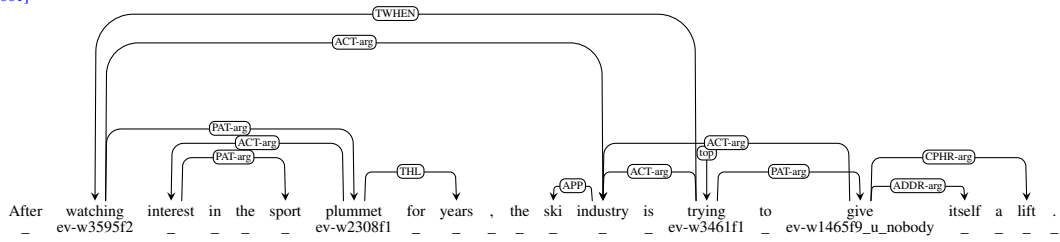
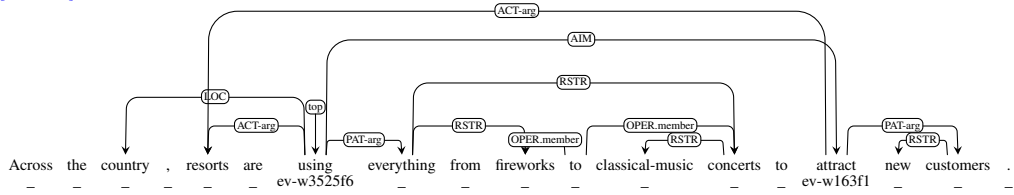


