



Mt. Sima – Changing Our Game

Opportunities North , 2011

Mt. Sima

Beginning December 2011



An iconic year-round outdoor recreational facility!

NEW: Doppelmayer fixed grip quad chairlift – December 2011

NEW: WildPlay Yukon – summer 2012

MONKIDO Course and ZOOM Zipline

NEW: Downhill mountain biking – summer 2012

NEW: Alpine hiking – summer 2012

Downhill skiing and boarding

Terrain park and full-size halfpipe

What does this mean?

New product that has significant tourism value.



New product that has sport,
recreation and tourism value

Tourism Value:

1. MONKIDO – outdoor aerial adventure course for complete family experience.
2. New adventure products - ZOOM Zipline and Downhill Mountain Biking.
3. Alpine interpretive tours for motor coach passengers and soft-adventure travelers.

This means significantly more dollars into the economy each year.

What does this mean?

New product offerings



New product offerings:

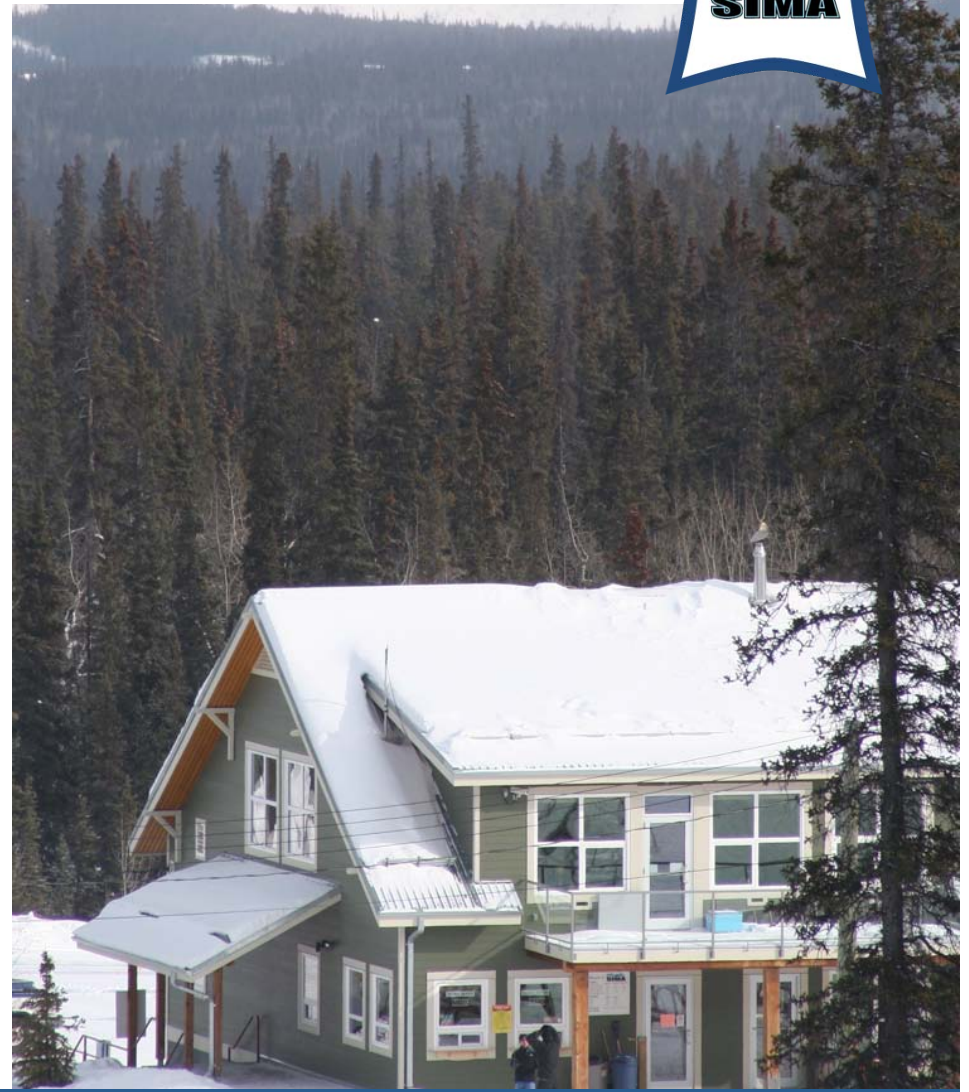
- New products can be leveraged by tourism and conventions markets to create new offerings and packages to attract new clients to the Territory.

