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## **Maplelag Selected as Best Cross Country Ski Area**

Hanover, NH...Maplelag Resort in Callaway, Minnesota has claimed the title of North America's best cross country ski resort. This was the result of the 2002/03 Best XC Ski Resort Poll presented by Fischer Cross Country Skis and SportHill Performance Clothing. XC Skiers hailing from 39 different states and provinces submitted the poll ballots, which rated 211 different ski areas.

The 2002/03 Best XC Ski Resort Poll is dedicated solely to Nordic ski resorts across North America. Cross country skiers rated their favorite xc ski resorts in seven different operational and characteristic categories including scenery, trail quality and grooming, the lodge facility, food service, staff friendliness and service, and how the resort caters to families. The poll was distributed through 70 xc ski areas across the nation and skiers voted based on their perceptions of the respective resorts.

Maplelag was the leading area in five of the seven categories with the highest marks in its staff service, food and beverage, lodge, trail grooming, and family ratings. Other areas that led regional qualitative ratings as best Nordic ski resorts included best in the west Montecito-Sequoia Nordic Ski Resort in Los Altos, California, the mountain region's Lone Mountain Ranch in Big Sky, Montana, New England's Great Glen Trails Outdoor Center in Gorham, New Hampshire, and the Mid Atlantic's Lapland Lake XC Ski & Vacation Center in Northville, New York. See the list below for the 2002/03 Best XC Ski Resort top areas and category leaders.

The Best XC Ski Resort Poll was conceived and conducted by industry researcher RB Lohr & Company, which recognized the support of Fischer XC Skis and SportHill Performance Clothing in bringing the concept to fruition. Skiers that participated in the balloting cast their vote rating each of seven categories. An aggregate of all the ballots was derived and averaged. The categories were selected by a group of industry consultants and professionals. The top rated resorts were statistically very close. Skiers that submitted ballots were entered in a prize drawing for sponsor products valued at \$1,500. The winning ski areas receive posters citing their achievements and 21 prizewinners will get their products in the early spring.

## 2002/03 Best XC Ski Resort Poll Winners

1. Maplelag Resort, Callaway MN
2. Montecito-Sequoia Nordic Ski Resort, Los Altos CA
3. Lone Mountain Ranch, Big Sky MT
4. Great Glen Trails, Gorham NH
5. Lapland Lake XC Ski & Vacation Center, Northville NY
6. Izaak Walton Inn, Essex MT
7. Devil's Thumb Ranch, Tabernash CO
8. Viking Nordic Center, Londonderry VT
9. Mountain Meadows Cross Country Ski Resort, Killington VT
10. Craftsbury Outdoor Center, Craftsbury Common VT
11. Royal Gorge XC Resort, Soda Springs CA
12. Garnet Hill Lodge XC Ski Center, North River NY
13. Mont Sainte Anne, Beaupre PQ
14. Bretton Woods Nordic, Bretton Woods NH
15. Trapp Family Lodge, Stowe VT

## 2002/03 Best XC Ski Resort Poll Operational and Characteristic Category Winners

### Staff Service

Maplelag, Montecito-Sequoia, Lone Mountain, Devil's Thumb, Lapland Lake

### Trail Grooming

Maplelag, Devil's Thumb, Mont St. Anne, Royal Gorge, Lapland Lake

### Lodge

Maplelag, Lone Mountain, Izaak Walton, Great Glen

### Family

Maplelag, Montecito-Sequoia, Lapland Lake, Viking Nordic

### Trail Quality

Mont St. Anne, Devil's Thumb, Royal Gorge, Lone Mountain

### Food & Beverage

Maplelag, Montecito-Sequoia, Lone Mountain

### Scenery

Devil's Thumb, Lone Mountain, Montecito-Sequoia, Bretton Woods, Izaak Walton