

FOUNDED IN 1989, THE WEST VIRGINIA SKI AREAS ASSOCIATION

serves as the trade association for the state's five alpine resorts, including Canaan Valley, Oglebay, Snowshoe, Timberline and Winterplace, and two nordic areas, Elk River Touring and White Grass Touring, that account for more than 800,000 visitors to the West Virginia every winter. WVSAA is responsible to promoting the state's quarter of a billion dollar ski industry throughout the state, region and nationally. The members of the WVSAA are always working to develop best practices for ski, snowboard, snowtubing and lift safety.

OUR COMMITMENT

Every winter the scenic mountains of West Virginia offer exciting recreational outdoor activities including skiing, snowboarding, snowtubing, cross-country skiing, snowshoeing, snowmobiling and ice skating. Each resort has a commitment to provide a safe, healthy and fun experience for every visitor. For the 2020-2021 winter season, every West Virginia resort will be implementing best practices in response to the COVID-19 pandemic.

West Virginia Ski Industry leaders have worked with national ski industry leaders to establish a foundation for best practices according to scientific guidelines as directed by the CDC and local health departments. Having fun on West Virginia's ski slopes give people who want to play in the outdoors in the winter a chance enjoy the outdoors in a healthy way. Ski area operators across West Virginia have always worked hard to understand what is needed and desired by every visitor. The West Virginia Ski Areas Association, along with the National Ski Areas Association commit to providing outdoor recreation in ways that promote proper operational practices that will reduce the risk of infection.



The health and safety of our guests, employees, and communities are what we value most, and is the guiding influence for operational best practices.



THE WEST VIRGINIA SNOWSPORTS INDUSTRY

generates \$250 million annually toward the W.V. economy, and supports 5,000 jobs statewide. There are 5 alpine ski areas and 2 nordic areas across the state, many of which are the primary drivers of their rural economies. 89% of revenues are generated during the winter season; for the average ski area, that season is 90 days.

A LETTER FROM WVSAA'S PRESIDENT

Near the end of last ski season, members of the West Virginia Ski Areas Association ceased operations due to the COVID-19 outbreak. Some of the resorts were able to resume summer operations, practicing responsible recreation guidelines as set by the CDC and local health departments.

Fastly approaching is the 2020-2021 winter season and all of West Virginia Ski Resorts are preparing for safe and fun enjoyment of outdoor recreational opportunities in the state's mountains. All of the resorts, following national guidelines are incorporating virus prevention into their winter operating plans.

West Virginia Ski Areas provide hundreds of snow covered trails, allowing guests an opportunity to play in mother nature's playground.

As operators, we are all committed to the health and safety of our guests, employees, and communities, and we will follow all of the best practices and work closely with our local public health officials throughout the season.

I have no doubt that all of the members of the West Virginia Ski Areas Association will be leaders in providing a great experience, while we all face and deal with the current health challenges.

*Terry Pfeiffer
President
West Virginia Ski Areas Association
Winterplace Ski Resort*

