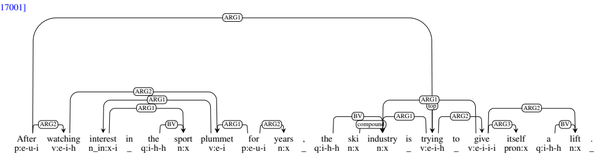
Document 1617

[21617001]



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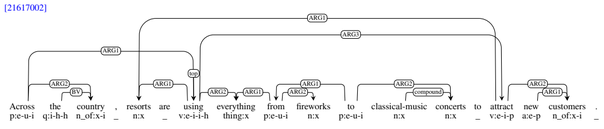

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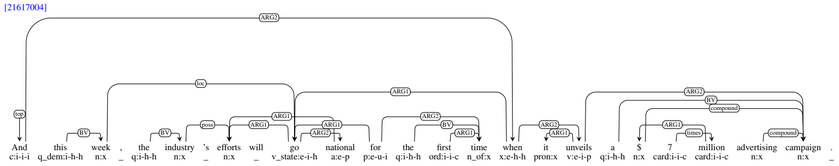

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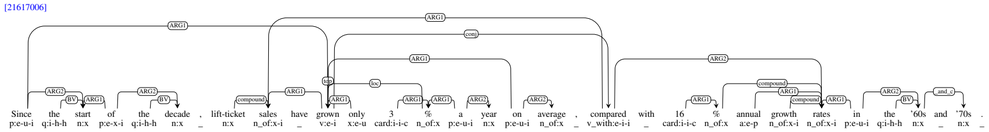

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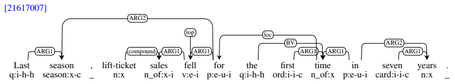

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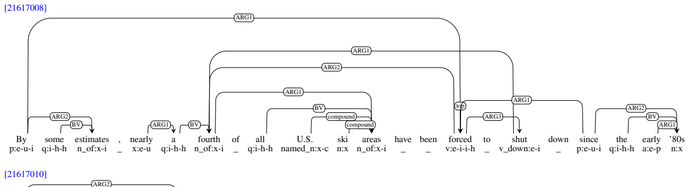

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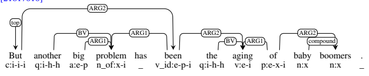

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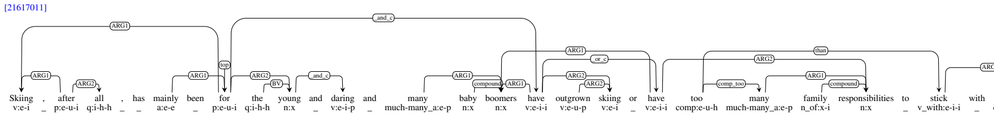

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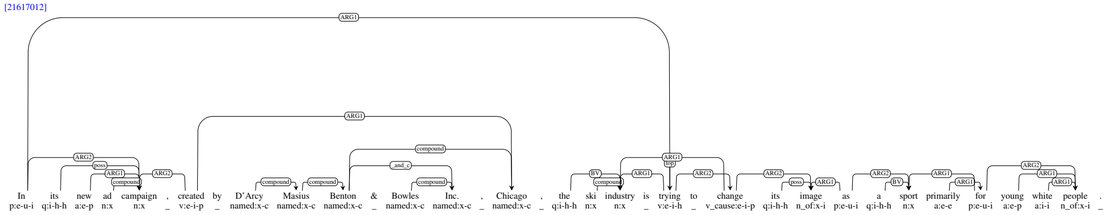

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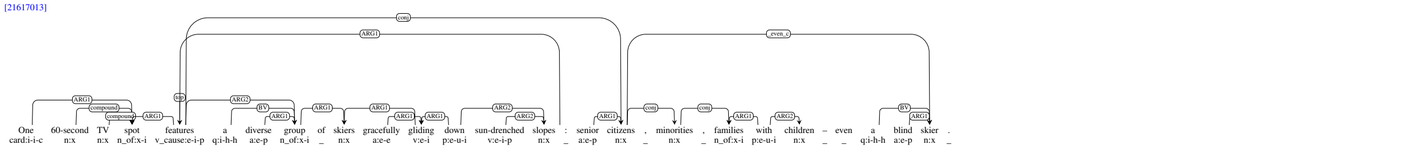

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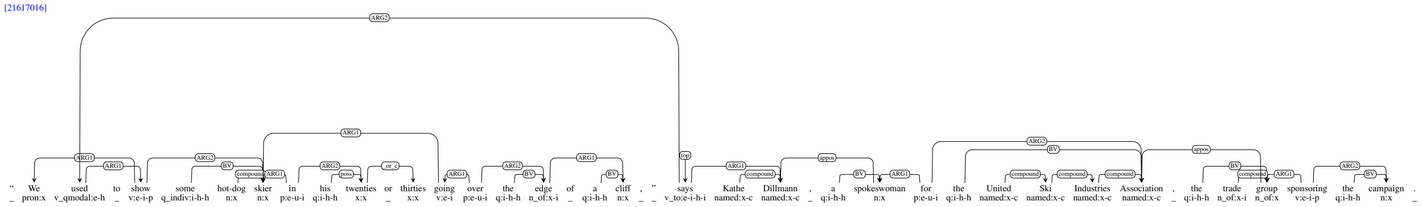


[21617017]

Ski promotions have traditionally avoided the touchy issue of safety .
n:x n_of:x-i _ a:e-e v:e-i-p q:i-h-h a:e-u n:x p:e-x-i n:x _

[21617018]

