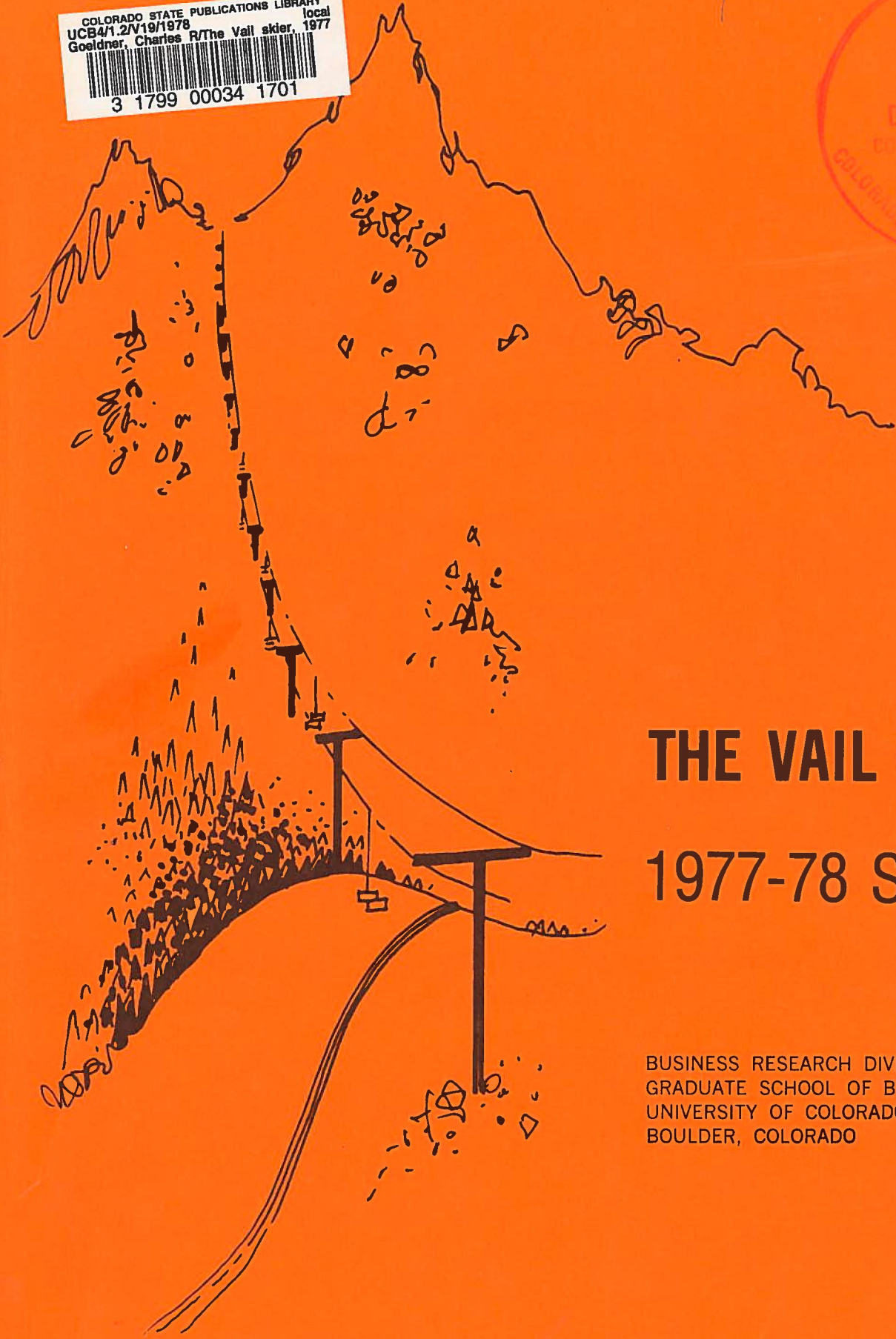


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THE VAIL SKIER

1977-78 SEASON

BUSINESS RESEARCH DIVISION
GRADUATE SCHOOL OF BUSINESS ADMINISTRATION
UNIVERSITY OF COLORADO
BOULDER, COLORADO

\$15.00

THE VAIL SKIER
1977-78 Season

by

C. R. Goeldner

Business Research Division
Graduate School of Business Administration
University of Colorado
Boulder, Colorado

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PREFACE

The Business Research Division is pleased to present THE VAIL SKIER: 1977-78 Season in its tourism and recreation report series. The study reports the results of 911 lift interviews conducted during the 1977-78 ski season at Vail. Interviewing started in November and finished in April, giving coverage of the entire season.

The questionnaire covered information on place of residence, transportation, lodging, ski characteristics, age, sex, marital status, income, education, and occupation. These characteristics have been included in other Business Research Division ski publications and in previous Vail studies. Since these studies used similar methodology, a comparison of the results is possible.

It is the hope of the Business Research Division that these studies will provide much needed information on the industry and lead to the development of standardized methodology which will permit the comparison of all ski studies conducted and allow trends to be traced. Vail Associates, Inc. is dedicated to making Vail a better place to ski and it is hoped this study will also make a contribution in that direction.

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INTRODUCTION

This study represents the third annual study of skier characteristics at Vail. Each of the studies used a similar methodology (the lift interview technique) and asked similar questions. Consequently, most of the results can be compared with the previous studies. Since not all of the questions on all of the studies were the same they are not exactly comparable. Because the 1976-77 ski season was adversely affected by less than normal snowfall, comparisons will be made with the 1975-76 season (where possible) as it was the most recent normal snow year. It is the belief of the author that the 1977-78 season will become a benchmark season for the ski industry; consequently, this study should prove useful in not only providing a comparison with 1975-76 and a look at the current season, but also in providing a base from which future analyses are made.

Purpose

The purpose of this report is to summarize the results of a study of Vail skiers conducted during the 1977-78 winter season by Vail Associates and the Business Research Division, University of Colorado. This study is part of a continuing research program to keep Vail Associates in contact with their customers.

The objectives of the study were:

1. To provide a profile of the Vail skier for the 1977-78 season.
2. To determine the attitudes and opinions of skiers regarding the Vail product.

3. To gather information on the origin of the Vail skiers.
4. To gather information on modes of travel of Vail skiers.
5. To gather information on types of accommodations utilized by Vail skiers.
6. To provide information for market planning purposes.
7. To satisfy certain specific corporate informational needs.
8. To continue a multi-year research effort that will provide trend data on the Vail skier.

The reader will find included in this analysis information describing the characteristics of 911 Colorado and nonresident respondents skiing at Vail during the 1977-78 season. The survey findings presented here are summarized, using statistical data from computer printouts and cross tabulation analysis. Much more data are available than is presented in this report.

Vail, founded in 1962, is the largest single ski resort in the state, both in size and skier visits. The 1977-78 skier visits increased 3.3 percent over the 1975-76 season to total 1,048,607. Vail's 10 square miles of skiing make it the largest single mountain complex in North America. Vail boasts three deep powder bowls and miles of carefully groomed slopes for the beginner to the expert. Current lift facilities include one enclosed gondola, 14 double chairs, two triple chairs, and one surface lift. The area is located 100 miles west of Denver on I-70 in the White River National Forest.

Vail has accommodations for over 15,000 people, over 70 restaurants and bars, over 120 shops and boutiques, and abundant apres ski entertainment. Vail has been named as one of the 10 leading winter resorts in the world.

Methodology

The ski lift interview technique was used in carrying out the study. This technique means exactly what it says, interviewing skiers while riding up chairlifts or gondolas.

A sampling plan was developed to generate approximately 1,000 interviews with Vail skiers during the 1977-78 operating season. A stratified random sample of weekend and weekdays was chosen based on the proportion of business done the previous season. Sample days were chosen distributed over the entire ski season. Several interviewers were utilized and they worked each of the sample days. Training sessions were held to insure standardization of interview procedures.

The interviews took place while riding the chairlifts and the interviewers established good rapport with respondents. This made it possible to administer a rather lengthy questionnaire and have the skiers' undivided attention. Singles and one member of a pair were considered eligible respondents. All skiers were interviewed including local citizens. Interviewers chose the sixth person from the loading area. Where couples were involved, they chose the person on the right one time and the person on the left the next time. If he or she was not agreeable to the interview, the next qualified skier replaced him as a participant. The interviewers found that skiers were more than happy to participate because it didn't take any time away from their skiing. Interviewing on the chairlifts did require additional equipment that had to be carried while skiing and the questionnaires had to be protected from inclement weather.

The design of the questionnaire took into consideration two elements: (1) required product and user information, staff input, and parameters of administration such as cost, time, etc.; and (2) construction so the results

would follow Colorado Ski Country USA research guidelines¹ and be comparable with other ski studies following this format.

In recognition of the significant number of Colorado skiers on Vail mountain, questionnaires were designed for both Colorado and out-of-state skiers. See Appendix A for copies of the questionnaires used in the study.

The data collected in the personal interview lift questionnaire surveys were coded for computer use by Business Research Division staff members and tabulations of the survey data were made using the SPSS program on the University's CDC 6400 computer. In cases where the tables do not sum to 100 percent it is due to rounding.

After statistically analyzing the cross tabulations and simple frequency counts, generalizations concerning demographic and economic characteristics of the Vail ski population were drawn.

The characteristics of Vail skiers are presented in Chapter II; Chapter III deals with transportation characteristics; Chapter IV covers accommodation information; Chapter V provides information on Vail ski vacations; Chapter VI presents information on the Vail ski experience; Chapter VII contains market segment comparisons; and Chapter VIII concludes the study with comments made by the respondents.

¹How to Conduct a Skier Study: A Handbook of Procedures, Business Research Division, University of Colorado, Boulder, Colorado.

II

SKIER CHARACTERISTICS

Origin

Respondents to the Vail lift survey in the 1977-78 season came from 49 states, the District of Columbia, Mexico, Canada and other foreign countries. See Table 1. All geographic regions (as defined by the U.S. Census Bureau) were represented and representation (except for the Mountain Region) was relatively evenly distributed throughout the United States. In the 1975-76 season, 38.4 percent of the Vail skiers were Colorado residents while in 1977-78 the total was 36.0 percent. The poor snow season of 1976-77 found Colorado the source of 41.8 percent of the skiers. The entire Mountain Region accounted for 39.6 percent in 1977-78 versus 39.8 in 1975-76--virtually identical figures (See Table 2).

Other individual states with strong showings were California (9.3 percent), Texas (5.3 percent) and Illinois (4.9 percent). While these states are located in three directions from Colorado, the next seven ranked states span the Northeast and Central parts of the United States. These seven states include: New York (3.8 percent), Ohio (2.6 percent), Pennsylvania (2.4 percent), Minnesota (2.4 percent), Kansas (2.3 percent), Missouri (2.2 percent) and Michigan (1.8 percent).

Vail is vying with Aspen as an international ski resort, and in the 1977-78 ski season 33 respondents (3.6 percent of the total) were from outside the United States. Canada totaled 12 respondents, Mexico 11, and other foreign 10. In the 1975-76 ski season 28 respondents (3.9 percent of the

TABLE 1
ORIGIN OF SKIERS

	1975-76		1977-78	
	Number	Percent	Number	Percent
Colorado	276	38.4%	330	36.0%
California	34	4.7	84	9.3
Texas	37	5.2	48	5.3
Illinois	47	6.5	44	4.9
New York	26	3.6	34	3.8
Ohio	18	2.5	23	2.6
Pennsylvania	20	2.8	22	2.4
Minnesota	17	2.4	22	2.4
Kansas	7	1.0	21	2.3
Missouri	16	2.2	20	2.2
Wisconsin	8	1.1	19	2.1
Michigan	21	2.9	16	1.8
Florida	12	1.7	15	1.7
Georgia	5	0.7	15	1.7
Massachusetts	9	1.3	10	1.1
Indiana	15	2.1	9	1.0
Nebraska	13	1.8	9	1.0
Connecticut	6	0.8	9	1.0
Arizona	2	0.3	9	1.0
Oklahoma	8	1.1	8	0.9
New Jersey	14	1.9	7	0.8
North Carolina	4	0.6	7	0.8
New Mexico	3	0.4	7	0.8
Louisiana	2	0.3	7	0.8
Virginia	9	1.3	6	0.6
Iowa	8	1.1	6	0.6
District of Columbia	5	0.7	6	0.6
Washington	6	0.8	5	0.6
Tennessee	5	0.7	5	0.6
Alabama	4	0.6	5	0.6
Wyoming	1	0.1	5	0.6
Mississippi	1	0.1	5	0.6
Maryland	10	1.4	4	0.5
Montana	2	0.3	4	0.5
Oregon	2	0.3	4	0.5
Nevada	--	---	4	0.5
Hawaii	3	0.4	3	0.3
Vermont	--	---	3	0.3
West Virginia	1	0.1	3	0.3
Arkansas	3	0.4	2	0.2
South Carolina	1	0.1	2	0.2
Maine	--	---	2	0.2
Utah	--	---	2	0.2

TABLE 1 (Continued)

ORIGIN OF SKIERS

	1975-76		1977-78	
	Number	Percent	Number	Percent
Kentucky	2	0.3	1	0.1
New Hampshire	2	0.3	1	0.1
Alaska	1	0.1	1	0.1
Delaware	1	0.1	1	0.1
Rhode Island	1	0.1	1	0.1
North Dakota	--	---	1	0.1
South Dakota	--	---	1	0.1
Idaho	2	0.3	--	---
United States	<u>690</u>	<u>96.1%</u>	US <u>878</u>	<u>96.9%</u>
Canada	11	1.5	12	1.3
Mexico	11	1.5	11	1.2
Other Foreign	<u>6</u>	<u>0.8</u>	<u>10</u>	<u>1.1</u>
TOTAL	718	100.0%	T = 911	100.5%

TABLE 2
SKIERS BY GEOGRAPHIC REGION

Region	1975-76		1977-78	
	Number	Percent	Number	Percent
<u>Mountain</u> (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming)	286	39.8%	361	39.6%
<u>East North Central</u> (Illinois, Indiana, Michigan, Ohio, Wisconsin)	109	15.2	111	12.4
<u>West North Central</u> (Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota)	61	8.5	80	8.7
<u>Middle Atlantic</u> (New Jersey, New York, Pennsylvania)	60	8.4	63	7.0
<u>West South Central</u> (Arkansas, Louisiana, Oklahoma, Texas)	50	7.0	65	7.2
<u>South Atlantic</u> (Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia)	48	6.7	59	6.5
<u>Pacific</u> (Alaska, California, Hawaii, Oregon, Washington)	46	6.4	97	10.8
<u>New England</u> (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)	18	2.5	26	2.8
<u>East South Central</u> (Alabama, Kentucky, Mississippi, Tennessee)	12	1.7	16	1.9
<u>Canada</u>	11	1.5	12	1.3
<u>Mexico</u>	11	1.5	11	1.2
<u>Other Foreign</u>	6	0.8	10	1.1
TOTAL	718	100.0%	911	100.5%

total) were from outside of the United States. During the 1977-78 season Aspen totaled 48 foreign respondents or 5.8 percent of total respondents.

Summer and winter visitation to Colorado is well represented by the Midwest and the Vail skier survey respondent is no exception. The East North Central, West North Central and West South Central regions together accounted for 28.3 percent of total representation. The Pacific region recorded the largest gain over the 1975-76 season moving from 6.4 percent to 10.4 percent. Table 2 shows a breakdown of respondents by geographic region.

Socioeconomic Characteristics

Socioeconomic characteristics of the Vail skier survey respondents are as follows.

Sex

Male skiers continued to out-number female skiers at Vail by about two to one. The percentages are shown in Table 3.

TABLE 3
SEX

	1975-76		1977-78	
	Number	Percent	Number	Percent
Male	476	66.3%	586	64.3%
Female	241	33.6	323	35.5
No Response	<u>1</u>	<u>0.1</u>	<u>2</u>	<u>.2</u>
	718	100.0%	911	100.0%

Marital Status

Vail's marital status shifted in favor of the single status when compared with the 1975-76 season when the majority of respondents were married, as shown in Table 4.

TABLE 4
MARITAL STATUS

	1975-76		1977-78	
	Number	Percent	Number	Percent
Married	376	52.4%	375	41.2%
Not Married	334	46.5	530	58.2
No Response	8	1.1	6	.7
	<u>718</u>	<u>100.0%</u>	<u>911</u>	<u>100.1%</u>

Age

Ski visitors to Vail are predominantly a young group. Those skiers 19 and under represented 10.0 percent of the respondents, those 20-29 years of age represented 48.7 percent, and those 30-39 represented 22.6 percent. Consequently, 81.3 percent of the respondents were under 40 years of age. Only 4.8 percent were over 50. The age distribution is shown in Table 5.

