Michigan to complete a study of business volume at Michigan's downhill ski resorts for the 2001-02 and 2002-03 ski seasons. Lift ticket sales data (both day passes and season passes) were determined to be the most useful indicators of business volume.

TTRRC faculty and staff developed a short questionnaire that was sent to thirty-seven Michigan downhill ski resorts between April 24 and July 8, 2003. Several delivery methods were used in an attempt to boost response rate; questionnaires were first e-mailed, then faxed, and finally mailed to the resorts. Sixteen resorts completed the questionnaires for a response rate of 43.2%. However, one resort only provided day pass sales figures for the 2002-03 season while another only provided season pass sales figures.

Because less than half of Michigan's ski areas are represented in the data set, the results reported herein are an incomplete measure of business volume across the total population of Michigan's ski resorts. In general, the larger resorts were more willing or able to provide sales information than smaller resorts. Therefore, these results are more representative of large destination-type resorts rather than of those that serve primarily local residents. The results of the season-to-season comparisons are especially meaningful since only resorts providing data for both seasons are reported.

The following table summarizes the estimated number of skiers by month for the fourteen resorts providing day pass sales figures:

**Table A. Skier Estimates by month, 2001-02 vs. 2002-03 (day pass only).**

<b>Month</b>	<b>2001-02</b>	<b>2002-03</b>
November	0	15,831
December	161,915	235,107
January	349,106	322,987
February	333,797	320,610
March	177,227	182,574
April	13,782	6,455
<b>Total</b>	<b>1,035,827</b>	<b>1,080,564</b>

Approximately 45,000 more daily lift tickets (a 4.3% increase) were purchased during the 2002-03 ski season at the fourteen resorts included in the sample when compared to 2001-02.

The sale of season passes also increased during this time period by 18%, from 16,963 to 19,989. A total of sixteen resorts are included in the season pass sample.

The report contains skier estimates broken down by region (e.g., Upper Peninsula, northern Lower Peninsula, or southern Lower Peninsula), by month, and by reporting period (November-January and February-April).

## Introduction

The Travel, Tourism and Recreation Resource Center (TTRRC) at Michigan State University was contracted by Travel Michigan to complete a study of business volume at Michigan's downhill ski resorts<sup>1</sup> for the 2001-02 and 2002-03 ski seasons. Business volume was determined by examining each resort's day pass and season pass sales figures during this time period.

The first step was to identify all downhill ski resorts in Michigan. This was accomplished by searching various ski industry web sites and literature. As each resort was identified, it was classified into one of three regions: Upper Peninsula, northern Lower Peninsula, or southern Lower Peninsula (see Appendix A).

Faculty and staff from the TTRRC then developed a short questionnaire (see Appendix B) to gather information on:

1. Skier estimates based on day pass and season pass sales figures for the 2001-02 and 2002-03 ski seasons.
2. Season opening and closing dates.
3. Contact information.

The questionnaire also gathered weather-related information (see Questions 5, 6, 9, 10, and 11 of the questionnaire in Appendix B) to be used in an on-going TTRRC project on climate change and its effect on travel in Michigan. Results from this set of questions are not included in this report.

Once the questionnaire was finalized, it was e-mailed as an attachment to the following 21 resorts on April 24, 2003:

- Apple Mountain
- Blackjack Ski Resort
- Big Powderhorn Mountain
- Boyne Highlands
- Boyne Mountain
- Caberfae Peaks Ski Resort
- Cannonsburg Ski Area
- Crystal Mountain Resort
- Hanson Hills Recreation Area
- Indianhead Mountain Resort
- Mt. Brighton
- Nub's Nob
- Pine Mountain Resort
- Pine Knob Ski Resort
- Shanty Creek
- Ski Brule
- Skyline Ski and Country Club
- Snow Snake Mountain
- Swiss Valley Ski Area
- Timber Ridge Ski Area
- Treetops Resort

Two resorts responded to the first e-mail request. A second round of e-mails were sent on May 7, 2003 to those resorts that did not respond to the first request. Three resorts responded to the second e-mail request.

On May 22, 2003, questionnaires were faxed to the following resorts that did not have readily available e-mail addresses or whose e-mail was previously returned as undeliverable:

- Al-Quaal Recreation Area
- Bittersweet Ski Area
- Gladstone Sports Park
- Hickory Hills
- Mont Ripley
- Mount Bohemia
- Mt. Holly
- Mt. McSauba Recreation Area
- Mt. Zion
- Mulligan's Hollow Ski Bowl
- Norway Mountain
- Pando Winter Sports Park
- Porcupine Mountains Ski Area
- The Homestead Resort

Questionnaires were also faxed to those resorts that did not respond to the earlier e-mail requests. Five resorts responded to the first faxed request.

In order to encourage participation, telephone calls were placed and follow-up faxes were sent to 13 resorts between May 27, 2003, and June 6, 2003. Faxes were also sent to two resorts that had not heretofore received a questionnaire: Alpine Valley Ski Area and Marquette Mountain. One resort responded to the third faxed request.

Finally, questionnaires were mailed to 17 resorts on July 8, 2003. Four resorts responded to the mailed request.

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<sup>1</sup> For the purposes of this report, the terms "ski resort" and "resort" will refer to any Michigan downhill ski area or facility, regardless of size, business volume, or level of development.

In all, thirty-seven ski resorts were contacted between April 24 and July 8, 2003. Questionnaires were sent an average of 2.9 times to these resorts. Some responded after the first request while others did not respond after seven attempts. Sixteen questionnaires were returned for a response rate of 43.2%.

It is important to note that the results reported herein are an incomplete measure of business volume across the total population of Michigan's ski resorts since less than half of them are represented in the data set. Most of the larger resorts did provide data, whereas many smaller properties that cater mostly to local season pass holders did not respond. Thus, these results are more representative of large destination-type resorts than of those that serve primarily local residents. The results of the season-to-season comparisons are especially meaningful since only resorts providing data for both seasons are reported. Again, they are most representative of the changes associated with facilities that rely heavily upon non-residents (i.e., tourists) for the majority of their business.

## Reporting Period Number One, November 2001-January 2002

The first reporting period covers November 2001 through January 2002 and includes responses from five Upper Peninsula resorts, eight northern Lower Peninsula resorts, and three southern Lower Peninsula resorts.

### Ski Resort Opening Dates

The earliest reported opening date for Upper Peninsula resorts was December 7, 2001. The latest reported opening date was December 26, 2001.

The earliest reported opening date for northern Lower Peninsula resorts was December 15, 2001. The latest reported opening date was January 1, 2002.

The earliest reported opening date for southern Lower Peninsula resorts was December 22, 2001. The latest reported opening date was December 25, 2001.

### Skier Estimates

Ski resorts were asked to estimate the total number of skier visits by month from available day pass and season pass sales records. Tables 1-4 below include skier estimates based on day pass sales figures for the first reporting period. The numbers in parentheses refer to the number of resorts included in the sample. Because only one southern Lower Peninsula resort reported day pass sales figures for this reporting period, it is the only resort included in that region's estimates.

**Table 1. Skier Estimates, November 2001.**

Region (sample size)	Day visits
Upper Peninsula (5)	0
Northern Lower Peninsula (8)	0
Southern Lower Peninsula (1)	0
Total (14)	0

**Table 2. Skier Estimates, December 2001.**

Region (sample size)	Day visits
Upper Peninsula (5)	28,701
Northern Lower Peninsula (8)	119,048
Southern Lower Peninsula (1)	14,166
Total (14)	161,915

**Table 3. Skier Estimates, January 2002.**

Region (sample size)	Day visits
Upper Peninsula (5)	51,106
Northern Lower Peninsula (8)	260,234
Southern Lower Peninsula (1)	37,766
Total (14)	349,106

**Table 4. Skier Estimates, November 2001-January 2002.**

<b>Region (sample size)</b>	<b>Nov. 2001</b>	<b>Dec. 2001</b>	<b>Jan. 2002</b>	<b>Total</b>
Upper Peninsula (5)	0	28,701	51,106	79,807
Northern Lower Peninsula (8)	0	119,048	260,234	379,282
Southern Lower Peninsula (1)	0	14,166	37,766	51,932
<b>Total (14)</b>	<b>0</b>	<b>161,915</b>	<b>349,106</b>	<b>511,021</b>

## Reporting Period Number Two, February-April 2002

The second reporting period covers February 2002 through April 2002 and includes responses from five Upper Peninsula resorts, eight northern Lower Peninsula resorts, and three southern Lower Peninsula resorts.

### Ski Resort Closing Dates

The earliest reported closing date for Upper Peninsula resorts was March 3, 2002. The latest reported closing date was April 7, 2002.

The earliest reported closing date for northern Lower Peninsula resorts was March 4, 2002. The latest reported closing date was April 7, 2002.

The earliest reported closing date for southern Lower Peninsula resorts was March 7, 2002. The latest reported closing date was March 14, 2002.

### Skier Estimates

Tables 5-8 below include skier estimates based on day pass sales figures for the second reporting period. Because only one southern Lower Peninsula resort reported day pass sales figures for this reporting period, it is the only resort included in that region's estimates.

