

MEMORANDUM

TO: Board of Trustees

THROUGH: Indra Winqest
District General Manager

FROM: Mike Bandelin
Diamond Peak General Manager

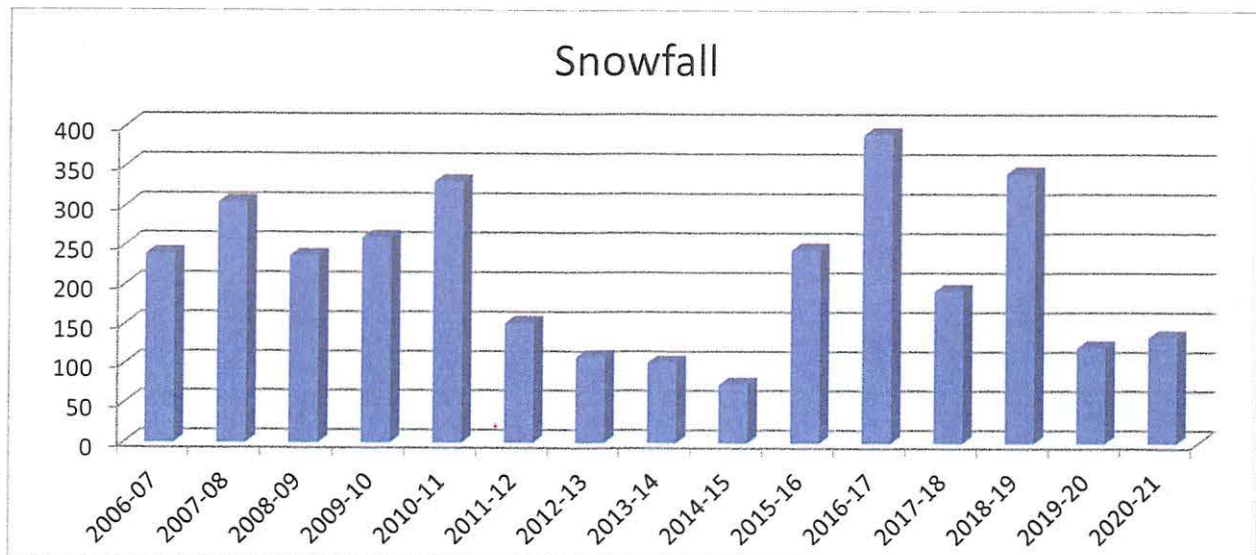
SUBJECT: Diamond Peak Ski Resort
End of Season Update 2020/2021

DATE: May 6, 2021

I. SKI VENUE 2020/2021 SUMMARY

Snowfall

The ski area opened for the season on December 4, 2020 with machine made snow on Crystal Ridge, Sunnyside, Ridge, Popular, Lodgepole and Schoolyard trails. Staff continued snowmaking efforts to open more terrain through the month of December and combined with additional natural snow staff reported 100% off the mountain open on January 28th as compared to December 28th the previous season. Snowfall at the ski area was well below the average amount for the season although the early season snowmaking efforts assisted in providing a well-established base and skiing product to our community and guests.



Operating Days

The ski area operated for 136 consecutive days throughout the season as compared to 100 days the previous season due to a closure of the ski area on March 15, 2020. This season was the second longest season in the last ten years, one day shorter than the 2015/2016 season that had 137 operating days. We have to go back to the 1994/1995 season to show the next longest season, which included 151 total operating days opening on November 24th and closing on April 23rd.



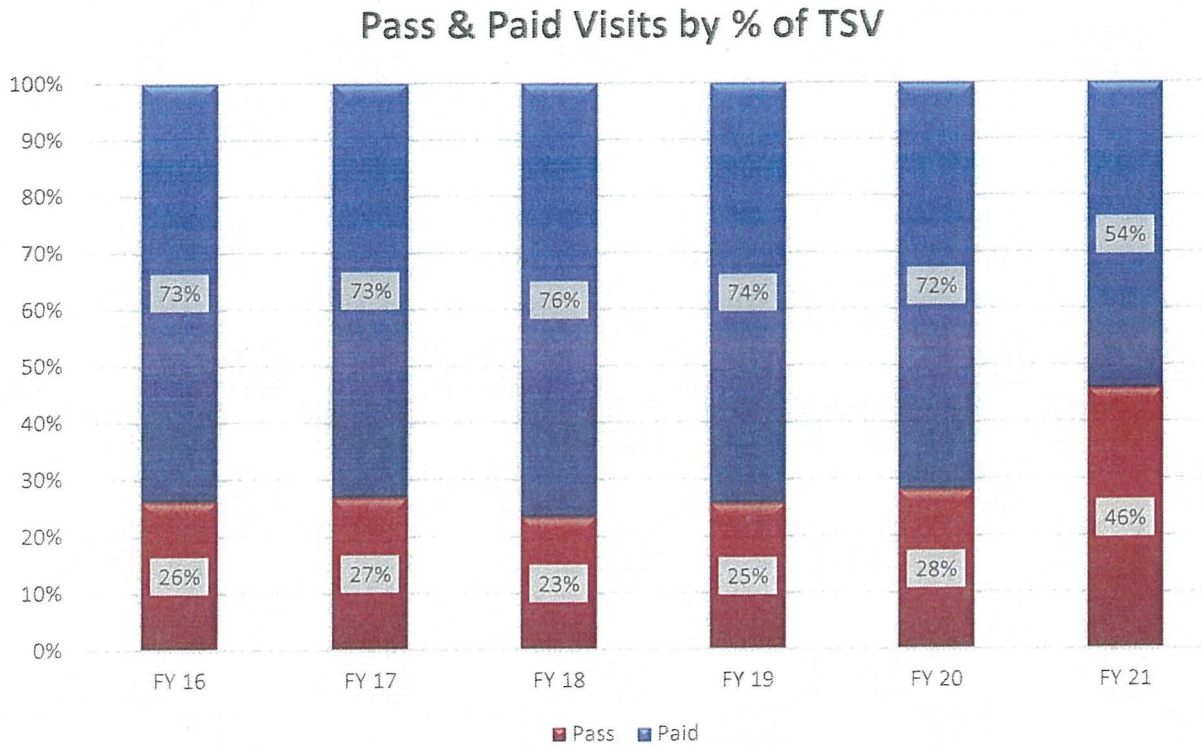
Visitation

Visitation for the season included 126,638 total skier visits, which is a 7% decrease from the 5-year average of recorded visits and 6% above the 10-year average. During this season, the ski venue saw an increase in pass visits from an average use of 25% to 46% of total visits being season pass holders.

FISCAL YEAR 2020/2021

VISITS BY MONTH	Paid	Pass	Pass %	Total	Budget	Variance	% Var
December	11,262	16,109	58%	27,547	25,311	2,236	9%
January	15,535	17,414	53%	33,088	26,367	6,721	25%
February	21,129	14,397	40%	35,623	29,051	6,572	23%
March	15,758	8,135	34%	23,974	22,264	1,710	8%
April	4,688	1,703	27%	6,406	7,007	(601)	-9%
Total	68,372	57,758	46%	126,638	110,000	16,638	15%

The chart indicates the total annual visit count including the top two highest recorded visit count years at the ski venue in 2015/2016 and 2020/2021.



Lessons and Equipment Rentals

Ski and Snowboard lessons provided compared to the annual total skier visit count was down comparatively to previous seasons. The chart below compares Diamond Peak total lessons to visits to other ski areas nationally by region. Ski and Snowboard equipment rentals were 15% below the previous season totals and 48% under the 5-year average of total rented units.

Lessons to Visits Ratio	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21
DP Adult Ski School	8.5%	7.9%	8.3%	8.9%	7.2%	5.6%
DP Child Ski Center	4.1%	4.0%	4.2%	4.6%	4.1%	2.0%
Overall	12.7%	11.8%	12.5%	13.6%	11.3%	7.6%
NSAA Comparisons						
Northeast	8%	8.0%	8.0%	7.5%	7.3%	
Southeast	11%	12.7%	12.2%	12.6%	11.5%	
Midwest	11%	11.2%	10.8%	10.4%	7.4%	
Rocky Mountains	7%	7.0%	7.3%	6.1%	6.0%	
Pacific Southwest	7%	6.1%	5.6%	6.3%	7.0%	
Pacific Northwest	7%	5.5%	5.6%	4.8%	6.3%	
Overall	8%	8%	8%	8%	8%	

Equipment Rentals	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21
Diamond Peak	50,306	47,581	38,719	38,382	24,372	20,712
NSAA Comparisons						
Northeast				17,595	19,411	
Southeast				46,978	34,819	
Midwest				21,084	19,670	
Rocky Mountains				39,254	27,842	
Pacific Southwest				32,826	31,144	
Pacific Northwest				14,769	13,720	
Overall				28,751	24,434	

II. FINANCIAL IMPACT AND BUDGET

Operating Expenses

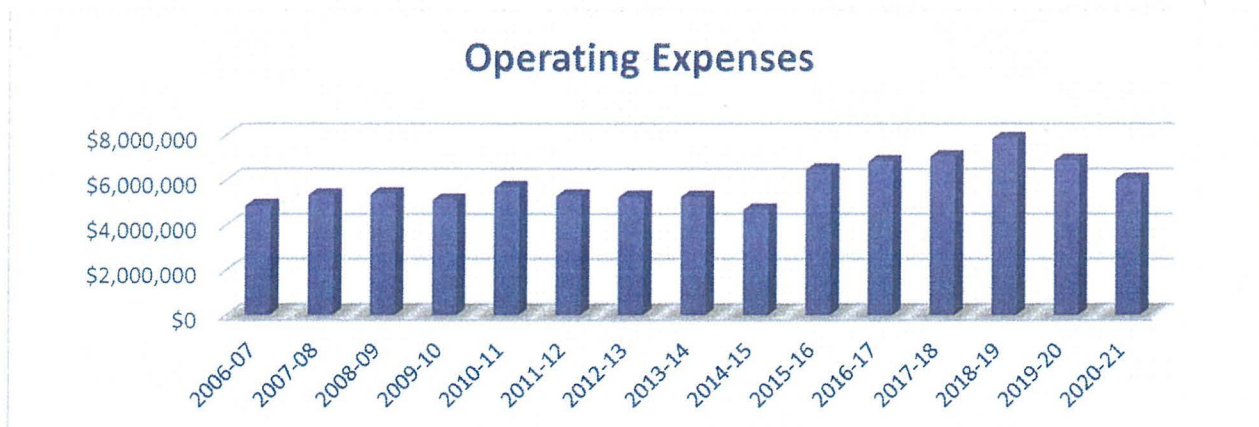
The expenses associated with operating the ski venue includes personnel salaries and wages, services and supplies, liability insurance, utilities, costs of goods sold and central services. Wages to maintain and operate the ski area typically make up nearly 52% of the total operating expense followed by services and supplies. The overall variance from actual to planned expenses were directly related to adapted changes in operations as staff adhered to state and county directives, guidelines and best practices for ski area operations during the operating season.

SKI OPERATING FUND RESULTS	FISCAL YEAR	FISCAL YEAR	FISCAL YEAR	FISCAL YEAR	FISCAL YEAR
2021 DEPARTMENTAL SUMMARY	2019/2020	2020/2021	2020/2021	VARIANCE	PERCENTAGE
	ACTUAL	BUDGET	ACTUAL	TO BUDGET	VARIANCE
OPERATING USES					
Salaries and Wages	2,771,784	3,135,849	2,498,710	637,139	20%
Employee Fringe	870,179	1,050,665	781,981	268,683	26%
Total Personnel Cost	3,641,963	4,186,514	3,280,691	905,822	22%
Professional Services	69,873	23,700	17,167	6,533	28%
Services and Supplies	1,901,995	2,058,216	1,335,517	722,699	35%
Insurance	206,899	212,700	195,881	16,819	8%
Utilities	511,366	627,070	507,170	119,900	19%
Cost of Goods Sold	363,567	529,100	309,746	219,354	41%
Central Services Cost	388,100	438,043	438,043	0	0%
TOTAL OPERATING USES	7,083,764	8,075,342	6,084,214	1,991,128	25%

Overall chart of salaries and wages expensed by fiscal year.



Overall total fiscal year operating expenses including the expense per visit.





Operating Revenue

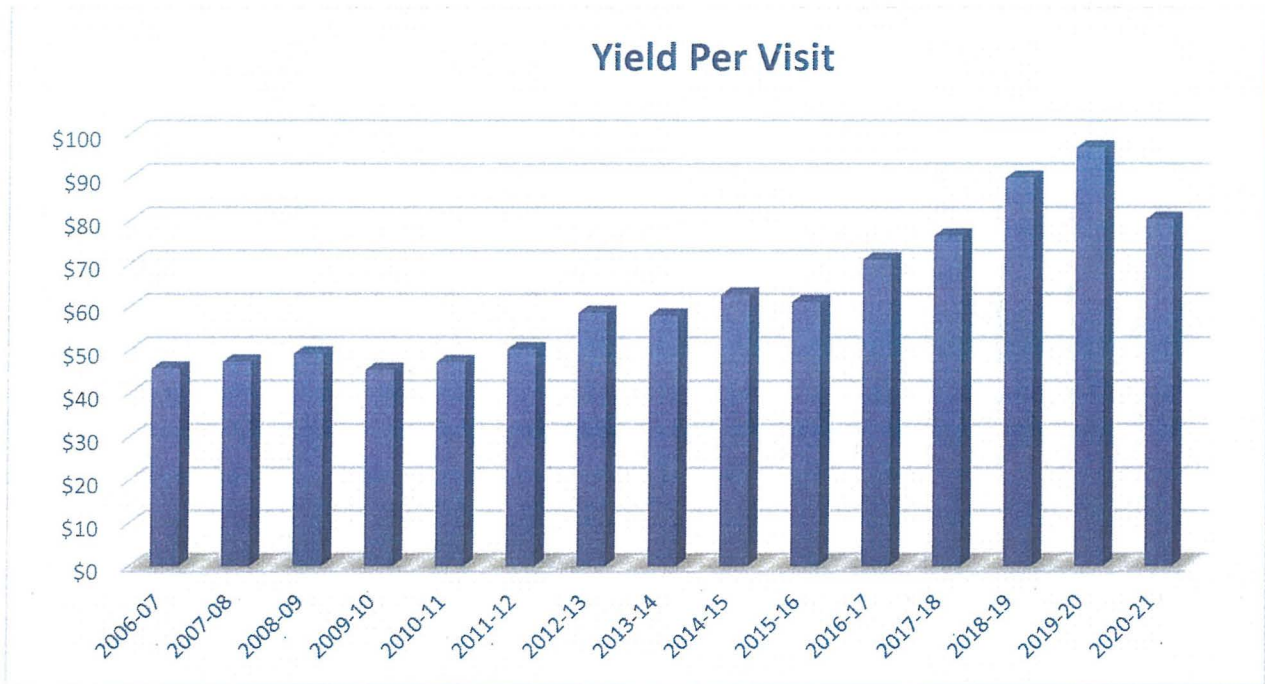
Preliminary operating revenue funds are significantly down as compared to the planned amount for the fiscal year. Nearly all funds finished the season below the planned target with the exception of lift tickets and season pass revenue. The Child Ski Center lesson revenue is lower by 59% of targeted amount for the season and Ski and Ride Center adult lessons are 7% below projected operating revenue. Food and Beverage operations at Snowflake lodge was 7% below the projected revenue while Main Lodge operations were 47% below the year to date revenue projections.

