



Media Release

For Immediate Release

Calabogie Peaks Resort is breaking new ground to adapt to the minimum wage hike and rising costs across the board.

Calabogie, ON - March 15, 2018

The Resort has announced an average 30% increase in next year's season pass prices. COO Jim Hemlin said "we feel the pain that price increases impose on our customers; but need to adjust prices to pay for the higher costs of snow making, grooming and keeping the lifts spinning. For example, just the new minimum wage and higher power costs over the past few years alone have added over \$700,000 to the Resort's annual operating costs".

But, Hemlin said, "the Resort is not just rolling over and passing along the higher costs. Instead, we have engaged in a careful review of our business model and developed creative ways to reduce some costs without sacrificing the quality of our products and to absorb the cost impact by delivering greater value to Resort customers.

One of the Resort's ground-breaking initiatives launched this week is the elevation of its season ski pass into a new resort membership. The Resort is delivering its unique four-season amenities to season passholders who will have unlimited access to the 9-hole Ironwoods golf course, tennis, the private Beach Club, paddle boats and the hotel pool and related facilities. As Resort Members, season ski passholders will also enjoy discounts on food & beverage products (all outlets), ski programs, equipment rentals, retail merchandise and hotel accommodations. The complete list of membership privileges is at www.calabogie.com/memberships/annual-resort-membership.html

As part of this initiative, the Resort is also launching the sale of Resort Memberships to customers that do not ski or purchase season ski passes. Annual Resort membership is \$225 and family passes are \$500.

Calabogie Peaks, located one hour west of Ottawa, is a unique property that provides recreation, accommodation and hospitality services 12 months of the year.

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