Mt. Sima - Background

Community Ski/Snowboard Hill

- Operated by the Great Northern Ski Society since opening in 1993.
- 15 mins. from downtown Whitehorse.
- Venue for; 2007 Canada Winter Games and 2000 and 2012 Arctic Winter Games.
- Regular club usage; Alpine Yukon, Freestyle Yukon and Snowboard Yukon.

Mt. Sima Lodge



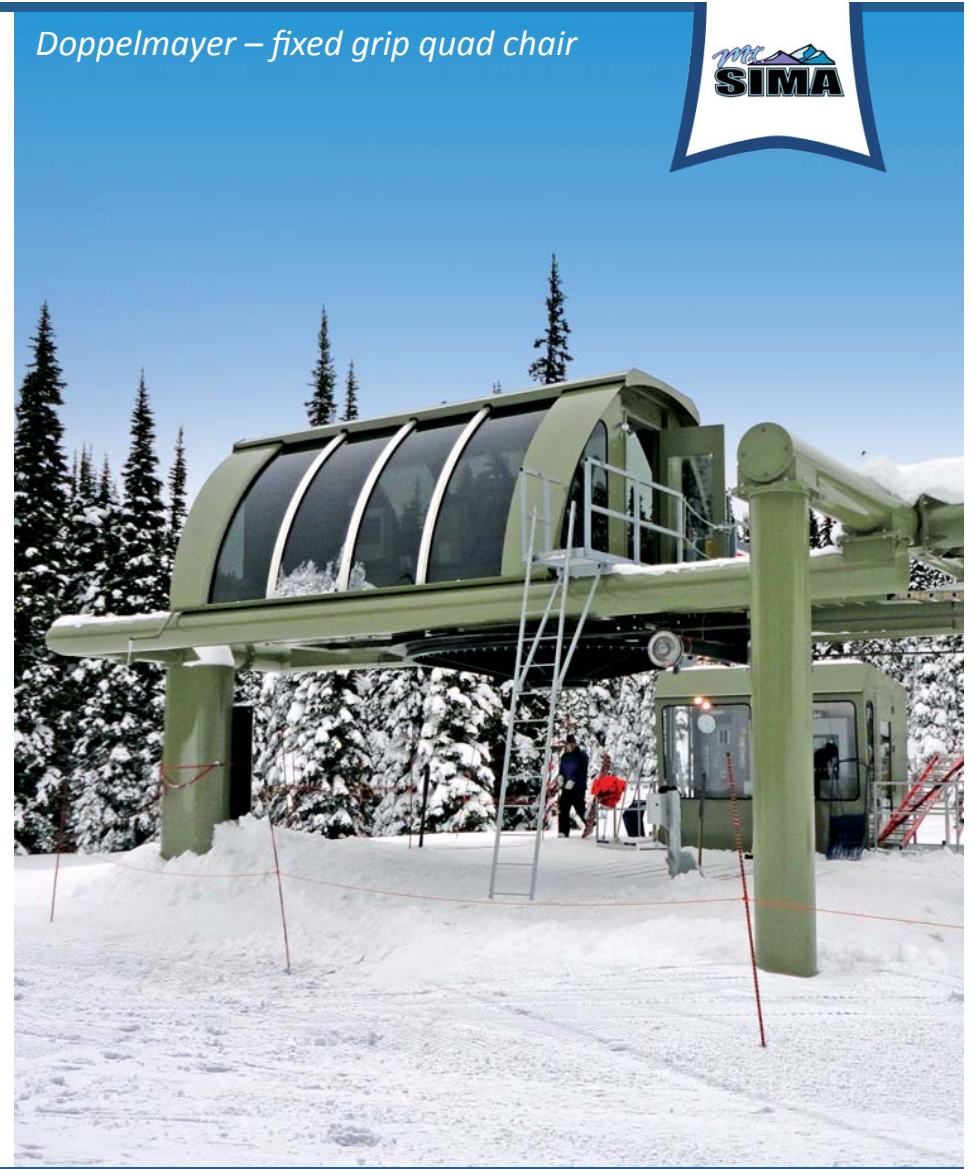
New Chairlift

The Backbone of success at Mt. Sima

- Operational December, 2011
- Substantially increasing upload capacity during winter and summer seasons.
- Download capacity now possible.
- New mountain bike hardware
- Loading carpet for novice and beginner skiers/riders.
- Comfortable and reliable.