Although fiscal year revenues were below the planned amount, overall operating margins were consistent with budgeted or planned margins, mainly due to following the season operating plan of procedures, directives and guidelines which resulted in fewer personnel hours worked, a decrease in the amount of service and supplies needed including the cost of goods sold.

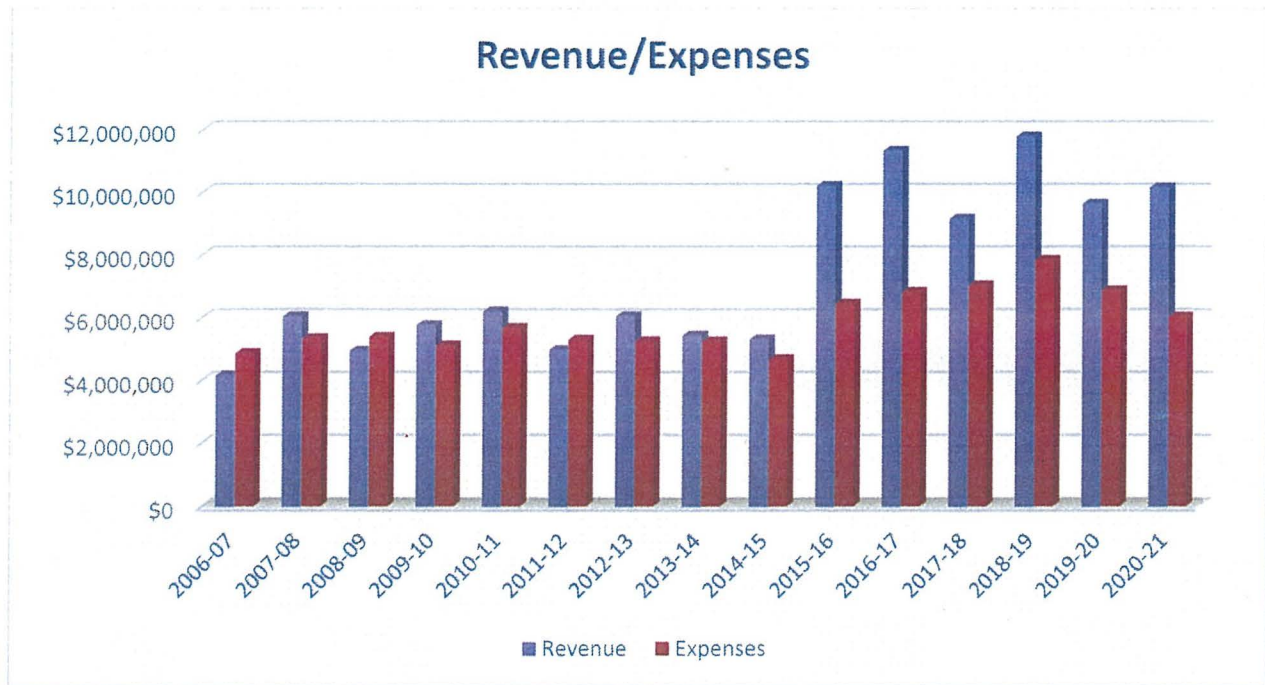
SKI OPERATING FUND RESULTS	FISCAL YEAR	FISCAL YEAR	FISCAL YEAR	FISCAL YEAR	FISCAL YEAR
2021 DEPARTMENTAL SUMMARY	2019/2020	2020/2021	2020/2021	VARIANCE	PERCENTAGE
	ACTUAL	BUDGET	ACTUAL	TO BUDGET	VARIANCE
OPERATING SOURCES					
Tickets and Season Passes	\$ 5,665,074	\$ 5,259,900	\$ 6,794,689	\$ 1,534,789	29%
Food and Beverage Main Lodge	882,141	1,290,400	689,452	-600,948	-47%
Food and Beverage Snowflake Lodge	351,445	400,500	373,902	-26,598	-7%
Ski and Ride Center	819,205	827,100	785,906	-41,194	-5%
Child Ski Center	746,704	926,258	381,993	-544,265	-59%
Equipment Rentals	1,076,310	1,134,500	959,428	-175,072	-15%
Hyatt	269,967	348,077	179,880	-168,197	-48%
TOTAL OPERATING SOURCES	9,810,846	10,186,735	10,165,250	-21,485	0%
OPERATING PROFIT MARGIN					
Food and Beverage Main Lodge	21%	24%	14%		-10%
Food and Beverage Snowflake Lodge	33%	33%	39%		6%
Ski and Ride Center	67%	56%	68%		12%
Child Ski Center	52%	54%	48%		-6%
Equipment Rentals	79%	75%	82%		7%
Hyatt	70%	69%	62%		-6%
OVERALL AVERAGE	54%	52%	52%		0%

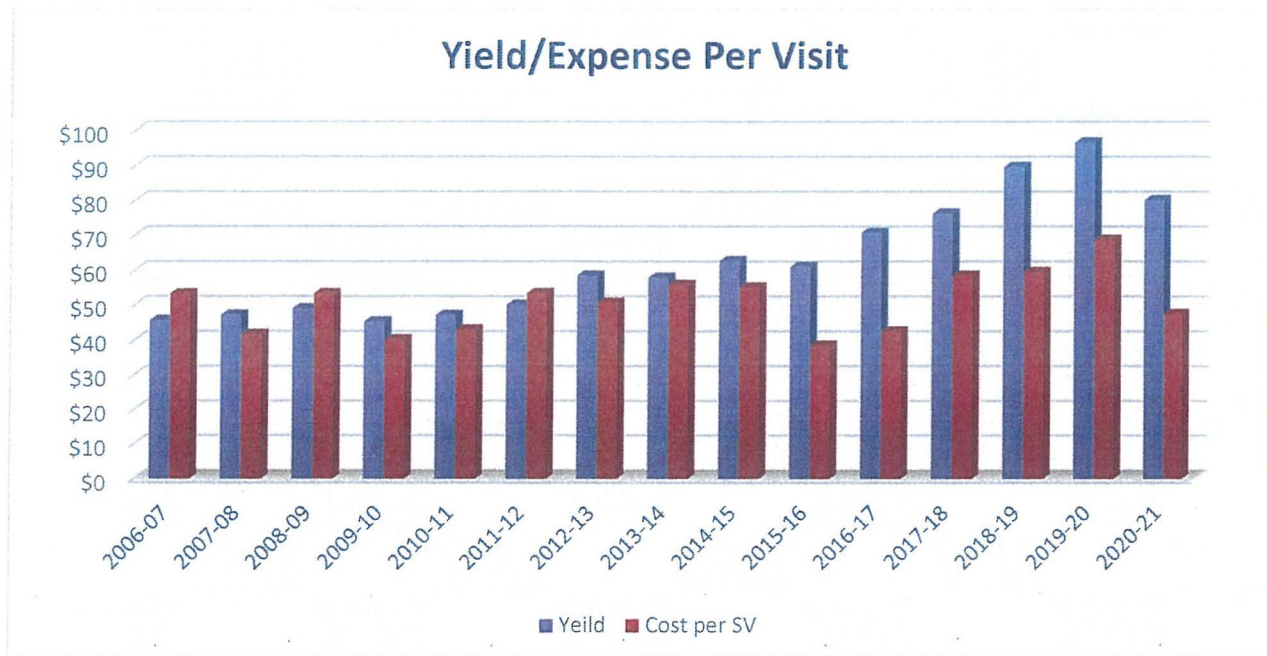
Overall year over year revenue and preliminary revenue for 2020/2021.





Preliminary operating fund comparisons including revenue, expenses and dollar per total visits.





The chart below provides the ski venue key economic indicators including preliminary actual revenue and expenses as compared to the 2019/2020 actuals and to current fiscal year budgeted revenue and expenses.

Diamond Peak Key Economic Indicators				
Indicator/Metric	Actuals FY 2019/20	Current Budget FY 2020/21	Preliminary Actuals FY 2021/22	Variance
Ski Area Characteristics				
Season Length (days)	100	123	137	14
Skiable Terrain (acres)	655	655	655	0
Skier Visits	99,424	110,000	126,621	16,621
VTF/Hr (000)	6,114	6,114	6,114	0
Ski Area Economic Characteristics				
Adult Weekend Ticket Price	\$104.00	\$104.00	\$124.00	\$20.00
Adult Season Pass Price	\$479.00	\$489.00	\$489.00	\$0.00
Child Season Pass Price	\$199.00	\$209.00	\$209.00	\$0.00
Summary Financial Data				
Profit (Loss)	\$1,089,048	\$471,435	\$2,462,450	\$1,991,015
Operating Profit Margin	13.3%	5.5%	28.8%	\$0
Profit (Loss) / Skier Visit	\$10.95	\$4.29	\$19.45	\$15
Revenue Sources & Analysis				
Ticket Sales (including season passes)	\$5,665,074	\$5,259,900	\$6,788,642	\$1,528,742
Lessons	\$1,565,908	\$1,753,358	\$1,167,893	-\$585,465
Food & Beverage	\$1,233,585	\$1,690,900	\$1,063,353	-\$627,547
Equipment Rentals	\$1,076,309	\$1,134,500	\$959,583	-\$174,917
Retail-Hyatt	\$269,967	\$348,077	\$179,880	-\$168,197
Facility Fee	-\$1,638,033	-\$1,640,400	-\$1,612,687	\$27,713
Total Revenue	\$8,172,810	\$8,546,335	\$8,546,664	\$329
Total Rev / Skier Visit	\$82.20	\$77.69	\$67.50	-\$10.20
Ticket Rev / Skier Visit	\$56.98	\$47.82	\$53.61	\$5.80
Ticket Yield*	54.8%	46.0%	\$0.43	-\$0.03
Lesson Rev / Skier Visit	\$15.75	\$15.94	\$9.22	-\$6.72
Food & Beverage / Skier Visit	\$12.41	\$15.37	\$8.40	-\$6.97
Rentals / Skier Visit	\$10.83	\$10.31	\$7.58	-\$2.74
Retail / Skier Visit	\$2.72	\$3.16	\$1.42	-\$1.74
Ticket Rev / Total Rev	69.3%	61.5%	79.4%	\$0.18
Lesson Rev / Total Rev	19.2%	20.5%	13.7%	-\$0.07
Food & Beverage Rev / Total Rev	15.1%	19.8%	12.4%	-\$0.07
Rental Rev / Total Rev	13.2%	13.3%	11.2%	-\$0.02
Retail Rev / Total Rev	3.3%	4.1%	2.1%	-\$0.02
Expenses & Analysis				
Cost of Goods Sold	\$363,566	\$529,100	\$309,746	-\$219,354
Direct labor + Taxes	\$3,641,963	\$4,186,514	\$3,280,691	-\$905,823
Other Operating Expenses	\$3,078,233	\$3,359,286	\$2,493,777	-\$865,509
Total Operating Expenses	\$7,083,762	\$8,074,900	\$6,084,214	-\$1,990,686
Total Expenses / Skier Visit	\$71.25	\$73.41	\$48.05	-\$25.36
Cost of Goods Sold / Skier Visit	\$3.66	\$4.81	\$2.45	-\$2.36
Direct labor / Skier Visit	\$36.63	\$38.06	\$25.91	-\$12.15
Cost of Goods Sold / Total Expenses	5.1%	6.6%	5.1%	-1%
Direct labor / Total Expenses	51.4%	51.8%	53.9%	2%

III. OVERALL

The ski area venue operated for 136 consecutive days from December 4 2020 to April 18 2021. Annual snowfall was well below to average for the area. Total skier visit count for the season was 126,638. Preliminary operating funded expenses are 25% below the budgeted and planned amount year to date. Revenues from sale of lift tickets and season passes exceeded planned projections while other revenue generating sources including food and beverage, ski lessons and equipment rentals were well below the projections for the season. The ski schools combined taught 9,767 lessons to our guests while staff provided 20,712 ski and snowboard equipment rentals throughout the season.

Within Mountain Operations, snowmaking operations began in late October and continued for a total 53 days equating to 702 operating hours. Snow grooming equipment hours for the season totaled 5,005 including 5 grooming machines using 23,494 gallons of fuel while grooming 33,641 acres of trails and grooming 15,970 miles. The ski lifts operated for a season total run time of 5,004 hours as compared to 3,597 the previous season. Food and Beverage guest checks for the season totaled 52,204 where as in the previous season the total include 62,161 guest checks.



Report for 2020/21 DP In-Season Customer Survey

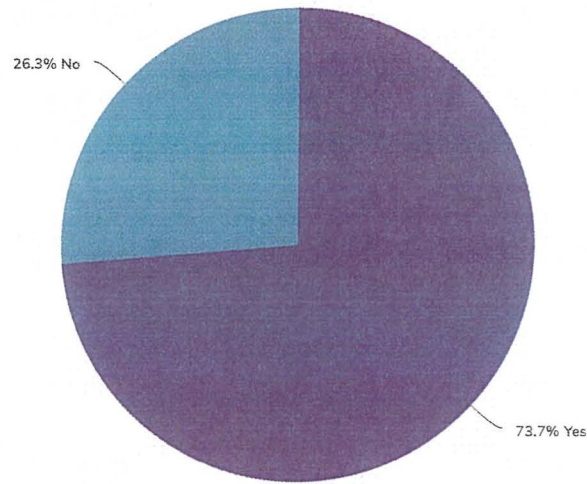
Response Counts

Completion Rate:	93.9%		
	Complete		1,670
	Partial		108
			Totals: 1,778

1. On a scale of 0 to 10 where 0 is not at all likely and 10 is highly likely, how likely would you be to recommend Diamond Peak to your friends and family?

