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MLK Weekend sees strong numbers at NH ski areas

Cold temps, fresh snow and blue skies help boost visits to New Hampshire ski resorts

The three day weekend, with the Dr. Martin Luther King Jr. holiday on Monday, brought out lots of people to the ski resorts of New Hampshire. Following the recent snowfall and with clear skies all weekend long, there was plenty of terrain to explore as well as lots of fun events to enjoy.

“Overall the weekend was great,” said Jessyca Keeler of Ski NH. “Generally, skier visit numbers either met ski resort predictions or surpassed them. Bretton Woods reported that this was a record holiday weekend, and Ragged Mountain enjoyed skier visits over the weekend that were up 30% over their 5-year average. For most resorts, the holiday weekend performed close to a 5 or 6-year average, with better performance than the last 2-3 years.”

And that continues a positive trend this season. The Christmas holiday week, complete with snowstorm, gave a huge boost to the season, and that momentum carried over through the MLK weekend.

“The snow that southern parts of New England received early last week no doubt helped get people in the mood to ski this weekend,” said Keeler. “That combined with pleasant temperatures this weekend made it the perfect time to head to the slopes.”

With 6 or more inches of new snow predicted for most New Hampshire ski areas on Tuesday night and during the day on Wednesday, conditions for next weekend are expected to be ideal and Keeler predicts another weekend of strong skier visit performance.

For those who don't ski but who want to make the most of winter, many New Hampshire ski areas are offering ski and ride packages as part of January Learn to Ski & Snowboard Month.

Many alpine areas have a \$39 lift, lesson and rentals beginner package for downhill skiing and riding, and several cross-country areas have a \$19 trail pass, lesson and rentals beginner package. Resorts participating in the January Learn to Ski & Ride Month offer and links to their programs and/or phone numbers can be found at www.skinh.com/learn/january-learn-to-ski-snowboard-month, and those interested should note that each participating resort offers the package based on resort-specific schedules.

Ski NH is the statewide association representing 34 alpine and cross country resorts in New Hampshire. For more information on ski areas, trail conditions, vacation planning, and updated winter events at Ski NH resorts, call Ski NH at [603.745.9396](tel:603.745.9396) or visit the Ski NH website at www.SkiNH.com. For statewide travel info, visit www.visitNH.gov.

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