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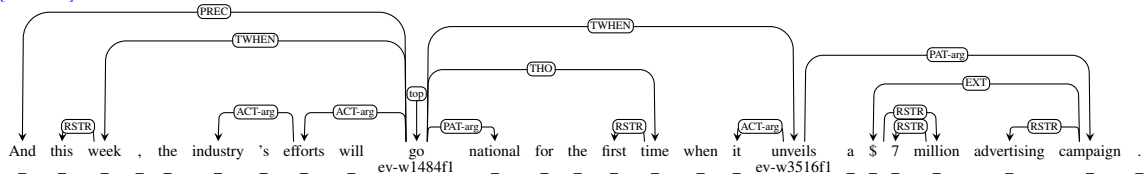
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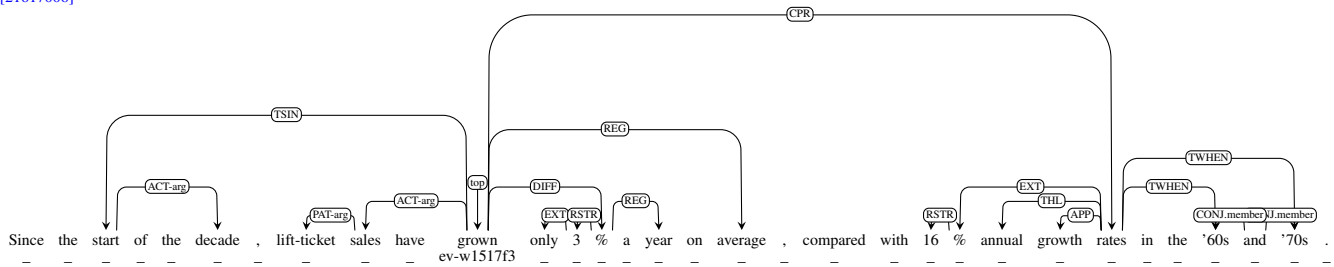
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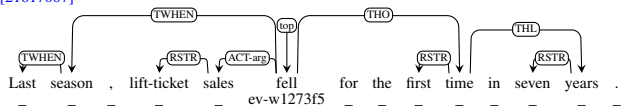
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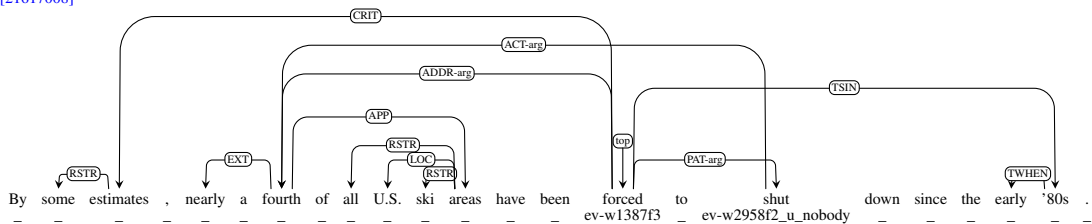
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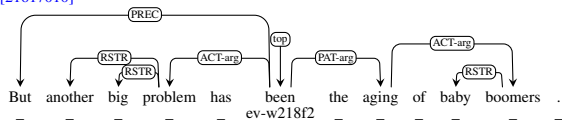
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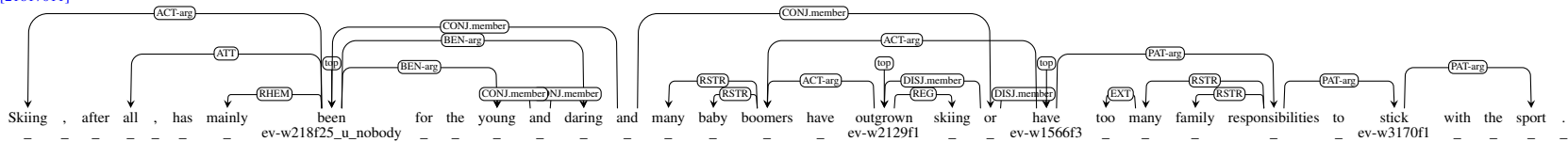
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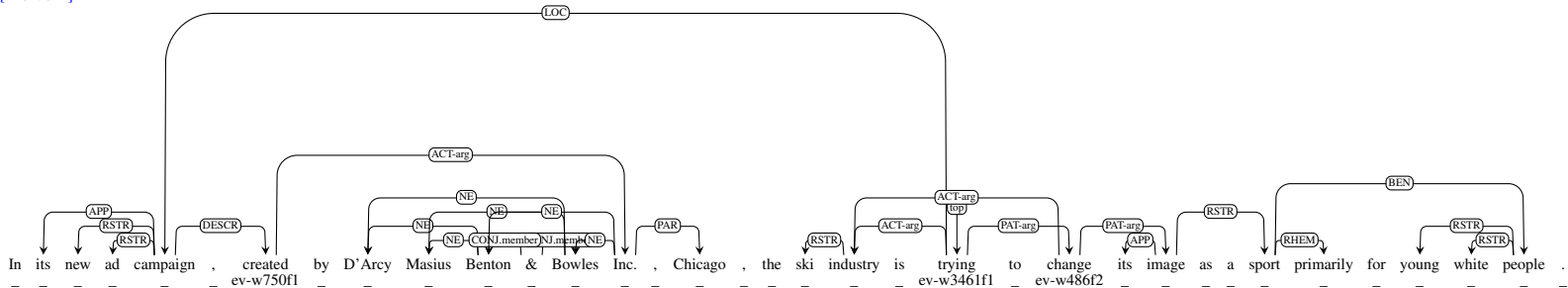
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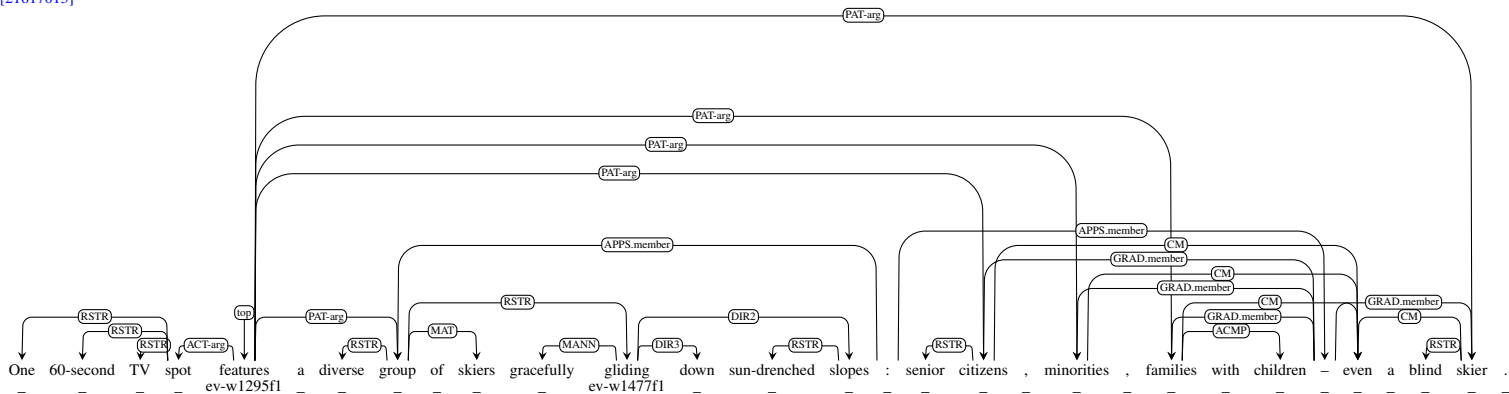
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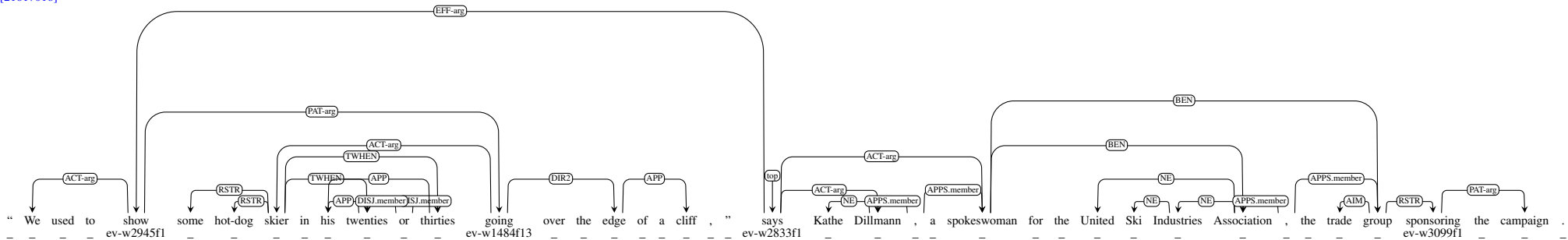
[21617012]