TABLE 5
AGE DISTRIBUTION

	1975-76		1977-78	
	Number	Percent	Number	Percent
Less than				
12 years	--	---	3	.3%
13-17 years	36	5.0%	42	4.6
18-19 years	34	4.7	46	5.1
20-24 years	128	17.8	211	23.2
25-29 years	150	20.9	233	25.5
30-39 years	207	28.8	206	22.6
40-49 years	114	15.9	121	13.3
50-59 years	37	5.2	40	4.4
60 or over	9	1.3	4	.4
No Response	3	0.4	5	.6
	<u>718</u>	<u>100.0%</u>	<u>911</u>	<u>100.0%</u>

Education

Table 6 depicts the Vail survey respondent as well-educated. Over 60 percent are college graduates and 88.0 percent have completed some college. Advanced degrees have been attained by 14.8 percent of the respondents. Only 11.7 percent have not attended some college. In comparing the educational attainment of the 1977-78 respondent with 1975-76 the reader will note they are very similar.

TABLE 6
EDUCATION

	1975-76		1977-78	
	Number	Percent	Number	Percent
8th Grade or Less	4	0.6%	4	.4%
Some High School	33	4.6	48	5.3
High School Graduate	64	8.9	55	6.0
Some College	182	25.3	237	25.9
College Graduate	248	34.5	311	34.2
Post Graduate Work	94	13.1	119	13.1
Advanced Degree	90	12.5	135	14.8
No Response	3	0.4	2	.2
	<u>718</u>	<u>99.9%</u>	<u>911</u>	<u>99.9%</u>

Income

Each respondent was asked to report their annual income and these results are shown in Table 7. The largest percentage of Vail survey respondents (23.1 percent) earned from \$25,000-\$49,999 per year; and 45.7 percent of the respondents reported annual income greater than \$25,000. The larger percentages seem to cluster around lower, middle and upper income categories. The occupation groupings shown in Table 8 correlate closely with the income breakdowns.

TABLE 7
ANNUAL INCOME DISTRIBUTION

	1975-76		1977-78	
	Number	Percent	Number	Percent
\$0 - \$6,999	221	30.8%	75	8.2%
\$7,000 - \$9,999	61	8.5	45	4.9
\$10,000 - \$14,999	94	13.1	92	10.1
\$15,000 - \$19,999	67	9.3	90	9.8
\$20,000 - \$24,999	47	6.5	62	6.8
\$25,000 - \$49,999	124	17.3	210	23.1
\$50,000 - \$74,999	38	5.3	98	10.8
\$75,000 and Over	21	2.9	108	11.8
No Response	45	6.3	131	14.4
	<u>718</u>	<u>100.0%</u>	<u>911</u>	<u>99.9%</u>

Occupation

The largest percentage of respondents indicated they worked in a professional or technical position. In addition to the 24.1 percent in that category, 12.6 percent were in an executive or managerial position. Significant portions of respondents were students (19.3 percent) and government/military (9.9 percent). The results of this distribution are shown in Table 8. It appears the occupational profile has undergone a number of shifts when compared with the 1975-76 season data.

TABLE 8
OCCUPATION

	1975-76		1977-78	
	Number	Percent	Number	Percent
Executive/Manager	97	13.5%	115	12.6%
Professional/Technical	188	26.2	219	24.1
Teacher/Professor	27	3.8	58	6.3
Government/Military	8	1.1	91	9.9
Salesman/Buyer	69	9.6	19	2.1
Office Work/Secretary	30	4.2	47	5.2
Crafts/Factory/Mechanic	32	4.5	36	3.9
Homemaker	76	10.6	60	6.6
Student	100	13.9	175	19.3
Service Organization	--	--	23	2.5
Other	84	11.7	67	7.4
No Response	7	1.0	1	.1
	<u>718</u>	<u>100.1%</u>	<u>911</u>	<u>100.0%</u>

Skiing Experience

Table 9 covers only the 1975-76 and 1976-77 seasons and shows that nearly 60 percent of the respondents have been skiing five years or more. Nearly 20 percent have been skiing over 12 years and 32.6 percent over 9 years. Within the past four years, nearly 40 percent began to ski. For 7.0 percent of the respondents, it was their first year on skis. Since this factor has remained so consistent in previous surveys it was not asked in the 1977-78 survey to allow other questions to be asked.

TABLE 9
YEARS OF SKIING EXPERIENCE

	1976-77		1975-76	
	Number	Percent	Number	Percent
1 Year or Less	49	7.0%	57	7.9%
2 Years	73	10.4	71	9.9
3 Years	65	9.2	76	10.6
4 Years	90	12.8	83	11.6
5 - 8 Years	191	27.2	165	23.0
9 - 12 Years	95	13.5	95	13.2
Over 12 Years	134	19.1	171	23.8
No Response	6	0.9	--	--
	<u>703</u>	<u>100.1%</u>	<u>718</u>	<u>100.0%</u>

Skier Ability

Each respondent was asked to classify himself as a skier. Table 10 displays how skiers classified themselves. Vail skiers have a high regard for their skiing ability, with 73.0 percent indicating high intermediate or above capability. Almost 40 percent felt they fell within the high intermediate range. The reader will note these results are very similar to previous studies.

TABLE 10
CLASSIFICATION AS A SKIER

	1975-76		1977-78	
	Number	Percent	Number	Percent
Novice	12	1.7%	12	1.3
Beginner	43	6.0	56	6.2
Low Intermediate	122	17.0	178	19.6
High Intermediate	284	39.6	357	39.2
Advanced	171	23.8	239	26.3
Expert	86	12.0	68	7.5
	<u>718</u>	<u>100.1%</u>	<u>910</u>	<u>100.1%</u>

The results in Table 9 with regard to experience show that the median number of years skied by the Vail skier falls between 5 and 8 years. These statistics are consistent with those gathered in a 1972-73 Vail survey; however, when compared with the national average, Vail skiers are slightly more experienced. On the ability side, Vail skiers as shown in Table 10 tend to be more skilled than the national profile.

III

TRANSPORTATION CHARACTERISTICS

Method of Transportation to Colorado

Respondents were asked their method of transportation to Colorado and the majority of out-of-state skiers at Vail arrived by commercial air--62.5 percent. A private car was the other major mode of transportation accounting for 28.9 percent of the out-of-state respondents. The transportation breakdown is shown in Table 11.

TABLE 11

MODE OF TRANSPORTATION TO COLORADO

	1975-76		1977-78	
	Number of Out-of-State Respondents	Percent	Number of Out-of-State Respondents	Percent
Private Car	122	27.6%	168	28.9%
Rental Car	1	0.2	1	.2
Scheduled Bus	2	0.5	2	.3
Charter Bus	11	2.5	16	2.8
Commercial Air	274	62.0	363	62.5
Charter Plane	20	4.5	18	3.1
Private Plane	6	1.4	12	2.1
Train	3	0.7	1	.2
No Response	3	0.7	--	--
	<u>442</u>	<u>100.1%</u>	<u>581</u>	<u>100.1%</u>

Commercial Air

United Airlines maintained its leadership position carrying 43.8 percent of the respondents arriving by commercial air. Continental remained second ranked being favored by 14.3 as shown in Table 12.

TABLE 12

IF YOU CAME BY COMMERCIAL AIRLINE, WHICH ONE?

	1976-77		1977-78	
	Number	Percent	Number	Percent
United	92	35.4%	147	43.8%
Continental	40	15.4	48	14.3
TWA	33	12.7	33	9.8
Braniff	29	11.2	31	9.2
No Response	15	5.8	--	---
Western	15	5.8	18	5.4
Frontier	5	1.9	16	4.8
Delta	--	---	8	2.4
Texas International	4	1.5	8	2.4
North Central	6	2.3	3	.9
Ozark	20	7.7	3	.9
Air Midwest	1	0.4	--	---
Other	--	---	21	6.3
	260	100.1%	336	100.2%

Method of Transportation to Vail

Respondents were also asked to indicate their method of transportation to Vail. Responses indicate 55.9 percent drove a private car, 20.9 percent drove a rental car, 5.7 percent arrived by scheduled bus, and an additional 7.7 percent arrived by charter bus. Over half of the commercial airline passengers rented cars for the trip to Vail while 33.6 percent utilized bus services. See Table 13.

TABLE 13
MODE OF TRANSPORTATION TO VAIL

	1976-77		1977-78	
	Number	Percent	Number	Percent
Private Car	304	42.3%	509	55.9
Rental Car	133	18.5	190	20.9
Scheduled Bus	67	9.3	52	5.7
Charter Bus	62	8.6	70	7.7
Stapleton Bus	1	0.1	30	3.3
Commercial Air	6	0.8	12	1.3
Other	21	2.9	19	2.2
From Vail	117	16.3	--	---
No Response	7	1.0	29	3.1
	<u>718</u>	<u>99.8%</u>	<u>911</u>	<u>100.1%</u>

Number of Passengers in Car

Table 14 shows the total number of passengers for those responding that they arrived by car. The table is broken down by in-state and out-of-state skiers as there are substantial differences between the two groups. The average passenger load of out-of-state respondents is 3.3 while the in-state respondent's is 2.2

TABLE 14
PASSENGERS IN CAR

	In-State		Out-of-State	
	Number	Percent	Number	Percent
One	95	32.5%	38	9.4%
Two	106	36.3	122	30.1
Three	42	14.4	66	16.3
Four	30	10.3	92	22.7
Five	12	4.1	54	13.3
Six	7	2.4	23	5.7
Seven	--	---	2	.5
Eight	--	---	1	.2
Over Eight	--	---	7	1.7
	<u>292</u>	<u>100.0%</u>	<u>405</u>	<u>99.9%</u>

Where Car Parked

Out-of-state respondents tended to park their cars in private lots while the largest number of in-state respondents, 40.2 percent, parked at Lionshead as shown in Table 15.

TABLE 15
CAR PARKED

	In-State		Out-of-State	
	Number	Percent	Number	Percent
Golden Peak	18	6.4%	6	1.9%
Transportation Center	52	18.5	59	18.6
Lionshead	113	40.2	72	22.7
Private Lot	98	34.9	180	56.8
	281	100.0%	317	100.0%

Park and Use Shuttle Bus

When respondents were asked if they would be willing to park a mile away and use a shuttle bus over 80 percent indicated a positive response. Only 16.7 percent were not willing to park and ride.

TABLE 16
WILLINGNESS TO PARK ONE MILE AWAY
AND SHUTTLE BUS IN

	Number	Percent
Yes	741	81.4%
No	152	16.7
No Response	18	1.9
	911	100.0%

IV

ACCOMMODATION CHARACTERISTICS

Nights in Vail

Table 17 indicates Vail's status as a destination vacation resort area. The largest percentage of nonlocal respondents (22.3 percent) spent seven nights in Vail. Over two-thirds of the respondents spent over four nights. A stay of eight to 14 nights was reported by 17.2 percent of the skiers. A comparison with 1975-76 indicates there is a trend toward a slightly longer stay.

TABLE 17

NIGHTS STAYED IN VAIL

	1975-76		1977-78	
	Number of Nonlocal Respondents	Percent	Number of Nonlocal Respondents	Percent
None	69	11.5%	74	9.8%
1 Night	34	5.7	30	4.0
2 Nights	48	8.0	65	8.6
3 Nights	31	5.2	55	7.3
4-5 Nights	96	16.0	108	14.2
6 Nights	60	10.0	102	13.5
7 Nights	142	23.6	169	22.3
8-14 Nights	79	13.1	130	17.2
15-21 Nights	8	1.3	23	3.0
22 or More Nights	6	1.0	--	---
No Response	28	4.7	2	.2
	<u>601</u>	<u>100.1%</u>	<u>758</u>	<u>100.1%</u>

Reservations Made

Reservations by those respondents spending one or more nights were made more than four months in advance by 18.8 percent of the respondents. Close to 20 percent waited until the last minute and made reservations one week or less before they arrived or made no reservations. Table 18 shows the time frame.

TABLE 18
HOW LONG AGO WERE THE RESERVATIONS MADE?

	<u>1975-76</u>		<u>1977-78</u>	
	Number of Nonlocals Spending One or More Nights	Percent	Number of Out-of-State Spending One or More Nights	Percent
More Than 4 Months	96	18.0%	109	18.8%
4 Months	36	6.8	33	5.7
3 Months	35	6.6	60	10.3
2 Months	64	12.0	87	15.0
1 Month	64	12.0	79	13.6
3 Weeks	20	3.8	31	5.3
2 Weeks	22	4.1	35	6.0
1 Week or Less	79	14.8	39	6.7
Other	42	7.9	82	14.1
No Response	74	13.9	26	4.5
	<u>532</u>	<u>99.9%</u>	<u>581</u>	<u>100.0%</u>

Number of People Staying in Lodging Accommodation

Table 19 shows the number of people (party size) staying in the respondents' lodging accommodation. The mean number is 4. Over 25 percent of the out-of-state respondents had two people per accommodation while over 20 percent had four. Party sizes of three, five, and six totaled 13.4 percent, 12.9 percent and 9.8 percent, respectively.

TABLE 19
NUMBER STAYING IN LODGING ACCOMMODATIONS

	Number of Out-of-State Respondents	Percent
One	34	5.9%
Two	147	25.3
Three	78	13.4
Four	116	20.0
Five	75	12.9
Six	57	9.8
Seven	19	3.3
Eight	21	3.6
Nine	6	1.0
Ten	13	2.2
Eleven	2	.3
Twelve	3	.5
Over 12	1	.2
No Response	9	1.5
	<u>581</u>	<u>100.0%</u>

Not Skiing

Out-of-state respondents were asked how many non-skiers were in their party. Only 61 parties contained non-skiers (10.5 percent) and of these 59.0 percent had one non-skier in the party, and 26.2 percent had two non-skiers.

Most Important Factor in Selecting Accommodations

For the second season in a row location was the most important factor in selecting accommodations. Cost was the second most important factor. Table 20 shows the 1977-78 season results and a comparison with the 1976-77 season.

TABLE 20

WHAT WAS THE MOST IMPORTANT FACTOR
IN SELECTING YOUR ACCOMMODATIONS?

	1976-77		1977-78	
	Number	Percent	Number	Percent
Front Desk Service	1	0.2%	4	.7%
Location	175	32.9	240	41.3
Heated Pools	12	2.3	6	1.0
Size of Room	38	7.1	41	7.1
Cost	127	23.9	156	26.9
Covered Parking	2	0.4	--	---
In-House Restaurant	7	1.3	5	.9
Other	62	11.7	96	16.5
None	58	10.9	25	4.3
No Response	50	9.4	8	1.4
	<u>532</u>	<u>100.1%</u>	<u>581</u>	<u>100.1%</u>

SKI VACATION CHARACTERISTICS

Advance Planning for Vail Trip

As can be seen from Table 21, only 5.0 percent of the respondents planned their trip to Vail more than 12 months ago in contrast with the 1975-76 season when 14.1 percent did so. It is possible that the poor snow of 1976-77 made skiers take a wait and see attitude; however 27 percent made their reservations six months or more in advance, and almost two-thirds made their reservation two months or more in advance.

TABLE 21

HOW FAR IN ADVANCE WAS THE VAIL TRIP PLANNED?

	1975-76		1977-78	
	Number of Nonlocal Respondents	Percent	Number of Out-of-state Respondents	Percent
More Than 12 Months	85	14.1%	29	5.0%
7-12 Months	28	4.7	67	11.5
6 Months	49	8.2	61	10.5
4-5 Months	61	10.1	66	11.4
2-3 Months	100	16.6	158	27.2
1 Month	59	9.8	75	12.9
Less Than 1 Month	191	31.8	108	18.6
Don't Know	3	0.5	8	1.4
No Response	25	4.2	3	.5
Not Applicable	--	---	6	1.0
	<u>601</u>	<u>100.0%</u>	<u>581</u>	<u>100.0%</u>

Travel Arrangements

Travel agents aided 36.1 percent of the respondents in making their travel arrangements, while 15.1 percent of the skiers dealt directly with a lodge. Table 22 indicates the various agencies contacted by respondents in making travel arrangements. The Vail Resort Association figure is understated as the organization plays a role not realized by consumers in that they refer many parties directly to the lodges. They also handle a great deal of the airline, and travel agent business.

TABLE 22

CONTACT IN MAKING TRAVEL ARRANGEMENTS (May Apply More Than Once)

Contact	1975-76	1977-78	
	Percent	Number	Percent
Travel Agent	26.0%	210	35.8%
Airline	11.3	56	9.6
Vail Resort Association	3.2	45	7.7
Directly With Lodge	19.3	88	15.0
Ski Club	5.3	29	4.9
Organized Group	5.5	21	3.6
Other	33.8	120	20.5
Don't Know	1.3	17	2.9
		586 ^a	100.0

^amultiple responses

In making travel arrangements, 10.2 percent of the respondents chose to ski Vail on a package plan, as shown in Table 23. This is down considerably over the 1975-76 season when the availability of package plans was much higher.

