

3-Area Aspen Complex Showed *Sports - Spring Aspen* 40 Percent Increase Last Season

Colorado's record ski season of 1964-65 was led by Aspen where its famed three ski areas showed increases in business of up to 40 percent.

Aspen Mountain recorded 173,694 skiers while Buttermilk had 87,493 and Highlands 67,867. And the powerful snow cats took another 829 skiers high into Snowmass country on touring trips.

An interesting breakdown showed that 39.28 percent of the skiers came to Aspen from the 12 Western states, not including the West Coast. And 27.75 percent came from Colorado. The Midwest accounted for 31.39 percent, the Far West 11.14 percent, the East 6.25 percent and 4.25 percent came from the South. Next to Colorado, Illinois and California sent the most skiers to the resort during the ski season.

When it was over the Aspen Ski Corp. had earned about \$1.8 million or a net of \$500,000 before taxes. Highlands showed a gross of about \$325,000 from ticket sales in addition to \$130,000 for ski lessons.

But nobody in the ski capitol of Colorado is content with counting business and relaxing. Instead, noteworthy improvements in ski facilities have been pushed forward by all three areas.

Aspen Mountain's 50 miles of ski trails have been groomed and widened as never before.

New Trails

Buttermilk has a new Riblet double chair lift a mile long to service a new intermediate slope called Buttermilk West with its 12 miles of new trails. The Cliff House has been enlarged to twice its old size and the restaurant now seats up to 200 skiers. The ski shop has been much enlarged.

The new Buttermilk lift was the 19th in the Aspen complex and the 20th went in at Highlands this summer. It also is a Riblet double chair lift which is 3000 feet long and which is on the Thunderbowl slope. Highlands now has eight lifts with a capacity of 5300 skiers.

Lodging facilities also have been expanded everywhere in Aspen to take care of the expected 100,000 people this winter who ski an average of seven days there each.

Aspen now has 59 listed lodges, hotels and guest ranches. Also there are 60 private homes available.

Food Aplenty

New restaurants include The Paragon with its French motif in the Roaring Fork building; Woodlander in the heart of town; Pomegranate Inn just west of Aspen; The Cooper Kettle moves into the Tipple Inn and there's a new bar and restaurant in the Independence building called Stromberg's where one end of the cocktail lounge will have live lobsters under glass.

Condominiums are busting out all over. New ones include: Park Meadows, 16 lodge type units; Chatelet, 7 units; Aspen Alps, 24 new units added to the 34 old ones; Timber Ridge, 21 units; Clairvaux, 10 units; Town House, 11 units; Fashing Haus, 9 units; Chateau Blanc, 15 units; Villager, split level unit; Alpenblick, 16 units and Fifth Avenue, 14 units.

New apartments include: Snowflake with 36 units added to the nine already in existence; Gibson & Norton, 14 units; Roaring Fork, 16 units; and Gerard Sanderson's five new units behind the Arts and Crafts building.

In addition there is a new building, the first of its kind

since the turn of the century, being built by Bert Bidwell. It will house the expanded Mountain Shop, plus offices.

The Aspen Valley Hospital has a new wing under construction which will boost the available beds to 40.