



SNOWSTANG Winter Operations Winter 2019-20

BACKGROUND

- 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

LESSONS LEARNED

- 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:





HIGHLIGHTS



- 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



HIGHLIGHTS



- 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



MARKETING

- 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.





SCHEDULES

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

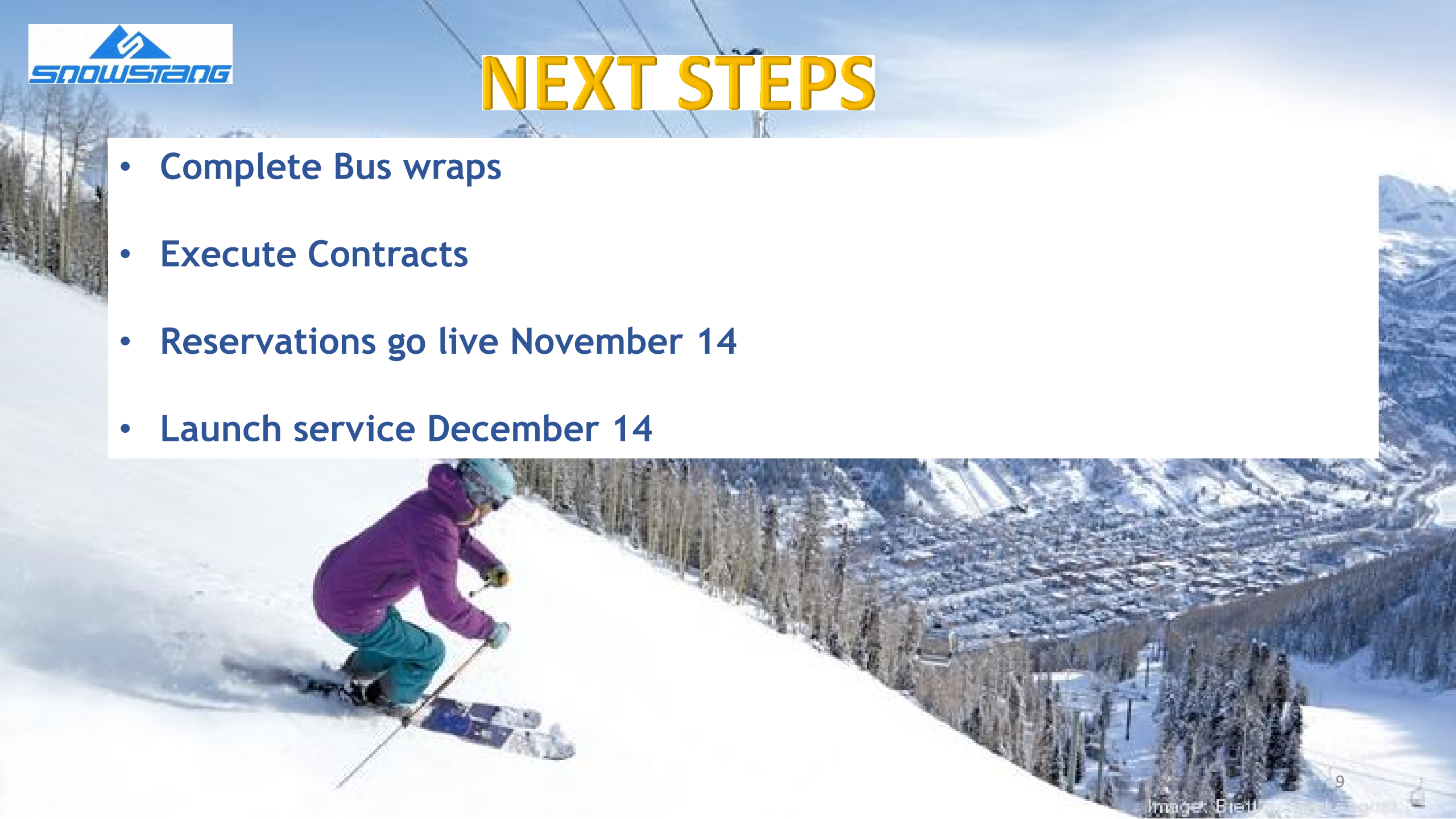
12/14/19 – 4/19/20

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



NEXT STEPS

- Complete Bus wraps
- Execute Contracts
- Reservations go live November 14
- Launch service December 14





QUESTIONS