TABLE 23
PACKAGE PLAN PURCHASES

	1975-76		1977-78	
	Number of Nonlocal Respondents	Percent	Number	Percent
Yes	153	25.5%	93	10.2%
No	411	68.4	814	89.4
No Response	37	6.2	4	.4
	<u>601</u>	<u>100.1%</u>	<u>911</u>	<u>100.0%</u>

Sources of Planning Information

Other people seem to be the most valuable source of information used by respondents in planning their Vail trip. In response to "What sources of information did you draw upon" in planning your trip to Vail, 47.7 percent indicated word of mouth. This response was reported three times as often as was airlines or Vail brochures, as shown in Table 24. The travel agent appears to be assuming a more important role in handling the needs of the Vail skier.

TABLE 24
 SOURCES OF PLANNING INFORMATION USED
 IN PLANNING VAIL TRIP
 (May Have Used More Than One Source)

	1975-76	1977-78	
	Percent of 601 Nonlocal Respondents	Number	Percent of Out-of-State Respondents
Word of Mouth	54.7%	277	47.7%
Travel Agent	18.8	193	33.2
Other	29.1	183	31.5
Airline	10.6	96	16.5
Vail Brochures	18.1	78	13.4
Magazine or Newspaper Articles	16.3	54	9.3
None	---	18	3.1
Auto Clubs	---	13	2.2
Directories	---	13	2.2
Radio-TV	---	8	1.4
Ski Shows	3.2	6	1.0
Advertisements	11.0	--	---
		939 ^a	165.5 ^a

^aMultiple Responses

How Purchased Lift Tickets

Table 25 shows that the largest group of out-of-state respondents purchased their lift tickets on an individual basis at the Vail ticket offices--38.2 percent. The next largest group, 33.2 percent, purchased a multiple day ticket at the Vail ticket offices, while 16 percent purchased it with their package plan.

TABLE 25
LIFT TICKET PURCHASED

	Number	Percent
Package Plan	93	16.0%
Daily at Ticket Office	222	38.2
Multiple at Ticket Office	193	33.2
Colorado Card	33	5.7
Season Pass	5	.9
Payless Pass	1	.2
Group Rate	21	3.6
Other	9	1.5
No Response	4	.7
	<u>581</u>	<u>100.0%</u>

Number of Days Skied

Over 60 percent of the respondents planned to ski at least six days as shown in Table 26. Over 85 percent planned to ski four or more days. This information correlates closely with nights stayed in the accommodations section and indicates Vail is a destination resort area.

TABLE 26

HOW MANY DAYS WILL YOU SKI VAIL?

	1976-77		1977-78	
	Number	Percent	Number	Percent
None	1	0.2%	---	---
1	34	6.4	23	4.0%
2	42	7.9	25	4.3
3	50	9.4	33	5.7
4-5	108	20.3	140	24.1
6	110	20.7	144	24.8
7	51	9.6	72	12.4
8-14	71	13.3	114	19.6
15-21	13	2.4	20	3.4
22 or More	13	2.4	8	1.4
No Response	39	7.3	2	.3
	<u>532</u>	<u>99.9%</u>	<u>581</u>	<u>100.0%</u>

VI

THE VAIL EXPERIENCE

Vail respondents were asked to answer several questions relating to their overall reaction to the Vail area, Vail products, and their experience. The tabulations of these responses concerning opinions, preferences and attitudes follow.

Previous Vail Ski Vacations

More than half of the respondents (54.1 percent) had skied Vail before and 9.5 percent were real veterans of the slopes having spent seven or more ski vacations at Vail (a ski vacation is defined as a minimum stay of four nights). These figures indicate that Vail receives a large repeat business and enjoys a high degree of product loyalty. At the same time Vail is very successful in attracting new skiers as 45.8 percent of the respondents indicated it was their first ski vacation in Vail. See Table 27.

TABLE 27

VAIL SKI VACATIONS PRIOR TO THE 1975-76 SEASON^a

	1975-76		1977-78	
	Number of Nonlocal Respondents	Percent	Number of Out-of-State Respondents	Percent
None	292	48.6%	266	45.8%
1	94	15.6	100	17.2
2	53	8.8	65	11.2
3	34	5.7	43	7.4
4-6	50	8.3	51	8.8
7 or More	78	13.0	55	9.5
No Response	--	---	1	.2
	<u>601</u>	<u>100.0%</u>	<u>581</u>	<u>100.1%</u>

^aVacation is defined as a trip with a minimum of four nights.

Ski Vacations Per Year

Just over half of the out-of-state skiers took more than one ski vacation each year--51.8 percent. Of those taking more than one ski vacation each year the largest number took two as shown in Table 28.

TABLE 28

IF MORE THAN ONE SKI VACATION, HOW MANY?

	Number	Percent
One	9	3.0%
Two	142	47.5
Three	87	29.1
Four or More	<u>61</u>	<u>20.4</u>
	299	100.0%

Significance of Gondola in Total Ski Experience

Over 75 percent of the out-of-state respondents felt the gondola was a very significant part of the total ski vacation experience. Only 23.2 percent did not feel it was important. See Table 29.

TABLE 29

SIGNIFICANCE OF GONDOLA

	Number	Percent
A Necessity	139	23.9%
Important Role	164	28.2
Touch of Class	134	23.1
No Significance	121	20.8
Negative Connotation	14	2.4
No Response	<u>9</u>	<u>1.5</u>
	581	100.0%

Length of Wait in Lift Lines

The majority of the respondents in the 1977-78 survey felt that any wait over 15 minutes in a lift line was unacceptable, with the largest percentage (30.2 percent) indicating that they felt 16 to 20 minutes in a lift line was too long to wait, as shown in Table 30.

TABLE 30

HOW MANY MINUTES ARE UNACCEPTABLE ON A LIFT LINE?

	1976-77		1977-78	
	Number	Percent	Number	Percent
1-5 Minutes	12	2.4%	11	1.9%
6-10 Minutes	68	13.7	54	9.3
11-15 Minutes	164	33.0	169	29.1
16-20 Minutes	156	31.4	175	30.2
21-29 Minutes	66	13.3	104	17.9
30 Minutes or More	31	6.2	67	11.6
	<u>497</u>	<u>100.0%</u>	<u>580</u>	<u>100.0%</u>

Length of Chair Lift Ride That Is Comfortable

Most out-of-state respondents felt a 10 to 12 minute chair lift ride was the most comfortable (38.2 percent). Another 25.3 percent felt a 13 to 15 minute ride was comfortable while 21.3 percent preferred a 7 to 9 minute ride. Only 9.3 percent felt a ride over 15 minutes was comfortable as shown in Table 31.

TABLE 31
COMFORTABLE CHAIR LIFT RIDE IN MINUTES

	Number	Percent
3-6 Minutes	29	5.0%
7-9 Minutes	124	21.3
10-12 Minutes	222	38.2
13-15 Minutes	147	25.3
Over 15 Minutes	54	9.3
No Response	<u>5</u>	<u>.9</u>
	581	100.0%

Desirability of a Reservation System

Nearly two-thirds of the respondents (66.4 percent) approved of a lift ticket reservation system in order to limit the number of skiers on the Vail slopes. Slightly over 14 percent were undecided on the matter, and 19.3 percent were strongly opposed to the idea, as indicated in Table 32. A comparison with 1976-77 shows that those approving such a system took a sharp rise during the 1977-78 season. With good snow conditions and record numbers on the slopes it is expected that the number approving will continue to increase.

TABLE 32
WOULD YOU LIKE A RESERVATION SYSTEM TO LIMIT SKIERS?

	1976-77		1977-78	
	Number	Percent	Number	Percent
Approve	226	45.5%	386	66.4%
Disapprove	143	28.8	112	19.3
Undecided	<u>128</u>	<u>25.8</u>	<u>83</u>	<u>14.2</u>
	497	100.1%	581	99.9%

Of those respondents approving of the system some felt it would lead to shorter lift lines, while others liked the idea but didn't know how it would work.

Of those respondents who disapproved of the system, the largest number indicated they wanted no limitation so they could ski when they wished. Similar answers were hard to plan and not spontaneous. A fairly large group (17.0 percent) felt such a system would be unfair.

TABLE 33

IF YOU DISAPPROVE, WHAT ARE YOUR REASONS?

	1976-77		1977-78	
	Number	Percent	Number	Percent
Ski Whenever Wish	--	---	25	22.3%
Unfair	62	43.4%	19	17.0
Unnecessary	26	18.2	9	8.0
Not Crowded	1	0.7	15	13.4
Not Spontaneous	18	12.6	13	11.6
Hard to Plan	--	---	11	9.8
Not Feasible	25	17.5	8	7.1
Too Crowded	6	4.2	4	3.6
Other	2	1.4	8	7.1
No Response	3	2.1	--	---
	<u>143</u>	<u>100.1%</u>	<u>112</u>	<u>99.9</u>

Advertising

Vail's advertising was very well received. The respondents recalling Vail promotional efforts were exceptionally high by industry standards. Table 34 shows that magazines recorded the highest recall percentage. Respondents were instructed to check all that applied; consequently, the numbers are quite high. Percentages are based on n = 911.

TABLE 34
PROMOTION RECALL

	1975-76	1977-78	
	Percent	Number	Percent
Vail Brochure	40.5%	535	58.7%
Vail Magazine Ads	59.2	638	70.0
Vail Radio Ads	20.8	74	8.3
Direct Mail	11.4	116	12.7
Ski the Rockies Ads	48.7	361	39.6
None	16.4	118	13.0
Other	---	44	4.8
		1,886 ^a	207.1% ^a

^a Multiple Responses

Two-thirds of the respondents rated Vail's advertising and brochures as good, excellent or outstanding, as shown in Table 35. Very few respondents disliked the ads, but 16.6 percent had not seen Vail ads.

TABLE 35
OPINION OF VAIL'S ADVERTISING AND BROCHURES

	1975-76	1977-78	
	Percent	Number	Percent
Outstanding	13.6%	75	8.2%
Excellent	22.1	244	26.8
Good	30.3	314	34.5
Average	2.6	78	8.6
Fair	8.6	16	1.8
Poor	23.6	5	.5
Haven't Seen	---	151	16.6
No Response	---	28	3.1
	100.8%	911	100.1%

Ski School

Table 36 indicates that almost one-fourth of the Vail respondents participated in the ski school and of those taking lessons, seven out of ten rated the quality of instruction as excellent or outstanding. Of the 76.0 percent not taking lessons, cost was the least deterrent factor for not doing so. The major reason given for not taking ski lessons was that they weren't needed.

TABLE 36
SKI SCHOOL ATTENDANCE

	1975-76		1977-78	
	Number	Percent	Number	Percent
Ski Lessons	157	21.9%	214	24.0%
Quality of Instruction:				
Outstanding	49	6.8%	68	7.6%
Excellent	77	10.7	84	9.4
Good	20	2.8	51	5.7
Average	3	0.4	4	.4
Fair	6	0.8	5	.6
Poor	2	0.3	2	.2
No Ski Lessons	557	77.6	677	76.0
Reason:				
Don't Need	183	25.5	234	26.3
No Time	126	17.5	114	12.8
Cost	58	8.1	61	6.8
Plan to Later	80	11.1	87	9.8
Other	110	15.3	180	20.2
No Response	<u>4</u>	<u>0.6</u>	<u>1</u>	<u>.1</u>
	718	100.1%	891	100.0%

Vail in April

As shown in Table 37 both those respondents who had skied Vail in April and those who had not gave April skiing relatively good marks. Respondents that had skied in April rated it outstanding or excellent by a substantial margin over those who had not skied in April. Of all respondents, 36.8

percent had skied Vail in April. Comparing these two figures results in a good April skiing experience expected by two-thirds of the April skiers. Almost the same percentage was recorded in the 1975-76 season; consequently, it appears that skiers' perceptions of April skiing are relatively unchanged.

TABLE 37
OPINION OF APRIL SKIING IN VAIL

Rating	1975-76		Total (707)
	By Those Having Skied Vail in April (267)	Assumptions of Those Not Having Skied Vail in April (440)	
Outstanding	9.6%	7.4%	
Excellent	11.4	12.0	
Good	8.5	16.4	
Average	1.0	1.8	
Fair	3.2	3.9	
Poor	3.3	12.8	
Other	0.1	0.0	
No Response	0.0	8.5	
	<u>37.2%</u>	<u>62.8%</u>	100.0%
	1977-78		
	(335)	(477)	(812)
Outstanding	10.2%	4.2%	
Excellent	15.3	9.6	
Good	8.5	16.8	
Average	.6	10.8	
Fair	1.1	4.1	
Poor	1.0	1.1	
Other	---	---	
No Response	---	16.5	
	<u>36.7%</u>	<u>63.1%</u>	100.0%

Vail Next Season

The survey results depicted a favorable Vail experience by the majority of the 581 out-of-state respondents. This overall feeling is evident in the responses to the question, "Do you plan a Vail ski vacation next season?" Vail can expect to see 60.1 percent of the survey respondents again in the 1978-79 ski season. Only 6.9 percent do not plan to return while 32.9 percent are still undecided and could possibly return next season. See Table 38.

TABLE 38

DO YOU PLAN A VAIL SKI VACATION NEXT SEASON?

	1975-76		1977-78	
	Number of Nonlocal Respondents	Percent	Number of Out-of-State Respondents	Percent
Yes	383	63.7%	349	60.1%
No	60	10.0	40	6.9
Undecided	138	23.0	191	32.9
No Response	20	3.3	1	.2
	<u>601</u>	<u>100.0%</u>	<u>581</u>	<u>100.1%</u>

VII

THE VAIL SKIER: MARKET SEGMENT COMPARISONS

One of the major advantages of conducting a season long survey with a large sample size is that big enough sub-samples of the skier population are accumulated to warrant tabulation and provide information on market segments. While skiers are a relatively homogeneous group, differences do exist and market segments such as the early season skier, the late season skier, the Colorado resident skier, the Front Range skier, the holiday skier, the out-of-state skier, the local skier, the skier traveling by air, and so on, need to be tabulated, compared and studied. Such tabulations assist management in identifying important market segments and how to communicate with them. Many times valuable information is hidden in averages that can be revealed by special tabulations.

It is the purpose of this chapter to illustrate the kind of information that can be generated from sub-samples and demonstrate the usefulness of market segment data. Since it is not possible to cover all of the market segments this chapter will present data on three groups: (1) the 363 respondents who utilized air transportation to reach Vail, (2) the 330 in-state residents, and (3) the 581 out-of-state respondents. On the following pages the air travelers skiing Vail will be referred to as the "Airline Respondents" and the Colorado skiers will be referred to as the "In-state Respondents," and the out-of-state skiers will be called "Out-of-state

Respondents." This comparative analysis will permit the reader to examine characteristics of three market segments to determine if differences are great enough to call for different marketing techniques to be used.

Skier Characteristics

Origin

The very nature of the skier markets analyzed causes place of residence figures to vary. The Colorado market is self-explanatory as these skiers obviously come from the same state. However, respondents using air transportation come from all over the United States as well as neighboring countries. Table 39 shows that 43 states are represented with California being the leader, providing 13.5 percent of the airline respondents. Illinois with 8.5 percent, New York with 7.4 percent, Texas with 6.3 percent, and Ohio with 5.0 percent comprise the five leading states. These five states accounted for 40.7 percent of the air respondents. The U.S. accounted for 92.0 percent of the air respondents, with Mexico supplying 3.0 percent of the respondents and Canada 2.5 percent.

When visitors arriving by air are grouped according to geographical regions (regions as defined by the U.S. Census Bureau), the East North Central region takes a lead with 20.1 percent of the respondents. The Pacific region with the majority coming from California was second with 16.5 percent. Interestingly enough, the South Atlantic region, comprised of Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia and West Virginia, was third with 15.1 percent. Further regional contributions are shown in Table 39.

