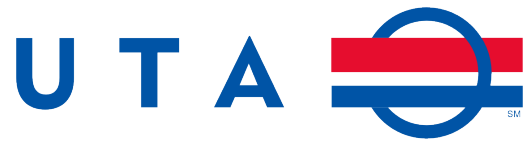


2024-2025 Ski Season UTA Ridership Highlights



UTA Ski Service

- Season – November 29, 2024 – April 12, 2025
- Salt Lake (994, 972)
- Timpanogos (880)
- Mt. Ogden (674, 675, 677)
- Supplemental Service (CS1, CS2)
- Vanpool



UTA Ski Service

	2023-2024	2024-2025	% Change
UTA Weekday	246,399	230,092	-6.62%
UTA Saturday	94,475	91,885	-2.74%
UTA Sunday	72,975	69,087	-5.32%
CS1 and CS2 Service		42,961	



UTA Ski Service

Bus Route	2023-2024	2024-2025	% Change
(Little Cottonwood) 994	143,581	122,236	-14.87%
(Big Cottonwood) 972	195,297	189,154	-3.15%
(Ogden) 674	28,979	23,732	-18.11%
(Weber) 675	19,370	30,250	56.17%
(Weber) 677	17,999	17,207	-4.40%
(Provo) 880	8,623	8,485	-1.60%
CS1 and CS2 Service		42,961	
Total	413,849	434,025	4.86%



