

\$500 MILLION SKI SEASON ON THE WAY TO NEW MEXICO

Albuquerque, New Mexico, July 2018 – It may be summer, but the University of New Mexico is already looking forward to ski season. New Mexico's \$500 million ski industry is being touted by the University of New Mexico's ski team as a driver of tourism for the state and academic success at the university.

The UNM Ski Team has a history of academic and competitive success. Both the Nordic and Alpine teams racked up multiple Top-10 results in 2017-2018, including three wins in Slalom and Giant Slalom. Annually, the ski team organizes the Corporate Ski Cup, a family-friendly competitive Alpine event in New Mexico. This year the team hosted three events at different New Mexico ski areas, with 100-150 participants attending each event.

"The UNM Ski Team has greatly helped to increase visibility of New Mexico as a ski destination." said Chris Stagg, Vice President of the Taos Ski Valley. Ski New Mexico says that the skiers are more than just competitors; they're also ambassadors for the state's large ski industry. New Mexico is part of the Rocky Mountain region and, like Colorado, has steep and high-altitude mountains with world-class resorts. New Mexico is home to 10 ski areas, including the world famous Taos Ski Valley and Ski Apache, the southernmost ski resort in the U.S.

"For every skier visit we have from out of state that comes in, they spend about \$179 a day," George Brooks, executive director of Ski New Mexico, told KRQE TV. "So it's important for us, and the state of New Mexico . . . to bring more out of state skiers here . . ." According to Brooks, skiing is about a \$500 million business per year. Overall, tourism is a strong driver of New Mexico's economy. The state sees almost 30 million visitors annually, and those visitors bring almost \$6 billion to the state's economy.

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