**Table 5. Skier Estimates, February 2002.**

<b>Region (sample size)</b>	<b>Day visits</b>
Upper Peninsula (5)	49,784
Northern Lower Peninsula (8)	261,262
Southern Lower Peninsula (1)	22,751
<b>Total (14)</b>	<b>333,797</b>

**Table 6. Skier Estimates, March 2002.**

<b>Region (sample size)</b>	<b>Day visits</b>
Upper Peninsula (5)	39,485
Northern Lower Peninsula (8)	131,788
Southern Lower Peninsula (1)	5,954
<b>Total (14)</b>	<b>177,227</b>

**Table 7. Skier Estimates, April 2002.**

<b>Region (sample size)</b>	<b>Day visits</b>
Upper Peninsula (5)	3,404
Northern Lower Peninsula (8)	10,378
Southern Lower Peninsula (1)	0
<b>Total (14)</b>	<b>13,782</b>

**Table 8. Skier Estimates, February-April 2002.**

<b>Region (sample size)</b>	<b>Feb. 2002</b>	<b>Mar. 2002</b>	<b>Apr. 2002</b>	<b>Total</b>
Upper Peninsula (5)	49,784	39,485	3,404	92,673
Northern Lower Peninsula (8)	261,262	131,788	10,378	403,428
Southern Lower Peninsula (1)	22,751	5,954	0	28,705
<b>Total (14)</b>	<b>333,797</b>	<b>177,227</b>	<b>13,782</b>	<b>524,806</b>

## 2001-2002 Ski Season Totals

Table 9 below contains skier estimates based on day pass sales figures for the 2001-2002 ski season.

**Table 9. Skier Estimates, 2001-2002 Ski Season.**

<b>Region (sample size)</b>	<b>Total skiers</b>
Upper Peninsula (5)	172,480
Northern Lower Peninsula (8)	782,710
Southern Lower Peninsula (1)	80,637
<b>Total (14)</b>	<b>1,035,827</b>

Table 10 below contains season pass sales figures for the 2001-2002 ski season. Two additional southern Lower Peninsula resorts provided season pass sales figures but did not report estimated day pass sales.

**Table 10. Season Passes Sold, 2001-2002.**

<b>Region (sample size)</b>	<b>Passes sold</b>
Upper Peninsula (5)	2,489
Northern Lower Peninsula (8)	12,494
Southern Lower Peninsula (3)	1,953
<b>Total (16)</b>	<b>16,936</b>

Figure 1 below shows the estimated number of skiers in each region by month for the 2001-2002 ski season. This figure is based solely on day pass sales figures.

**Figure 1. Skier Estimates for the 2001-2002 Ski Season (By Region, Day Pass Only). (N=14)**

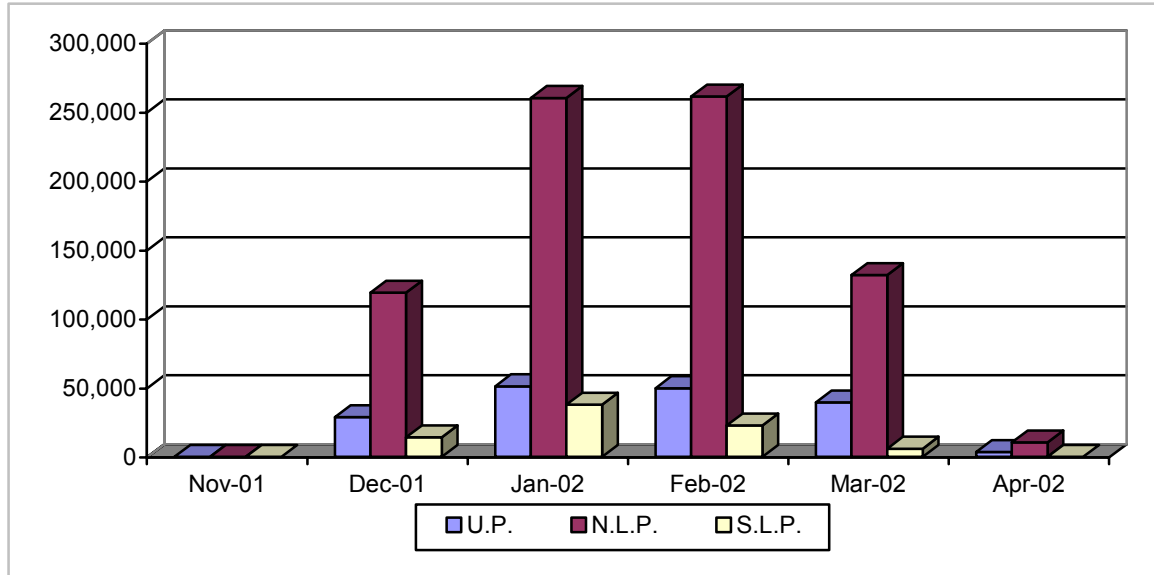
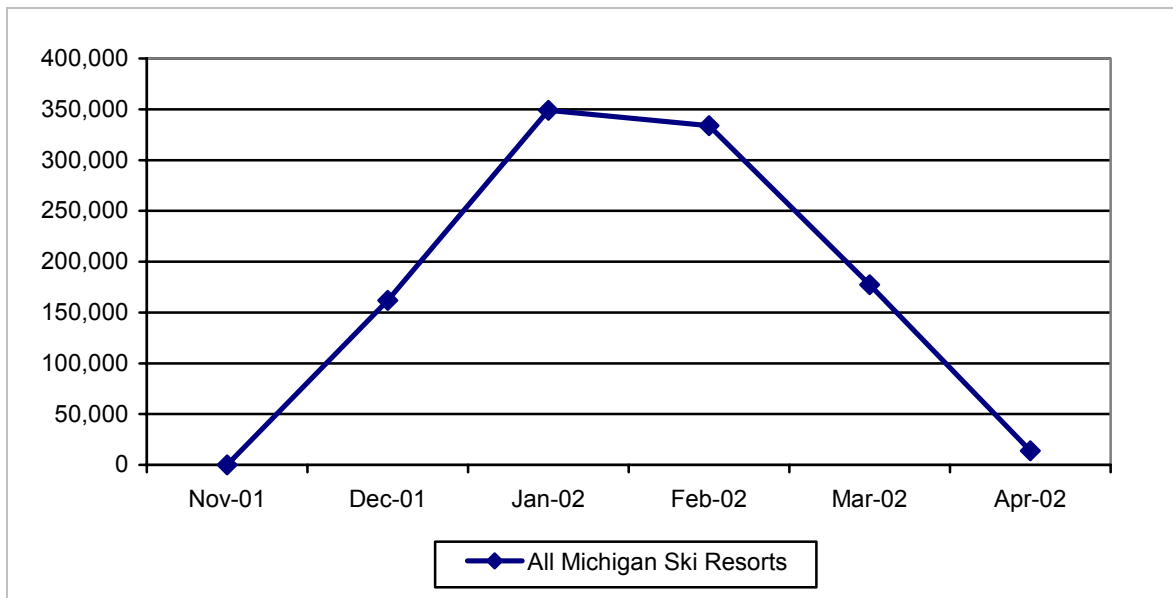


Figure 2 below shows the estimated number of skiers statewide by month for the 2001-2002 ski season. This figure is based solely on day pass sales figures.

**Figure 2. Skier Estimates for the 2001-2002 Ski Season (Statewide, Day Pass Only). (N=14)**



## Reporting Period Number Three, November 2002-January 2003

The third reporting period covers November 2002 through January 2003 and includes responses from five Upper Peninsula resorts, eight northern Lower Peninsula resorts, and two southern Lower Peninsula resorts.

### Ski Resort Opening Dates

The earliest reported opening date for Upper Peninsula resorts was November 26, 2002. The latest reported opening date was December 26, 2002.

The earliest reported opening date for northern Lower Peninsula resorts was November 22, 2002. The latest reported opening date was December 27, 2002.

The earliest reported opening date for southern Lower Peninsula resorts was November 26, 2002. The latest reported opening date was December 6, 2002.

### Skier Estimates

Tables 11-14 below include skier estimates based on day pass sales figures for the third reporting period. Only two out of the three southern Lower Peninsula resorts that responded provided day pass sales figures.

**Table 11. Skier Estimates, November 2002.**

<b>Region (sample size)</b>	<b>Day visits</b>
Upper Peninsula (5)	2,375
Northern Lower Peninsula (8)	12,064
Southern Lower Peninsula (2)	1,392
<b>Total (15)</b>	<b>15,831</b>

**Table 12. Skier Estimates, December 2002.**

<b>Region (sample size)</b>	<b>Day visits</b>
Upper Peninsula (5)	39,781
Northern Lower Peninsula (8)	172,598
Southern Lower Peninsula (2)	37,728
<b>Total (15)</b>	<b>250,107</b>

**Table 13. Skier Estimates, January 2003.**

<b>Region (sample size)</b>	<b>Day visits</b>
Upper Peninsula (5)	43,635
Northern Lower Peninsula (8)	235,969
Southern Lower Peninsula (2)	65,383
<b>Total (15)</b>	<b>344,987</b>

**Table 14. Skier Estimates, November 2002-January 2003.**

<b>Region (sample size)</b>	<b>Nov. 2002</b>	<b>Dec. 2002</b>	<b>Jan. 2003</b>	<b>Total</b>
Upper Peninsula (5)	2,375	39,781	43,635	85,791
Northern Lower Peninsula (8)	12,064	172,598	235,969	420,631
Southern Lower Peninsula (2)	1,392	37,728	65,383	104,503
<b>Total (15)</b>	<b>15,831</b>	<b>250,107</b>	<b>344,987</b>	<b>610,925</b>

## **Reporting Period Number Four, February-April 2003**

The fourth reporting period covers February 2003 through April 2003 and includes responses from five Upper Peninsula resorts, eight northern Lower Peninsula resorts, and two southern Lower Peninsula resorts.

