

Chief Operating Officers of 5 Colorado Ski Resorts reveal upcoming changes to ski season amid COVID concern

Ticket sales more than double as locals, second homeowners, and tourists hoping to visit Summit County seek more information on the upcoming season.

SILVERTHORNE, COLORADO, UNITED STATES, October 14, 2020 /EINPresswire.com/ -- The Centura Health COO Breakfast has, in the past, been a long-standing Summit County event where each of the Chief Operating Officers of the five local ski areas (Arapahoe Basin, Copper Mountain, Breckenridge, Keystone and Loveland) gather to share the improvements made over the summer and what to expect for the upcoming season. While COVID-19 concerns made the physical event impossible – it also presented an opportunity to reach even more snowsports enthusiasts from all over the US by becoming virtual. The response has been significant, with ticket sales doubling and on track to triple for this year’s event. Local, second homeowners and tourists all have questions about how they can enjoy all the fresh powder Summit offers this winter. On Thursday, October 15 at 8:30 am MST, the COO Breakfast will answer those questions and share how, when and where they can safely visit Summit County in an engaging manner that will make everyone feel like a local!

“A robust winter season is critical to the financial well-being of our community. Our ski partners have worked hard to create a safe environment for visitors to enjoy and experience all the beauty of our area, while keeping the health of guests and our community at the forefront. We want locals and guests to understand the things that will be different – and what will be very much the same – this year. And to make it clear the shared responsibility we all have in keeping our resorts open this season.”

Angelique Lochridge, Event Manager for the Summit Chamber of Commerce.

The event has sold out year after year and has long been the “unofficial” kick-off to the winter season where snow sports enthusiasts come together to get “stoked” for the upcoming season. The information-packed 90-minute event will start with a quick opening by Cathy Ritter of the Colorado Tourism Office, followed by each of the five COO’s giving everyone the most up-to-date information regarding their property’s operations. The event will close out with a lively roundtable where the COO’s will answer questions submitted by ticket holders and showcase the fun-loving, good natured ribbing long time attendees have grown to love.

In addition to the event all ticket holders will receive a virtual “Goody Bag” (email) filled with

offers from local businesses to make their stay in Summit County even better. They also have exclusive access to the Auction which runs throughout the event. The Auction features lift tickets and season passes, family activities for on and off the hill, equipment rentals and sales, dining, lodging, one of a kind experiences – and more! While in previous years the in-person event was \$75/ticket, the virtual event has been reduced to just \$20/ticket. To learn more about the event or to purchase tickets, please visit the website www.2020COOBreakfast.com. The event will be held virtually on the 'watch' tab of our website, where attendees will be prompted to enter their access code.

The Summit Chamber of Commerce works on behalf of our local business community to advocate with local, state and national government, collecting and disseminating the most accurate and up-to-date information affecting our members- offering solutions for the challenges they face and uniting our community for economic prosperity for all. The COO Breakfast will have crucial information for Summit Businesses and snowsports enthusiasts alike- creating an exciting atmosphere in which to get insider information on the upcoming ski season all while supporting the Summit Chamber of Commerce.

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