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Ski Paradise

Un lugar donde compartir experiencias sobre turismo de nieve y estaciones de esquí y montaña.

A place to share experiences of snow tourism and ski & mountain resorts.

domingo 3 de febrero de 2008

Ski to Live



Recently I read in a magazine about a Ski Clinic at three Utah ski resorts ([Snowbird](#), [Alta](#) and [Park City](#)) called [Ski to Live](#) that uses Zen to teach students how to master fear and boost performance. Instruction consists on a four-day retreat of yoga sessions, on-hill ski coaching with Kristen Ulmer and her pro pals, and evening interactions with Zen master Genpo Roshi to let go of negative experiences and thoughts.

Kristen Ulmer was a mogul specialist on the US Ski Team and an American pioneer of the Extreme Sports revolution. Powder Magazine called her "*The biggest icon the ski industry never expected*" and the "*protoplasmic mass of the ski industry*" in a cover-feature about her life. Expanding into other dangerous sports such as rock and ice climbing, paragliding, adventure cycling and kiteboarding also scored her the vote in Women's Sports and Fitness Magazine as the most extreme woman athlete in North America. Kristen Ulmer was voted one of the ten skiers in the world "*most likely to die*". Jumping cliffs in ski flicks and being the first woman to ski down Wyoming's 4,179 metres Grand Teton were just two of her claims to fame. Now called the "*Ski Guru*" by the American outdoor industry, she summarizes: "*I'm proud of my ski career, and jumping off 70 foot cliffs was exciting, but not nearly as exciting as helping people access something they already know-- what they're capable of, not just as athletes, but as human beings*".

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ski industry is the fact that skiers are getting older. Ten, twenty years ago, if you saw someone on the slopes who was 70, it was a



extraordinary fact, now it's nothing out of the ordinary. Keeping them on the ski resorts is critical for the industry. Seniors spend more money than younger visitors, and resort managers recognize they are critical to supporting slope-side amenities such as wellness centers, vacation homes, restaurants and resort shopping centers. Resorts also need to offer year round activities like alpine and cross country skiing in winter and golf, nordic walking and hiking in summer.

The 2007 National Ski Areas Association (NSAA) National Demographic Study remarks the continued aging of the visitor base, with strong growth in skiers and riders aged 45 and older.

The average age of participants has risen steadily from 33.2 in 1997/98 to 36.6 in 2006/07. Specifically, since 1997/98, the proportion of visitors aged 45 to 54 has increased from 14.0 percent to 19.4 percent; the proportion of visitors aged 55 to 64 has almost doubled from 4.6 percent to 9.4 percent; and the proportion of visitors aged 65 and older has also almost doubled, from 2.4 percent to 4.2 percent.

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Etiquetas: [2007 National Demographic Study](#), [National Ski Areas Association](#), [NSSA](#), [Older Skiers](#), [Senior Skiers](#), [Trends](#)

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New Generation Ski Maps awarded in the ISPO winter fair



The Swedish company Daylightagain has developed the [myway](#) map holder which gives the skier immediate access to the ski map.

The new idea was the winner of the [ISPO - Brand New Award](#) in the category Accessories. ISPO winter fair is the largest trade show for the ski industry and is taking place in Munich between January 27 and 30.

The need for a ski map becomes greater as the ski resorts expand into larger areas and the number of ski techniques

increases. Måns von Rohr and Catharina Wikström looked back to antiquity in order to reinvent the ski resort map. Fed up with unhandy, delicate paper maps, which can hardly be handled with gloves, they invented a new version of the papyrus scroll. Their tear-resistant resort map is stored in two plastic poles (ca. 13.5 cm long) and can be rolled up and unrolled conveniently – even with gloves on. Inside the jacket, this device needs little space and is ready for action whenever you need orientation in the mountains.

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Etiquetas: [Catharina Wikström](#), [Daylightagain](#), [ISPO](#), [ISPO Brand New Award](#), [Mans von Rohr](#), [myway](#)

SKIDATA establishes a local subsidiary in Spain

Austrian-based [SKIDATA AG](#), a member of the Swiss Kudelski Group and leading international physical access control specialist, establishes a local subsidiary in Spain. As of January 1, 2008, SKIDATA Ibérica has taken over the business activities of [SIATRON S.L.](#), SKIDATA's distribution partner for the Spanish market since 1995. SKIDATA will hold the majority stake in the new company; the remaining stake will be held by Spanish-based security and traffic solution specialist [Tradesequr](#).



This move underscores the ongoing worldwide expansion of SKIDATA in its core markets and reflects the company's growth strategy, combining organic growth and M&A activities.

"Strengthening our local presence will bring us even closer to our Spanish clientele and help us to further develop this strategically important market. It is a great opportunity to leverage our technological synergies for ultimate brand impact" says Charles Egli, CEO of SKIDATA AG. This sentiment is affirmed by the founder of SIATRON S.L., Christian Liesau: *"After well over a decade of successful cooperation, we are very happy to join forces under the SKIDATA brand. This will allow us to serve our Spanish clients with an even wider range of tailored solutions and services"*.

SKIDATA is an international solution provider specialised in professional access management and ticketing.

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Etiquetas: [Charles Egli](#), [Christian Liesau](#), [SIATRON S.L.](#), [SKIDATA AG](#), [Tradesequr](#)