### **Ski Resort Closing Dates**

The earliest reported closing date for Upper Peninsula resorts was March 2, 2003. The latest reported closing date was April 6, 2003.

The earliest reported closing date for northern Lower Peninsula resorts was March 15, 2003. The latest reported closing date was April 12, 2003.

The earliest reported closing date for southern Lower Peninsula resorts was March 16, 2003. The latest reported closing date was March 24, 2003.

### **Skier Estimates**

Tables 15-18 below include skier estimates based on day pass sales figures for the fourth reporting period.

**Table 15. Skier Estimates, February 2003.**

<b>Region (sample size)</b>	<b>Day visits</b>
Upper Peninsula (5)	39,234
Northern Lower Peninsula (8)	252,798
Southern Lower Peninsula (2)	45,578
<b>Total (15)</b>	<b>337,610</b>

**Table 16. Skier Estimates, March 2003.**

<b>Region (sample size)</b>	<b>Day visits</b>
Upper Peninsula (5)	31,087
Northern Lower Peninsula (8)	141,713
Southern Lower Peninsula (2)	17,774
<b>Total (15)</b>	<b>190,574</b>

**Table 17. Skier Estimates, April 2003.**

<b>Region (sample size)</b>	<b>Day visits</b>
Upper Peninsula (5)	150
Northern Lower Peninsula (8)	6,305
Southern Lower Peninsula (2)	0
<b>Total (15)</b>	<b>6,455</b>

**Table 18. Skier Estimates, February 2003-April 2003.**

<b>Region (sample size)</b>	<b>Feb. 2003</b>	<b>Mar. 2003</b>	<b>Apr. 2003</b>	<b>Total</b>
Upper Peninsula (5)	39,234	31,087	150	70,471
Northern Lower Peninsula (8)	252,978	141,713	6,305	400,816
Southern Lower Peninsula (2)	45,578	17,774	0	63,352
<b>Total (15)</b>	<b>337,610</b>	<b>190,574</b>	<b>6,455</b>	<b>534,639</b>

## 2002-2003 Ski Season Totals

Table 19 below contains skier estimates based on day pass sales figures for the 2002-2003 ski season.

**Table 19. Skier Estimates, 2002-2003 Ski Season.**

<b>Region (sample size)</b>	<b>Total skiers</b>
Upper Peninsula (5)	156,262
Northern Lower Peninsula (8)	821,447
Southern Lower Peninsula (2)	167,855
<b>Total (15)</b>	<b>1,145,564</b>

Table 20 below contains season pass sales figures for the 2002-2003 ski season. One additional southern Lower Peninsula resort provided season pass sales figures but did not report day pass sales.

**Table 20. Season Passes Sold, 2002-2003.**

<b>Region (sample size)</b>	<b>Passes sold</b>
Upper Peninsula (5)	3,077
Northern Lower Peninsula (8)	14,441
Southern Lower Peninsula (3)	2,471
<b>Total (16)</b>	<b>19,989</b>

Figure 3 below shows the estimated number of skiers in each region by month for the 2002-2003 ski season. This figure is based solely on day pass sales figures.

**Figure 3. Skier Estimates for the 2002-2003 Ski Season (Day Pass Only). (N=15)**

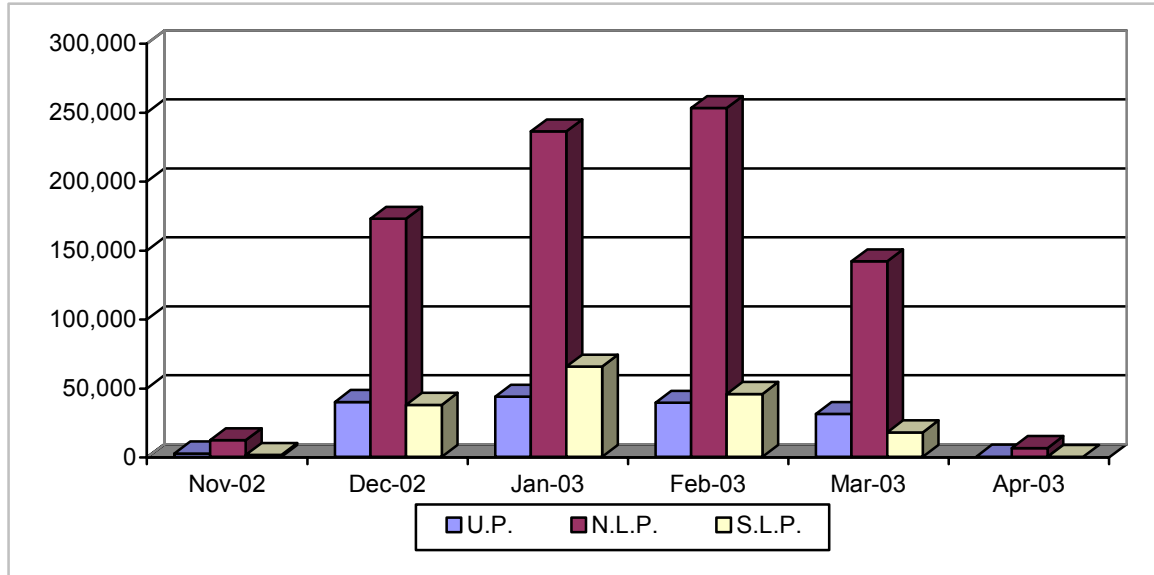
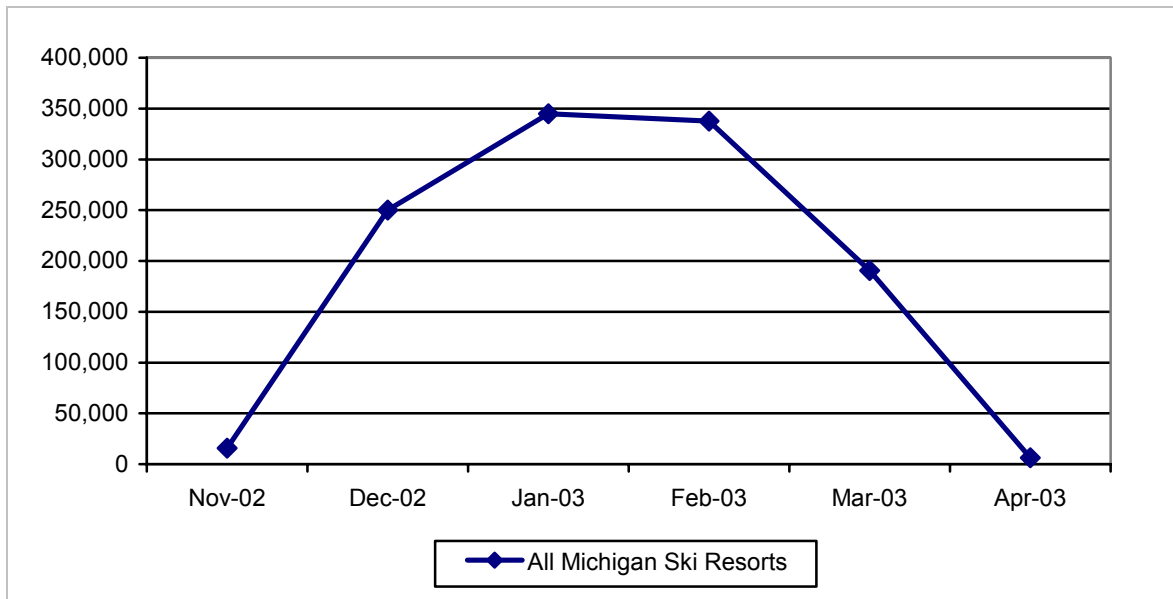


Figure 4 below shows the estimated number of skiers statewide by month for the 2002-2003 ski season. This figure is based solely on day pass sales figures.

**Figure 4. Skier Estimates for the 2002-2003 Ski Season (Statewide, Day Pass Only). (N=15)**



## Monthly Comparisons, 2001-02 vs. 2002-03

Tables 21-26 below present a monthly comparison of skier estimates for the 2001-02 and 2002-03 ski seasons. The estimates are based on day pass sales only. Two southern Lower Peninsula ski areas that did not provide information for the entire reporting period have been excluded from these totals.