Doppelmayr – fixed grip quad chair

Mt.
SIMA

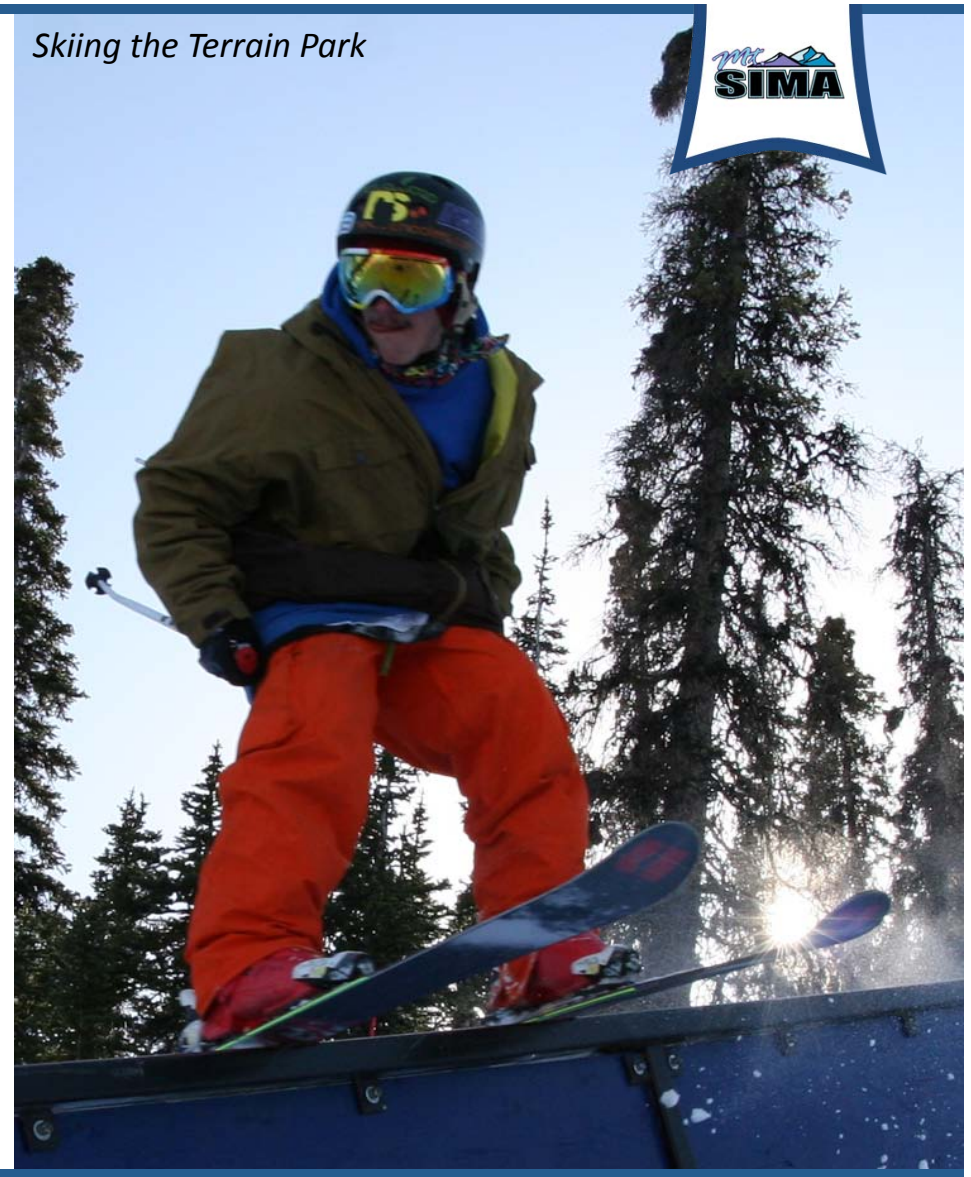


Winter Activities

A variety of winter activities

- Projected annual skier/rider visits:
 - 17,600+ (an increase of 15% over previous years)
 - Market segments continue to be user groups, school groups, ski/snowboard schools and events
- Training ground for Yukon athletes.
- Host venue for future territorial, regional and national winter sports events.