TABLE 39
GEOGRAPHIC DISTRIBUTION

	Out-of-State Respondents n = 581	Airline Respondents n = 363	In-State Respondents n = 330
<u>New England</u>	4.4%	5.6%	
Maine	0.3	.3	
New Hampshire	.2	.3	
Vermont	.5	.6	
Massachusetts	1.7	1.9	
Rhode Island	.2	.3	
Connecticut	1.5	2.2	
<u>Middle Atlantic</u>	10.9	13.0	
New York	5.9	7.4	
New Jersey	1.2	1.7	
Pennsylvania	3.8	3.9	
<u>East North Central</u>	19.2	20.1	
Ohio	4.0	5.0	
Indiana	1.5	1.1	
Illinois	7.6	8.5	
Michigan	2.8	2.5	
Wisconsin	3.3	3.0	
<u>West North Central</u>	13.7	9.4	
Minnesota	3.8	3.3	
Iowa	1.0	.6	
Missouri	3.4	3.0	
North Dakota	.2	---	
South Dakota	.2	.3	
Nebraska	1.5	.3	
Kansas	3.6	1.9	
<u>South Atlantic</u>	10.1	15.1	
Delaware	.2	.3	
Maryland	.7	1.1	
District of Columbia	1.0	1.7	
Virginia	1.0	1.4	
West Virginia	.5	.8	
North Carolina	1.2	1.4	
South Carolina	.3	.6	
Georgia	2.6	3.9	
Florida	2.6	3.9	

TABLE 39 (Continued)
GEOGRAPHIC DISTRIBUTION

	Out-of-State Respondents n = 581	Airline Respondents n = 363	In-State Respondents n = 330
<u>East South Central</u>	2.9	1.7	
Kentucky	.2	---	
Tennessee	.9	.8	
Alabama	.9	.6	
Mississippi	.9	.3	
<u>West South Central</u>	11.2	8.9	
Arkansas	.3	.3	
Louisiana	1.2	1.7	
Oklahoma	1.4	.6	
Texas	8.3	6.3	
<u>Mountain</u>	5.3	2.2	
Montana	.7	.8	
Idaho	---	---	
Wyoming	.9	---	
Colorado	---	---	100.0%
New Mexico	1.2	.3	
Arizona	1.5	1.1	
Utah	.3	---	
Nevada	.7	---	
<u>Pacific</u>	16.8	16.5	
Washington	.9	1.1	
Oregon	.7	1.1	
California	14.5	13.5	
Alaska	.2	---	
Hawaii	.5	.8	
<u>Foreign</u>	5.7	8.0	
Canada	2.1	2.5	
Mexico	1.9	3.0	
Other	1.7	2.5	
TOTAL	100.2%	100.5%	100.0%

Note: Totals may not add due to rounding.

The out-of-state sample shows the same top states, but in a different order. California still leads with 14.5 percent of the respondents. Texas is second with 8.3 percent followed by Illinois with 7.6 percent, New York 5.9 percent and Ohio 4.0 percent.

The leading regions are the East North Central with 19.2 percent, the Pacific with 16.8 percent, and West North Central with 13.7. The out-of-state respondents reflect both air and auto respondents and the change in rankings indicates the importance of the skier arriving by automobile.

Sex

All three market segments showed a similar two to one male dominance in the survey. Table 40 shows the percentages.

TABLE 40

SEX

	Out-of-State Respondents n = 581	Airline Respondents n = 363	In-State Respondents n = 330
Male	64.7%	64.5%	63.6%
Female	35.1	35.5	36.1
No Response	.2	---	.3
	<u>100.0%</u>	<u>100.0%</u>	<u>100.0%</u>

Marital Status

Of the three groups under analysis, the Airline group exhibited the greatest percentage of married respondents, 51.8 percent. In fact, this was the only group which had a majority married. The Colorado group had the smallest percentage with 32.7 percent. See Table 41.

TABLE 41
MARITAL STATUS

	Out-of-State Respondents n = 881	Airline Respondents n = 363	In-State Respondents n = 330
Married	46.0%	51.8%	32.7%
Not Married	53.4	47.4	66.7
No Response	.7	.8	.6
	<u>100.0%</u>	<u>100.0%</u>	<u>100.0%</u>

Age

Skiers are generally thought of as a very young group. This is borne out in Table 42, which shows the age distribution of the respondents. The differences in market groups is distinguishable when looking at age distribution. On the younger end of the scale is the Colorado respondent and on the older, the Airline respondent. The largest single age category was the 30-39 age range for the Airline (25.6 percent) and the total out-of-state (23.4 percent) respondent, but the similarities end there. Colorado respondents totaled 31.3 percent in the 25-29 age group and 30.0 percent in the 20-24 age group. The Colorado market appears to contain more singles, and is younger, while the Airline and out-of-state respondents are more likely to be married, and are older.

TABLE 42
AGE DISTRIBUTION

	Out-of-State Respondents n = 581	Airline Respondents n = 363	In-State Respondents n = 330
13-17 Years	6.0%	5.0%	3.0%
18-19 Years	5.0	3.6	5.2
20-24 Years	19.3	12.4	30.0
25-29 Years	22.4	23.1	21.3
30-39 Years	23.4	25.6	21.3
40-49 Years	17.2	22.3	6.4
50-59 Years	5.5	6.9	2.4
60 Years or Over	.5	.8	.3
No Response	.7	.3	.3
	100.0%	100.0%	100.2%

Education

Table 43 shows the Airline respondent is the best educated of the three groups under comparison with 40.2 percent holding advanced degrees or having completed post-graduate work, compared to around 17 percent for the Colorado group.

TABLE 43
EDUCATION

	Out-of-State Respondents n = 581	Airline Respondents n = 363	In-State Respondents n = 330
8th Grade or Less	.7%	.6%	---
Some High School	6.4	5.2	3.3%
High School Graduate	6.0	3.9	6.1
Some College	21.3	15.4	34.2
College Graduate	31.5	34.7	38.8
Post Graduate Work	14.8	17.1	10.0
Advanced Degree	19.1	23.1	7.3
No Response	.2	---	.3
	100.0%	100.0%	100.0%

Income

As could be expected from occupational characteristics and the high educational level of the respondents, the incomes were above national averages. The Airline respondents are by far the most affluent of the three groups with 34.4 percent earning at least \$50,000 annually. This compares with 11.8 percent for the Colorado respondent and 28.7 percent for all of the out-of-state respondents.

TABLE 44
ANNUAL INCOME DISTRIBUTION

	Out-of-State Respondents n = 581	Airline Respondents n = 363	In-State Respondents n = 330
\$0 - \$6,999	4.6%	2.5%	14.5%
\$7,000 - \$14,999	9.5	7.4	24.8
\$15,000 - \$19,999	9.6	9.9	10.3
\$20,000 - \$24,999	6.7	5.5	7.0
\$25,000 - \$49,999	26.2	25.3	17.7
\$50,000 - \$74,999	12.9	14.0	7.0
\$75,000 and Over	15.8	20.4	4.8
No Response	14.6	14.9	13.9
	<u>99.9%</u>	<u>100.0%</u>	<u>100.0%</u>

Occupation

Consistent with most skier survey findings are the overwhelming percent of respondents in a professional/technical or executive/managerial occupation-- around 40 percent or more. In the airlines group the total was 48.5 percent while among the Colorado respondents it was 27.9 percent. Students were an important occupational category in all segments.

TABLE 45
OCCUPATION

	Out-of-State Respondents n = 581	Airline Respondents n = 363	In-State Respondents n = 330
Executive/ Manager	13.8%	16.3%	10.6%
Professional/Technical	27.9	32.2	17.3
Teacher/Professor	5.7	7.2	7.6
Government/Military	1.7	1.7	2.7
Salesman/Buyer	7.2	7.7	14.8
Office Work/Secretary	4.3	3.9	6.7
Crafts/Factory/Mechanic	2.2	1.1	7.0
Homemaker	8.3	7.2	3.6
Student	21.5	15.2	15.2
Other	6.4	7.8	14.3
No Response	---	---	.3
	<u>100.0%</u>	<u>100.3%</u>	<u>100.1%</u>

Skier Ability

High intermediate seems to be the most prominent skier self classification category for out-of-state respondents (42.2 percent) and Airline respondents (41.0 percent). Colorado respondents have a high regard for their ability and 38.5 percent rate themselves as advanced. See Table 46.

TABLE 46
CLASSIFICATION AS A SKIER

	Out-of-State Respondents n = 581	Airline Respondents n = 363	In-State Respondents n = 330
Novice	2.1%	1.4%	---
Beginner	8.4	8.0	2.1%
Low Intermediate	23.8	24.8	12.1
High Intermediate	42.2	41.0	33.9
Advanced	19.3	21.5	38.5
Expert	4.1	3.3	13.3
	<u>99.9%</u>	<u>100.0%</u>	<u>99.9%</u>

Transportation Characteristics

Method of Transportation to Vail

Again due to the nature of the skier market groups, responses to the method of transportation to Vail were quite diverse. Arriving by commercial air, the Airline respondent sought various modes of transportation to get to the ski resort. The most commonly used was a rental car (50.4 percent), followed by scheduled and/or chartered bus (20.3 percent). Colorado respondents primarily traveled by private car (87.9 percent) and relied slightly on buses (3.3 percent). A relatively high percentage of out-of-state skiers arrived by private car. Percentages by category are shown in Table 47.

TABLE 47

MODE OF TRANSPORTATION TO VAIL

	Out-of-State Respondents n = 581	Airline Respondents n = 363	In-State Respondents n = 330
Private Car	37.7%	14.0%	87.9%
Rental Car	32.4	50.4	.6
Scheduled Bus	7.7	11.8	2.1
Charter Bus	11.4	8.5	1.2
Stapleton Bus	5.2	---	---
Commercial Air	1.9	3.0	.3
Other	2.9	3.9	---
No Response	.5	---	7.9
	<u>100.0%</u>	<u>99.9%</u>	<u>100.0%</u>

Accommodation Characteristics

Nights in Vail

Table 48 again reflects the nature of the market groups and verifies Vail's image as a destination resort area. The Airline respondents clearly come for an extended ski vacation (30.9 percent spending seven nights with

an additional 26.2 percent staying 8-14 nights), overall the highest percentage of Vail respondents spent seven nights. The Colorado respondents present a different picture with 30.7 percent just coming for the day. The length of stay appears to be increasing as the numbers staying over seven days were up significantly over the 1975-76 season.

TABLE 48
NIGHTS STAYED IN VAIL

	Out-of-State Respondents n = 581	Airline Respondents n = 363	In-State Respondents n = 179
None	3.3%	1.4%	30.7
1 Night	1.4	.8	12.3
2 Nights	3.1	2.5	22.9
3 Nights	4.1	3.0	17.3
4 - 5 Nights	16.7	12.4	6.2
6 Nights	17.0	17.4	1.7
7 Nights	27.9	30.9	3.9
8 - 14 Nights	21.0	26.2	4.5
15 - 21 Nights	3.8	4.1	.5
22 or More	1.5	1.1	---
No Response	.2	.3	---
	<u>100.0%</u>	<u>100.1%</u>	<u>100.0%</u>

Reservations Made

The largest percentage of the Airline respondents made reservations four months or more in advance of their Vail trip. A significant percentage of respondents did not make a reservation. Reservations two or three months in advance were made by 25 percent of the respondents. See Table 49.

TABLE 49
RESERVATIONS MADE

	Out-of-State Respondents n = 581	Airline Respondents n = 363
4 Months or More	24.5%	30.0%
2 to 3 Months	25.3	25.6
1 Month	13.6	14.1
Less than 1 Month	18.0	18.7
Other	4.8	4.7
No Reservation	13.8	6.9
	<u>100.0%</u>	<u>100.0%</u>

Ski Vacation Characteristics

Travel Arrangements

Table 50 shows the percent of respondents using the various agencies through which to make travel arrangements. Travel agents and the airlines aided 66.1 percent of the Airline respondents. It is interesting to note the importance of the travel agents and airlines in reaching the air vacation skier market.

TABLE 50
CONTACT IN MAKING TRAVEL ARRANGEMENTS
(May Apply More Than Once)

	Out-of-State Respondents n = 581	Airline Respondents n = 363
Travel Agent	36.1%	51.8%
Airline	9.6	14.3
Vail Resort Association	7.7	7.4
Direct With Lodge	15.1	12.7
Ski Club	5.0	3.0
Other	24.3	19.0
Don't Know	2.9	2.2

Package Plan

As a corollary to vacation planning is the response to the purchase of a package plan to ski Vail. A total of 20.4 percent of the Airline respondents purchased a package plan compared to 16.0 percent of all out-of-state respondents. Only 3.3 percent of the out-of-state respondents not travelling by air used a package plan.

Sources of Planning Information

Other people seem to be Vail's most valuable source of information. Table 51 reveals "word of mouth" as the major source of information used in planning their trip to Vail. Other important sources are travel agents, airlines, Vail brochures and advertisements.

TABLE 51

SOURCES OF PLANNING INFORMATION USED IN PLANNING VAIL TRIP
(May Have Used More Than One Source)

	Out-of-State Respondents n = 581	Airline Respondents n = 363
Airline	16.5%	23.7%
Travel Agent	33.2	46.0
Vail Brochures	13.4	11.8
Advertisements	10.7	8.0
Word of Mouth	47.7	44.9
Ski Shows	1.0	.3
Other	35.9	29.8

Vail Next Season

Table 52 shows that over 60 percent of the respondents plan to return to Vail to ski in the 1978-79 season. The results are virtually identical indicating a high level of satisfaction whether one came by car, air, or bus.

TABLE 52

DO YOU PLAN A VAIL SKI VACATION NEXT SEASON?

	Out-of-State Respondents n = 581	Airline Respondents n = 363
Yes	60.1%	60.3%
No	6.9	6.9
Undecided	32.9	32.8
No Response	.2	---
	<u>100.1%</u>	<u>100.0%</u>

VIII

COMMENTS

This chapter contains responses and comments made by respondents to a number of open-end questions. The questions and responses follow and are divided into two sections: Out-of-State skier comments and In-State skier comments. The responses are reported verbatim.

OUT-OF-STATE RESPONDENTS

Suggestions as to how Vail can improve the mountain operation.

Foot bars on chairs, speed up chairs, and blankets on cold days.
Another chair in back bowls.
Gauge how many people go to a chair, especially #5 and #7. Triple chair at #5.
Ski instructors stay out of back bowls when lines long.
Perfect.
Good. Better padding on chair seats.
No complaints.
Box lunch to go from Eagles Nest for picnics on mountain.
Real good. No suggestions.
Another gondola.
More bowl area.
Faster chairs.
More eating areas.
Another gondola.
More buses.
Doing great job.
Not enough food facilities.
Good grooming and chairs for beginners not that easy.
Shave down moguls.
Open longer.
Another gondola.
One more chair in bowls.
Alleviate waiting in line.
Better information about children's program.
Another back bowl lift. Dispenser food not good.
More large mountain maps.
Dynamite.
Very good.
More moguls.
Bars open later. Foot rests.
Covered chairs.

Keep it snowing.
Number on lifts at bottom.
No, it's improved since last visit.
Music at chairs.
Faster chairs.
More warming huts.
Groom moguls. Some are more obstacle courses than slopes.
Escalator type of moving platform for Gondola stairs.
Very perfect.
Lower prices. Getting out of hand.
Everything functions well together.
Chairs should have leg rests.
Back bowls open more.
Open new runs, super.
More lifts.
Great job.
More chair capacity out of Mid-Vail. Limit number of skiers (variable)
ticket prices and pay more for special chair with short line.
List slope conditions.
Groom parts of back bowls.
Ticket prices too high.
Unreliable lifts.
A north gondola.
Keep skiers informed of mountain conditions and chairs operating.
More lifts running.
Chair foot rests.
Another gondola.
Better track on snow cats for packing.
Good.
Nice now.
Limit number of people.
Open more lifts when needed.
Get rid of Eagles Nest Ridge and other ridges.
Improve eating facilities.
Make chairlifts warmer - domes over chairs.
Blankets on chairlifts. Sun Valley has them.
Night skiing.
More lifts.
Lift lines.
More lifts.
Prepare snow, flatten bumps.
Speed up chairs.
Limit number of out-of-state skiers.
More indoor ski lockers.
More places to get warm.
Very happy.
More lifts and grooming.
Good to limit.
Triple chairs.
Maps.
1 other chair by chair 10.
More racing hills.
Faster food service.
Fast chairs.
More area for ticket lines. More windows open.

Food service slow.
Pack the snow.
Mid-Vail open more.
Shorter lifts.
Music on lifts.
Another restaurant.
Easier access for moving people out of village.
More lunch facilities.
Faster lifts.
Leave all mogols on some slopes.
Better way to take people off mountain when injured. Not with chair in toboggan.
More beginner runs marked.
Foot rests on chairs.
Limited sale of lift tickets.
More triple chairs.
Trails marked better.
More slopes for beginners.
Need another gondola.
Stopping of gondola and chairs.
Crowded.
So far everything great. Mountain is run well.
No, we like Vail, will probably be back.
All fine to me.
More cars parked away from town.
Village gondola.
All lifts open.
Everything okay.
More back bowl availability and more instruction for back bowls.
More lifts in back bowls.
Lower 3 day lift rate.
Leg rests on chairs.
Cleaner bathrooms.
Panchos on lifts.
More reservations at eating arrangements.
Wipe out catwalk ruts.
Emphasis on intermediate runs.
Maps for new skiers.
More discount on multiple day passes.
Put gondola back in Mid-Vail.
Fewer people.
Longer beginner trails.
Additional eating facilities on hill. Reasonable discount for families and
or 6-day passes.
Lower prices on lift tickets.
Run well. Something for everyone.
Another Mid-Vail lift.
More chair lifts.
Fine.
Give initial tour of mountain.
Good grooming. Do more Eagles Nest facilities, too small at peak periods.
Also, lift ticket and ski school ticket in one line would speed things up.
Excellent shape. Need covered chair instead of gondola.
No complaints. Maybe more lifts. Too long getting up in morning.
Food too expensive.

