

NEWS



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Wildcat Mountain Is Set To Welcome International Visitors This Season Pre-booked school groups visiting from England and Ireland are on the rise

Pinkham Notch, NH – The 2008/2009 ski season may be starting off a bit desultory due to plaguing economic concerns and early season accumulations that have been more liquid than frozen, but Wildcat Mountain is gearing up for one of its busiest seasons of international visitors seen in some time. “This is a positive aspect to the season that can help to stabilize known business volume,” said Group Sales Manager Brian Chamberlain. “Business booked for this season has increased greatly and as a portion of our resort’s totals skier visits will now contribute 4 times as many visits as has been seen in previous seasons.”

An integral point of coordinating these international groups, Chamberlain maintains communications with tour operators abroad to plan and book visits up to a year in advance helping to negotiate tickets, rentals, lessons, transportation, and working with area lodging properties to confirm reservations. To be seen as a boost to the overall Mount Washington Valley economy, large school groups will often plan extra activities nightly when not skiing or riding including shopping, movies, ice skating, and dining at area restaurants. In addition, local area ski/snowboard rental companies have been sought, including Bob & Terry’s Ski & Sports Outlet and Great American Ski Renting Company, to assist outfitting groups that Wildcat Mountain may be stretched to accommodate from its own rental department during busier periods in the season. Other residual business includes group transfers (including to and from Boston’s Logan Airport) with White Mountain Transit/Village Trolley and Bennett Transportation of Lovell, ME and in some cases, groups are encouraged to split up a weeks stay skiing and riding at Wildcat Mountain by including one or two days skiing and riding at other valley resorts.

To prepare for the groups, there have been many improvements to our base facilities including renovations to what Wildcat regulars know as the Bobcat Lodge in order to accommodate the increased number of extended international group visits. In addition, the Wildcat Mountain ski school and rental departments have been preparing for the busy season ahead and will welcome the first school group from North Manchester, UK on Saturday, December 13th.

As part of the New Hampshire Ski Group USA, a partnership of six major ski areas in the White Mountains National Forest, Wildcat Mountain is represented at many ski and travel shows in Europe, specifically the UK and Ireland, a short seven-hour flight from Boston. “We are making headway with a number of new travel partners,” said International Sales and Marketing Consultant Jim Saunderson of the New Hampshire Ski Group USA in a recent email and report documenting his efforts to drive skiers and riders to New Hampshire. “The doom and gloom we are fed on a daily basis by the media about the economy is not reflected by the consumers that we met at the UK Ski Shows.”

Wildcat Mountain is a year-round, family-owned business, located 100% within the White Mountain National Forest in Pinkham Notch, NH. It is home to the 75-year-old Wildcat Trail first cut by the Civilian Conservation Corp in 1933 and is renowned for its proximity to Mt. Washington and Tuckerman Ravine. For further information, please visit www.skiwildcat.com or call 1-888- SKI WILD.

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