



Superior Slopes

Gore Mountain Ski Resort

General Manager - Mike Pratt

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Success Magazine: When did you become the general manager at Gore? What was your experience prior to this?

Mike Pratt: I became the Gore Mountain general manager in 1996. I had worked in Gore's operation since 1986, but I worked operations and construction prior to this, and have a degree in environmental planning.

SM: How much terrain does Gore currently have?

MP: We maintain four hundred acres—the most in New York State—on nine sides of four mountains. Gore offers 2,300 feet of vertical, and next year that number will grow to 2,500 feet—the sixth greatest in the Eastern United States. There are thirty-five miles of trails, including sixteen glades. The variety of terrain and quality of our product is outstanding.

SM: What are some of the most recent changes and improvements that have been implemented at the mountain?

MP: Gore has been under a tremendous growth curve. For the 2009/2010 season, we made several improvements to Burnt Ridge Mountain, including adding snowmaking on the huge "Sagamore" trail. We're opening a new lodge at the North Creek Ski Bowl as we finish the interconnect to that historic area. We moved our terrain park to the "Wild Air" trail, and guests will notice continued improvements in the Base Lodge.

SM: Skiing can be an expensive sport. Any ideas for families looking to save money and enjoy the slopes?

MP: We were just ranked a Top 10 Mountain for Value in the East for the eleventh year in a row by SKI Magazine. Our Gore/Whiteface season passes offer the best deal, and we have frequent skier cards for all ages that offer significant savings with each visit. Gore coordinates several promotions throughout the season with area businesses, and has daughter/son ski free weeks. Check out Coca-Cola Wednesdays if you can get away midweek, among others.

SM: What programs do you have in place to promote the Gore Mountain region?

MP: We work with approximately ninety lodging properties to promote the Gore Mountain region's winter recreation destination opportunities. We offer value-added ski and stay packages in partnership with them, and also work in cooperation with numerous restaurants, attractions, and shops in the area. For the first time this season, North Creek will be a stop on the Adirondack Trailways bus line, and skiers and riders can purchase transportation and lift ticket packages out of New York City and Northern New Jersey. Our efforts with the community have led to the recent introduction of a shuttle system servicing North Creek Village, the Ski Bowl, and the Gore Mountain Base Area.

SM: Tell us about your terrain park. What makes it unique?

MP: We actually have three parks. "Wild Air" is the trail located under the lift line of our Northwoods Gondola, so everyone will have a much better look at our largest park this year, to see all of the new efforts of our terrain park team. There is also a beginner park in our Base Area,

and a slopestyle park open at night with a half-pipe at the North Creek Ski Bowl.

SM: Are lessons offered for both children and adults? Do you cater to different skill levels?

MP: Our Snow Sports School offers group and private lessons daily for all ages and ability levels. We have multi-day beginner programs, weekend adult camps, and very popular children's programs. All of these lessons are based out of the newly opened Northwoods Lodge by Lincoln Logs, which has been an excellent new facility, particularly for families.

SM: What are your plans for the future of Gore Mountain? Are there any big improvements or expansions on the horizon?

MP: We will complete the Interconnect project next season, which links Gore with the North Creek Ski Bowl via lifts and trails. This brings Gore and the region closer together, both in location and destination appeal. The Ski Bowl is home to one of the first commercial ski areas and ski patrols in the United States, and we're celebrating our rich history along with excellent new improvements. The new trails at the Ski Bowl will follow the profile of the historic terrain—and it's great stuff.

SM: What do you consider Gore's greatest success?

MP: Gore's greatest successes have been in relationship building. We are recognized as a significant, credible and important business by economic development organizations, local and regional partners, special interest groups, and of course our skiers and riders.



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