Always over crowded.
None. Super mountain. Great instructor.
Do as Taos, has hot chocolate in lift lines.
Somehow shorten lift lines.
Replace gondola.
More lifts.
Need grading at entrance to chair 3, maze at #9 is not deep enough to protect
skiers, Bob Parker has a great operation here.
Don't allow short skis.
Opening at 8:30.
Lower prices.
Lift over Chinabowl, deck on Far East Enlargio.
Reduce lift prices.
Perfect.
Quick transportation to lifts.
Widen east runs.
Another mid-vail cafeteria.
Night skiing.
Gondola up to chair #4.
Gondola working again.
Footrests on chairs.
Make more lifts especially around chair 9.
Do more grooming on mtns., get rid of the big moguls.
Cut down on lift lines.
More parallel lifts like #1 and #6 to get rid of some of the crowd.
More out of village lifts.
Start using the reservation system.
More after ski things for family to do.
Spread the people out.
Nothing
Foot rests on chair 10.
More chairs.
More lifts at bottom.
Parking is inconvenient for people not staying here.
Better toilet facilities by Chair 4, 11, 3.
More lifts in backbowl.
More food service.
Limit # of people in lift lines.
Too crowded.
Crowd control.
Lift
More lifts.
Shorter chairs.
Get people up the mountain faster.
More lifts in backbowl.
Footrests on chairs.
More grooming.
Shorter lift lines.
More grooming of washboard bumps.
Lower lift prices.
More signs - frustrating to beginner.
More food places.
Real pleased.
More grooming.
Some slopes always groomed.

Long lift lines off Bottom
Cut the wash board. Be able to purchase lift tickets for the next day the night before.
There are too many people on mtn. for the lift capacity.
Limit crowds not locals.
Limit people.
Food facilities too crowded.
More lifts.
Limiting # of people another chair by #7.
Better planning for people in lift lines.
More grooming.
More bowl chairs.
Make more windows open for lift tickets.
Take gondola out and put in chair.
More restaurants - maybe nice bar.
Pack catwalks more. More signs at confusing sections.
Runs w/o moguls.
More lifts.
Put in gondola.
Poma from chair 6 to chair 10.
Village gondola, chair foot rests.
Put foot rests on chairs.
Slopes should be packed more after snows.
Limit tickets sold.
Less crowds.
Drinking facilities.
Limit people.
Limit # of people skiing.
Loading on chair lifts from behind, better grooming of slopes, more linear lines for mazes rather than zig zag, no hills leading up to chair.
Another gondola.
Improve mid-vail lines & people.
Less lines.
Less lift lines, don't call tourists "turkeys."
Better trail signs & more.
Need gondola in village, 1 more chair out of back bowls.
Faster chair lifts and more chairs.
Chair lifts for feet.
Mtn. madness clues are too difficult.
Improve catwalk on chair 5.
Food needs to improve, fish, etc., for vegetarians.
More grooming needed on beginner.
Another lift on back bowl.
Less bumps.
Racers too fast on beginner slope.
Directional signs in village for lift ticket sales.
Limit amount of people.

Suggestions as to How Vail Can Improve
the Village Facilities and Services

Clear ice from road.
Later hours in shops.
Airport.
Hotels are not ready for guests when they arrive.
Better or more seating capacity for people waiting to get into restaurants.
Stay open later.
More bus stops.
More entertainment and gym.
More parking.
Good, super.
Prices are too high.
Free public parking.
Free bus services in Buffer Creek and Safeway area.
Public athletic facility-Social center.
Anywhere stop on shuttle.
Good.
More health food.
More areas to buy lift tickets.
Bus system needs help.
Better bars and buses.
Maps.
Stores open later.
Better transportation from Stapelton.
More ladies' stores.
Shops open later.
Less Condos. too crowded.
More street lights.
Change drinking age.
More warming huts with fireplaces.
Shuttle buses crowded.
More buses running.
Sand on roads.
Later store hours.
Not enough auto repairs.
Later bus schedules.
More accessibility of directories.
More buses.
Not enough service at Hilton.
Restaurants should take reservations.
Salt street.
Parking more reasonable.
Too much ice on roads. Better view of restaurant prices.
Drop prices.
More buses.
Better parking. Better bus services especially after skiing.
Very nice employees.
More shuttles.
Monorail instead of shuttle bus.
Better bars, more action.
Stores close too early.
Well laid out. Good selection of things.

Heated bus stops.
 Later hours.
 Better road maintenance.
 Less expensive restaurants.
 Buss service.
 Heated bus stops.
 Less crowded buses.
 More markets.
 Shop prices.
 Lower drinking age to 18.
 Music at bus stops.
 Clear roads better.
 Maps and lists of services.
 Perfect.
 Clean streets of ice.
 Fruit stands and sandwiches.
 Prices high.
 Lower prices - getting out of hand. No restaurants of small meal menu.
 Everywhere only big items on menu. Light eaters.
 Bus service to condo.
 Bus stops heated.
 More free parking & bus services to greater distances.
 More activity in Lionhead.
 Buses need work.
 More availability of dorms for people traveling alone, roommate service for
 people traveling alone.
 Bus to Avon, more night life - not country western.
 Everything's great.
 Parking is bad.
 More parking.
 Too long wait in restaurants.
 Good operation.
 Descriptions of accommodations are misleading, entire payment in advance &
 don't get what they wanted, easier legal recourse.
 More guest houses.
 More buses at peak time also timing of buses.
 T.V. reports on length of lines at chairs 1, 17, 6, gondola.
 Increase busses in peak hours.
 Not bad. Town growing too much esp. Lions head. Going over capacity.
 Buses slow at 7 pm had to walk from L.H. to village.
 Buses stop on demand.
 Gym to work out in at night.
 Buses.
 Better movies at theater.
 More good restaurants.
 More parking.
 More info. of what's available in town.
 More parking.
 General attitude.
 Directional signs esp. lift tickets in village.
 Maps.
 Better bus service.
 Stand on roads.
 Heat in bus stops.
 Less building.
 Good.

One good Italian rest. H.K. cafe should wash their dishes better. More reservations in restaurants.
Clean up litter around village.
Better bus services (not on time).
Great.
Very good.
Good, but high priced.
Good
Cheaper prices.
Cheaper places for families.
Better night clubs.
Bus services improved.
Maid services.
A larger range of easier eating restaurants.
Another gondola.
Clean streets.
Reservations for dinner.
More restaurants take reservations.
More buses.
More nite life.
More inexpensive restaurants.
All restaurants should take reservations.
Restaurant reservation, streets should be groomed - too much water.
Buses ski racks not adequate.
Busses good. Good Layout.
Everything's great.
Restaurant for people in hotel.
Good way to check skis so they can't be stolen.
Busses till 2pm, more night life.
More ski racks on buses, more buses too.
Road maintenance.
More on the hill eating facilities. Really liked the V.A. orientation, wine and cheese party at Manor Vail.
More atmosphere for younger people. Better bus service. More free parking.
Talisman was horrible three years ago. Haven't been back since this time.
More buses during peak.
Another disco.
Ski repair and lockers more centralized and information concerning such.
Better restaurants. Shops open earlier.
More parking.
More lockers.
Everything O.K.
Cars and traffic a problem.
Rental cars very expensive.
Transportation to Denver. Want to fly but schedule bad and too far past Vail, Eagle airport 30 miles.
Icy streets very dangerous.
More restaurants should take reservations.
Village gondola.
Reservations for dinner taken.
Efficient shuttle bus service.
Courteous bus drivers.
A delimart.
Stop building.

Get rid of water holes.
Public transportation outside of town.
Better parking.
More street lights.
More cafeteria restaurants.
Bus service to West Vail, run later buses.
Restaurant and reservation system.
More parking.
Restaurant reservations.
Parking - directional signs.
Efficient bus service.
More restaurants.
Shuttles great - prices high.

During This Particular Trip, What Vacation Needs
or Requirements Have Not Been Fulfilled?

Bus transportation between Denver and Vail in the week.
 Bus service from airport to Denver.
 Said stores open till 9:00, but not. No propane for motorhome.
 Ski school.
 Sunshine.
 Nicer hosts.
 Baggage didn't from airport.
 Parking in village.
 Girls.
 Haven't found a place to stay.
 Night skiing.
 Not enough sunshine.
 18 and under entertainment.
 Lift lines too long.
 18 bars.
 Parking lot needs snow removal.
 Mid-Vail closes too early.
 Better lodging facilities?
 Airport hassles.
 Equipment trouble and service at shops.
 No Jacuzzi.
 Cold water.
 Not enough buses.
 Not enough ski rentals?
 More skiing for beginners.
 More sun.
 Staff problems.
 Couldn't exchange Canadian money.
 Staff crisis at hotel - could be better.
 Didn't get condo, only room.
 Day luggage locker for checking in checking out of hotel.
 Still too crowded at Christmas.
 More restaurants take reservations.
 Reasonably priced dinning.
 More ski time.
 Parking.
 Too long of wait at good restaurants - need more restaurants.
 Lift 5, lines too long.
 Sunny days.
 Later shops hours.
 Someone to do laundry.
 Whirlpool in room.
 Single girls!
 Bus trip from Grand Junction.
 Nothing, prices in shops.
 No hot water at condo.
 Bus system is all messed up. Had to wait too long for the bus.
 Maps, entertainment, food service, bus service.
 Sunday start package plan.
 Ski lockers inside.
 Bus services to Interlocken.

Parking too expensive.
 Bus service.
 Easier access into Vail from Denver.
 Need longer hours for skiing.
 Need better babysitting service. Hate paying parking in structure.
 Better accommodations for people coming alone.
 Swimming pool not hot enough at Apollo.
 Partying for people under 18.
 Time off.
 Linen service at Homestake.
 Full breakfast where staying.
 No pool, jacuzzi, sauna at lodge at Vail.
 Bus from Dillon very bad. Alpine charter late. One passed by. Undependable.
 Bus program needs help!
 Haven't gotten to ice skate yet.
 Money.
 Would like to know more eating places. What's available?
 Shuttles a little slow.
 Getting lost occasionally. No names on maps at stores.
 Medium priced food.
 Not enough grocery stores open.
 No spanish spoken.
 No hotel jacuzzi.
 Too early of a check out time at Lions Square Lodge.
 Holiday Inn is lousy.
 Everything's great.
 Females.
 Women.
 Not enough activities for children. Babysitters.
 Not enough time to do everything.
 More uncrowded places to dance.
 Maid service has been poor.
 More bar & disco.
 The mountain needs more chairs.
 Better night life.
 Not enough inexpensive restaurants.
 Too many people.
 Too long of a wait in restaurants.
 Had to get babysitter at night. Brakheller not very good.
 No notification of Cont. Trailway reservations.
 Room is right under the band at Talisman.
 No sauna in hotel.
 Babysitting handled poorly - ended up without one.
 Dinner reservations made - made no move to find table.
 Bus service in town should be faster.
 Lacking nite life.
 Water fountains on mtn.
 Vegetarian meals.
 Rent-a-car service in Denver is awful.
 Busses run poorly.
 More things for kids to do.
 Dinner reservations.
 As beginner skier frightened by faster ones. Perhaps some slopes for slow skiers.

Missed a day on 6 day. Buses close at 1pm.
Low cost food.
Sun.
Sun.
Night life is dull.
Not happy with room at Tivoli.
Transportation is a problem - staying in Copper.
Early store hours.
No hot water in room.
Better places to eat, disappointed in quality of food.
Decent lift lines.
Shorter waits at restaurants.
Transportation from Denver to ski resort is bad.
Bus connections not good.
Good connections to Denver.
More night life.
More culture introduced.
Couldn't get rental car back to Denver.
Not enough for teens to do.
Need to rent skis the afternoon before, maintenance problem at Bail 21.
Weather.
Inefficiency with Cont. Trailways.
Quality of hotel.
Bad lodge.
Laundromat.
More info. about Vail in terms of paper, TV, radio.
When go to Chair 8 early & head for chair 9, the Chair 9 didn't open till
15 min. later.
Lack of night life.
Left Bank was closed.

Why Do You Disapprove of Limiting
Skiers on the Mountain?

Restrictions.

Not overcrowded.

Not crowded enough. Room for all.

Not necessary at this point

Want to come ski when ever you can, maybe at the last minute.

Might miss out.

Not enough skiers anyway.

Can't see how it would work.

Shouldn't be limited.

Enough mountains.

Everyone should have opportunity to ski, but make this place bigger.

Doesn't get that crowded here.

Mt. don't need it if all lifts open.

Can't always plan ahead for time off to ski.

If people want to wait in line, let them.

Free for everyone.

Would limit skiing for locals too much.

If you stay here, you should always be able to ski.

Couldn't be spontaneous.

Unfair for others.

Not fair!

Same ones would get to come every time.

Some people wouldn't get to ski.

I couldn't always make reservations to ski.

Doesn't like idea.

No shows get people out! No need.

Don't mind lift lines.

Might count some out.

Shouldn't limit people on what they want to do.

Unfair to people traveling without definite plans.

Ski when want.

Skiing is opportunity and should be able to take advantage when they can go.

People don't always plan in advance.

Not that crowded yet. Ski at low crowd times.

Too far in advance to plan.

People don't always plan in advance.

People cancelling would cause problems. The bottom is only crowded.

Allowed to ski Vail if you want - free country.

People get bumped.

Not fair to skiers who want to ski.

Don't think it's problem.

First come first served.

Don't like planning.

Inconvenient planning involved.

People shouldn't be restricted.

If in the number OK. If not lousy.

Not crowded anyway.

Conditions not that bad.

P. R. problem.

Too snobby, let everyone ski.

I might get shut out.

Everyone needs a chance to ski.
Don't like not being able to ski.
Doesn't like the idea of the whole thing.
Everyone should have equal chance.
Limits.
Don't need.
All should be allowed to ski.
Not possible.
Like to go different places during vacation. Requires too much planning.
No purpose.
Not necessary at this time.
Can't always plan ahead. Don't need.
Don't know if will ski everyday.
Too many people who want to come whenever they can.
Doesn't seem to be need for.
Not fair to those coming from far away.
Crowds don't bother me.
Rather take my chances.
Come so far to ski.
Wouldn't work.
They move people well enough.
Never know when you can get away for a few days to ski.
Because fewer people would get to ski.
Just coming here you may not know about reservation system.
Too much regulation & inconvenience for people.
I like to come when I want.
I like freedom of skiing.
Too restricting.
Not a problem yet.
Big mt. enough for everyone.
Some days you won't want to ski.
Tendency to rule out day skier.
I wouldn't want to be the one to be cut off.
Not fair to all - can't always plan ahead.
Need plenty of time to advance tickets & can't always do this - don't need.
Not fair.
Knows sometimes it will be crowded but wants to ski anyway.
Not spontaneous.
Too limiting.
What about last minute people.
Can't always plan ahead.
Not necessary.
Should be able to ski anytime.
Don't want to be tied down w/reservations.
Everyone has the right to ski.
Everyone should ski if they want to.
Think large enough to accommodate.
Ski at last minute, hurts people who ski at spur of moment.
Can't predict the # of skiers.
Too limited to when one could come.
Just another regulation; too much red tape.
Seems impossible.
Uncertainty of when I go skiing.
I don't make reservations away.

Anybody should be able to ski.
Don't need.
Comes at different time market dictates.
Non high season skier.
No difference.
Difficult to maintain fairness to all.
Good idea but wants short time flexibility.
Not crowded.

How Would You Describe Vail's Image?

Good.
Good.
Super.
Luxury.
Class.
Good, compared to Aspen - more rec.
Excellent.
High Class over other Colorado areas.
Favorable - controlled.
Skier's Heaven.
Outstanding.
Expensive, oriented to affluent people. Good skiing.
Relaxed, Charming, Friendly.
Top notch world wide.
Classy.
Established - Prestigious.
Peacefull - Quaint.
Classy.
Still good.
Good.
Outstanding.
Excellent.
Better than home.
Classy.
Very nice.
Test of skiing.
Excellent.
Good family area.
Very good.
Super.
Plastic.
Classy.
Crowded, over built.
Very nice!!
Super.
Good, class.
Very pretty.
Good.
Very good.
Biggest ski mtn. in the USA.
Excellent.
Expensive.
Great! Love it.
Expensive.
Cosmopolitan.
Good.
Excellent.
Best in world to ski.
Beautiful Quaint.
Excellent.