**Table 21. Skier Estimates, November 2001 vs. November 2002.**

Region (sample size)	2001	2002	+/-	% Change
Upper Peninsula (5)	0	2,375	+2,375	N/A
Northern Lower Peninsula (8)	0	12,064	+12,064	N/A
Southern Lower Peninsula (1)	0	1,392	+1,392	N/A
Total (14)	0	15,831	+15,831	N/A

**Table 22. Skier Estimates, December 2001 vs. December 2002.**

Region (sample size)	2001	2002	+/-	% Change
Upper Peninsula (5)	28,701	39,781	+11,080	+38.6%
Northern Lower Peninsula (8)	119,048	172,598	+53,550	+45.0%
Southern Lower Peninsula (1)	14,166	22,728	+8,562	+60.4%
Total (14)	161,915	235,107	+73,192	+45.2%

**Table 23. Skier Estimates, January 2002 vs. January 2003.**

Region (sample size)	2002	2003	+/-	% Change
Upper Peninsula (5)	51,106	46,635	-4,471	-8.7%
Northern Lower Peninsula (8)	260,234	235,969	-24,265	-9.3%
Southern Lower Peninsula (1)	37,766	40,383	+2,617	+6.9%
Total (14)	349,106	322,987	-26,119	-7.5%

**Table 24. Skier Estimates, February 2002 vs. February 2003.**

Region (sample size)	2002	2003	+/-	% Change
Upper Peninsula (5)	49,784	39,234	-10,550	-21.2%
Northern Lower Peninsula (8)	261,262	252,798	-8,464	-3.2%
Southern Lower Peninsula (1)	22,751	28,578	+5,827	+25.6%
Total (14)	333,797	320,610	-13,187	-4.0%

**Table 25. Skier Estimates, March 2002 vs. March 2003.**

<b>Region (sample size)</b>	<b>2002</b>	<b>2003</b>	<b>+/-</b>	<b>% Change</b>
Upper Peninsula (5)	39,485	31,087	-8,398	-21.3%
Northern Lower Peninsula (8)	131,788	141,713	+9,925	+7.5%
Southern Lower Peninsula (1)	5,954	9,774	+3,820	+64.2%
<b>Total (14)</b>	<b>177,227</b>	<b>182,574</b>	<b>+5,347</b>	<b>+3.0%</b>

**Table 26. Skier Estimates, April 2002 vs. April 2003.**

<b>Region (sample size)</b>	<b>2002</b>	<b>2003</b>	<b>+/-</b>	<b>% Change</b>
Upper Peninsula (5)	3,404	150	-3,254	-95.6%
Northern Lower Peninsula (8)	10,378	6,305	-4,073	-39.2%
Southern Lower Peninsula (1)	0	0	0	0.0%
<b>Total (14)</b>	<b>13,782</b>	<b>6,455</b>	<b>-7,327</b>	<b>-53.2%</b>

Table 27 below presents an annual comparison of skier estimates for the 2001-02 and 2002-03 ski seasons. The estimates are based on day pass sales only. Two southern Lower Peninsula ski areas that did not provide information for the entire reporting period have been excluded from these totals.

**Table 27. Skier Estimates, 2001-02 vs. 2002-03.**

<b>Region (sample size)</b>	<b>2002</b>	<b>2003</b>	<b>+/-</b>	<b>% Change</b>
Upper Peninsula (5)	172,480	156,262	-16,218	-9.4%
Northern Lower Peninsula (8)	782,710	821,447	+38,737	+4.9%
Southern Lower Peninsula (1)	80,637	102,855	+22,218	+27.6%
<b>Total (14)</b>	<b>1,035,827</b>	<b>1,080,564</b>	<b>+44,737</b>	<b>+4.3%</b>

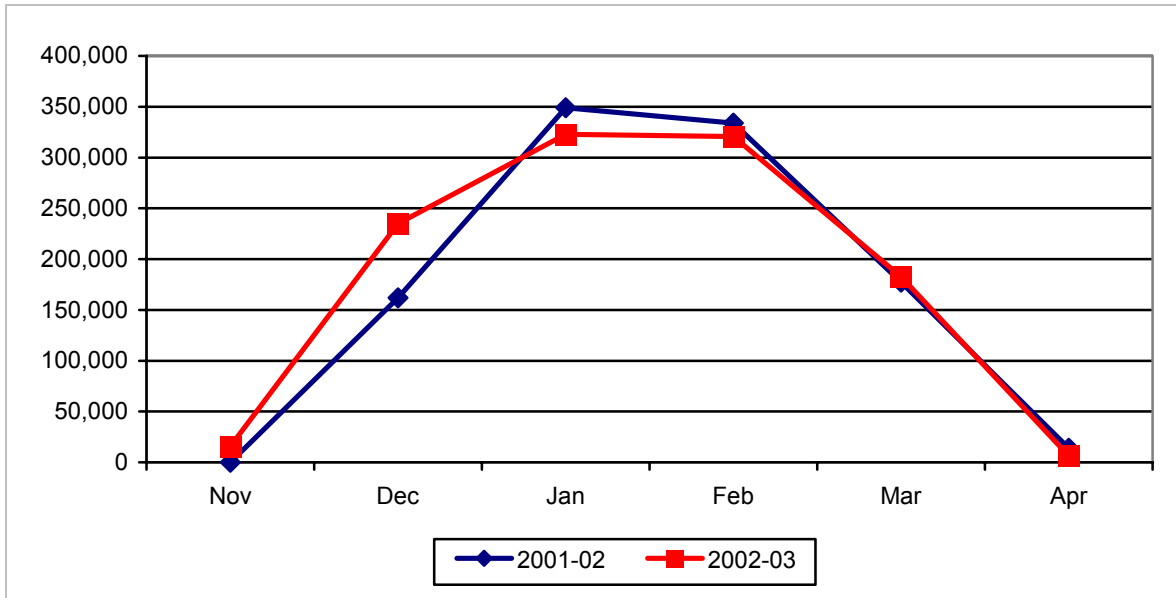
Table 28 below presents an annual comparison of season pass sales for the 2001-02 and 2002-03 ski seasons. The totals include two additional southern Lower Peninsula ski areas that provided complete season pass sales figures for both reporting periods.

**Table 28. Season Pass Sales, 2001-02 vs. 2002-03.**

<b>Region (sample size)</b>	<b>2002</b>	<b>2003</b>	<b>+/-</b>	<b>% Change</b>
Upper Peninsula (5)	2,489	3,077	+588	+23.6%
Northern Lower Peninsula (8)	12,494	14,441	+1,947	+15.6%
Southern Lower Peninsula (3)	1,953	2,471	+518	+26.5%
<b>Total (16)</b>	<b>16,936</b>	<b>19,989</b>	<b>+3,053</b>	<b>+18.0%</b>

Figure 5 below shows the estimated number of skiers statewide by month for the 2001-02 and 2002-03 ski seasons. This figure is based solely on day pass sales figures and excludes one southern Lower Peninsula resort that reported day pass sales figures for the 2002-03 ski season only.

**Figure 5. Skier Estimates for the 2001-02 vs. 2002-03 Ski Seasons (Statewide, Day Pass Only).**



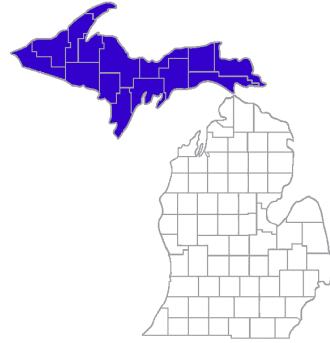
## **Appendix A**

### **Michigan's Downhill Ski Resorts by Region**

**Upper Peninsula**

**City**

Al-Quaal Recreation Area.....	Ishpeming
Big Powderhorn Mountain.....	Bessemer
Blackjack Ski Resort.....	Bessemer
Gladstone Sports Park.....	Gladstone
Indianhead Mountain Resort.....	Wakefield
Marquette Mountain.....	Marquette
Mont Ripley.....	Houghton
Mount Bohemia.....	Lac La Belle
Mt. Zion.....	Ironwood
Norway Mountain.....	Norway
Pine Mountain Resort.....	Iron Mountain
Porcupine Mountains Ski Area.....	Ontonagon
Ski Brule.....	Iron River



**Northern Lower Peninsula**

**City**

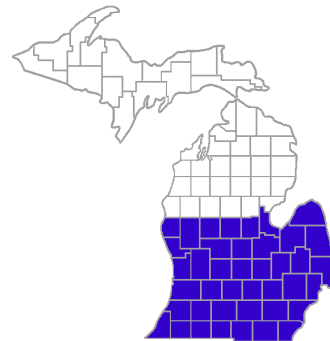
Boyne Highlands.....	Harbor Springs
Boyne Mountain.....	Boyne Falls
Caberfae Peaks Ski Resort.....	Cadillac
Crystal Mountain Resort.....	Thompsonville
Hanson Hills Recreation Area.....	Grayling
Hickory Hills.....	Traverse City
Mt. McSauba Recreation Area.....	Charlevoix
Nub's Nob Ski Area.....	Harbor Springs
Shanty Creek.....	Bellaire
Skyline Ski and Country Club.....	Grayling
Snow Snake Mountain.....	Harrison
The Homestead Resort.....	Glen Arbor
Treetops Resort.....	Gaylord



**Southern Lower Peninsula**

**City**

Alpine Valley Ski Area.....	White Lake
Apple Mountain.....	Freeland
Bittersweet Ski Resort.....	Otsego
Cannonsburg Ski Area.....	Cannonsburg
Mt. Brighton.....	Brighton
Mt. Holly.....	Holly
Mulligan's Hollow Ski Bowl.....	Grand Haven
Pando Winter Sports Park.....	Rockford
Pine Knob Ski Resort.....	Clarkston
Swiss Valley Ski Area.....	Jones
Timber Ridge Ski Area.....	Gobels



## **Appendix B**

### **Cover Letter and Questionnaire**

April 24, 2003

Dear Ski Area Operator:

Travel Michigan, in conjunction with Michigan State University's Travel, Tourism, and Recreation Resource Center, is conducting a Michigan Ski Area Business Volume Survey. The information you provide is important, as it will help Travel Michigan plan their ski-related marketing strategies for the 2003-04 ski season.