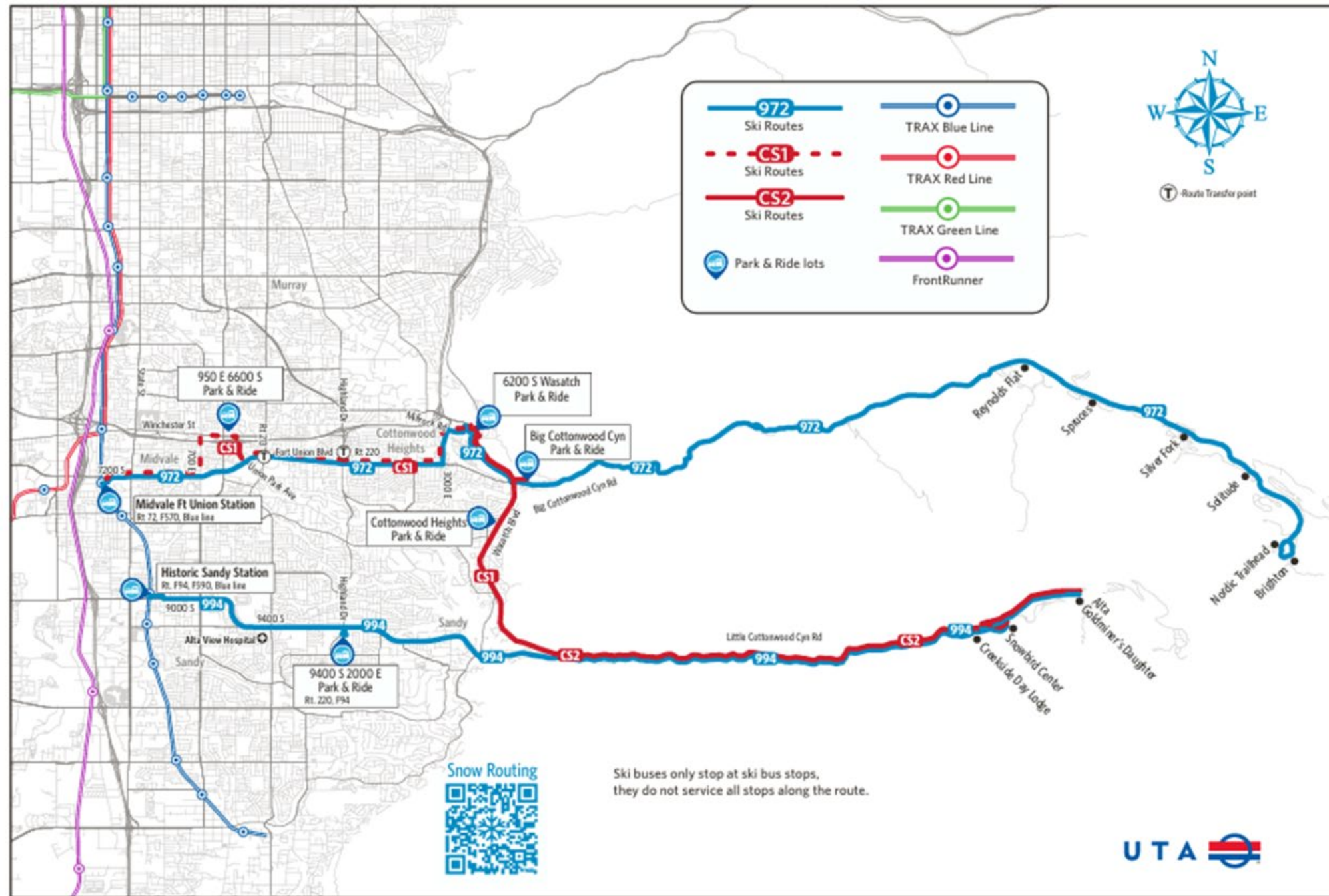
UTA Ski Service

Vanpool – Resort Employee Boardings

	Alta	Brighton	Snowbird	Solitude	Total
2023-2024 Totals	10,025	6,945	65,218	55,278	137,466
2024-2025 Totals	13,037	22,854	74,448	37,260	147,599
% Change	23.10%	69.61%	12.40%	-48.36%	6.87%