Tops.
Popular.
Good night life, excellent skiing.
A lot of class.
Great for people under 30, party type.
Upper class place, not average America.
Growing too fast.
Fun.
Excellent.
Beautiful.
Just fine.
Good!
Beautiful.
Good.
Gorgeous.
Great.
Pleasant, unique atmosphere.
Elegant.
Quality skiing.
O.K. Good.
Ritzy, but good.
High class.
Exciting.
High Class, Europe like.
Fast moving.
Grand feeling.
Relaxing.
Expensive.
Chic.
Convenient.
Great.
Comfortable.
Small.
Good skiing.
Cold, but what ski area isn't?
Expensive.
Classic.
Tourist Trap/not in a neg. sense.
Great.
Good.
Above average - good name.
Fun and relaxation.
Tree and powder skiing.
Wealthy - well to do.
Rich.
The place Gerry Ford skis.
Comfortable Austrian Village.
Very expensive.
Excellent place.
Excellent - well planned.
Good quality.
Snowy.
Good.
Outstanding.

Great skiing.
Excellent. Plastic.
Good snow.
Good vacation area.
Expert skiing.
Game.
Expensive.
Classy.
Very Good.
A certain quality to it.
OK
Have a great time.
Cadillac of the ski world.
Utterly superb.
Excellent.
Good.
Excellent.
Snobbish ski resort.
Very prestigious.
Very nice, like the skiing, expensive.
Classy, Beautiful, love the shuttle bus.
Skiing, tennis in summer.
One of the outstanding resorts in Colo.
Great, real good, no one unhappy.
Very good.
Good ski mtn. image.
Fantastic.
Great.
Stone of the West.
Big area - something for all.
Real pretty, beautiful.
Family vacation area.
Classiest ski resort.
Cosmopolitan.
Excellent.
Beautiful.
"Chi-Chi"
Excellent.
Excellent.
Very classy, good skiing, nice?
Expensive.
Excellent.
Prestigious, well known.
Excellent.
The Best.
Elite, first class, people very concerned.
Lots of money, expensive.
Superb.
Exclusive, high-quality, excellent image.
Excellent.
Good.
Diversity - Large - Excellent skiing.
Friendly, Helpful people concerned with guests, well maintained mt.

Excellent, modern, well kept, planned.
Real nice place, people are nice, excellent skiing.
Best, cream of crop synonymous with skiing.
Expensive.
Best snow ever.
Cool.
Cold weather.
Good skiing.
Plastic.
Ritzy, classy.
Perfect ski vacation.
Good snow conditions.
Romantic!!
Glamorous.
Great.
Serene.
Sensitive.
Best in business.
Neat, compact, clean, convenient.
Good consistant.
Expensive, snobbish, but acceptable.
Very good.
Family oriented ski town.
Good.
Family oriented.
Bright.
White skiing.
Fun.
Superb skiing.
Excellent.
Fine.
Nice place.
Tops in USA.
Outstanding.
Best in west skiing.
First rate top line ski area.
Great.
A place for older people to feel younger.
Excellent, snow conditions great.
Excellent.
Good.
Very good.
Ski set - Chic - but it's not.
Very good.
Great.
First class.
High class.
Quaint, easy going loose.
High.
Ritzy.
Very fine, outstanding.
Good.
Expensively fun.
Tense competition.
Super snow.

Growing without care!
Full of nice people.
Nice.
More prestige.
Terrific.
Very Cosmo.
Don't know.
Super.
Nice.
Family & singles oriented.
Good.
Great.
Cosmopolitan little city.
Great, snow perfect, town nice.
Fun place.
Rich.
Quality experience.
Very good class.
Fine all around.
Very elegant, Classy. National Park with lifts.
Natural.
Excellent.
Outstanding.
Excellent.
Intimate.
Pretty.
Very nice.
High class.
Plastic.
Good.
Good.
Pretty hot.
Accommodating.
Bavarian Style.
Good.
Good family atmosphere.
High class.
Stotcy rich people are the only ones that enjoy themselves.
Good place for young people.
Acceptable. (Because of accidents)
Ritzy, exclusive.
Love the mountain. Hate the town (poor architecture).
Favorable.
Wealth.
Good.
Wealthy, family oriented.
Good.
Excellent.
Good.
Fantastic.
Very good.
Super.
Better places to ski.
Fantastic.

Good.
Great.
Very good.
One of the finest places to ski in country.
Nationwide.
Good.
More apprehensive due to gondola accident.
Friendly.
Family oriented. Excellent condition. Good slopes. High class.
High class tending toward snobbish.
Expensive.
Peace relaxing.
Big lots of variety. European town.
"A" ski area. Outstanding place to ski.
Super. The best in the world.
Texans.
Peaceful. Warm. Many world brought together.
Good skiing.
Good this year.
Beautiful snow.
Plastic.
Growing too fast. Not planned well.
Everybody treats you nice.
A nice get away.
Fun!
Very good. Super mountain.
Good place to ski.
First class.
Classy.
Clean, nice friendly. Well organized. "Disneyland with snow."
Expensive.
Good but tourist trap.
Good.
Scandinavian, quaint, winter wonderland.
Classy.
Super, very well managed.
Fantastic.
Friendly.
Expensive.
People are nice.
Stuffy but fun.
Big, variety, challenging.
Classy.
High class. Worthy of it.
Plastic.
Best in the U.S. for skiing.
Nice, classy.
Cultured.
European "state."
Big mountain.
Expensive skiing.
Clean atmosphere.
Expensive trip.
Jet set.
Biggest playground for semi adults.

One of the better ski resorts for the whole family.

Excellent.

Exciting and beautiful.

One of the better ski areas.

Outstanding.

Getting to be large.

Plastic.

Excellent.

Excellent.

Has a high quality status and standards.

Great.

Very good, excellent.

Chic.

Classy, sharp.

Geared to skiers and tourists.

Neat.

Upper class, rich.

Beautiful.

Superb.

Classy, high society. Perfect for me.

Great.

A skiers town.

Ritzy.

Neat place.

Nice once a year place, good for kids.

Fun for the whole family.

European type town.

Perfect.

Good place for everything.

Makes an older person feel young again.

Great. Fantastic.

Very good.

Snobby.

Excellent.

Perfectly Wonderful.

Classy

Excellent.

Wonderful.

Jet-set.

Excellent.

Outstanding.

Perfection.

High class.

Peyton Place.

Good.

Get side image.

Not comfortable - I feel like an outsider.

No feeling on subject.

Outstanding.

Elite.

Very good.

Best winter resort.
Excellent ski conditions.
Aristocratic.
Beautiful.
Persuasive skiing.
Ultimate skiing resort.
Expensive life.
Very good.
Great, expensive.
Good
Don't know.
Very elite.
Outdoorsey atmosphere.
Romantic village.
Excellent.
Excellent.
Very classy.
Very fashion conscience.
Good.
Very Good.
More of showplace image.
Swinging
Excellent
Just great.
Cosmo, super place.
Ski country USA, the best in the states.
Not enough women.
Good.
Gorgeous.
Good.
Too elite.
Pompous.
Excellent.
A little classy & Disneyland plastic. Mtn. is the best around.
Pretty.
Ritzy, fun.
Family atmosphere.
Very publicized.
Very good, lots of people, very cosmo.
Very nice skiing atmosphere.
Good.
Excellent, great place to ski.
Great, lots of snow, good variety.
Extravagant.
Completely different from mine.
Things to do at night.
Harder mt. - easy slopes are intermediate elsewhere.
Royles royce of ski areas.
Excellent.
Quaint - Austrian.
Pretty good - resort orientated.
Very good - Upper class.
High class ski resort.
Middle class plastic.
Classy.
Expensive.

Well Designed - good concept.
Fantastic.
Excellent.
Excellent.
Great.
Very good.
Very good.
Middle-aged.
Good.
Very rich - Expensive - Stuck up. Not for skiing.
Good.
Over rated.
High class image.
Real, professionally organized ski development.
Fantastic - Superb.
Mans World.
New to me!!
Costly.
Playground for skiers.
Best skiing in states.
Excellent.
Very popular.
Classy.
Attractive.
Positive.
Beautiful.
Classy.
Classy void ski bums.
Excellent.
Excellent.
Classy.
Unbeatable.
Expensive.
Superior to other areas.
Quality.
Great skiing lots of fun.
Great.
Great.
Western ski resort.
Quality.
Extremely high power ski resort, high class - expensive.
Plastic.
High class.
Uppity.
Jet set.
Old.
High Class.
Outstanding.
An Aspen for more sedate, family type trip.
Excellent.
"Classy"
Excellent family image.
Touristy.
Good.
Good.

Good family ski area.
Stuffy.
Good.
Small town - good skiing.
Excellent place for married people & families, but not me.
Beautiful.
Good - Excellent.
Conservative.
Good - too expensive for families.
Excellent.
Too popularized.
Extremely sophisticated ski area.
Bavarian style.
Good.
High class.
Rude people.
Better than we thought.
Skiers dream.
Wonderful.
Good.
Good.
Outstanding.
Very public, tourist oriented.
High class.
Bit of elitist.
Good, one of best managed ski areas in country.
Beautiful.
Outstanding.
Super.
Excellent.
Outstanding.
Good.
Friendly.
White!
High Best.
Very nice.
Excellent.
Excellent.
Super mtn., a bit snobbish.
Super.
The best.
Very elegant.
Super.
Very good.
Singles.
Huge, big.
Great.
Jet set.
Plastic tinsel town.
Excellent.
Rich and snotty, but good mountain.
Very good but too commercial.
Good.
Contemporary and classy.

Beautiful.
Callous.
Hi-class.
Beautiful.
Chic.
Excellent.
Very good.
Outstanding.
Mellow.
Snotty.
Very good.
Friendly.
Beautiful.
Superb.
Very pretty.
Excellent.
Pleasant, fun resort.
European, pretty.
The big ski resort.
1st class mtn.
Good.
Excellent.
Don't know.
Upper class, tinsel tour image.
Very good.
Fairly high class.
Very good.
Very commercialized.
Classy.
Expensive, but worth it.
Outstanding.
Exciting.
Snotty.
Great.
Big - something for everyone.
Avante Garde.
Great.
Nice, nice view.

IN-STATE RESPONDENTS

Suggestions as to How Vail Can Improve the Mountain Operation.

Better food service at Mid-Vail.
 Run auxillary power in morning on chairs.
 Improve on lift breakdown.
 Price on lift ticket.
 Foot rests.
 Prices - lower.
 More ticket windows.
 Not closing chairs.
 Foot rests on longer chairs.
 Foot rests, gondola covers.
 More snow making.
 More lifts, more runs.
 Prefer cafeteria style at Mid-Vail.
 Runs well.
 Open mtn. earlier.
 Limit crowd on mtn.
 More accurate lift wait information.
 Longer chair operation.
 Cater to racers more.
 Village gondola.
 Limit skiers.
 More racing hills.
 Foot rests on long rides, thinner slopes.
 Cost down.
 Hard to beat!
 Another back bowl chair.
 Leave it like it is.
 Too high prices for too long waits in lines, separate beg. from advance areas.
 Too long waits for chairs, more picnic areas on mtn.
 Drinking fountains at lift lines.
 Pipe in music on lifts.
 I like the bottom lift lines where you ski in straight line as opposed to mazes.
 Lift lines.
 Limit # of ticket sales - too much down time on lifts.
 Intelligence level of employees is low. Don't look for right things in employees.
 Seem short on employees - can't believe it.
 More "bowl" area.
 Faster chairs.
 Pack snow more.
 More patrolmen.
 Covered chairs.
 Better rd. between Chair 6 & 10. Better facilities for beginners.
 Get rid of washboard bumps.
 Flatten out run to Chair #10 from #6.
 Chairs side by side to move people faster.
 Keep lifts open until 4:00.
 Excellent - Great.
 Limit skiers.

Family skiing on weekends-too expensive. Better speed control across bridge.

Patrol should be more visible-pull more tickets. Simba cutoff-too steep for beginners. Eagles Nest ridge-more directions.

Friendlier lift operators.

Get rid of ski school.

1 more lift by chair 5.

Get people up the mountain faster.

Foot rests on chair 10.

Open more lifts in back bowls.

Vail needs a way to get skiers out of back bowls!

Groom more runs.

Water fountains on mtn.

Signs in back bowls.

Too far to walk from car to slopes.

More lifts out of Lionshead - too long a wait.

Better map for people to find restaurants.

More trail crew.

Chair 18.

Open at 8:30am all year. Need to expand more (lifts) to stay ahead of game--bowls especially getting too crowded for its own good.

Meet the mt. expanded - obvious problems just due to size. Somehow keep skiers off runs they really should not be on.

Limit some slopes to small skis.

First time at Vail.

Terrific - Mark easiest way down with plastic poles every 50 ft.

Can't do much better - No more trails, excellent grooming.

Sewage smell at Mid-Vail.

Foot rest on longer chairs.

Another lift out of back.

Miss the large maps posted on mtn.

Mountain bar.

More grooming.

Groom more of easy runs.

Snowmobiling.

More lifts at bottom. Better way to get people up.

Back bowl lift-China bowl.

More harder runs.

People very friendly. Prices high for food on mtn.

Everything's done really well.

It's great - good snow.

Safety bar on chairs.

More grooming.

Faster chair #2.

Get gondola working again.

Need ticket reservations.

Reservations.

More lifts with more area.

Another lift on back bowl.

Visual T.V. that showed lift line instead of boards.

"local only" days to ski.

Less chair stops.

Bigger mazes.

Easier town access.

More picnic areas.
Less stops on chairs.
Lift on China bowl.
Spread the people out.
Foot rests.
A lift in Chinabowl or another in backbowls.
Best around.
Happy with mountain.
Expand meet the mt type of deal.
Everything's great.
Large mtn. maps on top of every chair - directional signs.
Expand lunch facilities.
More grooming.
Spread skiers out from crowded areas on lower mtn (Born Free).
More intermediate runs.
Less trees.
Problem with lift lines - speed up lifts.
Lift status board in toward by bus stops.
Everything's perfect.
Cafeterias too crowded at lunch time, lines could move faster.
Less lines.
Lift in back bowl.
Better chair and gondola maintenance - residents should have some skiing advantages & privileges.
Another lift in back bowls, don't oversell tickets.
Ski school takes too much time on the main valley chairs.
More racing area.
Roped off areas open.
Couple more chairs.
Another gondola.
More packing.
More beginning area.
Another chair in Game Creek.
Another gondola or covered chair.
Terrific - Best mt.
Lift rates too expensive since many chairs are closed.
Better warnings of bad conditions on lower mtn.
Groom slopes better.
More bowls.
More lifts should be open for price of tickets.
Lower prices.
More runs in N.E., China bowl.
Lift in back bowl.
Ch. 2 & 47 shouldn't be a winding maze.
More efficient crowd control.
Make less crowded.
Bubble chairs.
Slower lifts.

Suggestions as to How Vail Can Improve
the Village Facilities and Services

Parking needs to be directed - direct people toward underground parking & lower those rates.
 Tighter policing on juveniles.
 Ticket purchasing faster.
 Big lodge with fireplace.
 None. It's super.
 Cleaner town.
 Bus from parking lot to bus stop at Lionshead.
 Lower prices-accommodations.
 Employee lockers - Big public type.
 Less traffic in town - better bus.
 Busses are too crowded.
 Busses.
 Busses are too crowded.
 Better bus services.
 Bus services.
 More public restrooms.
 No more high bldg.
 Bus services.
 Bus service/improve parking.
 Bus service in west Vail.
 Parking a problem.
 OH! Parking is a big problem.
 Express buses.
 More public restrooms.
 More parking.
 Employees must remember tourist makes their jobs.
 Sometimes too crowded. Buses are good but during peak hours need more.
 Traffic routes in and out of town on peak days.
 Parking a hassle.
 Parking a problem & expensive.
 Food not good at Mid-Vail. L.H. more pleasant & it's very expensive.
 Parking.
 Lower prices.
 More 18 bars.
 Control the population.
 Less expensive.
 Public streets.
 Buses that go out of town.
 Better understanding between V.A. and locals.
 Better parking.
 Better parking for skiers.
 Keeping traffic out of core. Expand pedestrian part. Employee housing.
 Narrower streets.
 No more or limited development.
 Lower menu prices.
 More buses.
 Better city planning in terms of parking and cars going thru village.
 Increase parking spaces.

Some comments on town help. Not professional - say waiters, more interested in skiing. V.A. should set examples in qualified help.

Less cars in town.

Better bus services.

Clean up the air.

Restaurant too high priced for what you get.

Traffic problem improved.

Fine, better chair operators.

More street lights.

More accessible grocery store.

Free parking in village. Bus drivers unfriendly.

