



Snowbasin Resort's Sustainability Initiatives Making a Difference

HUNTSVILLE, UT – May 6, 2014 – Since the inception of their Sustainability Initiative in February of 2013, Snowbasin Resort has made many important strides in overall reduction of waste and conservation of resources. They are altering many of their processes to reduce, reuse, and recycle as many resources as possible.

Some of the 'reduce' measures taken include converting all toilets to low flush, resulting in a 20% decrease in water usage resort wide; installing water refill stations in all resort lodges, taking over 15,000 water bottles out of the waste stream; and reducing chemical purchases through the Sustainable Purchasing plan with a move towards green, environmentally sensitive products. They are also in the process of converting all lights to high efficiency LED lights. Since November of 2013, they have already reduced electricity use by 400,000 KWH (the typical home uses 921 KWH per month) – and the project is just over a third of the way complete. "Though we are only 35% complete on the Electrical Reduction Incentive, we are immediately seeing quick returns in energy savings and total cost reduction allowing us to strategize guest focused investments as a result of the immediate financial benefit, which will continue to get better. However, patience is key because we are finding with the new technologies, especially LED lighting, that the required illumination signature and aesthetical demand at Snowbasin is not quite ready. Essentially what we demand is ahead of the technology when it comes to illumination signatures and we find ourselves waiting, sometimes months, to have our distributors and the manufacturers find solutions for our needs. But it's well worth the wait," states Peter Baker, Director of Lodge Services at Snowbasin Resort.

The 'reuse' measures taken include purchasing all reusable china, silver, and glass ware for all resort eateries, even for outdoor use, and selling reusable pints at events. One of the biggest accomplishments was replacing disposable water cups with reusable ones. Last year, Snowbasin Resort threw away the equivalent of 26 miles of plastic disposable cups laid end to end. That's enough to go up and down the Needles Gondola 46 times. Snowbasin Resort has decreased total waste weight by almost 52% from the 5 year average, and more than 40% from the previous year. This is due to the purchasing plans, and the sustainable wares procured in restaurants.

'Recycle' measures taken include implementing a new recycling policy and purchasing receptacles that are clearly marked as well as educating employees on recycling procedures, purchasing a cardboard baler to divert cardboard for use back to in the marketplace as a raw material commodity, and recycling all rubber and steel from all resort projects as well as all lamps, ballasts, steel, and plastic from the lighting project. Overall, Snowbasin Resort converted 32.4% of all waste into recycling commodity with Rocky Mountain Recycling, or over 24 tons of waste diverted.

In addition, Snowbasin Resort has partnered with local sources like Snake River Farms for beef and Borski Farms for produce as well as changing seafood vendors to buy only seafood and fish from the approved seafood watch list, partnering with Uinta Brewing, who uses 100% renewable energy resources, and cultivating their own herb and vegetable garden.

Snowbasin Resort is doing its part to reduce, reuse, and recycle to protect our environment. These initiatives will continue, and this is just the beginning of a more sustainable and environmentally responsible company focus. "We will continue to challenge ourselves in reducing or reusing our total waste into the coming years including exploring composting kitchen and wet waste, paper and napkins, as well as using our own vegetable oil to power our fleet of snow cats," says Peter Baker. For more information on Snowbasin Resort's sustainability initiatives, please visit

www.snowbasin.com/about/sustainability.

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About Snowbasin Resort



Snowbasin Resort, SKI Magazine's number one resort for lifts and top four for customer service and on-mountain food, is located less than 35 miles North of Salt Lake City. It has one of the easiest drives from Salt Lake International Airport as well as quick access to the Park City Area and Downtown Ogden. With 3,000 skiable acres and 3,000 vertical feet, Snowbasin Resort is best known for wide-open bowls, gladed runs, manicured groomers, powder stashes days after a storm, seven terrain parks, and excellent service. Snowbasin Resort has world-class snowmaking and one of the most advanced lift systems in the West. Enjoy award-winning cuisine including mountaintop dining with spectacular views and magnificent day lodges. Discover why Snowbasin Resort is consistently recognized as one of the best family resorts in North America!

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