UTA ski routes 972 and 994 to Cottonwood Canyons



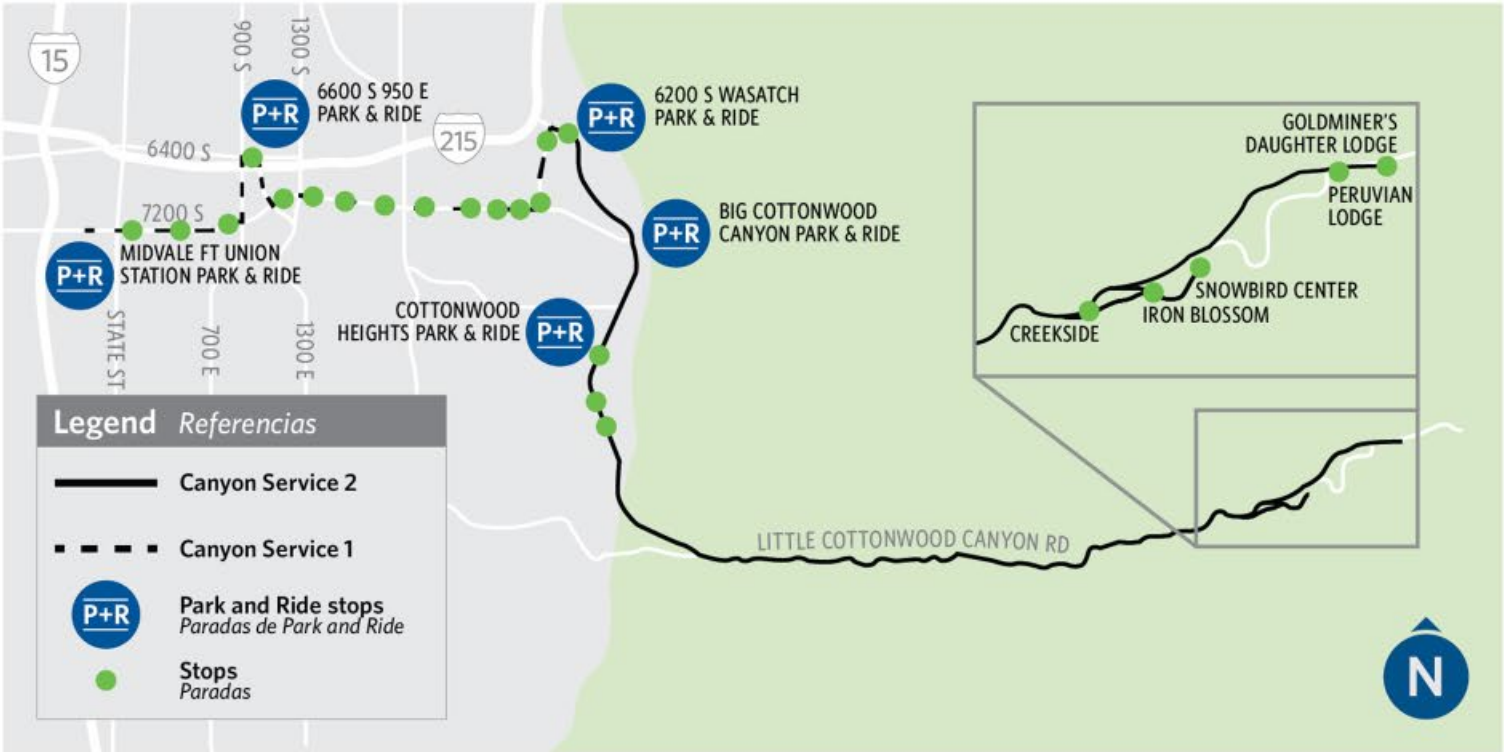
Canyon Service Routes – CS1 and CS2

CS1/CS2 Up to Snowbird/Alta

	Midvale Ft. Union Station	Ft. Union & Highland Dr	6200 S Wasatch Park & Ride	Big Cottonwood Canyon Park & Ride	8200 S Wasatch Park & Ride	Snowbird Entry 1	Snowbird Center	Goldminer's Daughter
CS1	600a	610a	620a	625a	633a	651a	656a	706a
	630	640	650	655	703	721	726	736
	700	710	720	725	733	751	756	806
	730	740	750	755	803	821	826	836
	800	810	820	825	833	851	856	906
CS2	---	---	850	855	903	921	926	936
	---	---	920	925	933	951	956	1006
	---	---	950	955	1003	1021	1026	1036
	---	---	1020	1025	1033	1051	1056	1106
	---	---	1050	1055	1103	1121	1126	1136
	---	---	1120	1125	1133	1151	1156	1206p
	---	---	1150	1155	1203p	1221p	1226p	1236
	---	---	1220p	1225p	1233	1251	1256	106
	---	---	1250	1255	103	121	126	136
	---	---	120	125	133	151	156	206
	---	---	150	155	203	221	226	236
	---	---	220	225	233	251	256	306
	---	---	250	255	303	321	326	336
	---	---	320	325	333	351	356	406
	---	---	350	355	403	421	426	436
	---	---	420	425	433	451	456	506
	---	---	450	455	503	521	526	536
	---	---	520	525	533	551	556	606