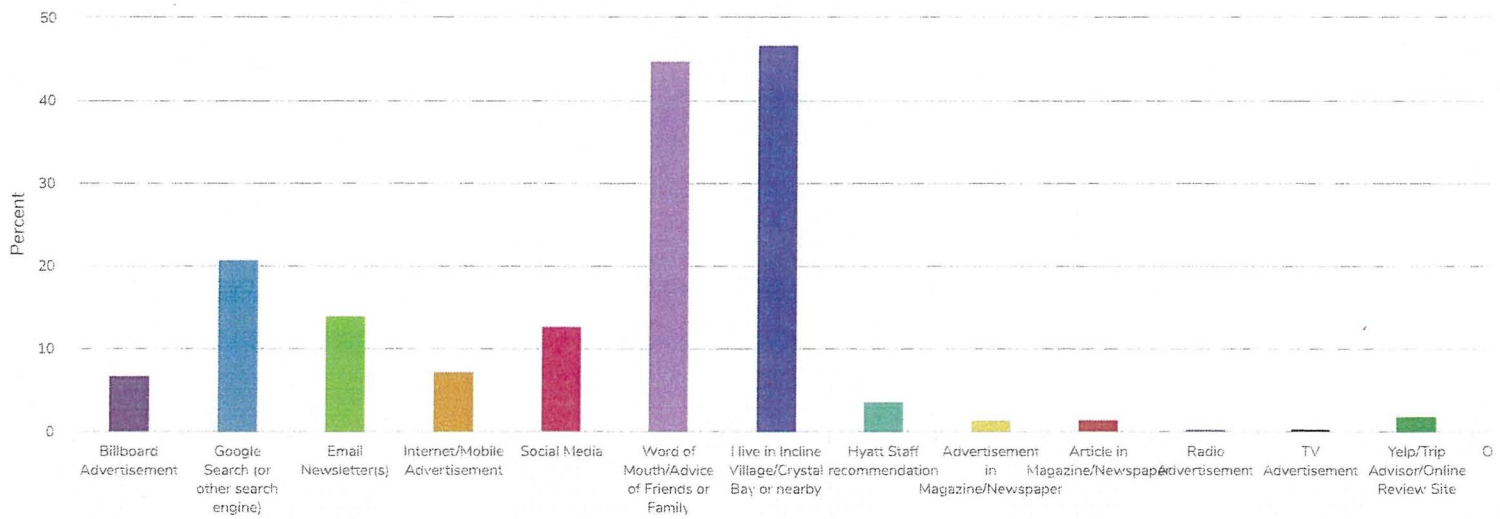
NPS® Score:	67.3		
	Promoters	74.6%	1,326
	Passives	18.1%	321
	Detractors	7.3%	130
			Totals: 1,777

3. Before this visit, had you ever been to Diamond Peak before?



Value	Percent	Responses
Yes	73.7%	1,306
No	26.3%	465
		Totals: 1,771

4. Please let us know ALL of the ways you have learned about Diamond Peak



Value	Percent	Responses
Billboard Advertisement	6.7%	117
Google Search (or other search engine)	20.8%	365
Email Newsletter(s)	14.0%	245
Internet/Mobile Advertisement	7.3%	127
Social Media	12.7%	223
Word of Mouth/Advice of Friends or Family	44.8%	784
I live in Incline Village/Crystal Bay or nearby	46.7%	817
Hyatt Staff recommendation	3.7%	65
Advertisement in Magazine/Newspaper	1.5%	26
Article in Magazine/Newspaper	1.5%	27

Value	Percent	Responses
Radio Advertisement	0.4%	7
TV Advertisement	0.4%	7
Yelp/Trip Advisor/Online Review Site	1.9%	34
<u>Other - Write In (click to view)</u>	13.6%	238

5. On a scale of 0 to 10, how likely are you to return to Diamond Peak this season or next?

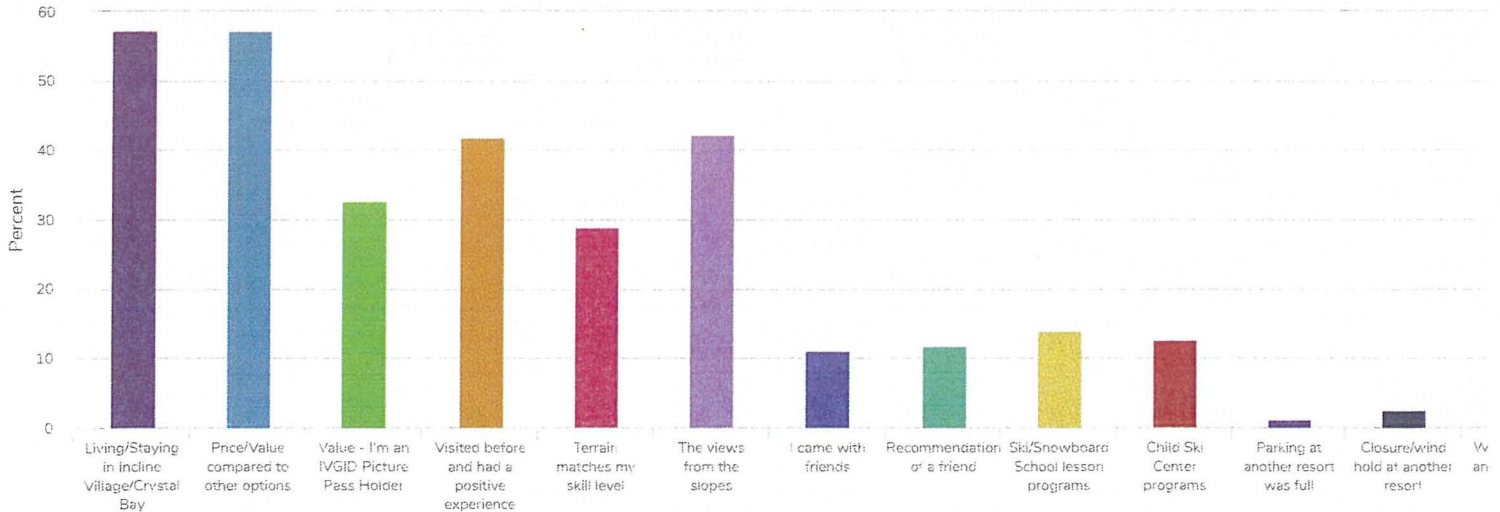
NPS® Score: 75.6

Promoters	82.4%	1,457
Passives	10.7%	190
Detractors	6.8%	121
		Totals: 1,768

6. On a scale of 0 to 10, how likely are you to return to Diamond Peak this season or next? - comments



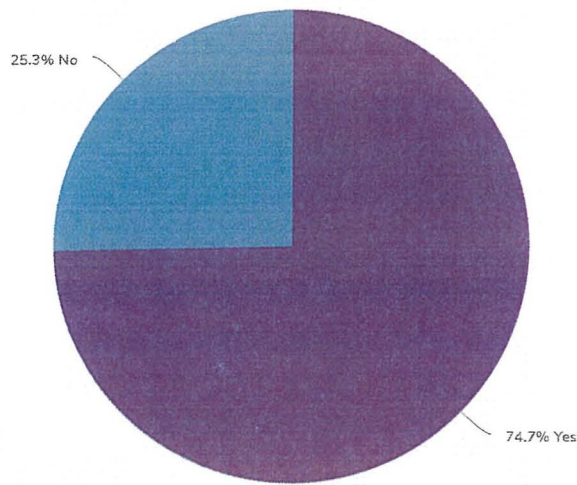
7. What made you choose Diamond Peak over the other ski resorts in the Lake Tahoe region? (choose all that apply)



Value	Percent	Responses
Living/Staying in Incline Village/Crystal Bay	57.3%	1,008

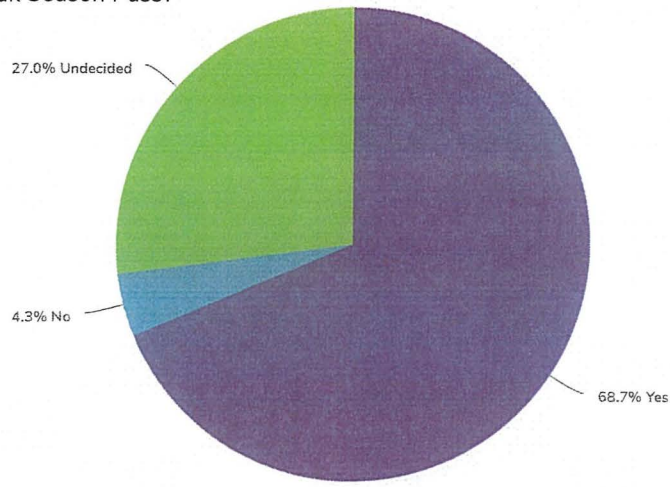
Value	Percent	Responses
Price/Value compared to other options	57.3%	1,009
Value - I'm an IVGID Picture Pass Holder	32.8%	578
Visited before and had a positive experience	41.9%	737
Terrain matches my skill level	28.9%	509
The views from the slopes	42.2%	743
I came with friends	11.1%	195
Recommendation of a friend	11.9%	209
Ski/Snowboard School lesson programs	14.0%	246
Child Ski Center programs	12.6%	222
Parking at another resort was full	1.1%	19
Closure/wind hold at another resort	2.6%	45
Wanted to try another resort	5.0%	88

8. Are you a current Diamond Peak Season Passholder?



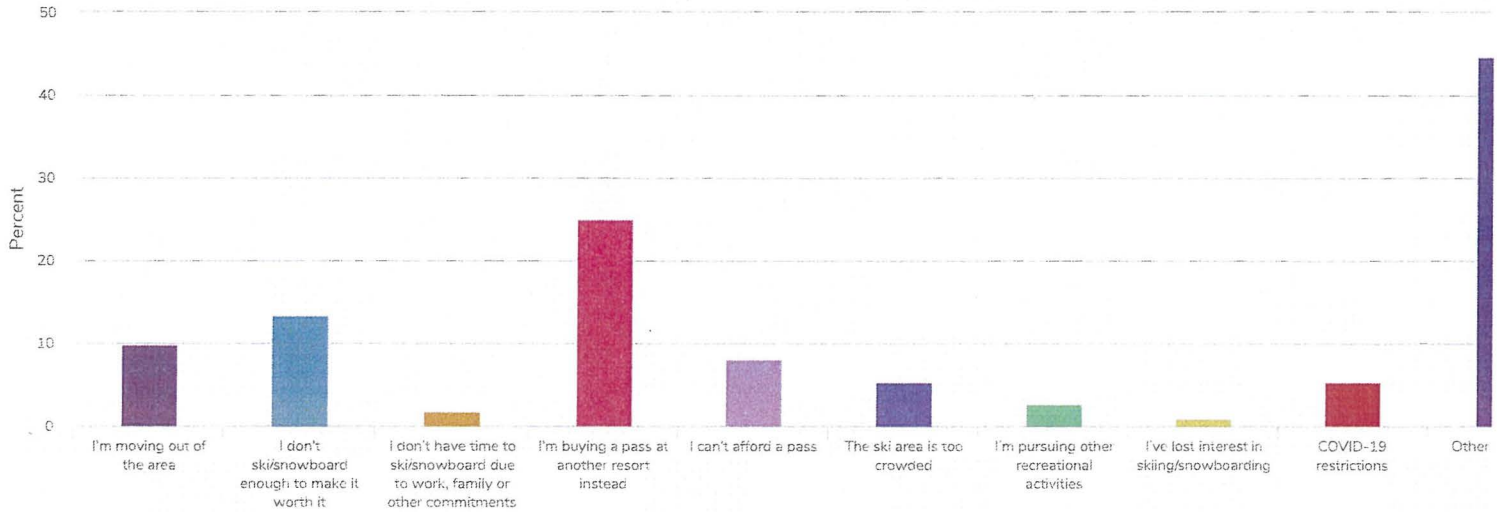
Value	Percent	Responses
Yes	74.7%	1,323
No	25.3%	447
		Totals: 1,770

9. Do you plan to renew your Diamond Peak Season Pass?



Value	Percent	Responses
Yes	68.7%	270
No	4.3%	17
Undecided	27.0%	106
		Totals: 393

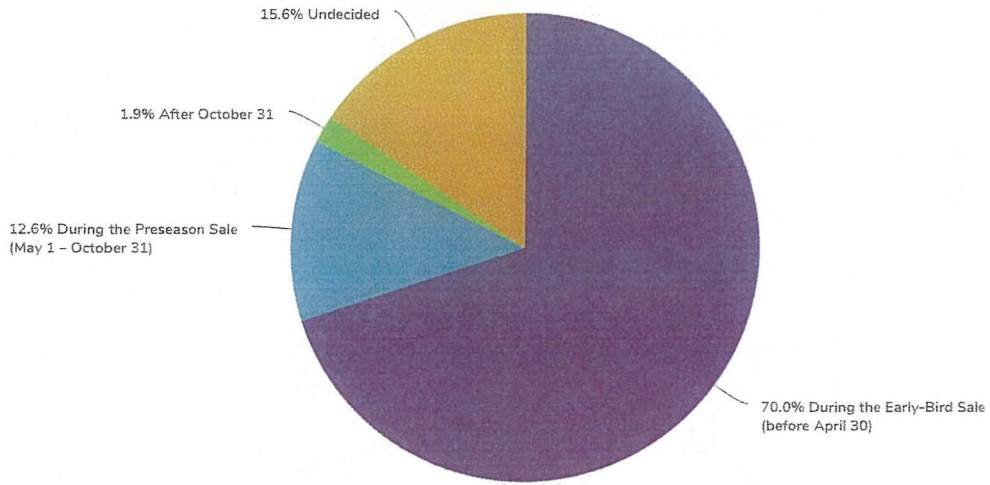
10. If you are not going to renew your Diamond Peak Season Pass or are undecided, please tell us why. Select all that apply:



Value	Percent	Responses
I'm moving out of the area	9.8%	11
I don't ski/snowboard enough to make it worth it	13.4%	15
I don't have time to ski/snowboard due to work, family or other commitments	1.8%	2
I'm buying a pass at another resort instead	25.0%	28
I can't afford a pass	8.0%	9
The ski area is too crowded	5.4%	6
I'm pursuing other recreational activities	2.7%	3
I've lost interest in skiing/snowboarding	0.9%	1
COVID-19 restrictions	5.4%	6

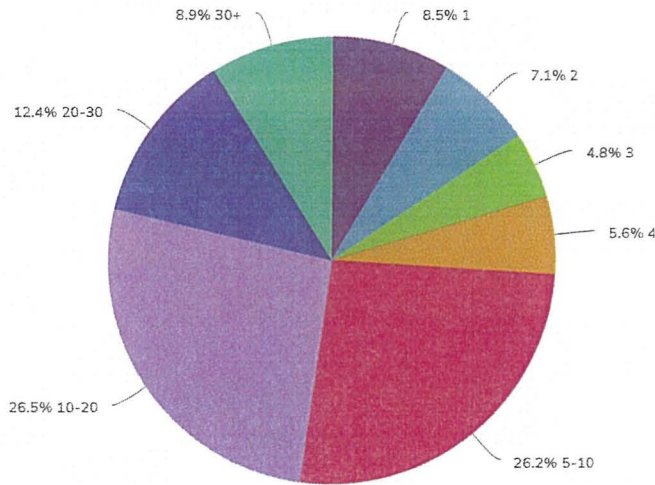
Value	Percent	Responses
Other - Write In (click to view)	44.6%	50

11. When do you plan to renew your Diamond Peak Season Pass?



Value	Percent	Responses
During the Early-Bird Sale (before April 30)	70.0%	189
During the Preseason Sale (May 1 - October 31)	12.6%	34
After October 31	1.9%	5
Undecided	15.6%	42
		Totals: 270

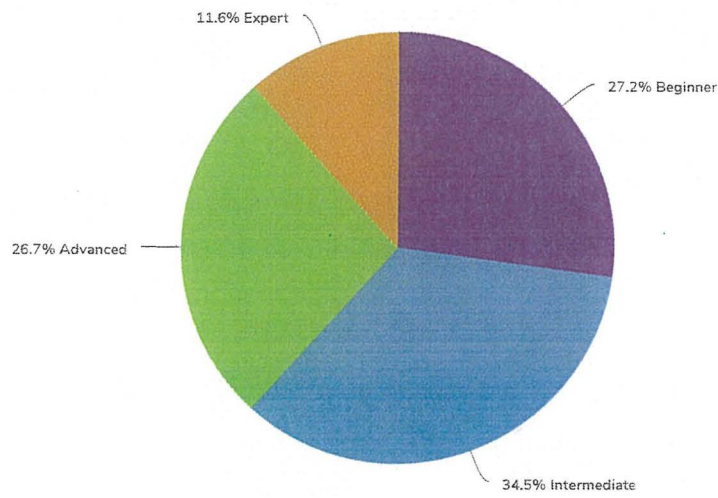
12. How many days do you anticipate skiing/snowboarding at Diamond Peak this season?



