



Company Overview

Proudly Canadian, Resorts of the Canadian Rockies Inc. is the largest private ski resort owner/operator in North America, owning five ski resorts across Canada including: Nakiska Ski Resort in Alberta; Fernie Alpine Resort and Kimberley Alpine Resort in British Columbia; and Mont-Sainte Anne and Stoneham in Quebec.

We have an incurable obsession with snow, but in addition to our ski resorts; we also own and operate a number of accommodation properties, golf courses, and a central reservation agency.

Our hotels include the Wolf's Den Mountain Lodge at Fernie Alpine Resort; the Trickle Creek Lodge and the Polaris Lodge in Kimberley Alpine Resort, as well as various rental properties in Stoneham, Que.

Our golf courses include Trickle Creek Golf Resort in Kimberley (Rated in Canada's Top Ten by Golf Digest), Wintergreen Golf and Country Club in Bragg Creek, and Le Grand Vallon near Mont-Sainte Anne. Summer site-seeing lifts operate at both Kimberley Alpine Resort and Fernie Alpine Resort which also offers fantastic downhill mountain biking throughout the summer season.

Resorts of the Canadian Rockies provides the Ultimate Experience to each and every guest, no matter what makes them 'tick,' be it outdoor adventure such as skiing, golfing and mountain biking or a relaxing getaway with family or friends. Experience the Ultimate this year; experience the Resorts of the Canadian Rockies.

Our Environmental Commitment:

Our commitment to the environment strives to further what we believe to be the complimentary objectives of superb and sustainable recreational use and cutting edge ecological stewardship. We are committed to protecting and preserving, as well as enjoying the beautiful mountain environment in which it is our privilege to live, work, and play.

Resorts of the Canadian Rockies formed an Environmental Committee, responsible for researching various energy conservation techniques used by other ski areas and businesses to develop a system for its resorts to create and implement a wide variety of environmental initiatives.

At Resorts of the Canadian Rockies, our commitment is more than just words. The resorts are working together to develop an ecological charter for our ongoing operations. We've developed a "Working with Wildlife" protocol, where construction and maintenance activities are scheduled at times when they will cause the least impact to wildlife habitat.



Our Commitment to Youth:

We strongly believe that practicing a healthy, active lifestyle in Mother Nature's backyard at a young age is imperative to growing up as healthy, active, environmentally conscious adults. Together with our project partner, Husky Energy, we are helping introduce the sport of skiing and snowboarding through the Husky Grade 2 Fun Pass. And our TELUS National Learn to Ski and Ride week encourages Canadians of all ages to try the sport.

We are dedicated to giving children the chance for a healthy start in life, and to boost their self-esteem by helping them accomplish goals on the ski hill. Our commitment to their safety has earned Resorts of the Canadian Rockies with recognition as a Promise Builder with Alberta's Promise, an organization working to promote companies who focus their efforts on building a community that puts our children's growth at the top of the priority list.

Our Commitment to Providing the Ultimate Experience:

Our **mission** is to provide our guests with the best vacation and recreational experience possible and our **vision** is to operate regional and destination resorts in Canada that lead the market in setting the standard for guest and staff experience and value.

The enterprise has grown enormously over the years and substantial dollars have been invested to ensure our facilities equal or exceed the best the world has to offer. The Canadian Rockies have the snow, terrain, hotels, restaurants and people to rival the best destination resorts in the world.

Here at Resorts of the Canadian Rockies, we are continually striving to provide exceptional service to our valued customers. Each of our resorts and the towns we operate in have been steadily growing, improving and evolving into unique and welcoming destinations. Our world-class resorts have been recognized as international destinations and attract tens of thousands of skiers and snowboarders from around the globe each season.

As we stride forward working to be the best, we remain with the warm and friendly nature that our ski resorts have a reputation for. We are the ideal place to visit when you want to re-connect with your family, friends and nature. You can count on the snow to be plentiful, the smiles to be genuine and the scenery to take your breath away.

Central Reservations

Resorts of the Canadian Rockies Central Reservations offers world-class accommodations with options to meet everyone's needs; everything from luxurious on-mountain lodging or condo style living with the convenience of ski-in/ski-out access to off-mountain accommodations within a few minutes drive from the hill.

Our options, matched with an extensive central reservations service, offers visitors a customized vacation package based on individual needs and priorities. We can create a



Resorts of the Canadian Rockies
Experience the Ultimate



custom package including lift tickets, flights, car rentals, lodging, and airport shuttles. Let our friendly Vacation Specialists handle all the details. We will provide an effortless and tailored vacation that guarantees the best vacation experience possible.

Call 1-800-258-SNOW (7669) to create your custom vacation package.

Media Kits and Photo Library

Visit our Media Centre online at www.skircr.com, where you will find detailed Media Kits and an Image Gallery for our resorts.

Contact

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