CS1: Midvale Fort Union -> Alta

CS2: 6200 S Wasatch P+R -> Alta

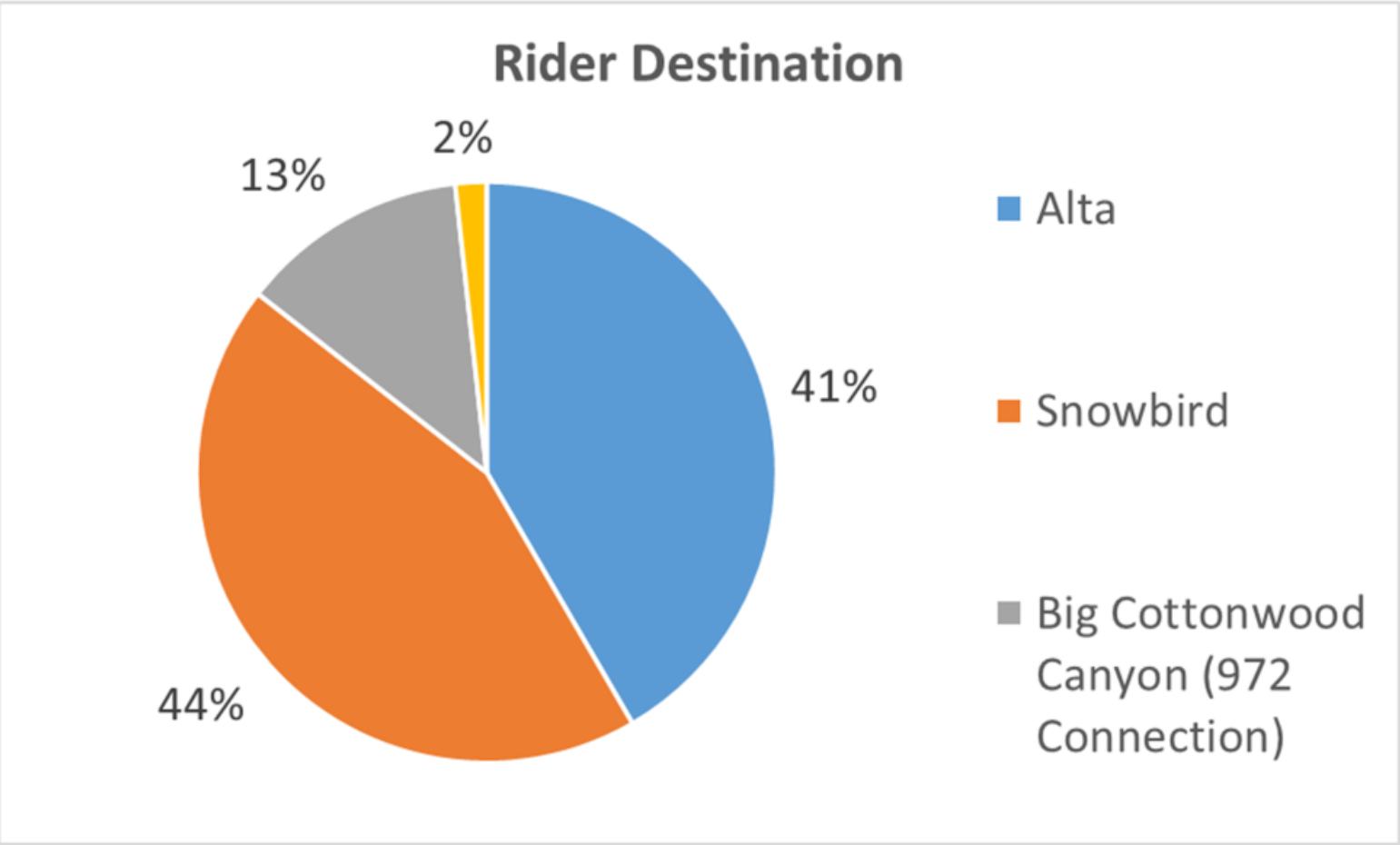


End of Season CS1/CS2 Survey

- Duration: 26 days (March 18-April 13)
- 120 rider responses
- 13 questions measuring:
 - Rider origin (zip code)
 - Rider destination
 - Use of other UTA/Resort transportation
 - Perceptions of customer experience
 - Free response feedback