**All business-related information collected during this project will be kept strictly confidential.** All information from individual resorts will be grouped into one of three broad categories: Upper Peninsula ski areas, northern Lower Peninsula ski areas, or southern Lower Peninsula ski areas; we will not release information on individual properties. All ski areas that complete the survey will receive a copy of the final report.

The attached questionnaire is in Adobe Acrobat Portable Document Format (PDF). Please e-mail completed surveys to [nikoloff@msu.edu](mailto:nikoloff@msu.edu), or send by fax to (517) 432-2296, attention Alex Nikoloff.

If you have any questions regarding the questionnaire, or would like more information on the project's goals and objectives, please call Alex Nikoloff at the Travel, Tourism, and Recreation Resource Center at (517) 353-0793.

Thank you,

Alex Nikoloff  
Research Analyst

# 2002-2003 MICHIGAN SKI AREA BUSINESS VOLUME SURVEY

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The purpose of this survey is to assist Travel Michigan in determining the approximate number of skiers visiting Michigan ski resorts during the 2001-02 and 2002-03 ski seasons. The information you provide will help Travel Michigan develop their ski-related marketing plans for the upcoming year.

Please E-mail completed questionnaires to [nikoloff@msu.edu](mailto:nikoloff@msu.edu), or fax to (517) 432-2296, attention Alex Nikoloff. If you have any questions regarding the survey's content, please call Alex Nikoloff at (517) 353-0793. Thank you for your help!

---

Name of area:

Contact person:

Mailing address:

Title:

E-mail:

Phone #:

Web site:

Fax #:

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## SECTION 1

1. What was the opening date for your resort's 2001-02 ski season? \_\_\_\_\_  
(month, day, year)
  
2. What was the closing date for your resort's 2001-02 ski season? \_\_\_\_\_  
(month, day, year)
  
3. What was the opening date for your resort's 2002-03 ski season? \_\_\_\_\_  
(month, day, year)
  
4. What was the closing date for your resort's 2002-03 ski season? \_\_\_\_\_  
(month, day, year)
  
5. How many days was the area closed for more than ½ day for natural causes such as high winds, storms, or lack of snow during the 2001-02 ski season? \_\_\_\_\_ days

6. How many days was the area closed for more than ½ day for natural causes such as high winds, storms, or lack of snow during the 2002-03 ski season? \_\_\_\_\_ days

7. Please estimate the total number of skier visits by month for the 2001-2002 and 2002-2003 ski seasons. If possible, estimate attendance from available ticket records or revenue records.

- A "day pass visit" is one person visiting a ski area for all or any part of a day for the purpose of skiing and/or snowboarding.

<u>Year</u>	<u>Month</u>	<u>Day pass visits</u>
2001	November	_____
2001	December	_____
2002	January	_____
2002	February	_____
2002	March	_____
2002	April	_____
2002	November	_____
2002	December	_____
2003	January	_____
2003	February	_____
2003	March	_____
2003	April	_____

8. Does your resort sell season passes? Yes  No  (Skip to section 2)

8a. Approximately how many season passes did you sell for the 2001-2002 ski season? \_\_\_\_\_

8b. Approximately how many season passes did you sell for the 2002-2003 ski season? \_\_\_\_\_

## SECTION 2

The Travel, Tourism and Recreation Resource Center at Michigan State University was recently awarded a grant from the U.S. Environmental Protection Agency to study the impact of weather variability and climate change on recreation and tourism. We would like to focus on downhill skiing initially, but will need to identify several ski facilities that have data and are willing to share that data with us.

The purpose of this project is to develop planning tools that the industry can use to cope with yearly weather variability as well as longer-term climate change. Your responses to the following questions will help us to begin to develop these tools for your industry.

9. How many days (approximately) did you use your snowmaking equipment in 2001-02? \_\_\_\_\_ days

10. How many days (approximately) did you use your snowmaking equipment in 2002-03? \_\_\_\_\_ days

11. Do you have records of lift ticket sales which date back to 1990 or before? Yes  No  (Skip to end)

11a. Are sales recorded by (check all that apply): Day?  Week?  Month?  Year?

11b. Would you be willing to provide these records for us for use in developing climate/weather change planning tools for the downhill ski industry? Yes  No

# THANK YOU!

## **Appendix C**

### **Profiles of Michigan's Downhill Ski Resorts**

## Al-Quaal Recreation Area

Poplar Street  
Ishpeming, MI 49849

Phone: (906) 486-6181  
Fax: (906) 486-1108  
Website: None



### Resort information

Top elevation:	N/A
Vertical drop:	70 ft.
Number of runs:	2
Longest run:	600 ft.
Skiable area:	20 acres
Total number of lifts:	2
Chair lifts:	0
Surface lifts:	2
Snowmaking:	N/A
Night skiing:	Yes
Cross-country skiing:	17.5 km
Tubing:	No
Snowboarding:	Yes
Terrain Park:	No
Half Pipe:	No

### Available services

Child care:	No
Adaptive skier:	No
Ski lessons:	No
Snowboard lessons:	No
Ski rental:	No
Snowboard rental:	No
Children's programs:	No
On-site dining:	No
Nearby lodging:	No

### Trail difficulty

Novice	N/A
Intermediate	N/A
Expert	N/A

## Alpine Valley Ski Area

6775 East Highland Road  
White Lake, MI 48383

Phone: (248) 887-2180  
Fax:  
Website: [www.skialpinevalley.com](http://www.skialpinevalley.com)



### Resort information

Top elevation:	N/A
Vertical drop:	300 ft.
Number of runs:	25
Longest run:	2,000 ft.
Skiable area:	118 acres
Total number of lifts:	20
Chair lifts:	10
Surface lifts:	10
Snowmaking:	100%
Night skiing:	Yes
Cross-country skiing:	No
Tubing:	Yes
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	Yes

### Available services

Child care:	Yes
Adaptive skier:	No
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On-site dining:	Yes
Nearby lodging:	Yes

### Trail difficulty

Novice	39%
Intermediate	26%
Expert	35%

# Apple Mountain

4519 N. River Road  
Freeland, MI 48623

Phone: (517) 781-6789  
Fax: (517) 781-7727  
Website: [www.applemountain.com](http://www.applemountain.com)



## Resort information

Top elevation:	220 ft
Vertical drop:	201 ft
Number of runs:	12
Longest run:	1,000 ft.
Skiable area:	42 acres
Total number of lifts:	6
Chair lifts:	1
Surface lifts:	5
Snowmaking:	100%
Night skiing:	Yes
Cross-country skiing:	No
Tubing:	No
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	Yes

## Available services

Child care:	No
Adaptive skier:	No
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On-site dining:	Yes
Nearby lodging:	No

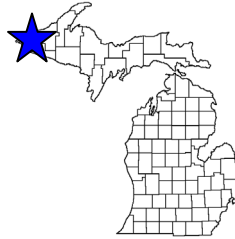
## Trail difficulty

Novice	40%
Intermediate	40%
Expert	20%

# Big Powderhorn Mountain

N11375 Powderhorn Road  
Bessemer, MI 49911

Phone: (906) 932-4838  
Fax: (906) 932-2416  
Website: [www.bigpowderhorn.net](http://www.bigpowderhorn.net)



## Resort information

Top elevation:	1,800 ft
Vertical drop:	600 ft
Number of runs:	25
Longest run:	5,280 ft
Skiable area:	250 acres
Total number of lifts:	9
Chair lifts:	9
Surface lifts:	0
Snowmaking:	85%
Night skiing:	No
Cross-country skiing:	17 km
Tubing:	No
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	Yes

## Available services

Child care:	Yes
Adaptive skier:	Yes
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On site dining:	Yes
Nearby lodging:	Yes

## Trail difficulty

Novice	35%
Intermediate	35%
Expert	30%

## Bittersweet Ski Resort

600 River Road  
Otsego, MI 49078

Phone: (269) 694-2820  
Fax: (269) 694-6860  
Website: www.skibittersweet.com



### Resort information

Top elevation:	N/A
Vertical drop:	350 ft.
Number of runs:	17
Longest run:	2,850 ft.
Skiable area:	100 acres
Total number of lifts:	12
Chair lifts:	6
Surface lifts:	6
Snowmaking:	100%
Night skiing:	Yes
Cross-country skiing:	No
Tubing:	No
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	Yes