[21617013]



[21617016]



[21617017]

Ski promotions have traditionally avoided the touchy issue of safety .

[21617018]

But the new commercials deal with it indirectly by showing a woman smiling as she tries to get up from a fall .

[21617019]

" We wanted to show it s okay if you fall , " says Ms. Dillmann .

[21617020]

" Most people think if you skip , you 'll wind up in a body cast . "

[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 .

[21617023]

Many resorts also are focusing more on the service side of their business .

[21617024]

Since 40 % of skiers are parents , many slopes are building nurseries , expanding ski schools and adding entertainment for kids .

[21617026]

For \$ 15 , they can enjoy their own nightly entertainment , with dinner , without mom and dad .

[21617027]

A few years ago , parents usually had to hire a sitter or take turns skiing while one spouse stayed with the children .

[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 .

[21617029]

To make skiing more convenient for time-strapped visitors , several resorts are buying or starting their own travel agencies .

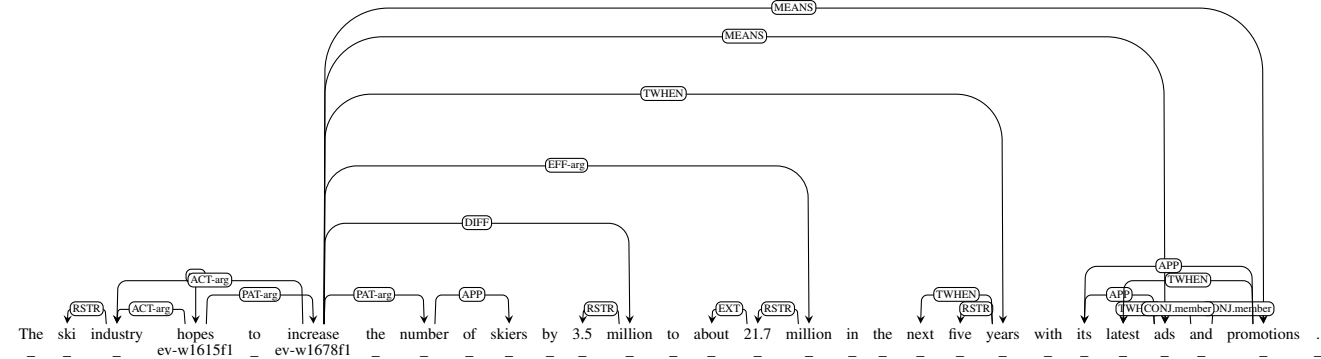
[21617030]

In one phone call , ski buffs can make hotel and restaurant reservations , buy lift tickets , rent ski equipment and sign up for lessons .