End of Season Survey: Destination



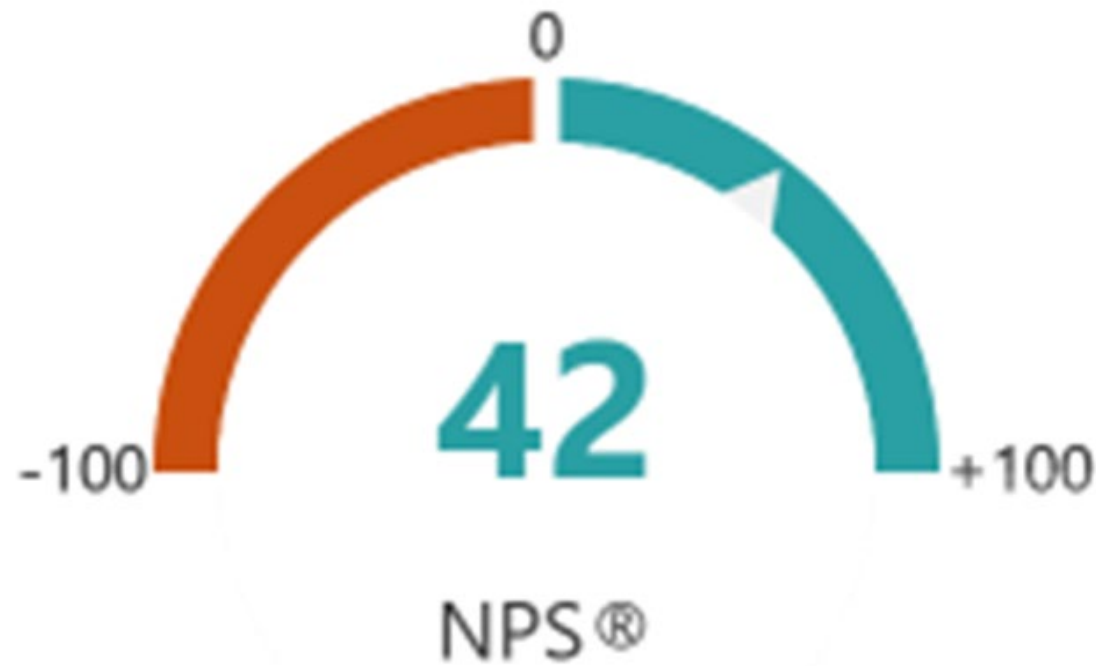
Near equal share of riders going to Alta (41%) & Snowbird (44%)

13% Utilize 972 Transfer to Big Cottonwood Canyon Resorts



End of Season CS1/CS2 Survey: Net Promoter Score

How likely are you to refer this service to friends or family?



End of Season Survey: Free Response Feedback

Improved Access



“I want to say how pleased I am with the addition of the CS1 and CS2 lines. It has markedly improved my ability to get to Alta.”

Awesome Operators



“I rode the CS1 and CS2 ski bus this week and was amazed by how helpful the drivers were to each and every one of the passengers.”

Delays caused by stop locations



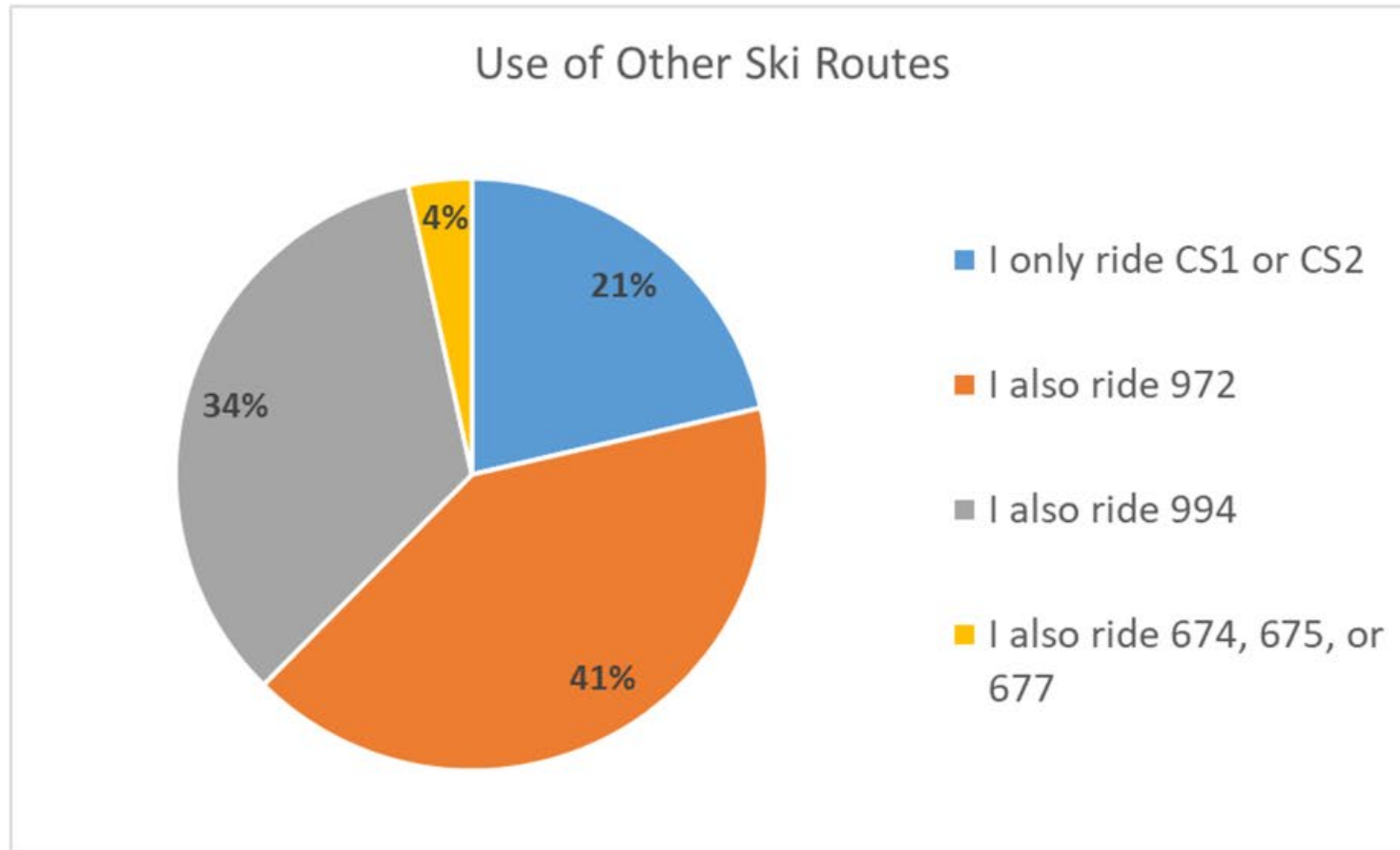
“Eliminate unnecessary stops, such as the BCC Park and Ride and the Snowbird Center. These add significant delays and congestion.”