Value	Percent	Responses
1	8.5%	149
2	7.1%	125

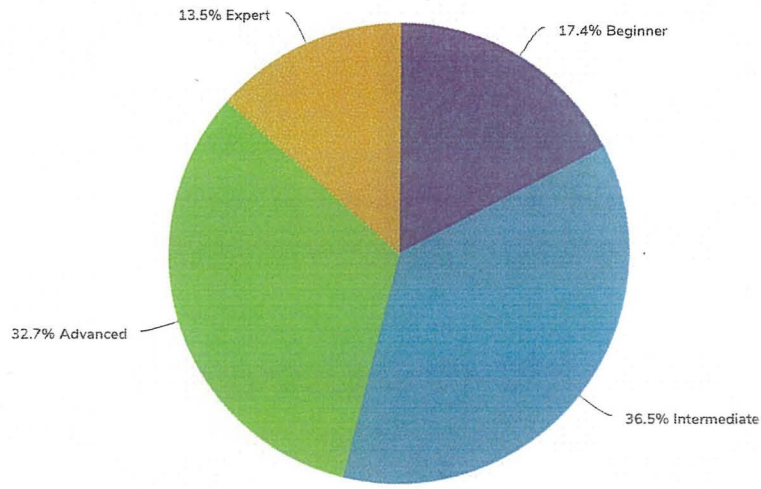
Value	Percent	Responses
3	4.8%	85
4	5.6%	98
5-10	26.2%	461
10-20	26.5%	466
20-30	12.4%	219
30+	8.9%	157
		Totals: 1,760

13. What was your ability level before this season?



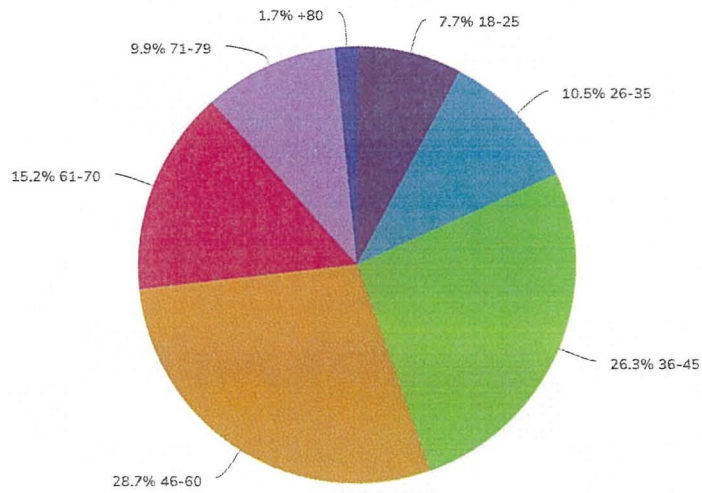
Value	Percent	Responses
Beginner	27.2%	226
Intermediate	34.5%	287
Advanced	26.7%	222
Expert	11.6%	96
		Totals: 831

14. What is your ability level now?



Value	Percent	Responses
Beginner	17.4%	307
Intermediate	36.5%	644
Advanced	32.7%	577
Expert	13.5%	238
		Totals: 1,766

15. What is your age?



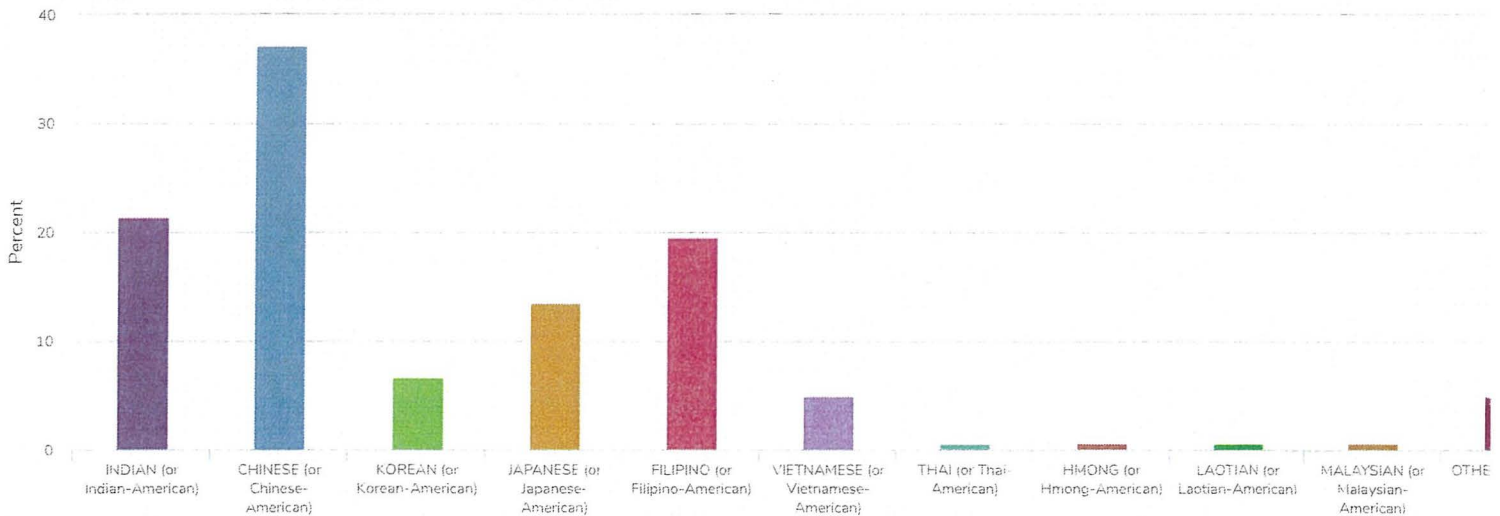
Value	Percent	Responses
18-25	7.7%	133
26-35	10.5%	182
36-45	26.3%	456
46-60	28.7%	498
61-70	15.2%	264
71-79	9.9%	171
+80	1.7%	30

16. Which categories best describe you? (select all that apply, you may select more than one)



Value	Percent	Responses
WHITE (e.g. German, Irish, English, Italian, Polish, French, etc.)	74.6%	1,295
HISPANIC, LATINO or SPANISH ORIGIN (e.g. Mexican or Mexican American, Puerto Rican, Cuban, Salvadorian, Colombian, etc.)	6.1%	106
BLACK or AFRICAN AMERICAN (e.g. African American, Jamaican, Haitian, Nigerian, Ethiopian, etc.)	1.7%	30
ASIAN (e.g. Chinese, Filipino, Korean, Vietnamese, Japanese, etc.)	7.6%	132
SOUTH ASIAN (e.g. Indian, Pakistani, Bangladeshi, etc.)	2.1%	37
MIDDLE EASTERN or NORTH AFRICAN (e.g. Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian, etc.)	0.9%	16
NATIVE HAWAIIAN or OTHER PACIFIC ISLANDER (e.g. Native Hawaiian, Samoan, Chamorro, Tongan, etc.)	0.3%	6
AMERICAN INDIAN or ALASKA NATIVE (e.g. Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Nome Eskimo Community, etc.)	0.9%	15
OTHER RACE, ETHNICITY, OR ORIGIN - Write In (click to view)	1.9%	33
PREFER NOT TO RESPOND	9.6%	167

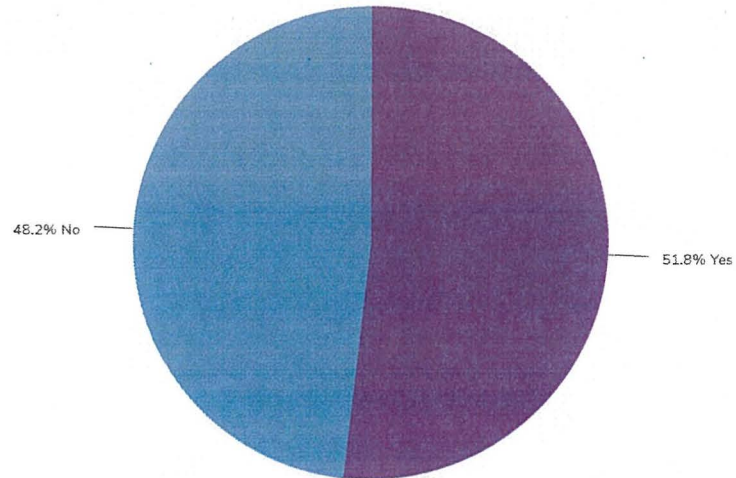
17. More specifically, which category best describes you? (select all that apply)



Value	Percent	Responses
INDIAN (or Indian-American)	21.3%	35

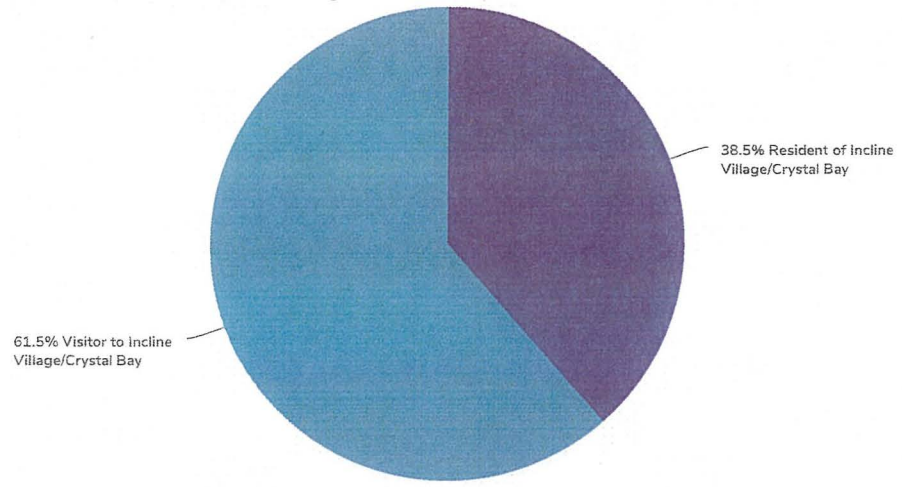
Value	Percent	Responses
CHINESE (or Chinese-American)	37.2%	61
KOREAN (or Korean-American)	6.7%	11
JAPANESE (or Japanese-American)	13.4%	22
FILIPINO (or Filipino-American)	19.5%	32
VIETNAMESE (or Vietnamese-American)	4.9%	8
THAI (or Thai-American)	0.6%	1
HMONG (or Hmong-American)	0.6%	1
LAOTIAN (or Laotian-American)	0.6%	1
MALAYSIAN (or Malaysian-American)	0.6%	1
<u>OTHER - Write In (click to view)</u>	4.9%	8

18. Did you bring children under 18 to ski/snowboard with you?



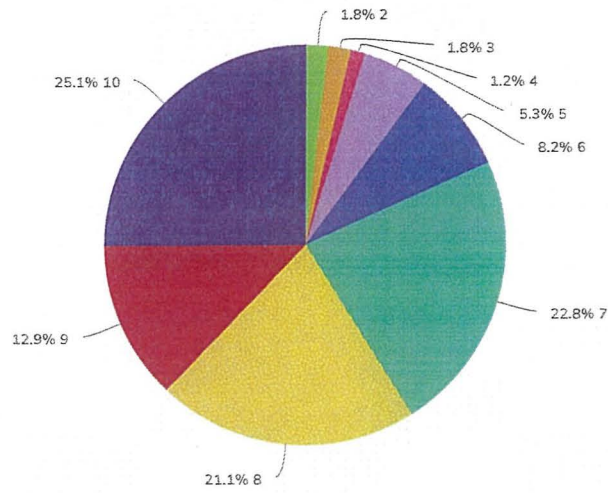
Value	Percent	Responses
Yes	51.8%	915
No	48.2%	850
		Totals: 1,765

19. Do you live in Incline Village/Crystal Bay or were you visiting?



Value	Percent	Responses
Resident of Incline Village/Crystal Bay	38.5%	668
Visitor to Incline Village/Crystal Bay	61.5%	1,065
		Totals: 1,733

20. Please rate the quality of the food at the Upper Deck Snack Bar (10 = best)

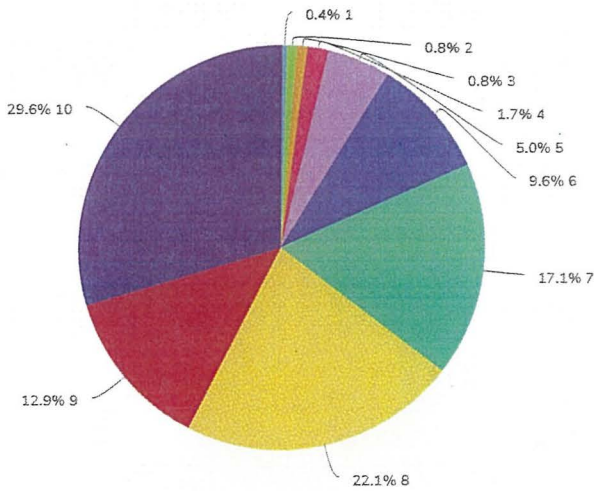


Value	Percent	Responses
2	1.8%	3
3	1.8%	3
4	1.2%	2
5	5.3%	9
6	8.2%	14
7	22.8%	39
8	21.1%	36
9	12.9%	22
10	25.1%	43