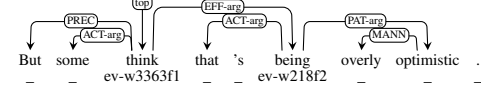
[21617031]

And resorts are adding other amenities , such as pricey restaurants , health spas and vacation packages with a twist .

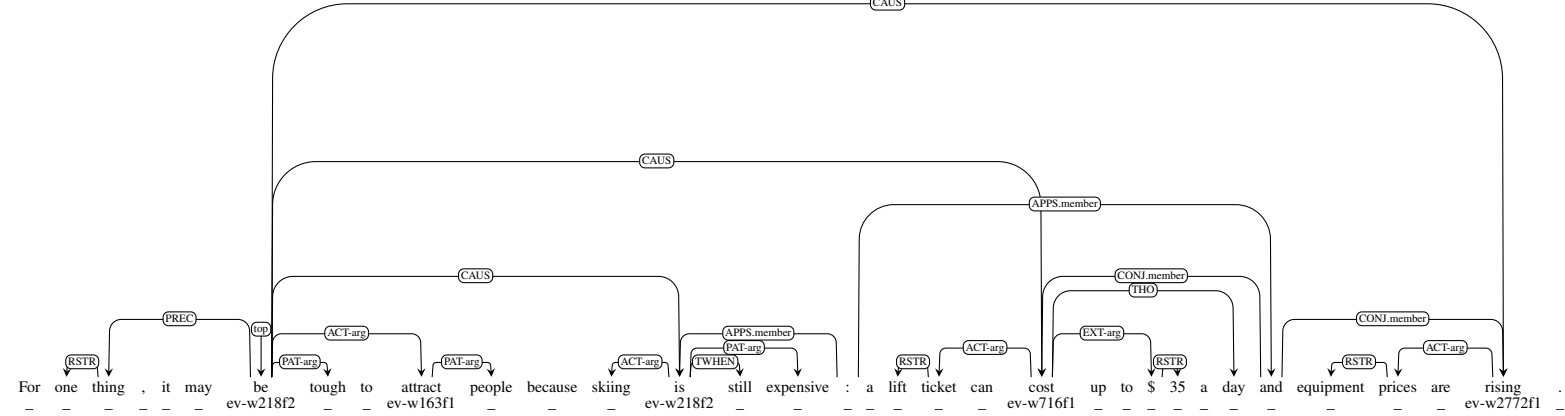
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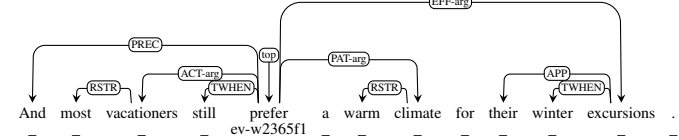
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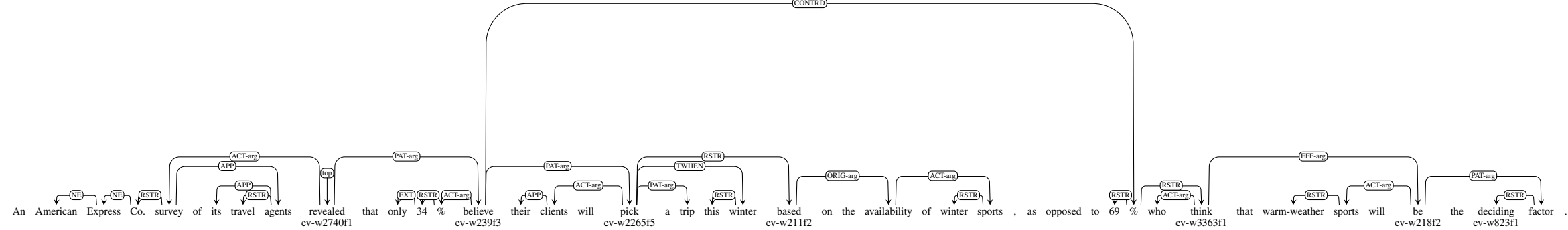
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[21617037]



[21617038]



[21617040]