Tracking the bus is not intuitive



“I can’t find the CS1 and 2 tracking info on the website or app.”

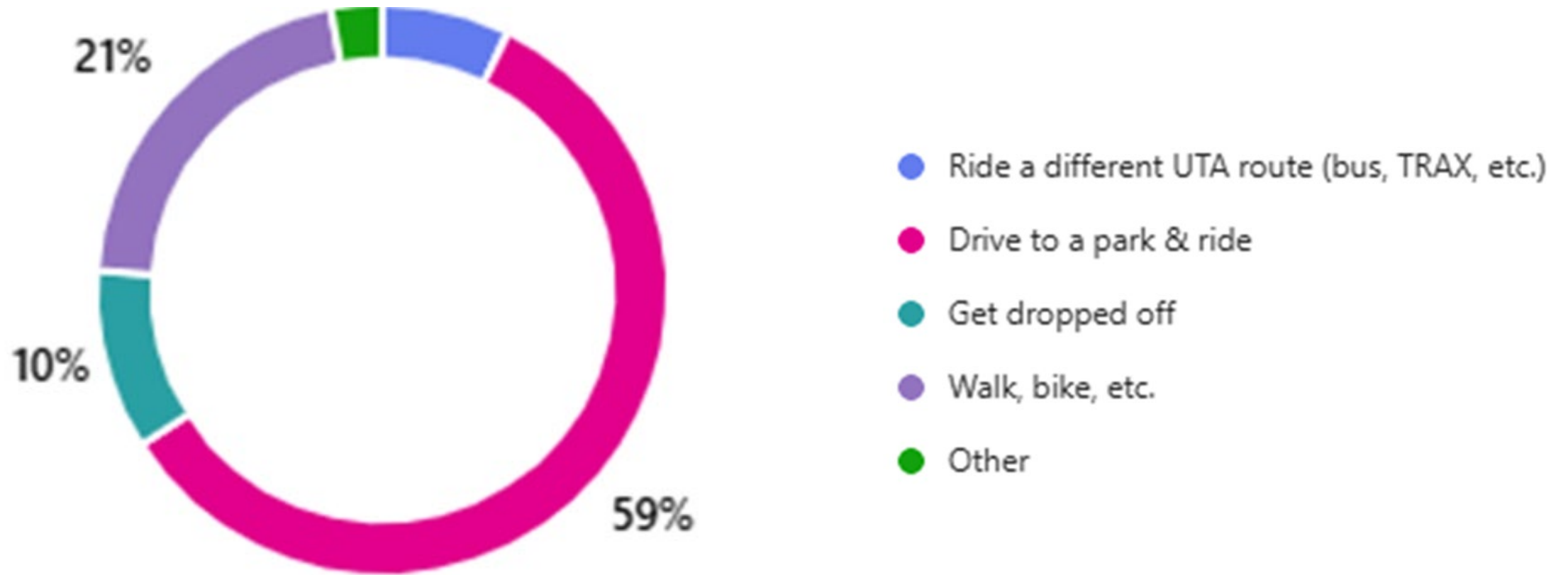
End of Season Survey: Is this a unique ski market?