21. Please rate the quality of the food at the Upper Deck Snack Bar (10 = best) - comments



22. Please rate the quality of the food at Wild Bill's @ Snowflake Lodge - outside (10 = best)



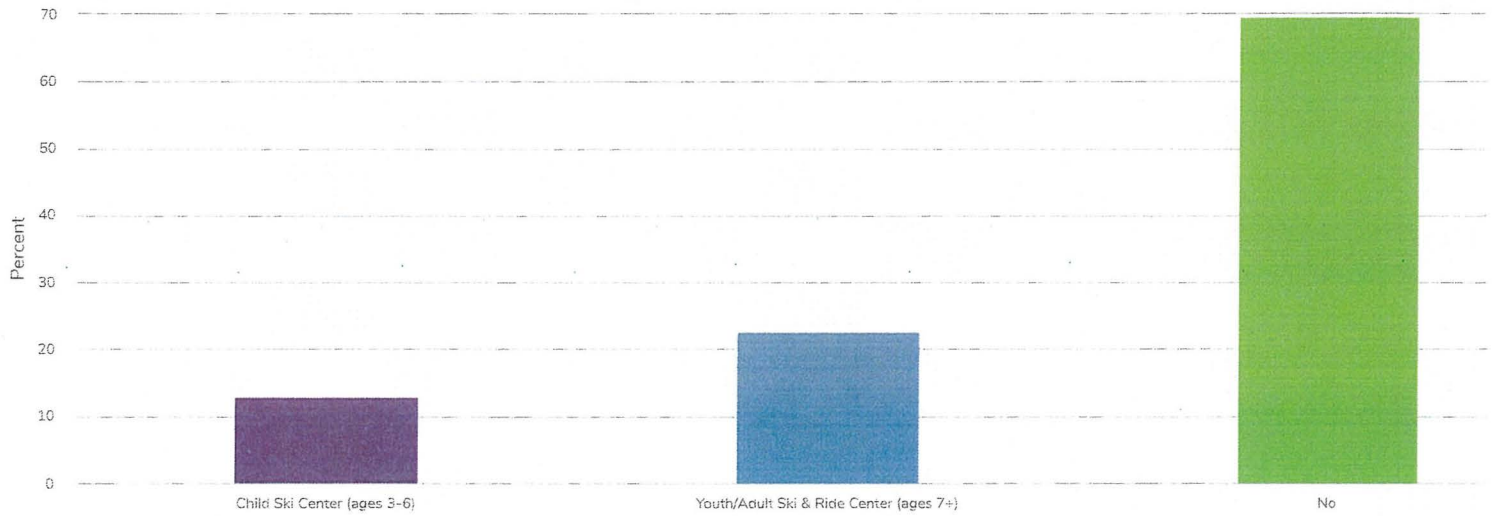
Value	Percent	Responses
1	0.4%	1
2	0.8%	2
3	0.8%	2
4	1.7%	4
5	5.0%	12
6	9.6%	23
7	17.1%	41
8	22.1%	53
9	12.9%	31
10	29.6%	71

Totals: 240

23. Please rate the quality of the food at Wild Bill's @ Snowflake Lodge - outside (10 = best) - comments

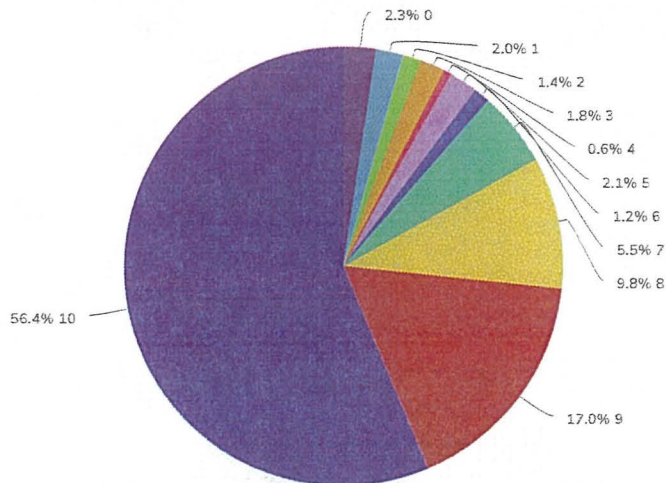
sandwich service
 tip hot lodge staff beer burger pork
 ribs snowflake delicious dryburgers
 options friendly long
 pulled love chili food day dog
 great good

24. Did anyone in your party take a lesson?



Value	Percent	Responses
Child Ski Center (ages 3-6)	12.9%	219
Youth/Adult Ski & Ride Center (ages 7+)	22.6%	383
No	69.6%	1,180

25. Please rate your ski or snowboard instructor on a 0 to 10 scale (10 = best)

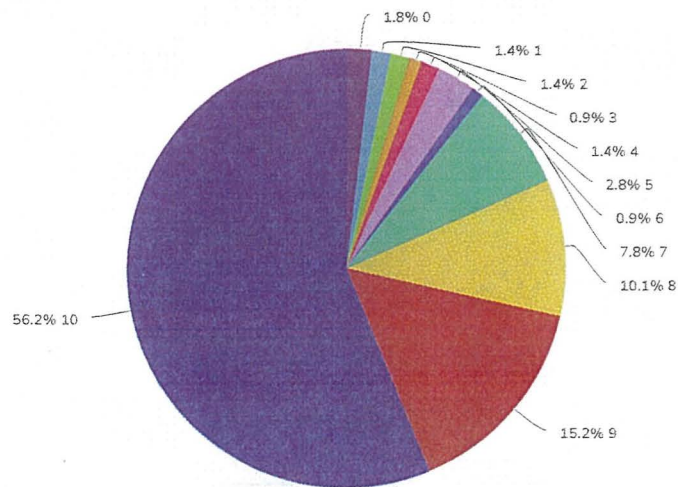


Value	Percent	Responses
0	2.3%	12
1	2.0%	10
2	1.4%	7
3	1.8%	9
4	0.6%	3
5	2.1%	11
6	1.2%	6
7	5.5%	28
8	9.8%	50
9	17.0%	87
10	56.4%	289
		Totals: 512

26. Please rate your ski or snowboard instructor on a 0 to 10 scale (10 = best) - comments



27. Please rate your Child Ski Center experience on a 0 to 10 scale (10 = best)

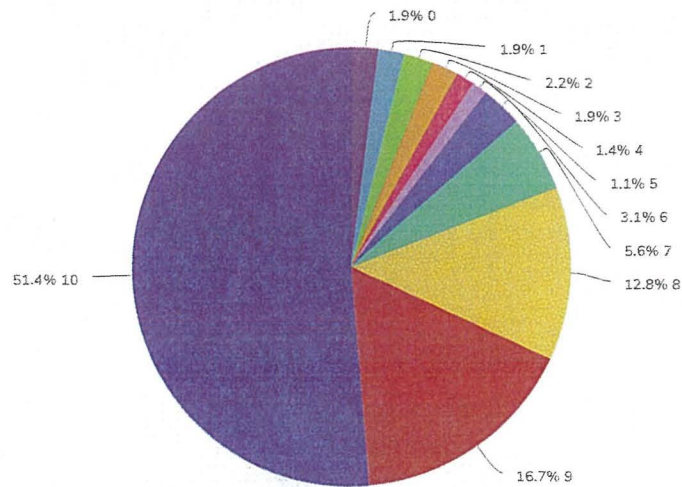


Value	Percent	Responses
0	1.8%	4
1	1.4%	3
2	1.4%	3
3	0.9%	2
4	1.4%	3
5	2.8%	6
6	0.9%	2
7	7.8%	17
8	10.1%	22
9	15.2%	33
10	56.2%	122
		Totals: 217

28. Please rate your Child Ski Center experience on a 0 to 10 scale (10 = best) - comments

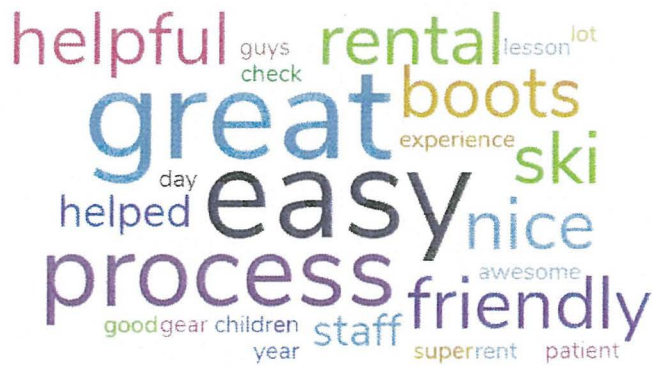


29. Please rate your Ski & Ride Center experience on a 0 to 10 scale (10 = best)

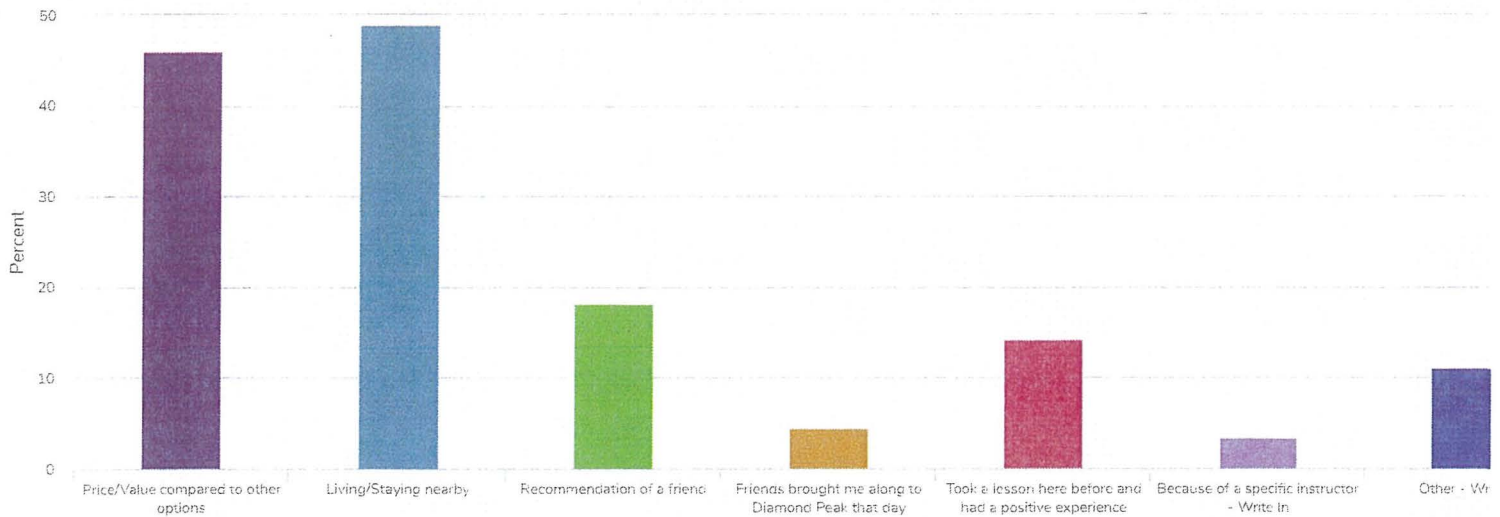


Value	Percent	Responses
0	1.9%	7
1	1.9%	7
2	2.2%	8
3	1.9%	7
4	1.4%	5
5	1.1%	4
6	3.1%	11
7	5.6%	20
8	12.8%	46
9	16.7%	60
10	51.4%	185
		Totals: 360

30. Please rate your Ski & Ride Center experience on a 0 to 10 scale (10 = best) - comments

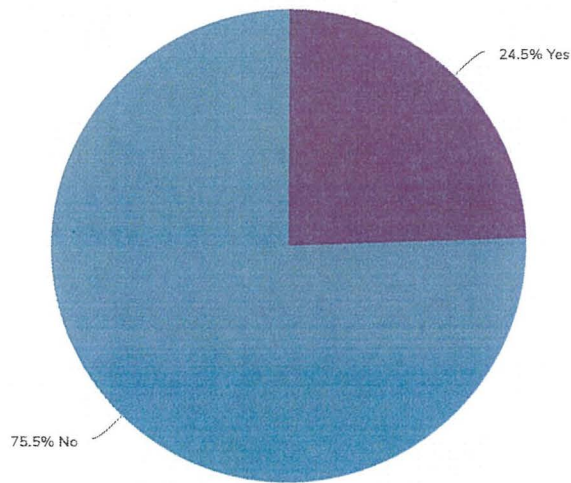


31. Why did you choose to take a lesson at Diamond Peak vs. other resorts? (choose all that apply)



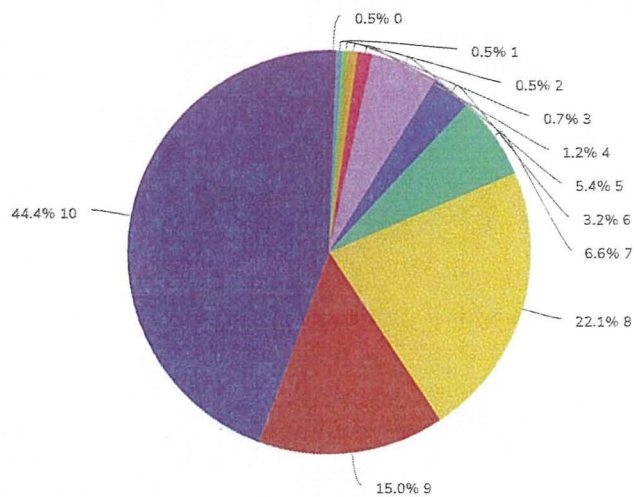
Value	Percent	Responses
Price/Value compared to other options	46.0%	233
Living/Staying nearby	49.0%	248
Recommendation of a friend	18.2%	92
Friends brought me along to Diamond Peak that day	4.5%	23
Took a lesson here before and had a positive experience	14.2%	72
Because of a specific instructor - Write In (click to view)	3.4%	17
Other - Write In (click to view)	11.1%	56

