



HORSESHOE RESORT INVESTS 2.5 MILLION DOLLARS INTO RESORT IMPROVEMENTS

Increased snowmaking, expanded night skiing and RFID access for the upcoming season.

FOR IMMEDIATE RELEASE

BARRIE, ON, October 17, 2022: Horseshoe Resort announces resort improvements for the upcoming 2022-2023 ski season. Two and a half million dollars has been invested in the off-season to install new snowmaking, on-hill lighting and RFID technology to elevate the skier and snowboarder experience.

“Our guests are looking to ski more of the hill, earlier in the season”, says Jonathan Reid, General Manager of Horseshoe Resort. “We’re happy to upgrade our guest experience with advanced hill improvements for our 60th winter season.”

Snow guns are being installed across multiple ski runs with equipment from HKD Snowmakers, doubling Horseshoe’s snowmaking capacity. Snow produced can be moved to where it’s needed most on the hill.

“While we’re lucky to have afternoon shade on the slopes due to the positioning of the valley in relation to the sun,” said Reid, “with more snow, we aim to have even better conditions earlier in the season.”

Night skiing will be available for the first time off Highland Express, also known as Chair Six. With new lighting now installed, skiers and boarders will have good visibility for safe evening adventures. More terrain open at night also means the lift line at the main chairlift will be dispersed for a better on-hill experience.

As part of the RFID ticket and pass improvement, all recreation activities and rentals will now be available online with an enhanced digital checkout. Guests can create their online account and redeem their purchase once onsite. The Axess RFID Cards can be conveniently kept in a pocket, eliminating the need for hanging tags.

Horseshoe’s Early Bird Season Pass Sale ends on November 1, 2022, with options for Alpine Skiing and Snowboarding, Nordic Skiing and Family pass options.

For more information, visit horseshoeresort.com/ski/alpine-season-pass.

ABOUT US

Horseshoe Resort, established in 1962, is a four-season family-friendly getaway destination for outdoor adventures, conveniently located just over an hour north of Toronto and 20 minutes from Barrie. Experience the scenic surroundings of Horseshoe Valley. Horseshoe Resort is a property of Freed Hotels & Resorts.

With 28 Alpine ski and snowboard runs, 30 km of groomed Nordic trails, terrain park, snow tubing, snowshoeing, fat biking, golfing, Ontario’s only lift-operated downhill bike park, mini putting, Lake Horseshoe, Treetop Trekking, Yamaha Adventures, hiking and biking trails, two restaurants, Amba Spa and more, there’s something for everyone!

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