But the new commercials deal with it indirectly by showing a woman smiling as she tries to get up from a fall .
c:i-i-i q:i-h-h a:e-p n:x v:e-i-p p:e-u-i pron:x a:e-e p:e-u-i v:e-i-p q:i-h-h n:x v:e-i-p x:e-h-h pron:x v:e-i-h _ v_up:e-i _ p:e-u-i q:i-h-h n:x _

[21617019]

“ We wanted to show it ’s okay if you fall , ” says Ms. Dillmann .
_ pron:x v:e-i-h _ v:e-i-h pron:x _ a_for:e-p-i x:e-h-h pron:x v:e-i _ _ v_to:e-i-h-i n:x named:x-c _

[21617020]

“ Most people think if you slip , you ’ll wind up in a body cast . ”
_ q:i-h-h n_of:x-i v:e-i-h-i x:e-h-h pron:x v:e-i _ pron:x _ v_up:e-i _ p:e-u-i q:i-h-h n:x n:x _ _

[21617021]

The ad campaign represents an unusual spirit of cooperation among resorts and ski equipment makers ; normally , they only run ads hyping their own products and facilities .
q:i-h-h n:x n:x v:e-i-p q:i-h-h a_about:e-p-i n:x p:e-x-i n:x p:e-u-i n:x _ n:x n:x n_of:x-i _ a:e-e _ pron:x a:e-h v:e-i-p n:x v:e-i-p q:i-h-h a:e-p n:x _ n:x _

[21617023]

Many resorts also are focusing more on the service side of their business .
much-many_a:e-p n:x a:e-h _ v:e-i a:e-e p:e-u-i q:i-h-h n:x n:x p:e-x-i q:i-h-h n:x _

[21617024]

Since 40 % of skiers are parents , many slopes are building nurseries , expanding ski schools and adding entertainment for kids .
x:e-h-h card:i-i-c n_of:x-i _ n:x v_id:e-p-i n_of:x-i _ much-many_a:e-p n:x _ v:e-i-p n:x _ v_cause:e-i-p n:x n:x _ v_to:e-i-p n:x p:e-u-i n:x _

[21617026]

For $ 15 , they can enjoy their own nightly entertainment , with dinner , without mom and dad .
p:e-u-i n:x card:i-i-c _ pron:x v_modal:e-h v:e-i-p q:i-h-h a:e-p a:e-p n:x _ p:e-u-i n:x _ p:e-u-i named:x-c _ named:x-c _

[21617027]

A few years ago , parents usually had to hire a sitter or take turns skiing while one spouse stayed with the children .
a:e-p a:e-p n:x p:e-i-u _ n_of:x-i a:e-h v_qmodal:e-h _ v:e-i-p q:i-h-h n:x _ v:e-i-p-u n_of:x-i v:e-i x:e-h-h card:i-i-c n_of:x-i v_prd:e-i-h p:e-u-i q:i-h-h n:x _

[21617028]

“ Most parents who had to go through that never came back , ” says Michael Shannon , president of Vail Associates Inc. , which owns and operates the Vail and nearby Beaver Creek resorts .
_ q:i-h-h n_of:x-i _ v_qmodal:e-h _ v:e-i p:e-u-i x:x a:e-h v_back:e-i _ _ _ v_to:e-i-h-i named:x-c named:x-c _ n_of:x-i _ named:x-c named:x-c n:x _ _ v:e-i-p _ v:e-i-p q:i-h-h named:x-c _ a:e-p named:x-c named:x-c n:x _

[21617029]

To make skiing more convenient for time-strapped visitors , several resorts are buying or starting their own travel agencies .
x:e-h-h v_cause:e-i-h v:e-i comp:e-u-u a_for:e-p-i _ v:e-i-p n_of:x-i _ a:e-p n:x _ v:e-i-p _ v_cause:e-i-p q:i-h-h a:e-p n:x n:x _

[21617030]

In one phone call , ski buffs can make hotel and restaurant reservations , buy lift tickets , rent ski equipment and sign up for lessons .
p:e-u-i card:i-i-c n:x n:x _ n:x n:x v_modal:e-h v:e-i-p-u n:x _ n:x n_of:x-i _ v:e-i-p n:x n:x _ v:e-i-p n:x n:x _ v_up:e-i _ p:e-u-i n:x _

[21617031]

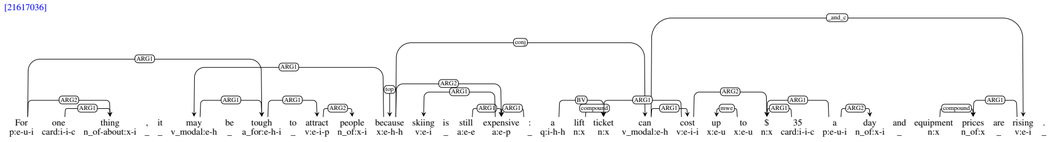
And resorts are adding other amenities , such as pricey restaurants , health spas and vacation packages with a twist .
c:i-i-i n:x _ v_to:e-i-p a:e-i n:x _ p:e-u-i p:e-u-i a:e-p n:x _ n:x n:x _ n:x n_of:x-i p:e-u-i q:i-h-h n:x _

[21617034]

The ski industry hopes to increase the number of skiers by 3.5 million to about 21.7 million in the next five years with its latest ads and promotions .
q:i-h-h n:x n:x v:e-i-h _ v_cause:e-i-p q:i-h-h n_of:x-i _ n:x p:e-u-i card:i-i-c card:i-i-c p:e-u-i x:e-u card:i-i-c card:i-i-c p:e-u-i q:i-h-h a:e-p card:i-i-c n:x p:e-u-i q:i-h-h a_for:e-i n:x _ n_of:x-i _

[21617035]

[21617036]



[21617037]

[21617038]

[21617040]