### Available services

Child care:	No
Adaptive skier:	No
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On-site dining:	Yes
Nearby lodging:	No

### Trail difficulty

Novice	30%
Intermediate	60%
Expert	10%

## Blackjack Ski Resort

N11251 Blackjack Road  
Bessemer, MI 49911

Phone: (906) 229-5115  
Fax: (906) 229-5664  
Website: www.skiblackjack.com



### Resort information

Top elevation:	N/A
Vertical drop:	465 ft.
Number of runs:	20
Longest run:	5,300 ft.
Skiable area:	101 acres
Total number of lifts:	6
Chair lifts:	4
Surface lifts:	2
Snowmaking:	85%
Night skiing:	No
Cross-country skiing:	No
Tubing:	No
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	Yes

### Available services

Child care:	Yes
Adaptive skier:	No
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On-site dining:	Yes
Nearby lodging:	Yes

### Trail difficulty

Novice	20%
Intermediate	40%
Expert	40%

## Boyne Highlands

600 Highland Drive  
Harbor Springs, MI 49740

Phone: (231) 526-3000  
Fax: (231) 526-3100  
Website: [www.boynehighlands.com](http://www.boynehighlands.com)



### Resort information

Top elevation:	1,290 ft.
Vertical drop:	550 ft.
Number of runs:	54
Longest run:	5,200 ft.
Skiable area:	245 acres
Total number of lifts:	10
Chair lifts:	8
Surface lifts:	2
Snowmaking:	95%
Night skiing:	Yes
Cross-country skiing:	62 km
Tubing:	Yes
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	Yes

### Available services

Child care:	Yes
Adaptive skier:	Yes
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On-site dining:	Yes
Nearby lodging:	Yes

### Trail difficulty

Novice	37%
Intermediate	29%
Expert	34%

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## Boyne Mountain

1 Boyne Mountain Road  
Boyne Falls, MI 49713

Phone: (231) 549-6000  
Fax: (231) 549-6094  
Website: [www.boynemountain.com](http://www.boynemountain.com)



### Resort information

Top elevation:	1,140 ft.
Vertical drop:	500 ft.
Number of runs:	62
Longest run:	5,280 ft.
Skiable area:	260 acres
Total number of lifts:	12
Chair lifts:	11
Surface lifts:	1
Snowmaking:	100%
Night skiing:	Yes
Cross-country skiing:	62 km
Tubing:	Yes
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	Yes

### Available services

Child care:	Yes
Adaptive skier:	Yes
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On-site dining:	Yes
Nearby lodging:	Yes

### Trail difficulty

Novice	29%
Intermediate	41%
Expert	30%

## Caberfae Peaks Ski Resort

Caberfae Road  
Cadillac, MI 49601

Phone: (231) 862-3000  
Fax: (231) 862-3302  
Website: www.caberfaepeaks.com



### Resort information

Top elevation:	1,569 ft.
Vertical drop:	485 ft.
Number of runs:	31
Longest run:	4,960 ft.
Skiable area:	200 acres
Total number of lifts:	6
Chair lifts:	4
Surface lifts:	2
Snowmaking:	100%
Night skiing:	Yes
Cross-country skiing:	15 km
Tubing:	No
Snowboarding:	Yes
Terrain Park:	No
Half Pipe:	No

### Available services

Child care:	Yes
Adaptive skier:	No
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On-site dining:	Yes
Nearby lodging:	Yes

### Trail difficulty

Novice	26%
Intermediate	43%
Expert	41%

## Cannonsburg Ski Area

P.O. Box 19  
Cannonsburg, MI 49317

Phone: (616) 874-6711  
Fax: (616) 874-6677  
Website: www.cannonsburg.com



### Resort information

Top elevation:	N/A
Vertical drop:	250 ft.
Number of runs:	17
Longest run:	1,500 ft.
Skiable area:	100 acres
Total number of lifts:	12
Chair lifts:	3
Surface lifts:	9
Snowmaking:	100%
Night skiing:	Yes
Cross-country skiing:	No
Tubing:	No
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	Yes

### Available services

Child care:	Yes
Adaptive skier:	Yes
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On-site dining:	Yes
Nearby lodging:	Yes

### Trail difficulty

Novice	35%
Intermediate	50%
Expert	15%

# Crystal Mountain Resort

12500 Crystal Mountain Drive  
Thompsonville, MI 49683

Phone: (231) 378-2000  
Fax: (231) 378-4594  
Website: www.crystallmountain.com



## Resort information

Top elevation:	1,132 ft.
Vertical drop:	375 ft.
Number of runs:	34
Longest run:	2,640 ft.
Skiable area:	65 acres
Total number of lifts:	8
Chair lifts:	6
Surface lifts:	2
Snowmaking:	98%
Night skiing:	Yes
Cross-country skiing:	40 km
Tubing:	No
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	Yes

## Available services

Child care:	Yes
Adaptive skier:	Yes
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
Onsite dining:	Yes
Nearby lodging:	Yes

## Trail difficulty

Novice	19%
Intermediate	51%
Expert	30%

# Gladstone Sports Park

P.O. Box 32  
Gladstone, MI 49837

Phone: (906) 428-9222  
Fax: (906) 428-3122  
Website: None



## Resort information

Top elevation:	N/A
Vertical drop:	110 ft.
Number of runs:	3
Longest run:	1,000 ft.
Skiable area:	30 acres
Total number of lifts:	5
Chair lifts:	0
Surface lifts:	5
Snowmaking:	100%
Night skiing:	Yes
Cross-country skiing:	5 km
Tubing:	Yes
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	Yes

## Available services

Child care:	No
Adaptive skier:	No
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	No
Snowboard rental:	No
Children's programs:	Yes
On-site dining:	N/A
Nearby lodging:	No

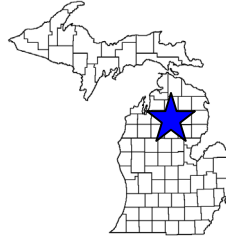
## Trail difficulty

Novice	N/A
Intermediate	N/A
Expert	N/A

# Hanson Hills Recreation Area

7601 Old Lake Rd.  
Grayling, MI 49738

Phone: (989) 348-9266  
Fax: (989) 348-1393  
Website: [www.hansonhills.org](http://www.hansonhills.org)



## Resort information

Top elevation:	N/A
Vertical drop:	225 ft.
Number of runs:	8
Longest run:	2,800 ft.
Skiable area:	125 acres
Total number of lifts:	5
Chair lifts:	0
Surface lifts:	5
Snowmaking:	60%
Night skiing:	Yes
Cross-country skiing:	35 km
Tubing:	Yes
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	Yes

## Available services

Child care:	No
Adaptive skier:	No
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On-site dining:	N/A
Nearby lodging:	Yes

## Trail difficulty

Novice	50%
Intermediate	50%
Expert	0%

# Hickory Hills

2000 Randolph Street  
Traverse City, MI 49684

Phone: (231) 922-4910  
Fax: (231) 941-7716  
Website: [www.ci.traverse-city.mi.us/services/hickory.htm](http://www.ci.traverse-city.mi.us/services/hickory.htm)



## Resort information

Top elevation:	N/A
Vertical drop:	240 ft.
Number of runs:	8
Longest run:	1,500 ft.
Skiable area:	35 acres
Total number of lifts:	5
Chair lifts:	0
Surface lifts:	5
Snowmaking:	60%
Night skiing:	Yes
Cross-country skiing:	5 km
Tubing:	No
Snowboarding:	Yes
Terrain Park:	No
Half Pipe:	No

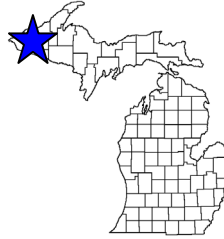
## Available services

Child care:	No
Adaptive skier:	No
Ski lessons:	No
Snowboard lessons:	No
Ski rental:	No
Snowboard rental:	No
Children's programs:	No
On-site dining:	N/A
Nearby lodging:	Yes

## Trail difficulty

Novice	N/A
Intermediate	N/A
Expert	N/A

# Indianhead Mountain Resort



500 Indianhead Road  
Wakefield, MI 49968

Phone: (906) 229-5181  
Fax: (906) 229-5920  
Website: [www.indianheadmtn.com](http://www.indianheadmtn.com)

## Resort information

Top Elevation:	1,935 ft.
Vertical drop:	638 ft.
Number of runs:	23
Longest run:	5,280 ft.
Skiable area:	195 acres
Total number of lifts:	9
Chair lifts:	5
Surface lifts:	4
Snowmaking:	95%
Night skiing:	No
Cross-country skiing:	No
Tubing:	Yes
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	Yes

## Available services

Child care:	Yes
Adaptive skier:	Yes
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On-site dining:	Yes
Nearby lodging:	Yes

## Trail difficulty

Novice	21%
Intermediate	37%
Expert	42%

# Marquette Mountain



County Road 553  
Marquette, MI 49855

Phone: (906) 225-1155  
Fax: (906) 325-0146  
Website: [www.marquettemountain.com](http://www.marquettemountain.com)