Skiing the Terrain Park



WildPlay Yukon

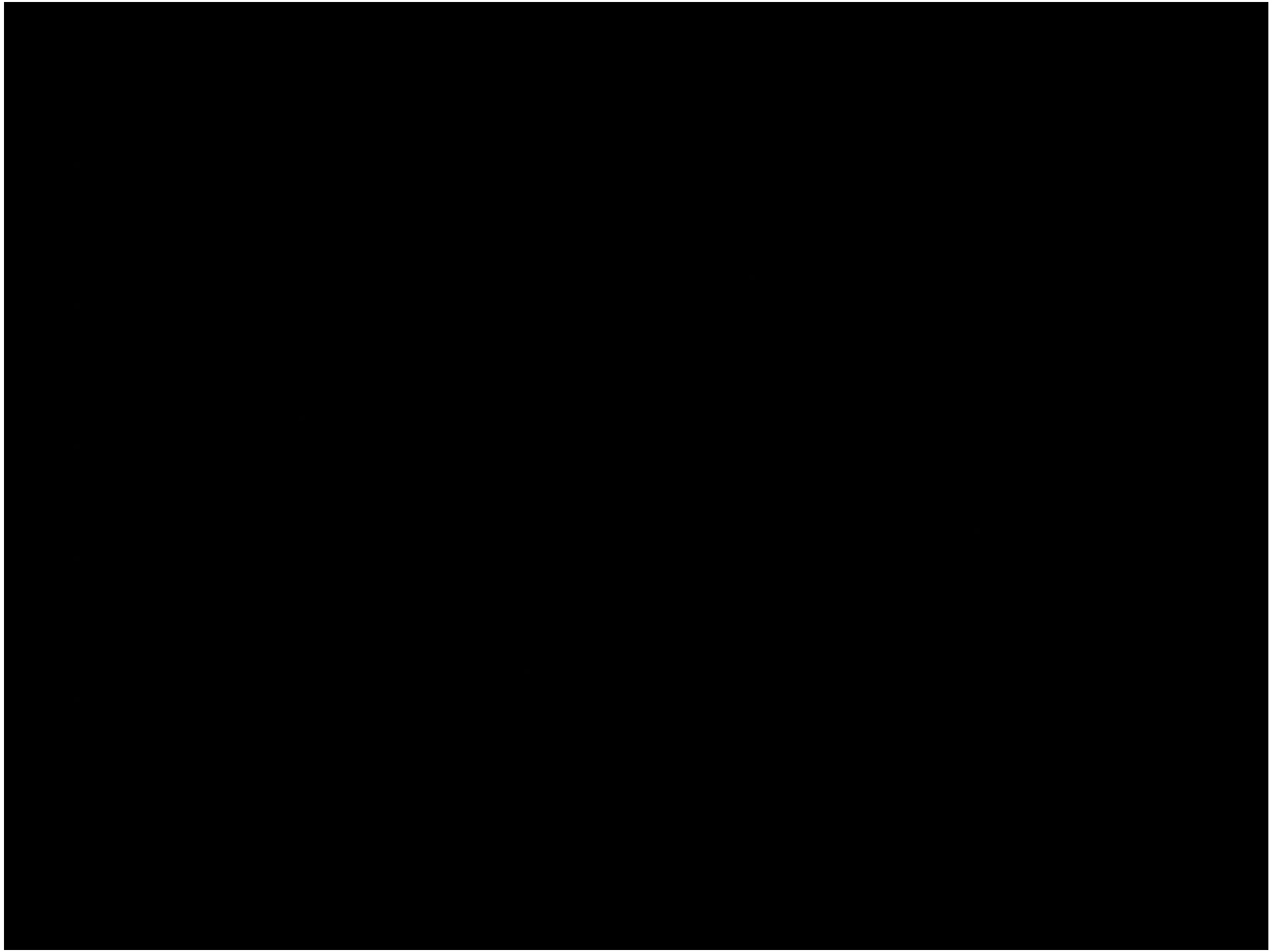
MONKIDO Aerial Outdoor Adventure Course

- MONKIDO's 'suspended' games are a fun and empowering aerial adventure starting from 7 years old.
- Move at your own pace through a series of surprising and progressively challenging games - between six and 60 feet (2-18m) above ground!
- Conquer obstacles such as tightropes, missing plank bridges, swinging logs; soar on ziplines; climb on cargo nets, ascend tree ladders, and much more!

MONKIDO - Monkey See Monkey Do.

