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NSAA ANNOUNCES FINALISTS FOR ANNUAL AWARDS

Ski areas from across the nation recognized for excellence in safety, growth, marketing and sustainability

LAKEWOOD, Colo. – April 23, 2019 – The National Ski Areas Association (NSAA) announced the full list of finalists for its annual Safety, Growth (Conversion Cup, Growth and Leadership), Marketing and Sustainability (Golden Eagle) awards. These awards identify and celebrate the ski areas and industry leaders that have made the biggest impacts in their respective categories. The winners will be announced at ceremonies held during the NSAA National Convention and Tradeshow in San Diego on April 30 and May 1, 2019.

Safety Award Finalists

Sponsored by Safehold Special Risk

Best Overall Safety Program (under 500k visits)

Holiday Valley Resort (NY)
Stratton (VT)
Telluride Ski & Golf Resort (CO)

Best Overall Safety Program (over 500k visits)

Killington Resort (VT)
Vail Mountain (CO)

Best #RideAnotherDay Program

Killington Resort (VT)
Telluride Ski & Golf Resort (CO)

Best Employee Safety Program

Mammoth Mountain Ski Area (CA)
Telluride Ski & Golf Resort (CO)
Vail Mountain (CO)

Best Guest Safety Program

Copper Mountain Resort (CO)
Mammoth Mountain Ski Area (CA)
Mountain Creek Resort (NJ)

Growing the Sports of Skiing and Snowboarding

Conversion Cup Finalists

Sponsored by HEAD

Blue Mountain Resort (PA)
Boreal Mountain Resort (CA)
Les Sommets (Quebec, Canada)
National Winter Activity Center (NJ) – *honorable mention*
Tamarack Resort (ID) – *honorable mention*

Growth and Leadership Award Finalists

Sponsored by Snocountry

Burton Snowboards (VT)
Mountain High Resort (CA)
Quebec Ski Areas Association (Canada)

Marketing Award Finalists

Sponsored by Inntopia

Best Social Media Campaign

Camelback Resort (PA)
Ski Cooper (CO)
Sunlight Mountain Resort (CO)

Best Use of Video

Mountain Creek Resort (NJ)
Showdown Montana (MT)
Sunlight Mountain Resort (CO)

Best Learn to Ski and Snowboard Month/Bring a Friend Campaign

Boreal Mountain Resort (CA)
Camelback Resort (PA)
Homewood Mountain Resort (CA)

Most Unique Campaign

Big Sky Resort (MT)
Boreal Mountain Resort (CA)
Jay Peak Resort (VT)

Best Overall Marketing Campaign (under 500k visits)

Jay Peak Resort (VT)
Sugarbush Resort (VT)
Tamarack Resort (ID)

Best Overall Marketing Campaign (over 500k visits)

Aspen/Snowmass (CO)
Big Sky Resort (MT)
Killington Resort (VT)

Golden Eagle Award Finalists (Sustainability)

Sponsored by TechnoAlpin

Golden Eagle Award for Environmental Excellence

Jiminy Peak Mountain Resort (MA)

Silverstar Mountain Resort (British Columbia, Canada)
Sun Valley Resort (ID)
Vail Resorts, Inc. (CO)

Innovation in Sustainability

Alta Ski Area (UT)
Bogus Basin Mountain Recreation Area (ID)
Snowbird (UT)
Squaw Valley | Alpine Meadows (CA)
Taos Ski Valley (NM)

Climate Change Impact Award

Jiminy Peak Mountain Resort (MA)
Snowbird (UT)
Squaw Valley | Alpine Meadows (CA)
Sugarbush Resort (VT)

Hero of Sustainability

Hilary Arens (Snowbird)
Michael Gross (Squaw Valley | Alpine Meadows)
Jack Hicks (Bogus Basin Mountain Recreation Area)

For more information about the projects which inspired these nominations, please contact Adrienne Saia Isaac, Director of Marketing and Communications at NSAA, at aisaac@nsaa.org.

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THE NATIONAL SKI AREAS ASSOCIATION (NSAA) IS A TRADE ASSOCIATION REPRESENTING THE INTERESTS OF 317 SKI AREAS, THEIR OPERATORS, AND INDUSTRY SUPPLIERS. FORMED IN 1962, NSAA DESIGNS AND SUPPORTS SKI INDUSTRY INITIATIVES AND PROGRAMS, INCLUDING GROWTH, SAFETY, AND SUSTAINABILITY, FROM ITS LAKEWOOD, COLO. HEADQUARTERS. LEARN MORE ABOUT NSAA'S MISSION AND PROGRAMS AT NSAA.ORG.