Sugarbush Wins Another National Honor – "Favorite Overall Resort" Award (May 11, 2009)

Sugarbush Picked Favorite Overall Resort In Northeast By OnTheSnow.com Visitors

May 11, 2009 Paul Doherty, Staff Writer Comments (0)

Visitors to OnTheSnow.com have chosen Sugarbush, Vt., as the Favorite Overall resort in the Northeast Region. Sugarbush also won the Most Family-Friendly Resort award and the Best Downhill Terrain award in the Northeast Region. OnTheSnow.com is the most visited winter sports Web portal in the world, generating 1.6 million unique visitors per month during the winter season.

Here's a sampling of what OnTheSnow.com visitors wrote about Sugarbush: "What a wonderful surprise to find the resort completely updated. Great atomosphere for ski bums of the world. It was an extraordinary spring skiing day and the challenging terrain only made the trip like a mini unexpected vacation. The new lodge and restaurants were really impressive."; "The passionate dedication of the employees is getting better and better. I don't see a better VT, NH, ME value on all fronts than this magnificent mountain and the surrounding valley." Click here to read the reviews.

OnTheSnow's Visitors Choice Awards are chosen solely by visitors to OnTheSnow.com. Awards are based on ratings in five categories: Best Overall Resort, Best Downhill Terrain, Most Family Friendly, Best Terrain Park and Best Nightlife, and for combined totals of visitors going to individual resort pages on the site.

The ski resort with the top average score (on a scale of 1 to 5) in each category, and a minimum number of entries, receives the award. Visitors then ranked them in five categories: Overall Favorite, Best Nightlife, Most Family-Friendly, Best Downhill Terrain and Best Terrain Park.

"User-generated content is one of the most powerful and effective ways Web visitors have to communicate with each other," said Mountain News Corp. President and Publisher Rob Brown of OnTheSnow.com. "Skiers and snowboarders are relying on the word of their peers when they make resort choices."

Brown points out these rankings should not be used as comparisons of one resort to another, since all visitors to OnTheSnow.com have not visited every resort, and expectations of the ski experience vary greatly in regions throughout North America. "But, they do provide an accurate reflection of our visitors' experiences and their passion for particular resorts."

OnTheSnow.com is the Web's most visited snow skiing site with a Nielsen-audited 1.6 million unique monthly visitors. The site offers the ski reports, ski resort reviews, web cams and skiing deals for virtually every ski resort in the world. Please click for the complete list of the 2009 OnTheSnow Visitors Choice Awards. There are 13 International Editions of OnTheSnow in seven languages.