Too much traffic in ped. mall.

More parking.

Parking.

Close in parking.

Bus to west Vail & Avon.

Express busses at peak hours from Golden Peak to Bridge to Lionshead.

Lower priced restaurants - more parking.

Buses always going wrong direction.

More parking.

More parking and free.

More parking.

More lights.

Another Bighorn bus.

Air quality of village - can get pretty bad - fireplaces, cars.

Quick food service is good idea.

Parking - looked a long time.

Parking.

Employee housing & parking. Hope it will turn into town instead of resort.

Bus to West Vail. Shortage of workers due to high cost of housing - possibly dormitory.

Busses are bad, not on time, overcrowded, pay time cut down too much.

Better busing.

Busses too full and don't wait long enough.

Treat locals better in parking.

Allow locals to park during peak season w/o 3 people.

Busses too full.

Keep shops low key but provide necessities - realize people live & buy here.

Fantastic - leave alone.

Heated stops.

Smaller buses.

More lodging. Overnite lodging for less than a week.

More buses on weekend.

Limit size for valley - more variety in nightlife.

Free parking & more efficient shuttle bus service.

Transportation to West Vail.

Maybe out of valley increase.

Employer housing-parking.

Prices high.

Need a deli.

Stop the fireplaces.

More efficient bus service.

Dorms or arrangements for single people to room together.

Parking.

Year round spa.
Buses are too crowded.
Parking needed.
Cheaper prices.
More efficient bus service.
More single women.
More bars such as Donovans.
More low income housing for locals.
Turn down heat in Gondola Bldg. Need places around town to buy sodas & buy change. Where is the Lost and Found? I've been here 5 years & still don't know.
Less bus stops.
Reservation system for restaurants.
Better bus service.
Taxis.
Less cars.
More buses.
More parking.

Why Do You Disapprove of Limiting
Skiers on the Mountain?

Public land.

Anyone coming here has the right to ski.

Might not be able to plan ahead.

Forest service, public land, should have right to use any time.

Not enough accommodations.

Local people might be discouraged.

Limit local skiing.

Limit local skiing.

Mountain is big enough.

Not necessary.

Come and not be able.

Anyone should be able to ski.

Skiing for anyone, on any given day.

Come late and wouldn't be able to ski.

Passholder should be allowed to go anytime.

Getting into what Aspen is doing.

Can't tell before when I can get off work.

Left out maybe.

Should be able to ski when want to.

Would lead to higher prices.

Can't plan that far ahead.

Not fair to locals with full passes.

Destroys impulse skiing.

We don't plan our trip to Vail in advance.

Total recreation area, why limit use!

If you want to stand in line, should be able to ski.

Couldn't ski with advance system if decided to come last minute.

How would you control # of local skiers as opposed to out-of-state skiers.

Hasn't been that bad, even at Christmas.

Because a lot of people like to ski on spur of the moment.

Less flexibility of travel.

Takes away from the experience.

Skiing vacation upset if skiing could not be done.

He skis a lot and would not like to be turned away.

Plenty of mountain.

Locals would probably suffer.

Would not work.

If it's crowded just won't come.

Not fair - always take a chance.

Colorado skiers would be left out during peak season.

Too private.

Idea not right.

Day skiers - problems. Regressive tax type of thing.

Locals, unfair to them.

If you get here should be able to ski.

People might come long way.

Not fair - have to make plans in advance.

If you drive from Denver and you want to stand in line, you should be able to.

More bottom capacity!

Unexpected people - very disappointed.
Not necessary yet.
What about locals.
Just make area bigger.
Might miss line tickets.
Too elitist.
I want to ski when I feel like it.
Doesn't seem that crowded.
Vail is big & rich enough to support the skiers.
Too much of a hassle - Peak periods.
Don't know when I'll be able to ski.
Got here and couldn't ski.
The unestablished skier gets left out.
Catering to too narrow a public.
Many people can't plan - what if you don't know about the reservation system.
It's a free country.
Not fair to Colorado people to ski on impulse.
Caters to upper class.
People like to ski on spur of the moment.
Lacks spontaneity.
The waits aren't that long.
We're never sure when we ski.
Bad system.
Big Mt. - It's unfair.
Not that crowded.
Not everyone knows about it.
It wouldn't be fair.
Too big a place to limit.
Doesn't get that crowded.
Not fair to someone who has come all the way.
First come, first served.
Big enough to handle.
Because don't always plan ahead.
Seems impossible.
Someone should be able to ski.
That's socialism.
First come, first served basis.

How Would You Describe Vail's Image?

Good.
Winter Wonder Land.
Good, high class.
None finer.
Fantastic, Nice town but not a real town, more resorty.
Tinsel, plastic, but controlled, comfortable & calm.
High Class.
Family oriented.
Fun time.
Upper middle class resort.
Excellent.
Beauties, class.
Older, richer class people.
Ritzy.
Good.
Excellent.
Excellent.
Bunch of nuts living up here.
Utopia in Mts.
Poor.
Really good.
Not party type - fashion type.
Good.
Too conservative.
Excellent.
Excellent.
Very active and young town.
Good - fantastic snow!
Expensive, chic.
Over priced, cosmopolitan.
Snobbish.
Diamond & Glitter.
Plastic.
High class.
Fun for young people.
A place for rich people.
For people with a lot of \$.
Family.
Cosmo-European.
Elite.
Plastic.
Not bad.
Good.
Good.
Total ski area.
Fast.
Expensive.
Picturesque.
Singles resort area.
Fantastic, the best.
Fun, good hill for racing.

Totally resort area.
High class.
Rich.
Cater to the rich skier & out of town.
Home, place to live and work.
Families and Mexicans.
"Texan"
Rich - high class.
Ritzy
Friendly.
Rich.
Excellent.
Great.
Good - known as good clean operation.
Busy.
Easy.
Costly skiing.
Good.
Cosmopolitan atmosphere.
Plastic.
Great Area.
Ritzy.
Massive.
Too commercial.
Warm town.
Ritzy.
Sophisticated.
Rich & tacky.
Good skiing - the best.
Place where rich people go to ski.
O.K.
Very relaxed - not stuffy.
High class and respectable.
Snobby, plastic.
Not as developed.
Jazzy, good mountain.
Good.
Good.
Excellent.
Sound image.
Expensive.
Nou-veau-rich.
Likes to ski - comes when no crowds.
Touristy & swanky.
Very jet-set.
Big mtn. nice little town.
Good.
Very wealthy, snobish, money image.
Too jet-set.
Phony.
Vail tries to move too many people in and out of the town too fast.
Good, very good!
Too high class, uppity.
Jet set.

Phony.
Relaxing.
Nice mtn. community.
Good, but plastic.
Good.
Family orientated - wholesome.
Very good.
Quality, life in the fast lane.
Where the rich go.
Good time.
Fantastic.
High class.
Excellent.
Excellent.
Super! The best in the state.
Nervous.
Blooming town.
Ski experience.
Grand.
Relaxed.
Well thought of - good super area for good skier.
Monetary.
Good effort to do good things - lacks the culture to get.
Going downhill, accidents bad image.
Reputation super.
Family oriented.
Outstanding.
Accommodating & friendly. Well screened employees.
Worried about money not growth problems.
High class expensive.
Ski town.
Quality distinction resort.
Good.
Outrageous.
Exciting.
Great.
Quiet, warm, pretty.
Skiing quality has improved - not enough expert terrain.
Beautiful, someplace to look forward to coming to.
Popular.
Weird.
Groovy.
Super experience.
Friendly.
Tourist oriented.
Quiet.
Wealthy.
Most enjoyable area in the state, too expensive.
Don't know.
Swiss village.
Good.
Rich families.
Great mtn. - nice town.

Good - Town plastic, imitation of real thing, not natural.
Best groomed mtn. around.
Excellent.
Expensive and only for the rich.
Very classy.
In place to go along with Aspen.
Rich man's place.
Terrific.
Upper class - plastic town.
Good vacation spot.
Beautiful mtn.
Proud.
Pretty.
Like to ski Vail.
Destination resort.
The #1 ski resort.
Elite, ostentacious.
Unique - Fun
Good.
Expensive.
Good.
Kinky.
Chic.
Ritzy.
Excellent.
No comment.
Cater to the tourists only.
Best skiing in Co.
Nice.
High class.
Very good.
Snotty, phony.
Great get away place.
Fun for a day's skiing but couldn't live here.
Winter wonderland, perfect winter vacation.
Great.
"Cosmo."
Good.
Intellectual.
Rat race.
European.
High feeling.
Pushy.
Great.
Friendly.
Professional.
Super.
Fun for a while.
Not the ski town it used to be!
College type town.
Good.
Great.
Dynamite.
Classy.

Conservative.
Elite.
Very professional orientated mgnt. - overpriced - but do good job.
High class.
Best mtn. in Co.
Big - well done mtn.
Good.
Nice.
Good times.
One of better in state, especially for size of mtn., geared to skier tourist.
Excellent mtn.
Very good.
Expensive.
Friendly.
Expensive.
Drinkable.
Good.
Ski school is snobbish - More help in restaurant.
Finest ski resort in North America.
"Richie" - "Richie"
Top quality ski area offering something for everyone.
Cozy.
Growing area.
Sexy White!!
Plastic village with excellent skiing.
Upper class - Snobbish.
Good.
Tops.
Beautiful area, with good choice of runs, everything close together.
Pretty.
Bavarian.
Too expensive.
Too expensive.
Posh - Family type resort. "Mini City"
Excellent skiing - Best in the World, but its image is now International
(unappealing - too big!).
High Roller.
Like the long runs.
Touristy.
Pretty.
Great place to ski.
Atmospheric.
Great, but touristy.
Good.
Dreamland.
Sociable.
Too expensive to live.
Bubbly.
So fun it's guilty.
Fantastic.
Convenient skiing.
Upper class international jet set.
Best skiing in country, upper class hangout.

Clean recreational city.
Expensive.
Very good.
Good.
High class.
Good.
Expensive.
Hi-class.
Very good.
Snobbish.
Pretty nice.
Excellent.
Best ski area.
Best mtn.
Very high class.
Like it.
Plastic.
Rather unfriendly.
Good.
Quality skiing.
Well done resort.
Best Rocky Mtn. ski resort.
Friendly.
Not great.
Excellent, finest place in U.S.A.
Family.
Snotty.
Expensive.
Very good.
Conceited.
Great.
Pretty.
Friendly.
Super.
Okay.
Great place to ski, plastic town.
Generally good.
Phony.
Pompous attitude.
Outstanding.
Hi-class.
High-class.
Snotty.
Family oriented.
Superficial B.S.
Expensive.
Classy.
Outstanding.
Too glorified.
Warm and friendly.
Challenging runs.
Great.
Better than Aspen.

Enjoyable.
Great mtn.
The best ski area in Colorado.
A first class mtn.
Expensive.

APPENDIX A

QUESTIONNAIRES

LOCAL/COLORADO SURVEY

NAME _____

DATE _____

CHAIR _____ TIME _____

1. Where do you live?

CITY _____ STATE _____ ZIP _____

2. How did you get here?

- | | |
|------------------------------|-------------------------------|
| (1) _____ Private car (2a&b) | (5) _____ Commercial Airline: |
| (2) _____ Rental car (2a&b) | What airline _____ |
| (3) _____ Scheduled bus | (6) _____ Charter airline |
| (4) _____ Scheduled bus | What airline _____ |
| (5) _____ Charter bus | (7) _____ Private Plane |
| | (8) _____ Train |

2a. How many people, including yourself, were in your car?

_____ Total	_____ Adults	_____ Teens	_____ Children
	(18 and over)	(13 - 17)	(12 and under)

2b. Where is it parked?

- | | |
|---------------------------------|--------------------------|
| (1) _____ Golden Peak | (4) _____ Private lot |
| (2) _____ Transportation Center | (5) _____ Not applicable |
| (3) _____ LionsHead | (6) _____ Don't know |

3. How do you classify yourself as a skier?

- | | |
|--|--|
| (1) _____ Novice (never-ever) | (4) _____ High Intermediate (parallel) |
| (2) _____ Beginner | (5) _____ Advanced |
| (3) _____ Low intermediate
(stem christy) | (6) _____ Expert (professional) |

4. How many total days will you ski during this entire ski season?

- | | |
|-----------------------|-------------------------|
| (1) _____ None | (6) _____ 6 days |
| (2) _____ One day | (7) _____ 7 days |
| (3) _____ Two days | (8) _____ 8 to 14 days |
| (4) _____ Three days | (9) _____ 15 to 21 days |
| (5) _____ 4 to 5 days | (10) _____ 22 or more |

5. Are you taking ski school lessons?

- | | |
|--------------------|-------------------|
| (1) _____ Yes (5a) | (2) _____ No (5b) |
|--------------------|-------------------|

5a. On this scale, how would you rate the quality of instruction?

- | | |
|---------------------|--------------------|
| (1) ___ Outstanding | (5) ___ Fair |
| (2) ___ Excellent | (6) ___ Poor |
| (3) ___ Good | (7) ___ Don't know |
| (4) ___ Average | |

5b. Why?

- | | |
|--------------------|----------------------------------|
| (1) ___ Don't need | (4) ___ Planning to take lessons |
| (2) ___ No time | (5) ___ Other, please specify |
| (3) ___ Cost | _____ |

6. What kinds of new ski school programs would you like to see added?

7. With regard to lift lines, how many minutes do you consider an unacceptable wait?

- | | |
|--------------------------|--------------------------|
| (1) ___ 1 to 5 minutes | (4) ___ 16 to 20 minutes |
| (2) ___ 6 to 10 minutes | (5) ___ 21 to 29 minutes |
| (3) ___ 11 to 15 minutes | (6) ___ 30 or more |

8. With regard to chair lift rides, how many minutes do you consider comfortable?

- | | |
|-------------------------|--------------------------|
| (1) ___ 3 to 6 minutes | (3) ___ 10 to 12 minutes |
| (2) ___ 7 to 10 minutes | (4) ___ 13 to 15 minutes |
| | (5) ___ Over 15 minutes |

9. How significant a role do you think Vail's Gondola plays in the quality of the total skiing experience?

- | |
|--------------------------------------|
| (1) ___ A necessity |
| (2) ___ Plays an important role |
| (3) ___ Adds a touch of class |
| (4) ___ Has no material significance |
| (5) ___ Has a negative connotation |

10. With a view toward preserving a high quality ski experience, what would be your general reaction to a reservation system that limited the number of skiers on Vail Mountain on a given day?

- | | | |
|-----------------|--------------------------|--------------------|
| (1) ___ Approve | (2) ___ Disapprove (10a) | (3) ___ Dont' know |
|-----------------|--------------------------|--------------------|

10a. Why? _____

11. How did you purchase your lift ticket?

- | | |
|--|--|
| (1) <input type="checkbox"/> Package plan thru lodge | (5) <input type="checkbox"/> Season Pass |
| (2) <input type="checkbox"/> Daily ticket at ticket office | (6) <input type="checkbox"/> Payless Pass |
| (3) <input type="checkbox"/> Multiple day at ticket office | (7) <input type="checkbox"/> Group rate |
| (4) <input type="checkbox"/> Colorado Card | (8) <input type="checkbox"/> Other, please specify _____ |

12. How many nights will you spend in the Vail area?

- | | |
|--|--|
| (1) <input type="checkbox"/> None | (6) <input type="checkbox"/> 6 nights |
| (2) <input type="checkbox"/> One night | (7) <input type="checkbox"/> 7 nights |
| (3) <input type="checkbox"/> Two nights | (8) <input type="checkbox"/> 8 to 14 nights |
| (4) <input type="checkbox"/> Three nights | (9) <input type="checkbox"/> 15 to 21 nights |
| (5) <input type="checkbox"/> 4 to 5 nights | (10) <input type="checkbox"/> 22 or more |

13. Where are your accommodations?

- | | |
|--|---|
| (1) <input type="checkbox"/> Vail Village | (5) <input type="checkbox"/> West Vail (13a) |
| (2) <input type="checkbox"/> LionsHead | (6) <input type="checkbox"/> Lake Dillon/Summit County area |
| (3) <input type="checkbox"/> East Vail (13a) | (7) <input type="checkbox"/> Other _____ |
| (4) <input type="checkbox"/> Sandstone (13a) | (8) <input type="checkbox"/> Not applicable |

13a. Do you find a need for a personal car to get around Vail?