32. Did you use our Rental Equipment on your visit(s)?



Value	Percent	Responses
Yes	24.5%	415
No	75.5%	1,282
		Totals: 1,697

33. Please rate the quality of your rental equipment on a 0 to 10 scale (10 = best)

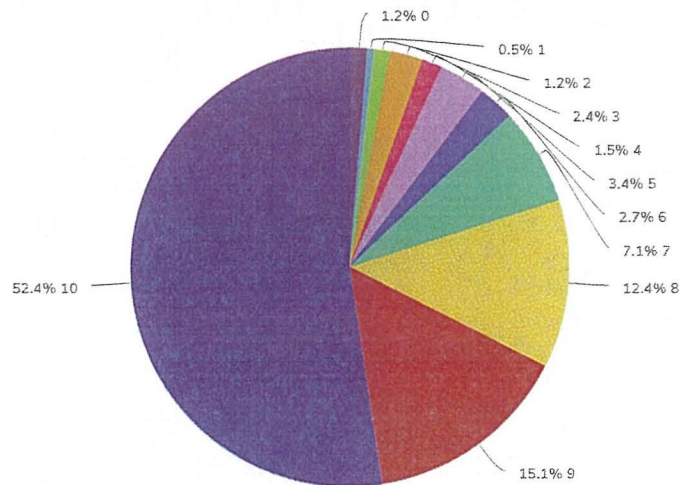


Value	Percent	Responses
0	0.5%	2
1	0.5%	2
2	0.5%	2
3	0.7%	3
4	1.2%	5
5	5.4%	22
6	3.2%	13
7	6.6%	27
8	22.1%	90
9	15.0%	61
10	44.4%	181
		Totals: 408

34. Please rate the quality of your rental equipment on a 0 to 10 scale (10 = best) - comments



35. Please rate the service provided by our Rental Shop staff on a 0 to 10 scale (10 = best)

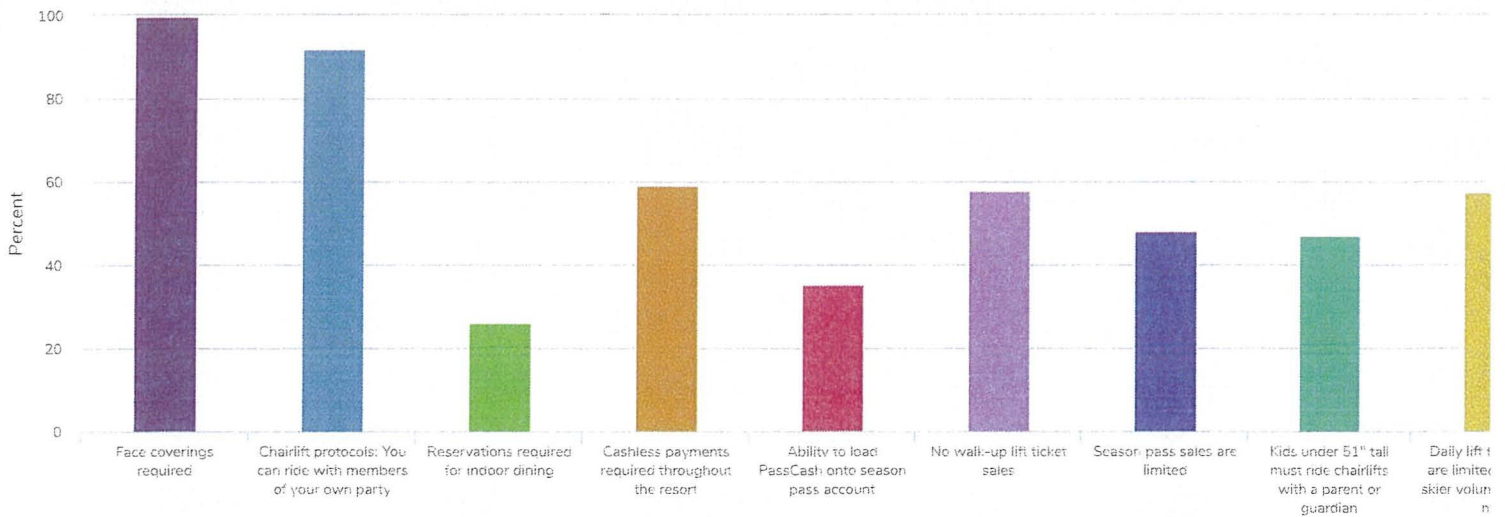


Value	Percent	Responses
0	1.2%	5
1	0.5%	2
2	1.2%	5
3	2.4%	10
4	1.5%	6
5	3.4%	14
6	2.7%	11
7	7.1%	29
8	12.4%	51
9	15.1%	62
10	52.4%	215
		Totals: 410

36. Please rate the service provided by our Rental Shop staff on a 0 to 10 scale (10 = best) - comments

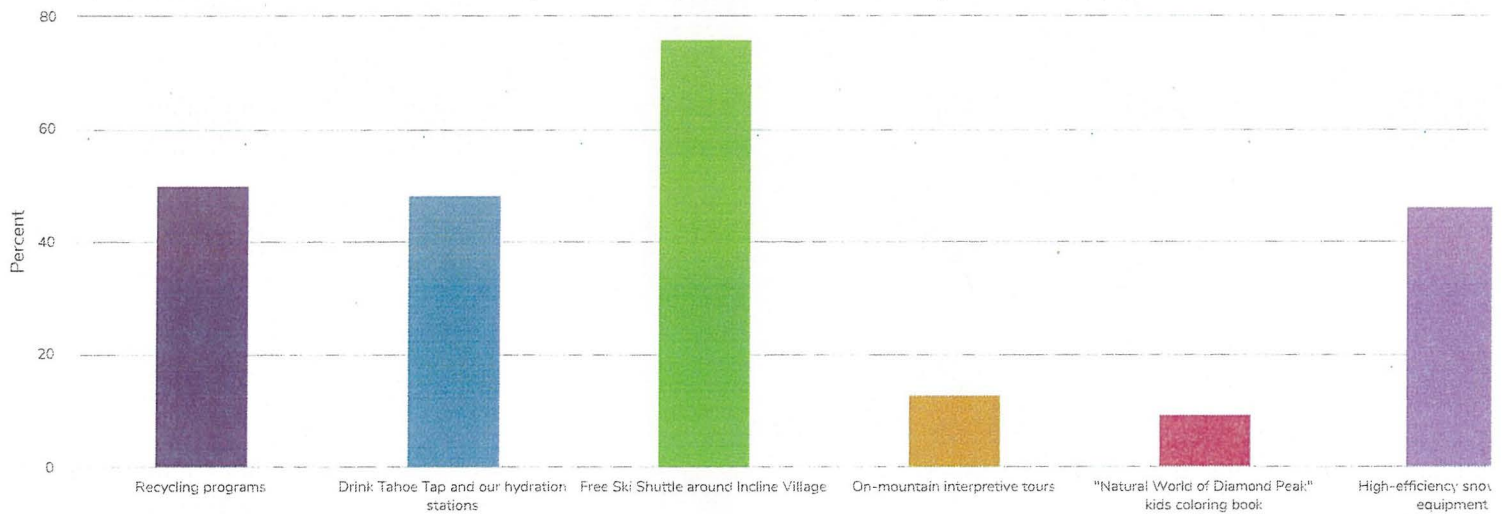


37. Were you aware of the following health & safety rules and regulations? (check all that apply)



Value	Percent	Responses
Face coverings required	99.6%	1,641
Chairlift protocols: You can ride with members of your own party	92.0%	1,516
Reservations required for indoor dining	26.2%	431
Cashless payments required throughout the resort	59.1%	974
Ability to load PassCash onto season pass account	35.3%	581
No walk-up lift ticket sales	57.7%	951
Season pass sales are limited	48.2%	794
Kids under 51" tall must ride chairlifts with a parent or guardian	47.1%	776
Daily lift ticket sales are limited to ensure skier volume goals are met	57.4%	946

38. Were you aware of or informed of the following sustainability initiatives? (select multiple - all that apply)

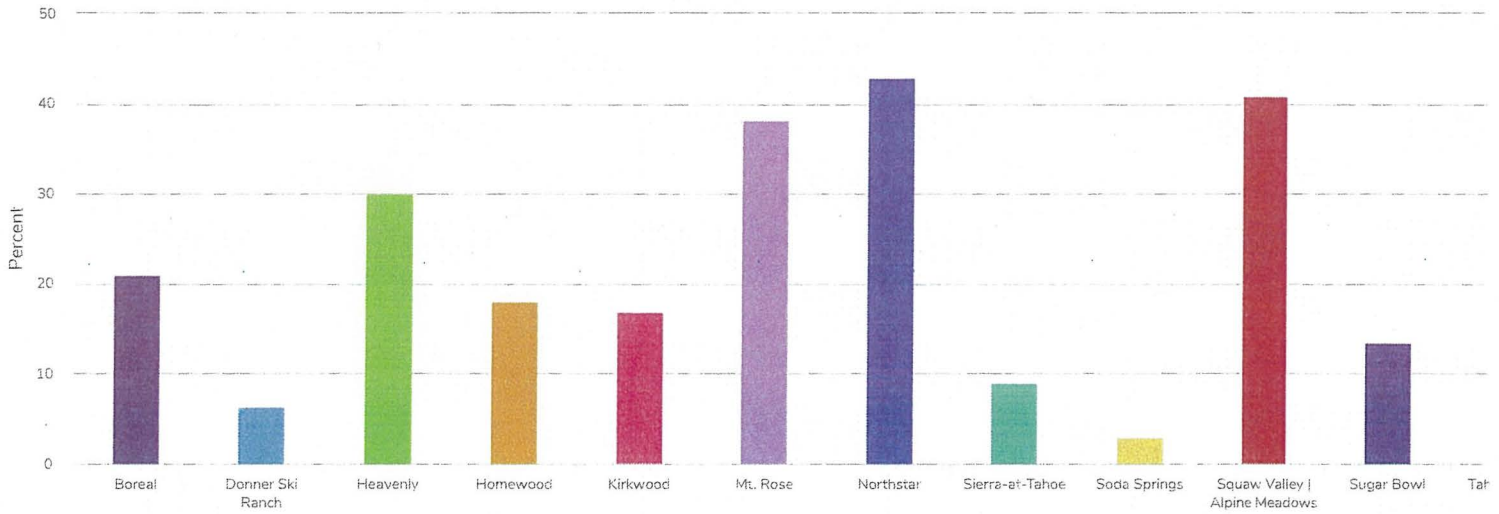


Value	Percent	Responses
Recycling programs	49.9%	595
Drink Tahoe Tap and our hydration stations	48.4%	577
Free Ski Shuttle around Incline Village	75.9%	906
On-mountain interpretive tours	12.7%	151
"Natural World of Diamond Peak" kids coloring book	9.3%	111
High-efficiency snowmaking equipment	46.1%	550

39. Do you have any suggestions that would help us improve our sustainability measures?



40. What other Tahoe ski resorts have you or will you visit this season? (choose all that apply)

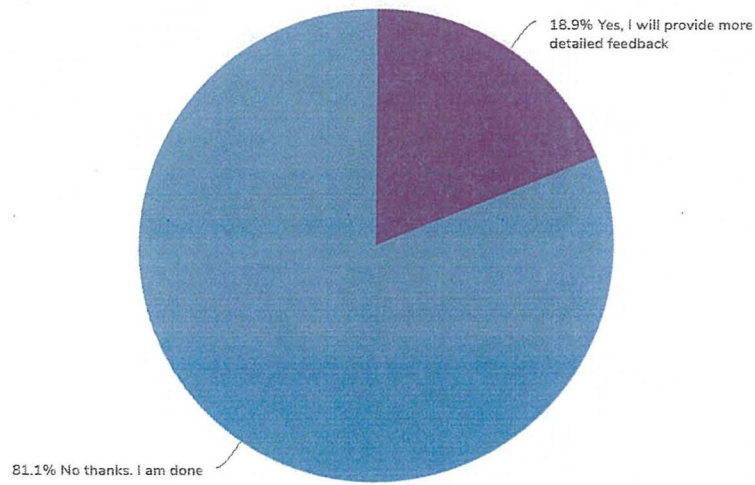


Value	Percent	Responses
Boreal	21.0%	234
Donner Ski Ranch	6.3%	70
Heavenly	30.1%	335
Homewood	18.1%	202
Kirkwood	16.9%	188
Mt. Rose	38.2%	426
Northstar	42.9%	478
Sierra-at-Tahoe	9.0%	100
Soda Springs	3.0%	33
Squaw Valley Alpine Meadows	40.9%	456
Sugar Bowl	13.4%	149
Tahoe Donner	8.3%	93

41. Anything else you'd like us to know?

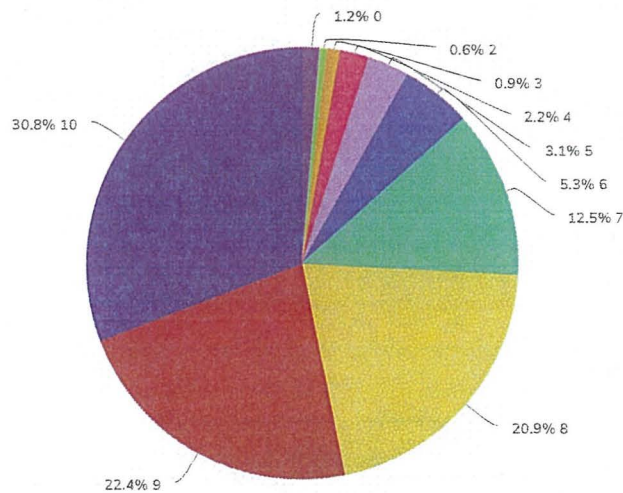


42. Thank you for taking our survey. If you would care to provide more in-depth details about your experience at Diamond Peak, please click "yes" below. Otherwise, just select "No thanks" below.



