

10-PETOSKEY NEWS-REVIEW, Wednesday, December 18, 1968

# Expect to Break \$30 Million in 1969 Season, 300,000 Skiers

Michigan, mid-America's leading winter vacation destination, is preparing for an anticipated record number of winter sports enthusiasts again this year, according to the Michigan Tourist Council. With the cooperation of Mother Nature, it is expected that last season's record of 300,000 skiers, who spent \$20 million, will be surpassed.

Getting the snow to Michigan's slopes usually presents no problem. Except for a few isolated spots in New England, Michigan traditionally has more snowfall than any other state east of the Rockies. The Great Lakes, which moderate the climate, making the winters milder and the summers cooler, serve to trigger the dumping of the soft white flakes that cover the ground and provide recreation for thousands of eager snow-lovers.

Ski resorts follow the snow to Michigan in ever increasing numbers. Council field representatives report high attendance at 71-ski resorts winter sports shows with increased interest in Michigan offerings. Skiers this season will be visiting the 71 fully developed Michigan winter sports areas which offer more than 300

challenging slopes and runs for beginners and experienced skiers alike. More than 50 chair lifts and 325 rope tows, T-bars and poma lifts in the state's winter resorts areas make the task of getting back up the hill part of the fun.

Several Michigan ski areas are complete villages in themselves, providing not only skiing, but affiliated services. Many areas offer either overnight accommodations or convenient nearby lodges to fit almost any pocket-book and taste. Dining can be an experience long to be remembered, with minimal appointments and services, but for those with light budgets, cafeteria or snack shop meals are provided.

Clothes off! proclaim the men, but even more—the women. Modern ski clothes make girl watching on the slopes as popular a pastime as it is on the beaches. Ski shops which offer the latest in equipment and clothing are operated at several Michigan resorts.

Skiing in Michigan is not just for the well-equipped, as anyone can enjoy a relaxing vacation at a ski resort. More than one-half of the resorts listed in the Mich-

igan Winter Sports Map, just published by the Tourist Council, offer rental equipment as well as individual or group ski instructions at reasonable prices.

So the skier can pick the slope best suited to his abilities, slopes are designated as beginners, novice, intermediate and expert.

After a day of skiing fun in the crisp Michigan air, the delights of "après ski" sociability take over. Many areas feature dining from hamburgers to gourmet cuisine, entertainment, dancing, heated swimming pools and lighted ice rinks. Most have cocktail lounges where the skiers can socialize. Often, group singing begins spontaneously in front of an open fireplace.

While a few resorts listed on last year's map are not in current operation, four new listings have been added this year.

Lost Pines Lodge, at Harriet, 14 miles west of Cadillac, has two ski runs and a toboggan hill in addition to ski trails. The facilities also include snowmobile trails and rentals, an ice rink, lodge, a dining room and bar.

Russell's Ridge, five miles

west of Hart, features ski slopes with rope tow, snowmobile trails and a shelter house with a snack bar.

Newaygo County Winter Park, three miles north of Newaygo, has two lighted toboggan runs with a ski slope, skating rink and snowmobile trails as well as a shelter house and a snack bar.

A new toboggan area has been added this year. Two miles east of Mio, the new winter sports facility features three slopes and one low, and is open weekends only. For the convenience of skiers, Timberline offers a snack bar, ski school, shop and rental equipment.

In addition to skiers, other winter sports enthusiasts will participate in such winter vacation activities as snowmobiling, hunting, ice fishing, and out-door festivals, iceboating, which combines the thrill of speed with the skill of navigating and sailing, Michigan, 49526.

ing, is enjoying increased popularity on Michigan's inland lakes. Tip-up fishing festivals are being held at Houghton Lake and at Bass Beese Lake. Hiking, winter carnivals and winter camping are high on the list of popular Michigan winter-time activities.

A free copy of the Michigan Winter Sports Map, listing winter sports centers and their facilities, can be obtained by writing the Michigan Tourist Council, Stevens T. Mason Building, Labor-Resort, located seven miles south of Mio, Michigan, 49526.

## How Skier Fashions Meet Cold Weather Challenge



SKIERS WERE photographed this week during the cold spell with their weather-beating garb. (NEWS photos by Jim Doherty.)