## Resort information

Top elevation:	1,357 ft.
Vertical drop:	600 ft.
Number of runs:	25
Longest run:	8,300 ft.
Skiable area:	151 acres
Total number of lifts:	4
Chair lifts:	3
Surface lifts:	1
Snowmaking:	63%
Night skiing:	Yes
Cross-country skiing:	No
Tubing:	No
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	Yes

## Available services

Child care:	Yes
Adaptive skier:	No
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On-site dining:	Yes
Nearby lodging:	Yes

## Trail difficulty

Novice	15%
Intermediate	50%
Expert	35%

## Mont Ripley

1400 Townsend Drive  
Houghton, MI 49931

Phone: (906) 487-2340  
Fax: (906) 487-3314  
Website: [www.aux.mtu.edu/ski](http://www.aux.mtu.edu/ski)



### Resort information

Top elevation:	N/A
Vertical drop:	423 ft.
Number of runs:	16
Longest run:	N/A
Skiable area:	N/A
Total number of lifts:	2
Chair lifts:	0
Surface lifts:	2
Snowmaking:	100%
Night skiing:	Yes
Cross-country skiing:	No
Tubing:	No
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	Yes

### Available services

Child care:	No
Adaptive skier:	No
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	No
On-site dining:	Yes
Nearby lodging:	No

### Trail difficulty

Novice	25%
Intermediate	50%
Expert	25%

## Mount Bohemia

Lac La Belle, MI

Phone: (906) 289-4105  
Fax: (906) 289-4109  
Website: [www.mtbohemia.com](http://www.mtbohemia.com)



### Resort information

Top elevation:	N/A
Vertical drop:	900 ft.
Number of runs:	41
Longest run:	9,240 ft.
Skiable area:	N/A
Total number of lifts:	2
Chair lifts:	2
Surface lifts:	0
Snowmaking:	N/A
Night skiing:	Yes
Cross-country skiing:	No
Tubing:	No
Snowboarding:	Yes
Terrain Park:	N/A
Half Pipe:	N/A

### Available services

Child care:	No
Adaptive skier:	No
Ski lessons:	No
Snowboard lessons:	No
Ski rental:	Yes
Snowboard rental:	No
Children's programs:	No
On-site dining:	No
Nearby lodging:	No

### Trail difficulty

Novice	0%
Intermediate	40%
Expert	60%

## Mt. Brighton

4141 Bauer Road  
Brighton, MI 48116

Phone: (810) 229-9581  
Fax: (810) 229-3077  
Website: www.mtbrighton.com



### Resort information

Top elevation:	1,330 ft.
Vertical drop:	300 ft.
Number of runs:	26
Longest run:	1,350 ft.
Skiable area:	130 acres
Total number of lifts:	17
Chair lifts:	7
Surface lifts:	10
Snowmaking:	100%
Night skiing:	Yes
Cross-country skiing:	No
Tubing:	No
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	Yes

### Available services

Child care:	No
Adaptive skier:	No
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On-site dining:	Yes
Nearby lodging:	Yes

### Trail difficulty

Novice	30%
Intermediate	40%
Expert	30%

## Mt. Holly

13536 S. Dixie Highway  
Holly, MI 48442

Phone: (248) 634-8260  
Fax: (248) 634-0808  
Website: www.skimtholly.com



### Resort information

Top elevation:	N/A
Vertical drop:	350 ft.
Number of runs:	18
Longest run:	2,100 ft.
Skiable area:	100 acres
Total number of lifts:	13
Chair lifts:	7
Surface lifts:	6
Snowmaking:	100%
Night skiing:	Yes
Cross-country skiing:	No
Tubing:	No
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	No

### Available services

Child care:	No
Adaptive skier:	Yes
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On-site dining:	Yes
Nearby lodging:	Yes

### Trail difficulty

Novice	22%
Intermediate	39%
Expert	39%

## Mt. McSauba Recreation Area

McSauba Road  
Charlevoix, MI 49720

Phone: (231) 547-3267  
Fax:  
Website: None



### Resort information

Top elevation:	N/A
Vertical drop:	140 ft.
Number of runs:	5
Longest run:	1,000 ft.
Skiable area:	20 acres
Total number of lifts:	3
Chair lifts:	0
Surface lifts:	3
Snowmaking:	90%
Night skiing:	Yes
Cross-country skiing:	2 km
Tubing:	No
Snowboarding:	Yes
Terrain Park:	No
Half Pipe:	No

### Available services

Child care:	No
Adaptive skier:	No
Ski lessons:	Yes
Snowboard lessons:	No
Ski rental:	Yes
Snowboard rental:	No
Children's programs:	Yes
On-site dining:	N/A
Nearby lodging:	Yes

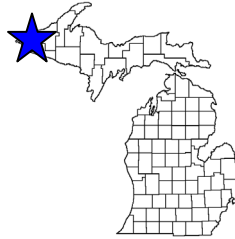
### Trail difficulty

Novice	N/A
Intermediate	N/A
Expert	N/A

## Mt. Zion

E4946 Jackson Road  
Ironwood, MI 49938

Phone: (906) 932-4231  
Fax: (906) 932-0868  
Website: [www.gogebic.cc.mi.us](http://www.gogebic.cc.mi.us)



### Resort information

Top elevation:	N/A
Vertical drop:	300 ft.
Number of runs:	9
Longest run:	3,960 ft.
Skiable area:	20 acres
Total number of lifts:	2
Chair lifts:	1
Surface lifts:	1
Snowmaking:	35%
Night skiing:	Yes
Cross-country skiing:	3 km
Tubing:	Yes
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	Yes

### Available services

Child care:	No
Adaptive skier:	No
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On-site dining:	Yes
Nearby lodging:	Yes

### Trail difficulty

Novice	25%
Intermediate	50%
Expert	25%

# Mulligan's Hollow Ski Bowl

1 Y Drive  
Grand Haven, MI 49417

Phone: (616) 842-7051  
Fax: (616) 842-5323  
Website: None



## Resort information

Top elevation:	N/A
Vertical drop:	130 ft.
Number of runs:	10
Longest run:	1,000 ft.
Skiable area:	10 acres
Total number of lifts:	2
Chair lifts:	0
Surface lifts:	2
Snowmaking:	100%
Night skiing:	Yes
Cross-country skiing:	No
Tubing:	No
Snowboarding:	Yes
Terrain Park:	No
Half Pipe:	No

## Available services

Child care:	Yes
Adaptive skier:	Yes
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	No
Snowboard rental:	No
Children's programs:	Yes
On-site dining:	N/A
Nearby lodging:	Yes

## Trail difficulty

Novice	N/A
Intermediate	N/A
Expert	N/A

# Norway Mountain

N2090 Brier Mountain Road  
Norway, MI 49870

Phone: (906) 563-9700  
Fax: (906) 563-7478  
Website: [www.norwaymountain.com](http://www.norwaymountain.com)



## Resort information

Top elevation:	N/A
Vertical drop:	500 ft.
Number of runs:	15
Longest run:	5,300 ft.
Skiable area:	100 acres
Total number of lifts:	5
Chair lifts:	3
Surface lifts:	2
Snowmaking:	100%
Night skiing:	No
Cross-country skiing:	5 km
Tubing:	No
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	Yes

## Available services

Child care:	No
Adaptive skier:	No
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On-site dining:	Yes
Nearby lodging:	Yes

## Trail difficulty

Novice	33%
Intermediate	34%
Expert	33%

## Nub's Nob Ski Area

500 Nub's Nob Road  
Harbor Springs, MI 49740

Phone: (231) 526-2131  
Fax: (231) 526-9918  
Website: www.nubsnob.com



### Resort information

Top elevation:	1,338 ft.
Vertical drop:	427 ft.
Number of runs:	43
Longest run:	5,000 ft.
Skiable area:	246 acres
Total number of lifts:	8
Chair lifts:	8
Surface lifts:	0
Snowmaking:	100%
Night skiing:	Yes
Cross-country skiing:	28 km
Tubing:	No
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	Yes

### Available services

Child care:	Yes
Adaptive skier:	No
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On-site dining:	Yes
Nearby lodging:	Yes

### Trail difficulty

Novice	34%
Intermediate	49%
Expert	17%

## Pando Winter Sports Park

8076 Belding Road  
Rockford, MI 49341

Phone: (616) 874-8343  
Fax:  
Website: www.pandopark.com



### Resort information

Top elevation:	N/A
Vertical drop:	125 ft.
Number of runs:	7
Longest run:	500 ft.
Skiable area:	55 acres
Total number of lifts:	6
Chair lifts:	0
Surface lifts:	6
Snowmaking:	100%
Night skiing:	Yes
Cross-country skiing:	10 km
Tubing:	Yes
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	Yes

### Available services

Child care:	No
Adaptive skier:	No
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On-site dining:	N/A
Nearby lodging:	Yes

### Trail difficulty

Novice	N/A
Intermediate	N/A
Expert	N/A

## Pine Knob Ski Resort

7777 Pine Knob Road  
Clarkston, MI 48348

Phone: (248) 625-0800  
Fax: (248) 625-3017  
Website: www.skipineknob.com



### Resort information

Top elevation:	1,300 ft.
Vertical drop:	300 ft.
Number of runs:	15
Longest run:	1,620 ft.
Skiable area:	85 acres
Total number of lifts:	10
Chair lifts:	5
Surface lifts:	5
Snowmaking:	100%
Night skiing:	Yes
Cross-country skiing:	No
Tubing:	No
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	No