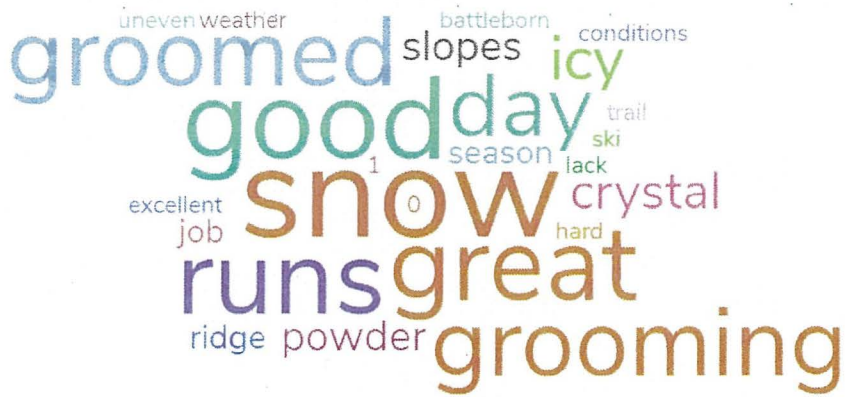
Value	Percent	Responses
Yes, I will provide more detailed feedback	18.9%	308
No thanks, I am done	81.1%	1,324
		Totals: 1,632

43. Please rate the quality of the grooming on the day you visited (10 = best)

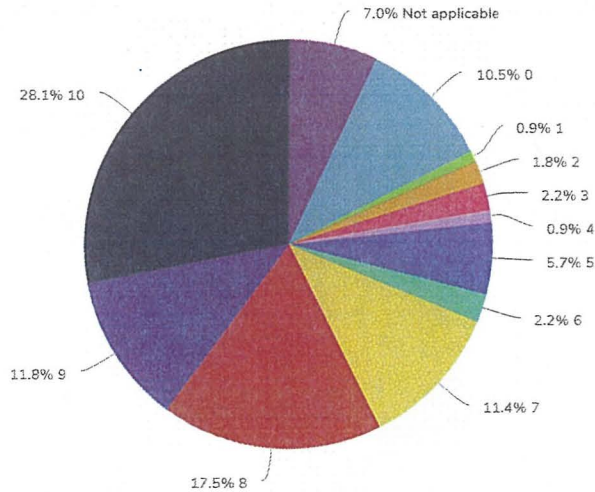


Value	Percent	Responses
0	1.2%	4
2	0.6%	2
3	0.9%	3
4	2.2%	7
5	3.1%	10
6	5.3%	17
7	12.5%	40
8	20.9%	67
9	22.4%	72
10	30.8%	99
		Totals: 321

44. Please rate the quality of the grooming on the day you visited (10 = best) - comments



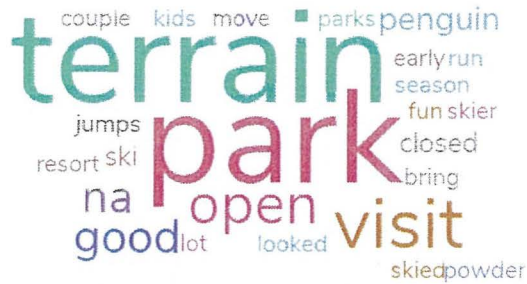
45. Please rate the quality of the terrain park on the day you visited (10 = best)



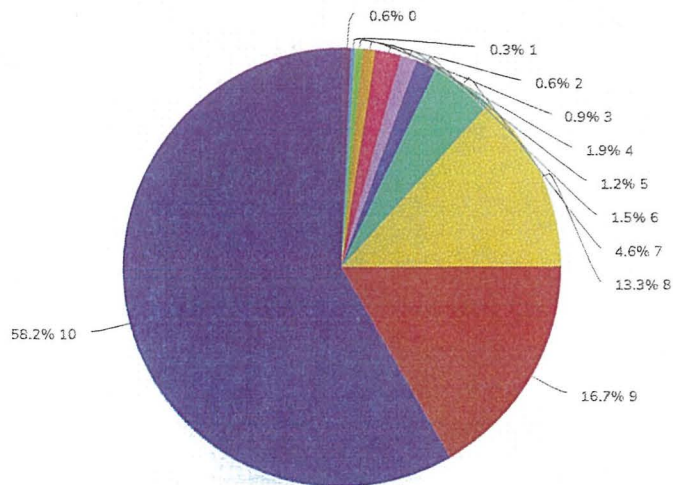
Value Percent Responses

Value	Percent	Responses
Not applicable	7.0%	16
0	10.5%	24
1	0.9%	2
2	1.8%	4
3	2.2%	5
4	0.9%	2
5	5.7%	13
6	2.2%	5
7	11.4%	26
8	17.5%	40
9	11.8%	27
10	28.1%	64
		Totals: 228

46. Please rate the quality of the terrain park on the day you visited (10 = best) - comments

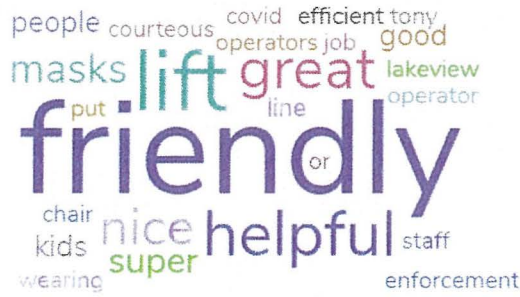


47. Please rate your experience with our Lift Operators (10 = best)

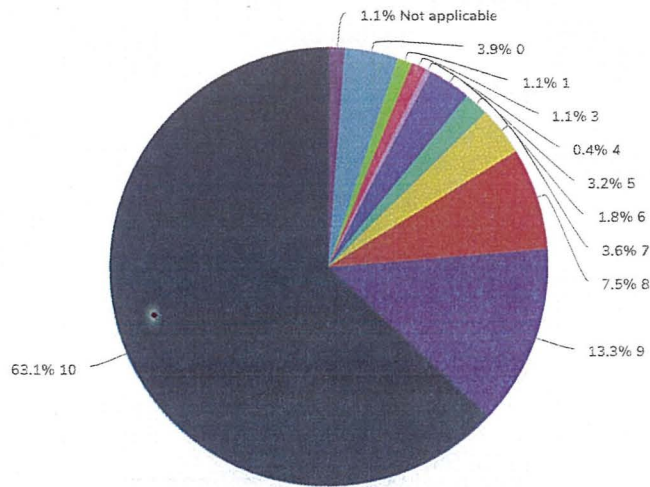


Value	Percent	Responses
0	0.6%	2
1	0.3%	1
2	0.6%	2
3	0.9%	3
4	1.9%	6
5	1.2%	4
6	1.5%	5
7	4.6%	15
8	13.3%	43
9	16.7%	54
10	58.2%	188
		Totals: 323

48. Please rate your experience with our Lift Operators (10 = best) - comments



49. Please rate your experience with our Guest Services/Ticketing employees and Hosts (10 = best)

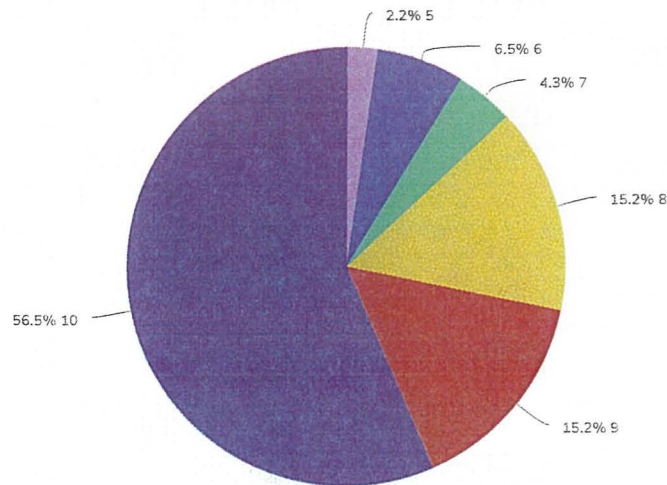


Value	Percent	Responses
Not applicable	1.1%	3
0	3.9%	11
1	1.1%	3
3	1.1%	3
4	0.4%	1
5	3.2%	9
6	1.8%	5
7	3.6%	10
8	7.5%	21
9	13.3%	37
10	63.1%	176
		Totals: 279

50. Please rate your experience with our Guest Services/Ticketing employees and Hosts (10 = best) - comments



51. Please rate the quality of the service at the Base Lodge Provisions Food Court (10 = best)

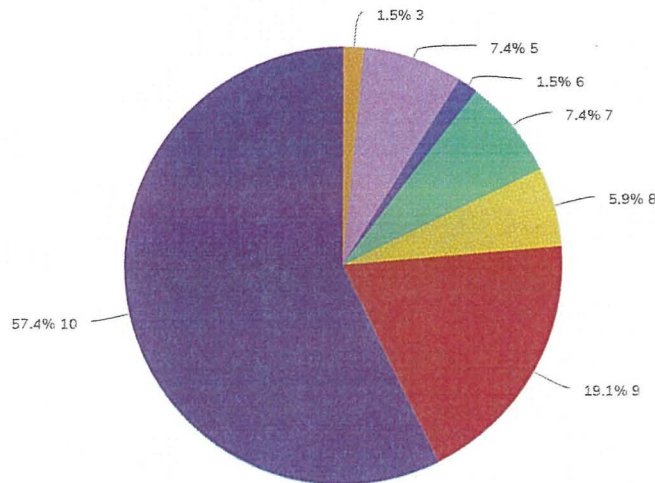


Value	Percent	Responses
5	2.2%	1
6	6.5%	3
7	4.3%	2
8	15.2%	7
9	15.2%	7
10	56.5%	26
		Totals: 46

52. Please rate the quality of the service at the Base Lodge Provisions Food Court (10 = best) - comments



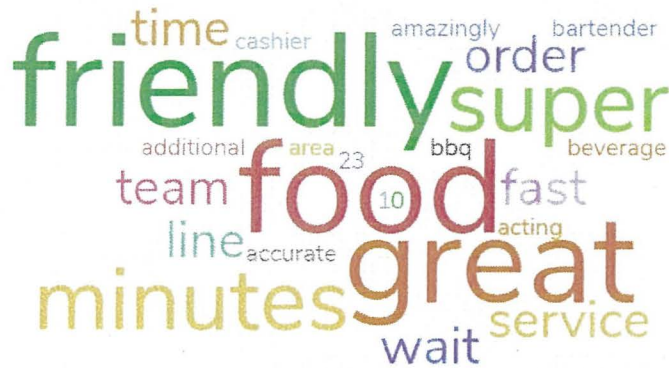
53. Please rate the quality of the service at Wild Bills BBQ (outside on Base Lodge sun deck) (10 = best)



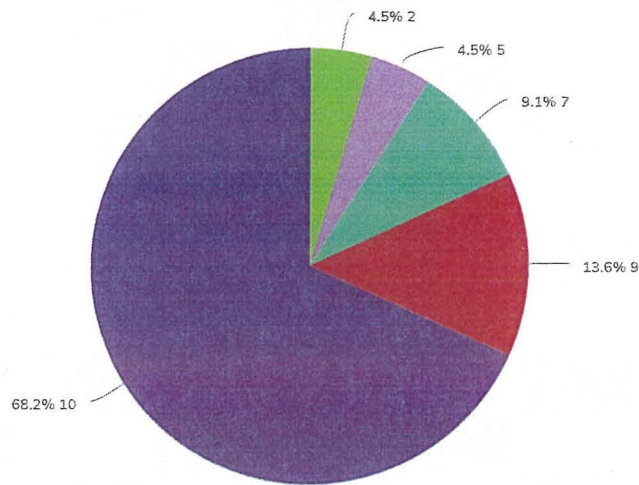
Value	Percent	Responses
3	1.5%	1
5	7.4%	5
6	1.5%	1
7	7.4%	5

Value	Percent	Responses
8	5.9%	4
9	19.1%	13
10	57.4%	39
		Totals: 68

54. Please rate the quality of the service at Wild Bills BBQ (outside on Base Lodge sun deck) (10 = best) - comments



55. Please rate the quality of the service at the Lightning Grab & Go window (10 = best)



Value	Percent	Responses
2	4.5%	1
5	4.5%	1
7	9.1%	2
9	13.6%	3
10	68.2%	15
		Totals: 22

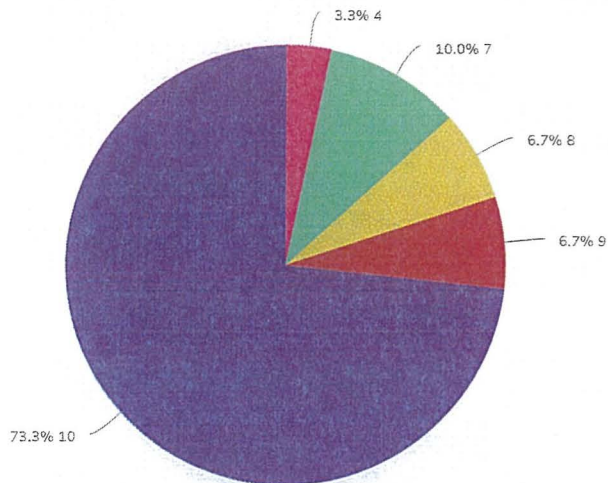
56. Please rate the quality of the service at the Lightning Grab & Go window (10 = best) - comments

friendly slow
 day
 hot nice

ordered
 line gesture
 extra cared bit
 employee customer
 cups other
 chocolate
 cocoa great
 cup feel
 kinda
 kids
 finish

_____ →

59. Please rate the quality of the service at the Upper Deck Snack Bar (10 = best)

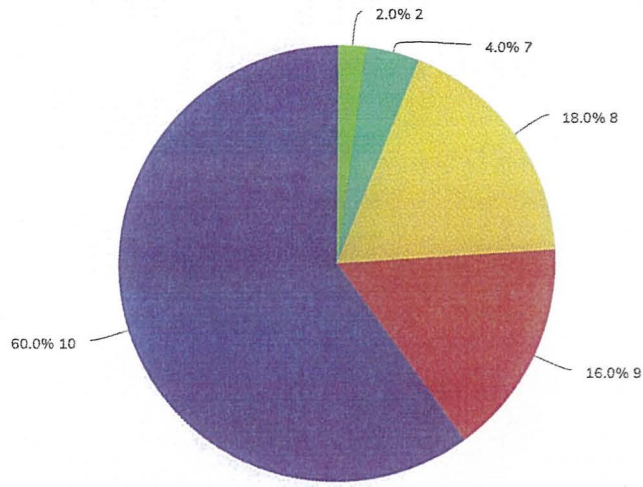


Value	Percent	Responses
4	3.3%	1
7	10.0%	3
8	6.7%	2
9	6.7%	2
10	73.3%	22
		Totals: 30