Mt. SIMA



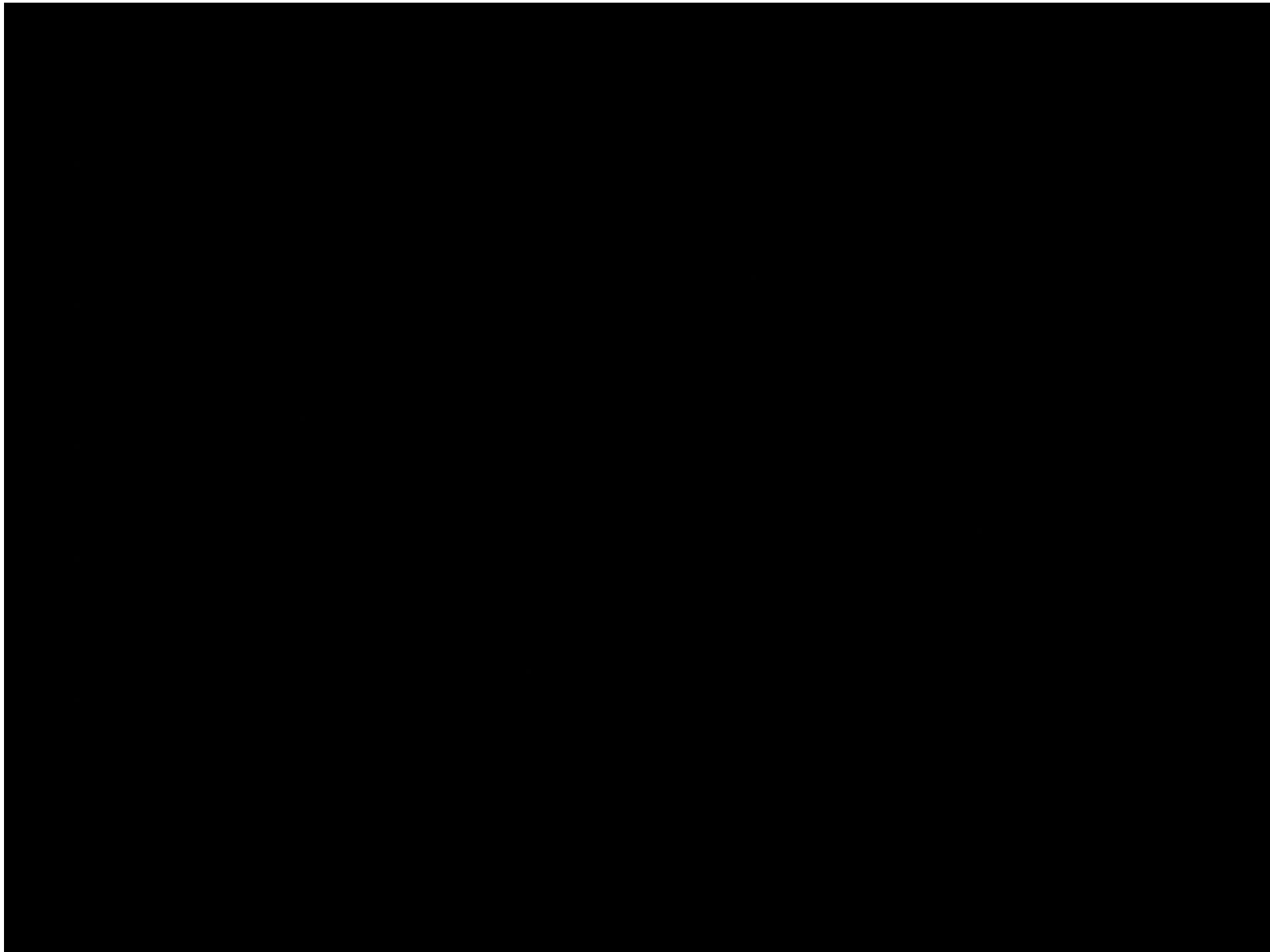


WildPlay Yukon

ZOOM Zipline

- 3 single zip lines – over 1km, total distance.
- Longest ZOOM Zipline in North America.
- Breathtaking beauty high above the Yukon River Valley.
- Reach speeds of up to 100 km/hr.





WildPlay Yukon

New Iconic Yukon Tourism Product!

- Primary Market Segments:

Retail

- Whitehorse Children and Parents
- Young Adults, 20-35

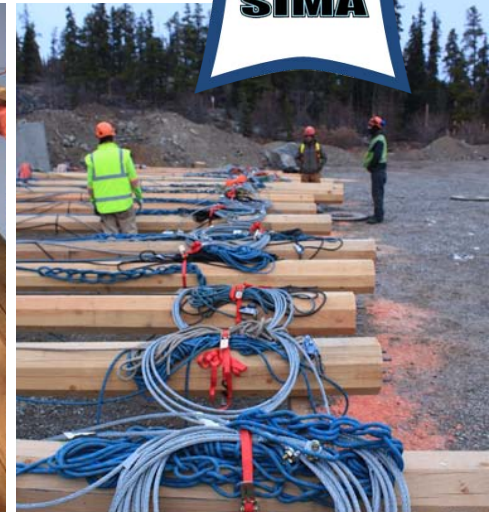
Groups

- Whitehorse City Recreation Programs
- School Programs
- Cadet Camps

Tourism

- Retail Tourists
- Commissionable Package Tours

WildPlay Yukon – opening summer, 2012



Mountain Biking & Alpine Hiking

Summer 2012

Downhill Mountain Biking at Mt. Sima



- Mountain bike specific hardware for new chairlift.
- Trails are in place and will continue to grow.
- Demand for these products have been strong from a variety of community and user-groups.



Year-Round Operations

An iconic year-round outdoor recreational facility

- Financial support from all levels of government along with community groups and corporate partners.
- Mt. Sima to become a self-sustaining operation with summer revenues offsetting winter losses.
- Corporate partnership opportunities are available at a variety of levels including a comprehensive sponsorship program.



Thank you



Craig Hougen

President, Great Northern Ski Society

Contact Mt. Sima to talk partnerships, tourism packaging opportunities or for more information.

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