### Available services

Child care:	Yes
Adaptive skier:	Yes
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On-site dining:	Yes
Nearby lodging:	Yes

### Trail difficulty

Novice	30%
Intermediate	35%
Expert	35%

## Pine Mountain Resort

N3332 Pine Mountain Road  
Iron Mountain, MI 49801

Phone: (906) 774-2747  
Fax: (906) 776-1048  
Website: www.uppinemtn.com



### Resort information

Top elevation:	N/A
Vertical drop:	500 ft.
Number of runs:	23
Longest run:	5,400 ft.
Skiable area:	340 acres
Total number of lifts:	4
Chair lifts:	3
Surface lifts:	1
Snowmaking:	100%
Night skiing:	Yes
Cross-country skiing:	No
Tubing:	No
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	Yes

### Available services

Child care:	Yes
Adaptive skier:	Yes
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On-site dining:	Yes
Nearby lodging:	Yes

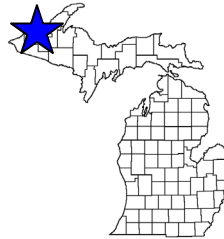
### Trail difficulty

Novice	30%
Intermediate	40%
Expert	30%

## Porcupine Mountains Ski Area

412 South Boundary Road  
Ontonagon, MI 49953

Phone: (906) 885-5275  
Fax: (906) 885-5798  
Website: None



### Resort information

Top elevation:	1,368 ft.
Vertical drop:	641 ft.
Number of runs:	15
Longest run:	6,000 ft.
Skiable area:	100 acres
Total number of lifts:	4
Chair lifts:	2
Surface lifts:	2
Snowmaking:	N/A
Night skiing:	No
Cross-country skiing:	42 km
Tubing:	No
Snowboarding:	Yes
Terrain Park:	No
Half Pipe:	No

### Available services

Child care:	No
Adaptive skier:	Yes
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On-site dining:	Yes
Nearby lodging:	Yes

### Trail difficulty

Novice	21%
Intermediate	50%
Expert	29%

## Shanty Creek

One Shanty Creek Road  
Bellaire, MI 49615

Phone: (231) 533-8621  
Fax: (231) 533-7001  
Website: [www.shantycreek.com](http://www.shantycreek.com)



### Resort information

Top elevation:	1,125 ft.
Vertical drop:	450 ft.
Number of runs:	46
Longest run:	5,280 ft.
Skiable area:	400 acres
Total number of lifts:	11
Chair lifts:	7
Surface lifts:	4
Snowmaking:	100%
Night skiing:	Yes
Cross-country skiing:	30 km
Tubing:	Yes
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	No

### Available services

Child care:	Yes
Adaptive skier:	Yes
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On-site dining:	Yes
Nearby lodging:	Yes

### Trail difficulty

Novice	37%
Intermediate	30%
Expert	33%

## Ski Brule

397 Brule Mountain Road  
Iron River, MI 49935

Phone: (906) 265-4957  
Fax: (906) 265-6761  
Website: www.skibrule.com



### Resort information

Top elevation:	1,861 ft.
Vertical drop:	500 ft.
Number of runs:	17
Longest run:	5,300 ft.
Skiable area:	150 acres
Total number of lifts:	11
Chair lifts:	5
Surface lifts:	6
Snowmaking:	100%
Night skiing:	Yes
Cross-country skiing:	23 km
Tubing:	Yes
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	Yes

### Available services

Child care:	Yes
Adaptive skier:	Yes
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On site dining:	Yes
Nearby lodging:	Yes

### Trail difficulty

Novice	20%
Intermediate	50%
Expert	30%

## Skyline Ski and Country Club

4020 Skyline Road  
Grayling, MI 49738

Phone: (989) 275-5445  
Fax: (989) 275-2075  
Website: www.skylineski.com



### Resort information

Top elevation:	N/A
Vertical drop:	210 ft.
Number of runs:	14
Longest run:	1,800 ft.
Skiable area:	310 acres
Total number of lifts:	6
Chair lifts:	1
Surface lifts:	5
Snowmaking:	N/A
Night skiing:	Yes
Cross-country skiing:	10 km
Tubing:	No
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	No

### Available services

Child care:	No
Adaptive skier:	No
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	No
On-site dining:	Yes
Nearby lodging:	Yes

### Trail difficulty

Novice	15%
Intermediate	75%
Expert	10%

# Snow Snake Mountain

3407 E. Mannsiding Road  
Harrison, MI 48625

Phone: (989) 539-6583  
Fax: (989) 539-2246  
Website: [www.snowsnake.net](http://www.snowsnake.net)



## Resort information

Top elevation:	N/A
Vertical drop:	220 ft.
Number of runs:	13
Longest run:	800 ft.
Skiable area:	40 acres
Total number of lifts:	6
Chair lifts:	1
Surface lifts:	5
Snowmaking:	100%
Night skiing:	Yes
Cross-country skiing:	10 km
Tubing:	Yes
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	No

## Available services

Child care:	No
Adaptive skier:	No
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On-site dining:	N/A
Nearby lodging:	Yes

## Trail difficulty

Novice	30%
Intermediate	50%
Expert	20%

# Swiss Valley Ski Area

Jones, MI 49061

Phone: (269) 244-5635  
Fax: (269) 244-5839  
Website: [www.skiswissvalley.com](http://www.skiswissvalley.com)



## Resort information

Top elevation:	1,200 ft.
Vertical drop:	225 ft.
Number of runs:	11
Longest run:	1,800 ft.
Skiable area:	60 acres
Total number of lifts:	7
Chair lifts:	3
Surface lifts:	4
Snowmaking:	100%
Night skiing:	Yes
Cross-country skiing:	No
Tubing:	No
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	No

## Available services

Child care:	No
Adaptive skier:	No
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On-site dining:	Yes
Nearby lodging:	Yes

## Trail difficulty

Novice	20%
Intermediate	60%
Expert	20%

## The Homestead Resort

Wood Ridge Road  
Glen Arbor, MI 49636

Phone: (231) 334-5000  
Fax: (231) 334-5120  
Website: [www.thehomesteadresort.com](http://www.thehomesteadresort.com)



### Resort information

Top elevation:	875 ft.
Vertical drop:	375 ft.
Number of runs:	16
Longest run:	1,320 ft.
Skiable area:	20 acres
Total number of lifts:	5
Chair lifts:	3
Surface lifts:	2
Snowmaking:	100%
Night skiing:	Yes
Cross-country skiing:	18 km
Tubing:	No
Snowboarding:	Yes
Terrain Park:	No
Half Pipe:	No

### Available services

Child care:	Yes
Adaptive skier:	No
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On-site dining:	Yes
Nearby lodging:	Yes

### Trail difficulty

Novice	N/A
Intermediate	N/A
Expert	N/A

## Timber Ridge Ski Area

07500 23 1/2 Street  
Gobles, MI 49055

Phone: (269) 694-9449  
Fax: (269) 694-6004  
Website: [www.timberidgeski.com](http://www.timberidgeski.com)



### Resort information

Top elevation:	N/A
Vertical drop:	250 ft.
Number of runs:	15
Longest run:	2,000 ft.
Skiable area:	50 acres
Total number of lifts:	10
Chair lifts:	4
Surface lifts:	6
Snowmaking:	100%
Night skiing:	Yes
Cross-country skiing:	No
Tubing:	Yes
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	Yes

### Available services

Child care:	No
Adaptive skier:	No
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On-site dining:	Yes
Nearby lodging:	Yes

### Trail difficulty

Novice	20%
Intermediate	70%
Expert	10%

# Treetops Resort

3962 Wilkinson Road  
Gaylord, MI 49735

Phone: (989) 732-6711  
Fax: (989) 732-6595  
Website: [www.treetops.com](http://www.treetops.com)



## Resort information

Top elevation:	1,345 ft.
Vertical drop:	225 ft.
Number of runs:	19
Longest run:	2,200 ft.
Skiable area:	80 acres
Total number of lifts:	7
Chair lifts:	4
Surface lifts:	3
Snowmaking:	100%
Night skiing:	Yes
Cross-country skiing:	20 km
Tubing:	Yes
Snowboarding:	Yes
Terrain Park:	Yes
Half Pipe:	Yes

## Available services

Child care:	Yes
Adaptive skier:	No
Ski lessons:	Yes
Snowboard lessons:	Yes
Ski rental:	Yes
Snowboard rental:	Yes
Children's programs:	Yes
On-site dining:	Yes
Nearby lodging:	Yes

## Trail difficulty

Novice	30%
Intermediate	50%
Expert	20%

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## Regarding the Ski Resort Profiles

The above profiles were included to serve as a guide to the services and amenities offered at Michigan's ski resorts. The information was gathered from secondary sources and from the web sites and brochures of individual ski areas. Although steps were taken to verify this information from more than one source (if possible), some of the information may be outdated or inaccurate. We regret any errors or oversights.