60. Please rate the quality of the service at the Upper Deck Snack Bar (10 = best) - comments



63. Please rate the quality of the service at Wild Bill's @ Snowflake Lodge - outside (10 = best)

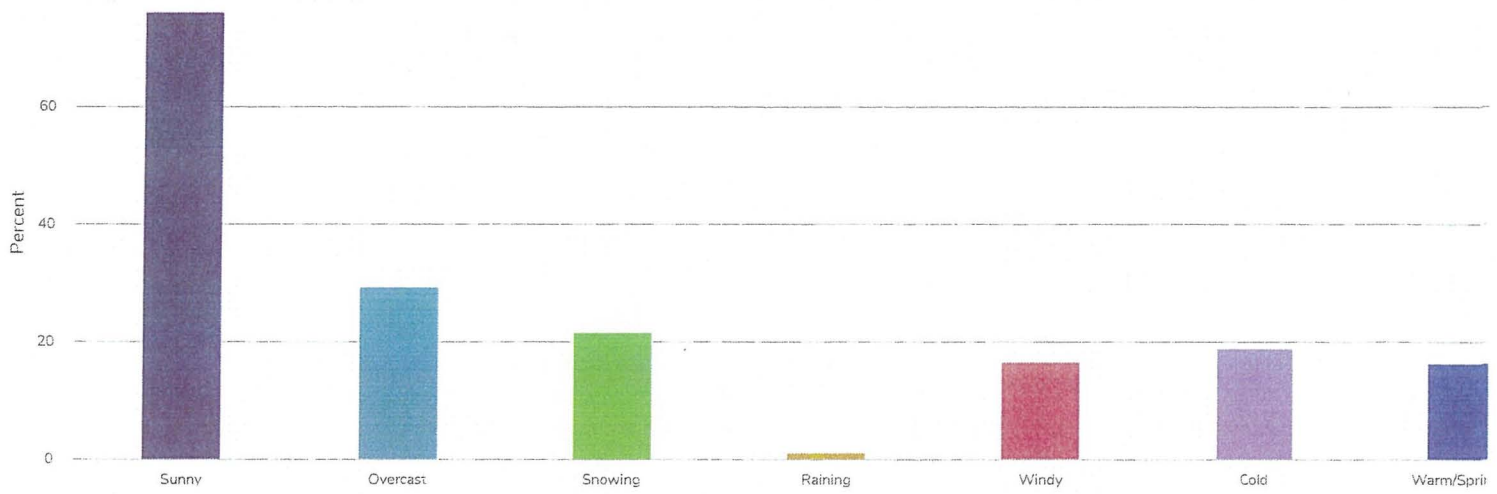


Value	Percent	Responses
2	2.0%	1
7	4.0%	2
8	18.0%	9
9	16.0%	8
10	60.0%	30
		Totals: 50

64. Please rate the quality of the service at Wild Bill's @ Snowflake Lodge - outside (10 = best) - comments



65. What were the primary weather conditions on the day you visited? (Choose all that apply)



Value	Percent	Responses
Sunny	76.2%	247
Overcast	29.3%	95
Snowing	21.6%	70
Raining	1.2%	4
Windy	16.7%	54
Cold	18.8%	61
Warm/Springlike	16.4%	53

66. Is there anything you'd like to see at Diamond Peak that would make you want to return more often?



This is a report for "2020/21 DP In-Season Customer Survey" (Survey #6052282)

ID#	Comment
9	Nothing, just cannot wait for all the lifts to be open!
10	Do things to make the residents feel special. Reserved parking for us in the upstairs parking lot, free Tuesday skiing, discount food days ect. Otherwise we are subsidized a resort that is no different than Mt Rose ect.
12	better food options for family
17	Add a new lift off of Crystal Ridge
19	Dining options
21	More terrain open
22	Drop off area for mighty mites. Just so you can get them out there
43	Love it!
65	Sorry to keep saying this, but we need trash cans at the bottom and top of each lift. These cans also used to have tissue paper stocked. This was years ago and somehow all of this disappeared. Speed up Lakeview Chair Lift, it's too slow! If you're worried about the conveyor belt speed with novice skiers, a remedy to this is to encourage lift ops employees to be more verbal and instruct guests on how to on-load the lift.
67	New lifts, new Snowflake Lodge - and open the back side with a new chair!
71	More runs open
82	The restricted access period was very enjoyable as a local. Keep educating the tourists on etiquette
104	Faster lifts
118	Kids adventure ski park through the trees, for intermediate / beginner skiers
119	Live music on the patio
120	Parking is not as good on busy days. Fitting in a few more spots here and there would be nice. Making some of the illegal or secret spots legal if safe enough would help. So would plowing the lot early or marking the spots, so that early cars stay tight enough. Parking is pretty good, but a little more work could make it better, with a few more close spots or ski in/ski out spots.
128	Again - face covering enforcement
131	Not that I can think of
132	RFID passes
140	another lift next to Eagle Bowl .. in that drainage
142	Music. i know we are restricted right now.
174	bring back penguin
176	No,all is great
188	No we had a great time and can't wait to come back all season
194	Give us back Penguin!
212	Have your employees enforce or at least attempt to enforce guests to wear their masks and social distance. More and better snow making.
230	I also miss the season pass perk which included Homewood tickets. I hope this returns soon that was very important to me.
232	One more green slope
234	Replace Lakeview lift
250	I love the discounts we get on sandwiches and salads for season passes. I hope we can still get those sandwiches outside
267	New chair lifts
269	Additional kid camps.
276	You are doing great. Nothing to add
277	Nothing I can think of
288	Groomed black diamond runs (probably too early in the season to have them groomed right now)
297	Please promote social distancing within groups in lift lines
301	Fixing the food setup at snowflake lodge so it is not endangering staff, guests and the resorts ability to stay open.

327 One kid from the bay area on my chair lift wasn't wearing a face mask.... Can that be reported and then the child removed??

329 Full time Residents pass holders offered VIP parking spots, separate private lesson call in number and priority access to lessons over tourists. When I'm there, I feel like just one of a 1,000 but I care about the community, environment and the future of DP and my taxes go here... thus there should be clear differentiators on offerings.

335 Would love to see more Gluten Free food options. The grab and go cups with tuna and cabbage were good.

354 See other comments.

355 No blackout dates

360 I think the whole DP team is doing well. Have had positive feedback from several operators and no complaints so far.

398 Actually, you've done a great job, especially because "family oriented!"

404 I'd like to take an intermediate class

447 To accommodate guests have the Shuttle,when not full, stop closer to their vehicles

450 Continue the terrific service!

463 I loved everything about my experience at DP. I've been skiing there since my college days. But why is the survey so long. I started it a couple of times, but got tired and discouraged after at about the 60 to 70% level. Now I've found you've added another 20% more questions. We all want to help, but we are all busy people. After all, we choose Incline, because it's Incline.

468 Better flowing Covid lift lines, like they have at Mt Rose.

470 At Heavenly they give free small cups of hot cocoa at 4p - it's a nice touch.

471 Update your website to be more specific to first timers at your ski resort. There were no instructions provided to me via email about private lessons once the reservation was made. I had to ask the operator on the phone about where to go and what to do. They were not forthcoming about the information.

478 Just for fun maybe have Hot Chocolate for the kids at the base or near Schoolhouse as a neat thing to do some day.... if that could work somehow. Maybe have the Penguin there for some pictures... Kids love that stuff and great photo opps for parents like Me!!

500 More discounts or free passes for friends and families of season ticket holders. My teenage daughters would like to bring a friend or cousin with them

525 Just need to have covid over... would also like to have a few more options to eat/rest

526 More green runs for beginners

531 Locker rentals

551 Ski & Slide is a terrific program for our family.

553 More weekday deals :)

579 Runs open earlier—maybe 8 instead of 9.

615 Thank you!

620 I have a family of five and so paying by the day is not very cost-effective and it's hard to commit to a Consecutive multi day pass

621 Smart parking, where the best available space would be reserved for a minute or two, so neither I nor others would be driving around looks for a space.

627 Better grooming, icy slopes are no fun!

635 Maybe a high speed chair at lake view

640 water stations where are they? I didn't go inside

647 Greater selection of different instructional standards

649 It was a bit more crowded to our (family's) liking given the Covid situation. The long lines, crowded situation made us leave before noon (on day 2)

652 More Snow :-)

653 We love Diamond Peak but only go during the week and non-holidays to avoid the crowds.

702 Not that I can think of

- 703 I was very unsettled that there were large groups of people not wearing masks hanging out on the deck at the snowflake cafe. Yes they were outside but clearly not all in the same family and all very close together, not even making an attempt to social distance.
- 712 More easy runs
- 771 If we were able to ride the ski lift just to go to Snowflake Lodge as we are not intermediate skiers. Better food options at the snack bar for example banana bread, fruits, pastries, better sandwiches, wraps, etc
- 773 **More snow lol 😊**
- 783 More snow. LOL. We are all praying for snow but you guys are doing great considering.
- 791 Great experience from parking lot to peak of MT
- 819 More snow!
- 823 Enforce face coverings! It isn't a "suggestion "-it's a RULE
- 841 A new Express lift at the Lakeview Quad lift would be great. That gate and conveyor belt at the bottom seems to have ongoing challenges in working properly. The Crystal Express is a much better lift system. This would move the line much faster than the current lift.
- 854 No, but I really value your partnership with other resorts especially cross country
- 909 Noticed that several lockers have no locks. Wondering if owners of those lockers are active skiers. Some friends have requested lockers and were told there weren't any available.
- 916 Please work on line management and mask enforcement in lift lines.
- 917 Better parking or more obvious shuttles
- 918 Yes have locals only parking we pay taxes here and have locals only Windows for cust service and priority on lessons
- 920 New faster lifts. You have at least 1 lift looks like it never runs. Re-imagine your existing terrain and lift structure
- 981 DP is doing a better job of enforcing face covering requirements than earlier in the season. However, there is still work to do. Mike on Crystal chair is doing a great job. Unfortunately, during my recent visit, DP staff at Lakeview Chair were blatantly not enforcing face coverings. I witnessed guests in line with no face coverings speak directly with DP staff and staff said nothing - did not ask the people to put on their masks. This is absolutely unacceptable! DP staff must take this seriously or guests will not. As a pass holder at Mt. Rose also, I have experienced much more efficient and consistent PPE enforcement. At Rose, ski patrol and lift ops are vocal and not afraid to tell guests to put on their masks. This mindset starts at the top. DP management needs to make this top priority and communicate that to their staff. We all want to stay safe and have the opportunity to ski at the most beautiful resort in the basin the rest of the season. Thank you!
- 1008 Upper parking lot for season pass holders only.
- 1016 Please enforce the mask policy. Having someone at the beginning of the lift line to enforce instead of the end where the lines merge would probably help. Some more powder days would be nice too! Thanks for doing what you all do. Having worked in the industry for several years I know how much you all do to provide a safe and fun place for us to play.
- 1020 Less crowded runs. Better lift line management
- 1028 Open 1hr earlier
- 1057 Maybe have all lifts going when the resort is full
- 1060 Organization. Please be more organized. Also, I saw people buying tickets that were not prepaid. According to your website, part of your safety measures is that all tickets must be purchased in advanced.
- 1063 I enjoy Diamond Peak
- 1073 The parking staff are excellent and helpful
- 1085 More access to more terrain. Get rid of the "magic carpet things".
- 1100 Can't wait until Snowflake lodge is open again!
- 1110 Better / expanded parking Tram pick-ups that don't fill with people that arrived later at bottom Lodge or simple deck + bathroom at top of Diamond Peak Snowflake lodge expansion (seating / ordering) App that allows online food or services ordering Open up mountain behind diamond peak, down to Ponderosa Ranch Area (wishing)
- 1117 Shorter lines.

- 1120 I recommend that staff park down by Big Water Grille and take the ski shuttle to the resort on weekends to provide more open parking for paying customers as there is very limited parking at Diamond Peak.
- 1121 Take state covid guidelines more seriously
- 1123 A run that beginners can graduate to after Schoolhouse
- 1150 More kids programs
- 1151 Reservation system for food/patio spaces and lower cap on number of skiers.
- 1162 We'll be back next year!
- 1171 Friendlier and more efficient rental staff. Was told that helmets were included in kids packages when we booked over the phone but then was told they were \$15 each at the rental facility. Better diversity of options for child beginners below 7. More terrain/lifts.
- 1177 A tow for the bottom part of the terrain park
- 1204 Covered lifts. Better food options
- 1209 Need work on the website. Missing some important information that is hard to find.
- 1215 Can't think of anything at this moment
- 1223 Get rid of paper for renting or post in bold - "you will need your paper ticket got your rental"
- 1281 More classes for adults! Not just beginners
- 1283 Valet service.....drop off car and ski
- 1291 Praying for more snow!
- 1294 No....It's Perfect !!
- 1307 Office box employees wear a mask that don't cover their nose and they kept pulling and touching it while touching rental tickets to hand to thousands of people. chair lifts employees wear neck gaitor things that is not a mask and the thing is more time on the neck. employees touch chair lifts and then fix the neck gaitor thin piece of fabric. All this lack of care during Covid put them and customers vulnerables. Please get all employees to wear a mask that will cover nose and mouse at all the time. Please stop the spread of Covid!!
- 1327 More drop off and pick up spots at the upper lot - more similar to what the lower lot has. It's so hard to loop through sometimes. There is only like three 5 min spots and they are always full.
- 1331 Less wait time for food
- 1359 I enjoy music playing at all lifts and lodges and would love to encourage that.
- 1360 Money back guarantee for lessons. My only complaint is my first lesson wasn't good.
- 1364 Indoor dining!!!
- 1378 A high speed lift for Lakeview
- 1402 Return to pre COVID base lodge... not in your control, fully understand.
- 1411 If you can guarantee us jobs at our current Midwest salaries, we'd be there ASAP!
- 1436 We bought 3 season passes, on March 1st But you are closing first week of April . What a waste of money. We thought we can use up to the end of the year and we are not planing to there in March or April
- 1438 Not really
- 1439 You guys are wonderful! My kids love it there. This was our second visit for this season
- 1453 Bring a friend discount
- 1462 Better and deeper grooming to cut down on ice, clear the way at the bottom of Solitude of the brush
- 1470 More shuttles !
- 1472 Wish we had more snow this year. Bummed we missed the end of last year
- 1474 1/2 day pass
- 1475 Return Penguin to a full use trail and maybe have ski patrol regularly on slopes encouraging boarders not to sit in the middle of trails. Particularly on Crystal.
- 1485 Shorter lines to the lifts, faster lifts, and more room to seat down and eat at lunch time.
- 1503 Better information on packages and pricing and easy online booking for lessons
- 1504 Better/clearer shuttle stop map. More advertising of your sustainable programs.
- 1512 Can't think of anything

- 1534 don't change a thing.
- 1558 continue to do more snowmaking
- 1573 Keep up the quality the mountain currently provides
- 1600 1/2 day tickets for children and adults skiing with children. Most can only ski 2 hrs. or less.
- 1601 Well after skiing 89 days so far this year what more can I ask for?? Greatest ski year of my LIFE!!!
- 1615 keep up the good work
- 1642 Better staff who are not biased with Asian people and also engaging with beginners
- 1647 Better snow coverage, more open lifts and consistently friendly staff
- 1649 Easier way to get to rental return and the green slope lift from the bunny slope.
- 1660 We love DP.
- 1662 I wish there were season passes appreciation events or some other appreciation for out of towners.
- 1688 Later dining drinking til 5 if you're able.
- 1693 Nothing. We'll be back!
- 1712 More terrain and high speed lifts
- 1717 I think it would be great if you had more outside decking by at the top of the mountain restaurant and new padding on the chairlift chairs.
- 1719 More advanced terrain.
- 1729 Additional ski lesson options, and ability to book lessons in advance and on line, see how many spots are filled vs. open, etc.
- 1732 Improve the quality of the lesson
- 1774 Great staff an instructors