



LOON® Winter 2019-20 Media Kit





Welcome to Loon Mountain Resort, New England's most-accessible mountain destination. Located in New Hampshire's White Mountains two hours north of Boston, Loon has been in the business of snow since 1966. Consistently rated one of the most accessible mountain resorts in the East, Loon offers skiers and snowboarders 2,100 feet of vertical, three peaks of terrain variety and a full progression of award-winning terrain parks.

Loon also offers plenty of exciting four-season activities, including scenic gondola rides, downhill mountain biking, summit glacial caves, ziplines and climbing walls, to name a few. At Loon, it's more than skiing. It's about showing up, cutting loose and measuring rewards in smiles.

Downhill Mountain Biking Returns



Last May, Loon broke ground on a multi-phase, 15 mile downhill mountain biking trail network. Designed and built in conjunction with Highland Trails LLC, of the industry-leading Highland Mountain Bike Park, the new network of trails will complement Loon's six existing miles of cross-country biking trails. Once all phases are complete, Loon will offer over 25 miles of downhill and cross-country biking trails - the largest combined network in the White Mountains. Phase one opened Sept. 7, 2019 and included five miles of lift-served trails that include two green-circle freeride trails, a green-circle and a blue-square technical

trails. Phase two and beyond will include the construction of an additional 10 miles of trails with a focus on the more advanced rider and lift service from the Kancamagus Express Quad. "We're starting with beginner and intermediate trails, but we will grow and offer more," said Jay Scambio, president and general manager of Loon Mountain Resort. "We want to do this right and make Loon a major mountain biking destination for riders of all ages and abilities."

What's New



The L Card

We all know the struggle – heading back into the lift line after cruising down a favorite run, only to begin the scramble to present a lift ticket or pass. This season, Loon has installed North America's first-ever dual-frequency RFID gates at all major base area lifts. These RFID Axess Gates not only allow day visitors and season pass holders direct-to-lift access, but also visiting Ikon Pass holders the same flexibility. To further streamline the visitor experience, Pick Up Boxes have been installed in all base areas, allowing guests to scan QR codes from their confirmation email, get their L Card and skip waiting in ticket lines.

Four-Season Fun

At Loon, we like to push the limits no matter the season. With the Access Pass, guests will enjoy the best of all four seasons with the ease of monthly payments. From skiing and snowboarding in the winter to mountain adventure in the spring, summer, and fall, the Access Pass covers it. Benefits include unlimited skiing and riding at Loon with no blackout dates, 12 Friend lift tickets at 50 percent off, year-round food and beverage and retail discounts, access to gondola skyride, zipline, mountain biking, disc golf and more. This subscription-based pass with monthly payments of \$199 is perfect for those looking to make the most of the mountains all year long.

Upgrades to Snowmaking

Snowmaking has been a cornerstone at Loon since the early days. Snowmaking efficiency received a major upgrade this season with the installation of semi-automated snowmaking hydrants on several major trails. The new hydrants will be placed on Flying Fox and Rampasture - key early-season snowmaking trails. These easy-on, easy-off hydrants will continue to improve Loon's ability to maximize its snowmaking capacity and allow the resort to make more snow quicker on key trails - especially during the early season.

Insider Guide



Camps and Clinics

Whether a beginner or a pro, taking a lesson is key to building confidence and skill. Loon offers a series of unique experiences for skiers and riders of all ages including First Class Beginner's Weekends. Dive in to skiing or snowboarding with this intensive weekend program which includes lessons, the use of a private learning lounge, as well as a free pair of HEAD skis or a Burton snowboard, plus boots and bindings. The Beyond the Boundaries program provides female campers a unique opportunity to learn from professionals and Olympic athletes, while expand their freestyle skills in a supportive setting.



The Party Continues

At Loon, there's one day that stands out from the rest. Entering its 10th anniversary this April, '80s Day is a celebration of the glory days of skiing, the early days of snowboarding and of course the fashion that is synonymous with the era. Grab those straight skis, practice hitting the bumps and be ready for an endless soundtrack of Rich Astley.



Explore the Whites

Loon may be a winter playground on the slopes, but strapping into a pair of snowshoes to explore the White Mountains is an experience like no other. Loon's trail network meanders through northern forest, the snow-covered banks of the Pemigewasset River and the shoulder of Black Mountain. Guided snowshoe tours are the best way to see the sights and learn more about the natural surroundings. Venture on a Loon Peak Tour to explore the high alpine, or hike Lincoln Ridge along the Renegade Trail for breathtaking backcountry views.

2019-20 Events



Cease and Desist

November 2019

This November marks the 14th year of this under-the-lights rail jam, which continues to be a marquee event for all jib-hungry freeskiers and snowboarders.

Christmas Eve Candlelight Service

December 2019

Join us on December 24th for a special Christmas Eve Candlelight Service hosted by Loon Mountain Ministry. We'll even light a Christmas tree and sing Christmas carols, so Santa and his reindeer will have no trouble finding us.

Lil' Tweakers and Lil' Plankers

February 2020

A laid back mini-jump event for all snowboarders and skiers 14 & under, Lil' Tweakers and Plankers is focused all on fun!

Last Call

March 2020

Back for its 20th year, Last call is the chance for snowboarders from around the globe flock to Loon to vie for a cash purse and cut their teeth on the next-level park features created specifically for this event.

Slushpool Party

April 2020

After a long winter, there's no better way to celebrate spring than the Slushpool Party! Head on over to the base of Seven Brothers to watch pond skimming at its finest.

New England Brewfest

June 2020

Great news for brewers and craft beer lovers! Beer aficionados, industry professionals and anyone enjoying a weekend getaway in New England will savor brand-new brews and enjoy sights of the beautiful White Mountains

Loon Mountain Race

July 2020

Named the "Most Competitive Hillclimb" by Runner's World Magazine, this ridiculously tough race has runners climb more than 2,000 vertical feet over the course of six and a half miles.

New Hampshire Highland Games

September 2020

Grab your kilt for the annual New Hampshire Highland Games & Festival! One of the largest Scottish festivals in the country, the Highland Games will feature top Scottish bands, classic Highlander cuisine, Scottish heavy athletics, and dozens of other unique cultural attractions.

White Mountain Oktoberfest

October 2020

Get a taste of the Bavarian Alps right here at Loon during the region's largest celebration of German food, drink, and music. Enjoy beer and brats, an Oompah band and more.



J.E. Henry Railroad

Trains have played a major role in the history of the White Mountains for well over a century. Here at Loon, that history is on full display. Hop aboard the J.E. Henry Railroad, Loon's historic steam train. This wood-fired locomotive railroad transports guests approximately 900 feet between the Octagon and Governor Adams Lodges.

The J.E. Henry Railroad is named after timber baron James E. Henry, who owned a vast logging empire and built logging railways that

stretched from the town of Lincoln deep into the White Mountains. This logging empire - centered around a saw mill, pulp mill, and paper mill in the nearby village of Lincoln - transformed the sleepy wilderness hamlet into a booming company town with worker housing, hotel, stores, and an opera house. The railroad may harken back to the area's logging past, but the train has its own, unique history, traveling from Münster, Germany prior to World War II before landing in the White Mountains.

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