



ULSTER COUNTY NEWS

ULSTER COUNTY NEWS INFORMATION
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FOR IMMEDIATE RELEASE

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Ulster County Legislative Chairman Donaldson Proposing a Catskill Regional Ski Pass

Ulster County Legislature Chairman David B. Donaldson is proposing that Ulster, Greene and Delaware Counties combine to institute a “Catskill Regional Ski Pass” that would allow skiers to ski at any of the ski centers in the Catskill Region.

“This type of ski pass and promotion are long overdue,” Donaldson said, noting that he had already written letters to Greene and Delaware County officials asking them to join forces with Ulster in promoting skiing this winter. “We should be competing with Vermont, New Hampshire, Colorado and Utah, not with each other.”

Donaldson said that leaders of the three counties should meet with tourism leaders and ski center operators to develop and promote a “Catskill Regional Ski Pass.”

“This approach has been proven to increase the skier base in a region and would make for better marketing, which would make us more competitive against other ski regions in the state and the country,” Donaldson said. “I strongly believe we could work out the details and it would be quite beneficial to all concerned.”

When “Ski the Catskills” was formed in 1982, all of the areas in the region participated and all of the venues offered discounts on a single “Ski the Catskills” card which was sold for many years. In

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addition, the state ski areas of Belleayre, Gore and Whiteface had a combined ski pass that was very effective, according to Donaldson.

“Our tourism directors have been successfully cross-promoting each other for years,” Donaldson said. “While our region did not let the ski effort evolve into something greater, the Colorado ski areas and other regions around the ski world did and the effort has proven to be very successful. This year’s Vail “Epic” ski pass allows skiers access to Vail, Beaver Creek, Breckenridge, Keystone, Heavenly and the Arapahoe Basin. This program spans states! No single ski area alone can possibly compete against this sort of marketing.”

With the cost of airline tickets soaring and people looking closely at the cost of each gallon of gas, Donaldson said getting a “Ski the Catskills” program launched this year could be just what the region needs to attract New Yorkers who might otherwise fly west or drive north to Vermont to ski.

“We should also petition the State of New York to place better signage along the New York State Thruway to market our ski centers to the many skiers who use our thoroughfares as they travel to out of state resorts,” Donaldson said.

Donaldson said the leaders of the three Catskill Region counties should work together to promote the whole region and raise awareness of the fact that there are more ski centers in New York State than in any other state in the country and that there are more ski centers in the Catskill Region than in any other region in the state.

“This type of approach makes more sense than Greene County attacking Ulster County’s No. 1 tourist attraction or Ulster County calling for a boycott of Greene County’s ski resorts, which in the long run is detrimental to the region as a whole and to both counties,” Donaldson said.

Donaldson said the owners and management of Belleayre, Hunter and Windham ski areas should meet to discuss ways to bring more skiers to the area instead of fighting over the existing numbers.

“As leaders, it is time for us to lead the way to more positive and cooperative efforts,” Donaldson said.