21% of respondents exclusively ride CS1/CS2

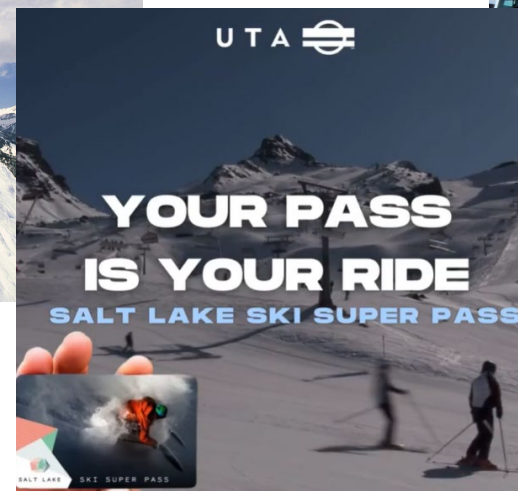
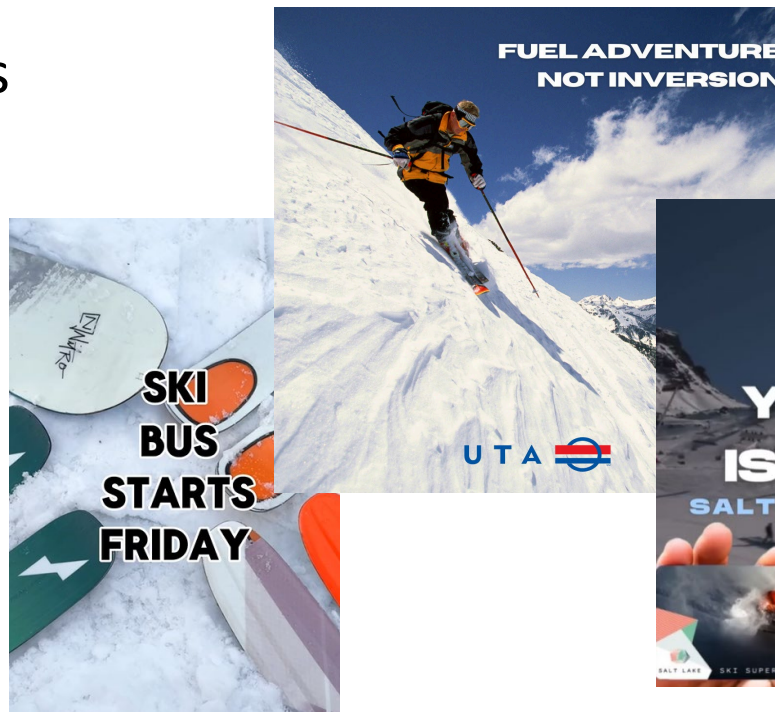


End of Season Survey: How do riders connect to CS1/CS2?



UTA/Resort Collaborations

- Ski service press launch
- Rider appreciation events
- Story collaborations
- Social media collaborations
- Airport ads





Questions?