SNOWSTANG
Winter Operations
Winter 2019-20
First tested two days, February 11 and February 25, 2017 - Fares = Front Range Ski Bus $45 to A-Basin, Winter Park, Keystone, and Breckenridge; $50 to Vail and $55 to Beaver Creek.

- February 11 - 1 bus each to Winter Park, A-Basin, Breck, Vail, Keystone and Beaver Creek - total of 36 passengers handled out of a possible 306 seats - Load Factor = 11.7%.

- February 25 - 1 bus each to Winter Park, A-Basin, Breck, Keystone and Vail - total of 32 passengers handled out of a possible 255 seats - Load Factor = 12.5%

- Front Range Ski Bus operated to Loveland and Copper Mountain
• Agreed that 2 days was a less than an appropriate pilot test- Only a seasonal long pilot was appropriate.

• $45 to Clear Creek & Summit County was beyond Winter Recreationists willingness to pay.

• Corporate partnerships had to be developed to ensure an appropriate fare structure.

• More aggressive marketing effort with branding was needed.
HIGHLIGHTS

• 2019-20 Corporate partnerships with:

- Ski Loveland
- Arapahoe Basin
- Steamboat
- Howelsen Hill
• 40 days of service starting Saturday December 14 operating weekends only through April 19, 2020 plus MLK DAY and Presidents Day.

• CDOT guarantees 40% farebox recovery the rest of the Operations cost is covered by our Corporate Partners. NO Public Money being used for operations and maintenance.

• Resort gets their logo prominently displayed on the bus.

• Fare - $25 round trip - discounts for children under 12 and senior disabled.

• Buses board at DUS or Federal Center RTD Stations
• Also 40 days of service starting Saturday December 14 operating weekends only through April 19, 2020 plus MLK DAY and Presidents Day.

• This will be 2 day trip (Saturdays to Steamboat, Sundays back (on MLK and Presidents Day Weekends - Additional up on Sunday and back on Monday with passengers having option to stay three days)

• Resort gets their logo prominently displayed on the bus.

• Fare - $40 round trip - discounts for children under 12 and senior disabled.

• Buses board at DUS or Federal Center RTD Stations
• Ski and Snowboard Expo

• Warren Miller- Boulder Theater & Paramount Theater

• First Week of December 4, 2019 - Pre-Launch and unveiling media event at DUS with the three buses hosted by Gov Polis.
DENVER – ARAPAHOE BASIN via Loveland Pass
SATURDAYS & SUNDAYS & MONDAY JANUARY 20, 2020 & MONDAY FEBRUARY 17, 2020
12/14/19 – 4/19/20
LV. DENVER UNION STN (GATE B3) 6:15AM
LV. FEDERAL CENTER (RTD STN Gate L) 6:40AM
AR. A-BASIN 8:30AM

ARAPAHOE BASIN – DENVER RETURN via Loveland Pass
SATURDAYS & SUNDAYS & MONDAY JANUARY 20, 2020 & MONDAY FEBRUARY 17, 2020
12/14/19 – 4/19/20
LV. A-BASIN (Shuttle Stop) 4:00PM
AR. FEDERAL CENTER 5:00PM
AR. DENVER UNION STN 5:25PM

DENVER – LOVELAND SKI AREA
SATURDAYS & SUNDAYS & MONDAY JANUARY 20, 2020 & MONDAY FEBRUARY 17, 2020
12/14/19 – 4/19/20
LV. DENVER UNION STN (Bus Concourse B3) 6:25 AM
LV. FEDERAL CENTER (RTD STN Gate L) 6:55 AM
AR. LOVELAND SKI AREA 8:30 AM

LOVELAND SKI AREA – DENVER RETURN
SATURDAYS & SUNDAYS & MONDAY JANUARY 20, 2020 & MONDAY FEBRUARY 17, 2020
12/14/19 – 4/19/20
LV. LOVELAND SKI AREA 4:00 PM
AR. FEDERAL CENTER 5:05PM
AR. DENVER UNION STN 5:20PM

DENVER – STEAMBOAT
SATURDAYS & SUNDAY 1/19/20 & SUNDAY 2/16/20
12/14/19 – 4/19/20
LV. DENVER UNION STN (bus Concourse B3) 5:25AM
LV. FEDERAL CENTER (Gate L) 5:55AM
AR. STEAMBOAT (Gondola Trans Center) 9:00AM
AR STEAMBOAT (Stockbridge Trans Center) 9:15AM

STEAMBOAT – DENVER RETURN
SUNDAYS & MONDAY JANUARY 20, 2020 & MONDAY FEBRUARY 17, 2020
12/14/19 – 4/19/20
LV STEAMBOAT (Stockbridge Trans Center) 3:30PM
LV STEAMBOAT (Gondola Trans Center) 4:00PM
AR. FEDERAL CENTER 7:25PM
AR. DENVER UNION STN 7:50PM
• Complete Bus wraps
• Execute Contracts
• Reservations go live November 14
• Launch service December 14