



# Live resort rundown

Building on their success in 2018, Squaw Valley Alpine Meadows have now made all the content in their daily resort rundown email live. The email now features live:

- ✓ Lift status'
- ✓ Lift wait times
- ✓ Resort webcams
- ✓ Weather updates and forecasts
- ✓ Twitter feed
- ✓ Device targeted app download CTA
- ✓ Time stamp to show when the information was last updated



The resort has big plans for their other email programs, we can't wait to see what they achieve in 2020!



*"We continually look for ways to provide up-to-the-minute relevant information for our guests. Ultimately the thing that is most important to them is what chairlifts are running, how long the wait time is and the weather and snow forecasts. So, building on what we achieved in 2018, we added lift wait times and operating hours to our live content as well as 5 day forecasts for weather and snow. While many resorts offer these as snapshots of information, we wanted to provide an email that guests could use in real-time. Adding this information not only makes this information more useful for our guests it also saves our snow reporters time."* Tracy Smith, Director - CRM

SQUAW VALLEY ALPINE MEADOWS

LIFT TICKETS & PACKS | LODGING | EVENTS | GUIDES & LESSONS | SHRED REPORT

**SQUAW VALLEY - el. 8000**

Temp.	Overnight	24 Hrs.	7 Day	Base
34°	0°	0°	1°	72°

**ALPINE MEADOWS - el. 8000**

Skins	Temp.	Overnight	24 Hrs.	7 Day	Base
☀️	35°	0°	0°	0°	72°

Open 
  Closed 
  Scheduled 
  On Hold

**Squaw lower mountain lift status updated at:**  
Tuesday, January 07, 2020 09:06AM

LOWER MOUNTAIN LIFTS	Lift Name	Hours	Wait	Status
Aerial Tram	9:00am - 4:00pm	Next Tram: 6 min	...	✓
Funitel	9:00am - 4:00pm	...	...	✓
KT22 Express	9:00am - 4:00pm	...	...	✓
Olympic Lady	-	...	...	✗
Exhibition	9:00am - 4:00pm	...	...	✓
Red Dog	9:00am - 4:00pm	...	...	✓
Far East Express	9:00am - 4:00pm	...	...	✓
Squaw Creek	9:00am - 4:00pm	...	...	✓
Squaw One Express	-	...	...	✗
First Venture	9:00am - 4:00pm	...	...	✓
SnoVentures Carpet	11:00am - 4:00pm	...	...	✓
Tucker	9:00am - 4:00pm	...	...	✓

**Squaw upper mountain lift status updated at:**  
Tuesday, January 07, 2020 09:06AM

UPPER MOUNTAIN LIFTS	Lift Name	Hours	Wait	Status
Headwall Express	9:00am - 4:00pm	...	...	✓
Siberia Express	9:00am - 4:00pm	...	...	✓
Gold Coast Express	9:00am - 4:00pm	...	...	✓
Emigrant	9:00am - 4:00pm	...	...	✓
Belmont	9:00am - 4:00pm	...	...	✓
Bailey's Beach	9:00am - 4:00pm	...	...	✓
Mountain Meadow	9:00am - 4:00pm	...	...	✓
The Pulley	-	...	...	✗
Big Blue Express	9:00am - 4:00pm	...	...	✓
Shirley Lake Express	-	...	...	⚠️
Saltitude	9:00am - 3:30pm	...	...	✓
Granite Chief	9:00am - 3:30pm	...	...	✓
Broken Arrow	-	...	...	✗
Silverado	-	...	...	✗

**Alpine Meadows lift status updated at:**

**Alpine Meadows lift status updated at:**  
Tuesday, January 07, 2020 09:06AM

ALPINE MEADOWS	Lift Name	Hours	Wait	Status
Summit Express	9:00am - 4:00pm	...	...	✓
Alpine Bowl Chair	-	...	...	✗
Roundhouse	9:00am - 4:00pm	...	...	✓
Treeline Cirque	9:00am - 4:00pm	...	...	✓
Scott	9:00am - 4:00pm	...	...	✓
Kangaroo	-	...	...	⚠️
Yellow	9:00am - 4:00pm	...	...	✓
Meadow	9:00am - 4:00pm	...	...	✓
Subway	9:00am - 4:00pm	...	...	✓
Big Carpet	9:00am - 4:00pm	...	...	✓
Little Carpet	9:00am - 4:00pm	...	...	✓
Lakeview	9:00am - 4:00pm	...	...	✓
Sherwood Express	9:00am - 4:00pm	...	...	✓

**SNOW FORECAST**  
SQUAW VALLEY SNOW FORECAST

TODAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
DAY 0"	DAY 0"	DAY 1-3"	DAY 0"	DAY 2-4"
NIGHT 1-3"	NIGHT 1-2"	NIGHT 0"	NIGHT 1-2"	NIGHT 0-1"

**ALPINE MEADOWS SNOW FORECAST**

TODAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
DAY 0"	DAY 0"	DAY 1-3"	DAY 0"	DAY 2-4"
NIGHT 1-3"	NIGHT 1-2"	NIGHT 0"	NIGHT 1-2"	NIGHT 0-1"

**WEATHER FORECAST**  
SQUAW VALLEY WEATHER FORECAST

TODAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
☀️	☁️	☁️	☁️	☁️
SUNNY AND BREEZY	SLIGHT CHANCE SNOW SHOWERS	BREEZY, SNOW LIKELY THEN CHANCE SNOW	MOSTLY SUNNY AND BREEZY	SNOW LIKELY AND WINDY
LOW 21° HIGH 39°	LOW 17° HIGH 28°	LOW 19° HIGH 26°	LOW 21° HIGH 38°	LOW 16° HIGH 38°

**ALPINE MEADOWS WEATHER FORECAST**

TODAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
☀️	☁️	☁️	☁️	☁️
SUNNY AND BREEZY	SLIGHT CHANCE SNOW SHOWERS	BREEZY, SNOW LIKELY THEN CHANCE SNOW	MOSTLY SUNNY AND BREEZY	SNOW LIKELY AND WINDY
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WEATHER AND SNOW FORECAST PROVIDED BY:  
**OPENSNOW**

@Squaw Alpine Mtn Ops  
Kangaroo will begin the day on a maintenance hold. #AlpineLifts

01/07/2020 16:31

**DOWNLOAD THE APP**  
Download on the App Store

Operations subject to change based on weather and conditions. Please visit our website or download our app for real-time information.  
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