

# 2025 Winter Recap

Jim van Löben Sels  
General Manager

[WWW.MTSPOKANE.COM](http://WWW.MTSPOKANE.COM)



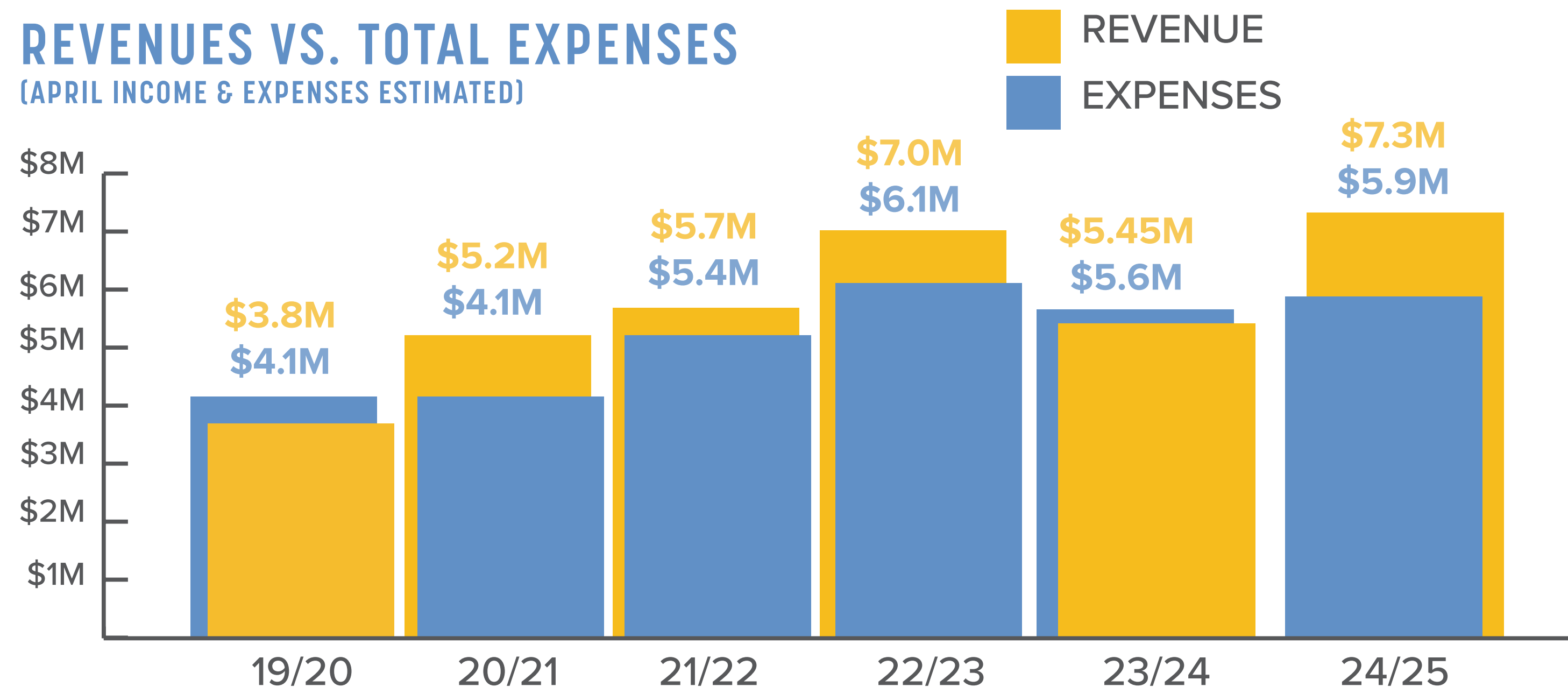


# 2025 WINTER RECAP

**116,500**  
Total Visitors

**6,290**  
Season Passholders

## REVENUES VS. TOTAL EXPENSES (APRIL INCOME & EXPENSES ESTIMATED)

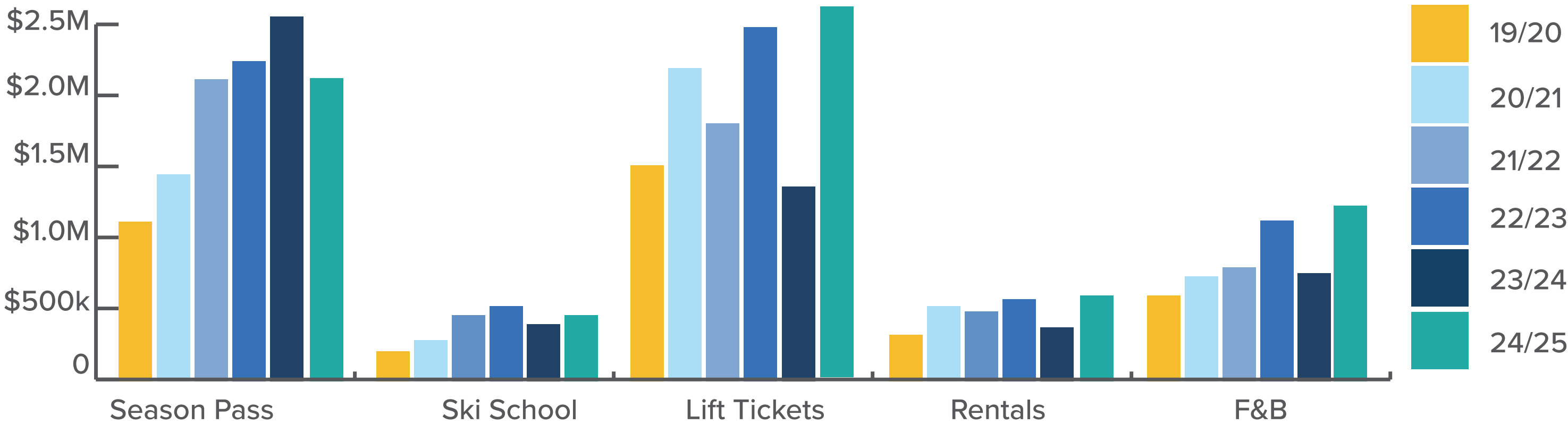




# 2025 WINTER RECAP

## REVENUE BY DEPARTMENT (\*APRIL INCOME & EXPENSES ESTIMATED)

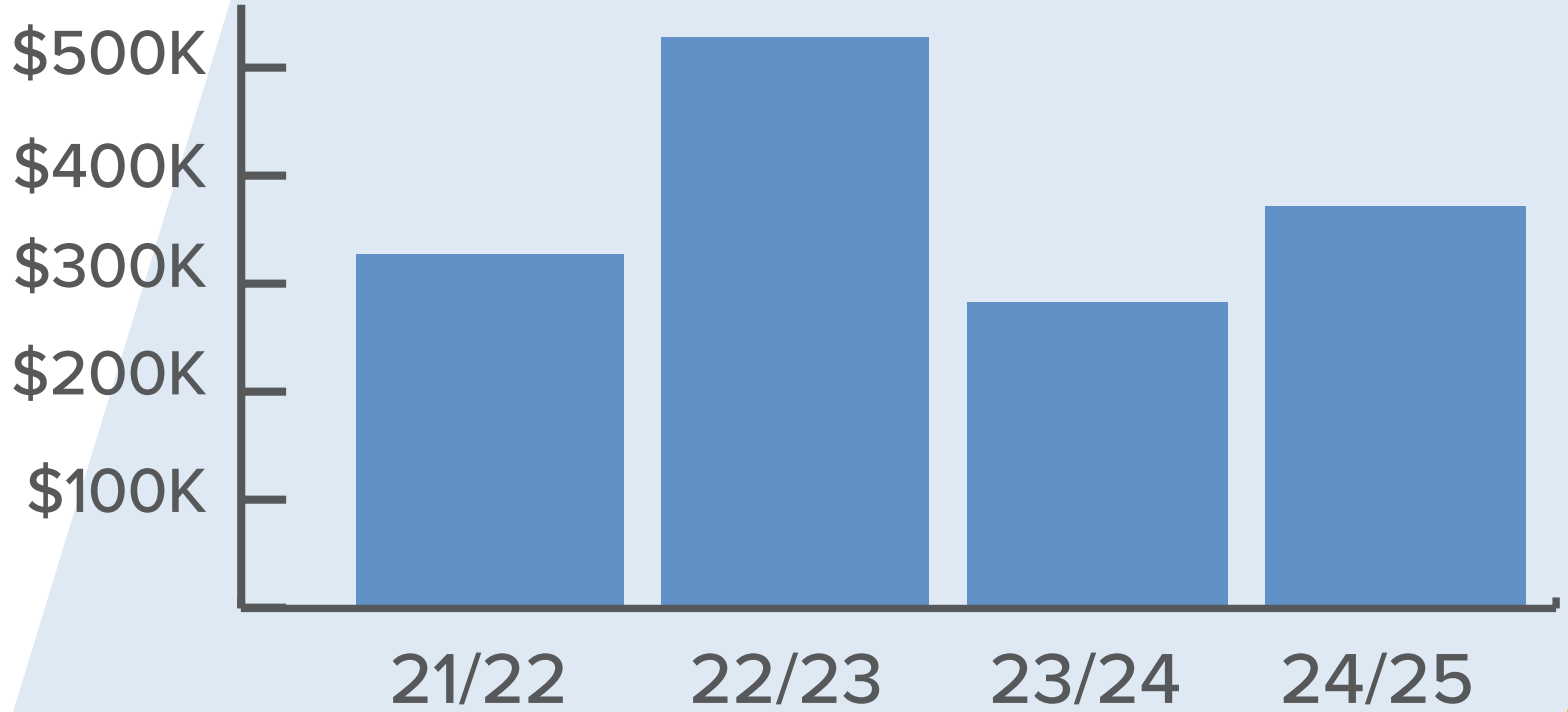
	19/20	20/21	21/22	22/23	23/24	24/25
Season Passes	\$1,106,136	\$1,434,627	\$2,087,873	\$2,210,734	\$2,527,787	\$2,060,219*
Ski School	\$214,825	\$291,591	\$465,363	\$527,434	\$390,823	\$484,730*
Lift Tickets	\$1,493,661	\$2,187,108	\$1,795,947	\$2,480,129	\$1,346,300	\$2,851,937*
