

SmarterTravel.com

Monday, January 3, 2011

Page views: 930,000 Unique Visitors January 2011

The screenshot shows the SmarterTravel.com website interface. At the top, there is a search bar and a 'My SmarterTravel' login section. The main navigation bar includes links for 'home', 'travel deals', 'compare prices', 'travel guides', 'travel advice', 'specialty travel', and 'travel tools'. Below this, there are sub-links for 'Blogs', 'Features', 'Columns', 'Tip of the Day', 'Photo Galleries', and 'How to Book a...'. A large advertisement for American Airlines' 'Spring Fare Sale' is prominent, featuring the text 'SPRING FARE SALE! FARES AS LOW AS \$53*' and 'Ends Soon! Book Now'. The article content is titled 'Learning a Snow Sport With the Kids' by Eileen Ogintz, dated January 3, 2011. It includes a small photo of a man and a quote: '"Nice turns," my handsome ski instructor says, as I ski up to him, taking in his reassuring smile and the million-dollar view of the mountains of Utah from the Park City Mountain Resort.' A 'THAI Premium Economy' advertisement is also visible. On the right side, there is a 'COMPARE PRICES' widget with fields for 'From: SAN', 'To:', 'Depart: 04/30/2011', and 'Return: 05/08/2011'. Below the widget, there are two items in a list: '1. Ryanair to Make Child-Free Flights a Reality?' and '2. As Problems Persist, is...'. A 'GO >>' button is located at the bottom of the widget.

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Ski.com's Dan Sherman suggests that there are more lift ticket specials in general than in past seasons, especially tied to lodging—close to 1,000 listed on their site—but the key is to choose wisely to maximize your ski buck. For example, at The Canyons in Park City, certain packages include free lift tickets, in Aspen book the right package and kids ski free in March and April. And they ski free all season at Steamboat.

Cheapflights.com has created a list of the Top 10 Ski Destinations in the U.S., Canada and Europe, along with a helpful guide on "How to Pack for a Ski Vacation," which also features a table outlining the costs of carrying skis on flights on various airlines.

If everyone in your gang is a beginner, consider smaller mountains near where you live—Hunter Mountain in New York, for example; Crystal Mountain in Michigan; **Brian Head Resort** in Utah; Bolton Valley in Vermont and Mount Rose on the North Shore of Lake Tahoe). At Ski Sawmill in North Central Pennsylvania, Friday nights are "family nights" with adult lifts for just \$17; kids tickets for \$15 and rentals for \$15. Stay at the new Mountain Inn and get free lifts.

Several states also offer "passports" all season for kids of certain ages, allowing them to ski free—once you have filled out the paperwork and paid a small processing fee. Check out the list at kidznsnow.com. The passports are available for fourth-graders in New York, fifth-graders in Colorado and Vermont, fourth- and fifth-graders in New Hampshire, fifth- and sixth-graders in Utah, and fifth-, sixth- and seventh-graders in Maine.

Just be forewarned: The kids will beat you down the mountain before you know it.



http://www.smartertravel.com/travel-advice/learning-snow-sport-with-the-kids.html?id=6548493&source=rss_advice