

## BEAVER CREEK PARKING UPDATE

### *Talking Points & Information for Guests*

#### *Why did Beaver Creek start charging for parking?*

- The reality of this decision is about the capacity available in order to best serve our guests. Beaver Creek's intention is to continue to provide a world-class experience – and to do so, we must preserve the limited amount of parking spaces for whom they are intended: skiers visiting our resort and working employees.
- Parking in the Beaver Creek lower lots has consistently exceeded capacity in recent seasons. With a growing need to better manage Beaver Creek's parking demands, a flat, \$10 fee per vehicle will be charged during winter for use of the Elk and Bear parking lots. The lots will be free after 1 p.m.

#### *What do guests need to know about parking this season?*

##### **Updates**

- A flat, \$10 fee per vehicle will be charged during winter for use of the Elk and Big Bear parking lots, which will begin at the start to the 2016-2017 ski season, and will remain in effect through closing day in April.
- Complimentary parking will be available for guests (OR EMPLOYEES?) who arrive to the Elk and Big Bear lots after 1 p.m.
- Parking at Arrowhead will continue to be an option as it has in the past for parking without a fee.
  - Status of the Arrowhead Lot capacity will be provided via signage along Highway 6 and access will be strictly enforced.

##### **Payment Options**

- Upon arrival, visitors obtain an automatically-generated ticket; upon departure, guests pay via credit card.
  - Cash payment option will be offered during peak exit periods via staff with a manually-operated, handheld validation device.
- To enable the option of complimentary pick-up and drop-off, there will be a one-hour grace period. If a vehicle leaves within one hour from either Elk or Bear lots, there will be no charge.

##### **Reloadable Parking Pass**

- A reloadable 10-Day Beaver Creek Parking Pass for \$75 may be purchased at most Beaver Creek Ticket Office locations.
  - The parking pass is unrestricted with no blackout dates, and offers a 25 percent discount off the daily parking fee.

##### **Shuttles**

- For the first time in Beaver Creek's history, guest and employees will enjoy direct access to the Beaver Creek Village from all lower lots. The Bear Lot and Employee shuttles will stop at the Landing to serve those who would like to access the mountain via the Lower Beaver Creek Mountain Express Lift as well as for employees living in the Tarnes. By adding shuttle frequency and eliminating additional shuttle stops between parking and the village, guest and employee ride time will be reduced by up to 15 minutes compared to peak periods of the past. The primary benefit is the elimination of shuttles travelling along Highway 6 enduring long waits at the traffic light at Prater Road.

##### **New Beaver Creek Transit App Technology**

- Beaver Creek has developed a new app with GPS tracking capability on all regular bus routes. The app will be available in coming weeks.
- Please visit the App Store on your mobile device and download **BC Transit** for up to the minute status updates about bus locations and arrival times. Such real time information is not yet available for the on-demand Dial-a-Ride service but is anticipated in future seasons.