- | | |
|----------------------------------|---------------------------------|
| (1) <input type="checkbox"/> Yes | (2) <input type="checkbox"/> No |
|----------------------------------|---------------------------------|

14. How many people are living/staying in your lodging accommodations?

_____ (14a)

14a. How many do not ski? _____

15. In the past year, have you seen or heard any of the following?
(check all that apply)

- | | |
|---|--|
| (1) <input type="checkbox"/> Vail brochure | (4) <input type="checkbox"/> Direct mailing |
| (2) <input type="checkbox"/> Magazine advertising | (5) <input type="checkbox"/> Ski the Rockies advertising |
| (3) <input type="checkbox"/> Radio. (not KVMT, local radio station) | (6) <input type="checkbox"/> Other _____ |
| | (7) <input type="checkbox"/> None |

16. On this scale, what is your opinion of Vail's advertising and its brochures?

- | | |
|--|---|
| (1) <input type="checkbox"/> Outstanding | (4) <input type="checkbox"/> Average |
| (2) <input type="checkbox"/> Excellent | (5) <input type="checkbox"/> Fair |
| (3) <input type="checkbox"/> Good | (6) <input type="checkbox"/> Poor |
| | (7) <input type="checkbox"/> Haven't seen |

17. How would you describe Vail's image?

24. What is the annual income of your household?

- | | |
|---|---|
| (1) <input type="checkbox"/> \$0 to 6,999 | (6) <input type="checkbox"/> 25,000 to 29,999 |
| (2) <input type="checkbox"/> 7,000 to 8,999 | (7) <input type="checkbox"/> 30,000 to 39,999 |
| (3) <input type="checkbox"/> 9,000 to 14,999 | (8) <input type="checkbox"/> 40,000 to 49,999 |
| (4) <input type="checkbox"/> 15,000 to 19,999 | (9) <input type="checkbox"/> 50,000 to 74,999 |
| (5) <input type="checkbox"/> 20,000 to 24,999 | (10) <input type="checkbox"/> 75,000 and over |
| | (11) <input type="checkbox"/> No answer |

25. What is the highest grade of schooling you've completed?

- | | |
|---|---|
| (1) <input type="checkbox"/> 0 to 8th | (4) <input type="checkbox"/> Some college |
| (2) <input type="checkbox"/> Some high school | (5) <input type="checkbox"/> College graduate |
| (3) <input type="checkbox"/> High school graduate | (6) <input type="checkbox"/> Post graduate work |
| | (7) <input type="checkbox"/> Advanced degree |

26. What is your occupation?

- | | |
|---|--|
| (1) <input type="checkbox"/> Executive Manager | (6) <input type="checkbox"/> Office work/Secretary |
| (2) <input type="checkbox"/> Professional/Technical | (7) <input type="checkbox"/> Crafts/Factory/Mechanic |
| (3) <input type="checkbox"/> Teacher/Professor | (8) <input type="checkbox"/> Homemaker |
| (4) <input type="checkbox"/> Salesman/Buyer | (9) <input type="checkbox"/> Student |
| (5) <input type="checkbox"/> Government/Military | (10) <input type="checkbox"/> Service organization |
| | (11) <input type="checkbox"/> Other, please specify |

27. Do you have any suggestions as to how we can improve:

The mountain operation _____

Village facilities and services _____

28. Would you be willing to participate in this type of questionnaire by mail?

- (1) Yes (2) No

NAME _____

ADDRESS _____

CITY/STATE/ZIP _____

OUT-OF-STATE SURVEY

NAME _____

DATE _____

CHAIR _____ TIME _____

1. Where do you live?

CITY _____ STATE _____ ZIP _____

2. How did you reach Colorado?

- | | |
|-------------------------|------------------------------|
| (1) _____ Private car | (5) _____ Commercial airline |
| (2) _____ Rental car | _____ What airline _____ |
| (3) _____ Scheduled bus | (6) _____ Charter airline |
| (4) _____ Charter bus | _____ What airline _____ |
| | (7) _____ Private plane |
| | (8) _____ Train |

3. Once within Colorado, how did you get into the Vail area?

- | | |
|------------------------------|--------------------------------------|
| (1) _____ Private car (3a&b) | (5) _____ Express bus from Stapleton |
| (2) _____ Rental car (3a&b) | (6) _____ Commercial air |
| (3) _____ Scheduled bus | (7) _____ Private plane |
| (4) _____ Charter bus | (8) _____ Other, please specify |
-

3a. How many people, including yourself, were in your car?

_____ Total	_____ Adults	_____ Teens	_____ Children
	(18 and over)	(13 - 17)	(12 and under)

3b. Where is it parked?

- | | |
|---------------------------------|--------------------------|
| (1) _____ Golden Peak | (4) _____ Private lot |
| (2) _____ Transportation Center | (5) _____ Not applicable |
| (3) _____ LionsHead | (6) _____ Don't know |

4. How do you classify yourself as a skier?

- | | |
|---|--|
| (1) _____ Novice (never-ever) | (4) _____ High intermediate (parallel) |
| (2) _____ Beginner | (5) _____ Advanced |
| (3) _____ Low intermediate (stem christy) | (6) _____ Expert |

I'M GOING TO ASK A FEW QUESTIONS ABOUT YOUR SKI VACATION. PLEASE KEEP IN MIND THAT A SKI VACATION IS DEFINED AS A TRIP WITH A MINIMUM STAY OF FOUR NIGHTS.

5. How many ski vacations prior to this year have you spent in Vail?

- | | |
|----------------|---------------------|
| (1) _____ None | (4) _____ 3 |
| (2) _____ 1 | (5) _____ 4 to 6 |
| (3) _____ 2 | (6) _____ 7 or more |

6. Do you generally take more than one ski vacation per year?

- (1) ___ Yes (6a) (2) ___ No

6a. How many?

- (1) ___ One (3) ___ Three
 (2) ___ Two (4) ___ Four or more

7. Do you plan to take a ski vacation to Vail next season?

- (1) ___ Yes (2) ___ No (3) ___ Undecided

8. How many nights will you stay in Vail this trip?

- (1) ___ None (6) ___ 6 nights
 (2) ___ One night (7) ___ 7 nights
 (3) ___ Two nights (8) ___ 8 to 14 nights
 (4) ___ Three nights (9) ___ 15 to 21 nights
 (5) ___ 4 to 5 nights (10) ___ 22 or more nights

9. How many days will you ski Vail this trip?

- (1) ___ None (6) ___ 6 days
 (2) ___ One day (7) ___ 7 days
 (3) ___ Two days (8) ___ 8 to 14 days
 (4) ___ Three days (9) ___ 15 to 21 days
 (5) ___ 4 to 5 days (10) ___ 22 or more days

10. How many total days will you ski during this entire ski season?

- (1) ___ None (6) ___ 6 days
 (2) ___ One day (7) ___ 7 days
 (3) ___ Two days (8) ___ 8 to 14 days
 (4) ___ Three days (9) ___ 15 to 21 days
 (5) ___ 4 to 5 days (10) ___ 22 or more days

11. Are you taking ski school lessons this trip?

- (1) ___ Yes (11a) (2) ___ No (11b)

11a. On this scale, please rate the quality of instruction.

- (1) ___ Outstanding (5) ___ Fair
 (2) ___ Excellent (6) ___ Poor
 (3) ___ Good (7) ___ Don't know
 (4) ___ Average

11b. Why?

- (1) ___ Don't need (4) ___ Planning to take lessons
 (2) ___ No time (5) ___ Other, please specify
 (3) ___ Cost
-

12. What kinds of new ski school programs would you like to see added?

13. With regard to lift lines, realistically, how many minutes do you consider an unacceptable wait?

- | | |
|--------------------------|--------------------------|
| (1) ___ 1 to 5 minutes | (4) ___ 16 to 20 minutes |
| (2) ___ 6 to 10 minutes | (5) ___ 21 to 29 minutes |
| (3) ___ 11 to 15 minutes | (6) ___ 30 or more |

14. With regard to chair lift rides, how many minutes do you consider comfortable?

- | | |
|--------------------------|--------------------------|
| (1) ___ 3 to 6 minutes | (4) ___ 13 to 15 minutes |
| (2) ___ 7 to 10 minutes | (5) ___ Over 15 minutes |
| (3) ___ 10 to 12 minutes | |

15. How significant a role do you think Vail's Gondola plays in the quality of the total skiing experience?

- (1) ___ A necessity
 (2) ___ Plays an important role
 (3) ___ Adds a touch of class
 (4) ___ Has no material significance
 (5) ___ Has a negative connotation

16. With a view toward preserving a high quality ski experience, what would be your general reaction to an advanced reservation system that limited the number of skiers on Vail Mountain on a given day?

- (1) ___ Approve (2) ___ Disapprove (16a) (3) ___ Undecided

16a. Why? _____

17. During this particular trip, what vacationing needs or requirements have not been fulfilled?

18. In planning your trip to Vail, what sources of information did you draw upon? (check all that apply)

- | | |
|---------------------------------------|---------------------------------|
| (1) ___ Airline | (7) ___ Ski shows |
| (2) ___ Travel agent | (8) ___ Automobile club |
| (3) ___ Vail brochure | (9) ___ Directories/guide books |
| (4) ___ Magazine or newspaper article | (10) ___ Radio/TV |
| (5) ___ Word of mouth | (11) ___ Other, please specify |
| | (12) ___ _____
None |

19. How far in advance did you do your general planning for this trip?

- | | |
|--|--|
| (1) <input type="checkbox"/> More than 12 months | (5) <input type="checkbox"/> 2 to 3 months |
| (2) <input type="checkbox"/> 7 to 12 months | (6) <input type="checkbox"/> 1 month |
| (3) <input type="checkbox"/> 6 months | (7) <input type="checkbox"/> Less than one month |
| (4) <input type="checkbox"/> 4 to 5 months | (8) <input type="checkbox"/> Don't know |
| | (9) <input type="checkbox"/> Not applicable |

20. How long ago did you actually make your reservation for this particular trip?

- | | |
|---|--|
| (1) <input type="checkbox"/> More than 4 months | (6) <input type="checkbox"/> 3 weeks |
| (2) <input type="checkbox"/> 4 months | (7) <input type="checkbox"/> 2 weeks |
| (3) <input type="checkbox"/> 3 months | (8) <input type="checkbox"/> 1 week or less |
| (4) <input type="checkbox"/> 2 months | (9) <input type="checkbox"/> Other |
| (5) <input type="checkbox"/> 1 month | (10) <input type="checkbox"/> Don't know |
| | (11) <input type="checkbox"/> No reservation |

21. How did you purchase your lift ticket?

- | | |
|--|--|
| (1) <input type="checkbox"/> Package plan thru lodge | (5) <input type="checkbox"/> Season Pass |
| (2) <input type="checkbox"/> Daily ticket at ticket office | (6) <input type="checkbox"/> Payless Pass |
| (3) <input type="checkbox"/> Multiple day at ticket office | (7) <input type="checkbox"/> Group rate |
| (4) <input type="checkbox"/> Colorado card | (8) <input type="checkbox"/> Other, please specify _____ |

22. Through whom did you make your transportation and lodging arrangements?

- | | |
|---|--|
| (1) <input type="checkbox"/> Travel agent | (5) <input type="checkbox"/> Ski club |
| (2) <input type="checkbox"/> Airline | (6) <input type="checkbox"/> Organized group |
| (3) <input type="checkbox"/> Vail Resort Assoc. | (7) <input type="checkbox"/> Other, please specify _____ |
| (4) <input type="checkbox"/> Direct with lodge | (8) <input type="checkbox"/> Don't know |
| | (9) <input type="checkbox"/> Not applicable |

23. How many people are staying in your lodging accommodations?

23a. How many are not skiing? _____

24. What is the most important in selecting your accommodations?
(check only one)

- | | |
|---|--|
| (1) <input type="checkbox"/> Front desk service | (6) <input type="checkbox"/> Covered parking |
| (2) <input type="checkbox"/> Location | (7) <input type="checkbox"/> In-house restaurant/bar |
| (3) <input type="checkbox"/> Heated pools | (8) <input type="checkbox"/> Other, please specify _____ |
| (4) <input type="checkbox"/> Size of room | |
| (5) <input type="checkbox"/> Cost | (9) <input type="checkbox"/> None |

25. In the past year, have you seen or heard any of the following?
(check all that apply)

- | | |
|---|---|
| (1) <input type="checkbox"/> Vail brochure | (4) <input type="checkbox"/> Direct mailing |
| (2) <input type="checkbox"/> Magazine advertising | (5) <input type="checkbox"/> Ski the Rockies advertising |
| (3) <input type="checkbox"/> Radio advertising (not
KVMT, local radio) | (6) <input type="checkbox"/> Other, please specify
_____ |
| | (7) <input type="checkbox"/> None |

26. On this scale, what is your opinion of Vail's advertising and its brochures?

- | | |
|--|---|
| (1) <input type="checkbox"/> Outstanding | (5) <input type="checkbox"/> Fair |
| (2) <input type="checkbox"/> Excellent | (6) <input type="checkbox"/> Poor |
| (3) <input type="checkbox"/> Good | (7) <input type="checkbox"/> Haven't seen |
| (4) <input type="checkbox"/> Average | |

27. How would you describe Vail's image?

28. Have you ever skied Vail in April? (Do not ask during April)

- | | |
|--|---------------------------------------|
| (1) <input type="checkbox"/> Yes (28a) | (2) <input type="checkbox"/> No (28b) |
|--|---------------------------------------|

28a. What was your opinion of the skiing experience?

- | | |
|--|--------------------------------------|
| (1) <input type="checkbox"/> Outstanding | (4) <input type="checkbox"/> Average |
| (2) <input type="checkbox"/> Excellent | (5) <input type="checkbox"/> Fair |
| (3) <input type="checkbox"/> Good | (6) <input type="checkbox"/> Poor |

28b. What do you think the skiing would be like? (snow conditions)

- | | |
|--|--------------------------------------|
| (1) <input type="checkbox"/> Outstanding | (4) <input type="checkbox"/> Average |
| (2) <input type="checkbox"/> Excellent | (5) <input type="checkbox"/> Fair |
| (3) <input type="checkbox"/> Good | (6) <input type="checkbox"/> Poor |

29. Have you ever skied Vail in early December? (Dec. 1-17 - Do not ask during November or December)

- | | |
|--|---------------------------------------|
| (1) <input type="checkbox"/> Yes (29a) | (2) <input type="checkbox"/> No (29b) |
|--|---------------------------------------|

29a. What was your opinion of the skiing experience?

- | | |
|--|--------------------------------------|
| (1) <input type="checkbox"/> Outstanding | (4) <input type="checkbox"/> Average |
| (2) <input type="checkbox"/> Excellent | (5) <input type="checkbox"/> Fair |
| (3) <input type="checkbox"/> Good | (6) <input type="checkbox"/> Poor |

29b. What do you think the skiing would be like? (snow conditions)

- | | |
|--|--------------------------------------|
| (1) <input type="checkbox"/> Outstanding | (4) <input type="checkbox"/> Average |
| (2) <input type="checkbox"/> Excellent | (5) <input type="checkbox"/> Fair |
| (3) <input type="checkbox"/> Good | (6) <input type="checkbox"/> Poor |

30. Would you be willing to park a mile or so from a ski resort and use a free shuttle bus? (Day skier only)

(1) ___ Yes

(2) ___ No

31. Sex:

(1) ___ Male

(2) ___ Female

32. Are you married?

(1) ___ Yes

(2) ___ No

33. How old are you?

(1) ___ 12 or under

(6) ___ 30 to 39

(2) ___ 13 to 17

(7) ___ 40 to 49

(3) ___ 18 to 19

(8) ___ 50 to 59

(4) ___ 20 to 24

(9) ___ 60 or over

(5) ___ 25 to 29

34. What is the annual income of your household?

(1) ___ \$0 to 6,999

(6) ___ 25,000 to 29,999

(2) ___ 7,000 to 8,999

(7) ___ 30,000 to 39,999

(3) ___ 9,000 to 14,999

(8) ___ 40,000 to 49,999

(4) ___ 15,000 to 19,999

(9) ___ 50,000 to 74,999

(5) ___ 20,000 to 24,999

(10) ___ 75,000 and over

(11) ___ No answer

35. What is the highest grade of schooling you've completed?

(1) ___ 0 to 8th

(4) ___ Some college

(2) ___ Some high school

(5) ___ College graduate

(3) ___ High school graduate

(6) ___ Post graduate work

(7) ___ Advanced degree

36. What is your occupation?

(1) ___ Executive/Manager

(6) ___ Office work/Secretary

(2) ___ Professional/Technical

(7) ___ Crafts/Factory/Mechanic

(3) ___ Teacher/Professor

(8) ___ Homemaker

(4) ___ Salesman/Buyer

(9) ___ Student

(5) ___ Government/Military

(10) ___ Service Organization

(11) ___ Other, please specify

37. Do you have any suggestions as to how we can improve:

37a. The mountain operation _____

37b. Village facilities and services _____

38. Would you be willing to participate in this type of questionnaire by mail?

(1) ___ Yes

(2) ___ No

NAME _____

ADDRESS _____

CITY/STATE/ZIP _____