Rentals	\$329,262	\$536,451	\$498,334	\$591,964	\$366,303	\$616,428*
F & B	\$599,941	\$756,719	\$817,049	\$1,161,340	\$729,451	\$1,221,827*
<b>TOTAL REVENUE</b>	<b>\$3,770,825</b>	<b>\$5,215,184</b>	<b>\$5,725,189</b>	<b>\$7,057,352</b>	<b>\$5,441,914</b>	<b>\$7,329,439</b>



# EARLY SPRING PASS SALES

MAR 1–APRIL 13, 2025

	2022	2023	2024	2025
Season Passes	\$309,712	\$510,200	\$277,246	\$372,671



# SOCIAL & COMMUNITY REACH

**54,966**  
Total Social  
Media Followers

Social Media gained  
**8,842**  
followers this season

Social Media  
Accounts Reached  
**4,296,561**

4.6 ★★★★★ 1,073 reviews

You Tube  
(videos & webcams)  
**1.2M**  
Views in 24-25 Season

**55.2K**  
Watch Hours

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Youth Programs are mission critical.

**500+**  
Private  
Lessons

**1,280**  
Group  
Lesson  
Students

**846**  
Multiweek  
and camp  
students

**4100+**  
Students  
with school  
programs

**100+**  
Adaptive  
students



**Voted Best Place to  
Snowboard**

**Voted 2nd Best  
Place to Ski**



# Recent Wins

- **Handle Tow Installation**
- **Tubing Hill Operation-Reinstated**
- **Grooming Fleet Replaced  
in 5 years-6 Snowcats**
- **370 employees/220 returning  
employees**

# Competitive Needs

- **Modernized Lifts**
- **Flexible Forestry Plan**
- **Improved Parking/Road Surfaces**
- **Facility/Lodge Expansion**



# End-of-Season Video

