

FOR IMMEDIATE RELEASE

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Airline Marketing Update from GCBTA & CBMR

Locals' fares, winter air schedule & more

GUNNISON-CRESTED BUTTE, Colo. (September 17, 2010) — The Gunnison-Crested Butte Tourism Association (GCBTA) and Crested Butte Mountain Resort (CBMR) have teamed up to form a committee to develop marketing tactics that provide additional exposure to flights coming and going from the Gunnison-Crested Butte Regional Airport (GUC).

Both organizations have been promoting flights to GUC but recently started holding monthly joint meetings regarding the topic in effort to boost seats sold for the 2010/2011 ski season. Part of this effort is directed to locals, second homeowners and Western State College students.

GCBTA and CBMR will be working to keep locals informed about upcoming airfare sales, the winter 2010/2011 air schedule, and locals' fares. This information also is posted at www.flygcb.com.

Locals' Fare

Traveling to Denver for business or pleasure or to catch another flight? On United Airlines, which flies into GUC year-round, a round-trip locals' fare is \$161.40 (can originate in GUC or DEN), and a one-way only fare originating in GUC is \$109.70. Both are subject to availability (one-way fares from DEN are not eligible). There is a minimum one-night stay and maximum 30-night stay, and the ticket must be booked locally at least one day in advance through Crested Butte Vacations, 349-2287, or at the United desk at GUC. The United desk is open 10 a.m. - 3:30 p.m., except when a flight is being serviced.

Winter Air Schedule

New this season is a daily flight from Houston on Continental. There also will be two daily flights from Dallas/Ft. Worth on American Airlines. These flights begin in mid-December 2010 and continue through early April 2011. United Airlines will be running two flights from Denver daily during this timeframe.

For more information, go to www.flygcb.com.