

Audience: 150K / 34% with Household Income of \$100K+



RUBY MOUNTAINS HELI-EXPERIENCE, NEVADA

For the ride of a lifetime, try the Ruby Mountains Heli-Experience (RMH) in northeastern Nevada. Owners Joe and Francy Royer, who met and married at RMH 29 years ago, will spoil you with helicopter rides to 10 peaks soaring above 11,000 feet. The Rubies offer untracked, freeze-dried, desert powder — “pure western fluff... an Alaska-size day of powder shots in the Lower 48,” reports *National Geographic*. When the skiing is done for the day, it's heli-ski cuisine time at Red's, which is “gourmet,” says *National Geographic*. *Forbes* calls it “spectacular... extravagant.”



-  **APRÈS-SKI:** Red's Ranch.
-  **INSIDER TIP:** With more than 40 years' experience, owner and lead guide Joe Royer is the nation's unofficial dean of heli-ski guides.
-  **AVERAGE SNOWFALL:** 250 inches, and it's all yours. There are no ski lifts for hundreds of miles... just the three other people in helicopter.
-  **SNOWMAKING:** N/A.
-  **OVERNIGHT ACCOMMODATIONS:** The luxurious 10-room Red's Ranch, RMH's base lodge, is set on 92 pristine acres.
-  **LIFT TICKETS:** \$4,650 per person for the three-day package; \$1,475 for the single-day package. All packages include lodging and dining options. Taxes are additional.
-  **SNOW REPORT:** helicopterskiing.com
-  **EQUIPMENT, LIFT TICKET AND LESSON PACKAGE:** The best power skis and poles currently on the market are provided; just bring your boots. Every run is guided, but participants should be at least capable intermediates.
-  **OTHER ACTIVITIES:** Ruby Mountains Backcountry Yurt to open at 9,700 feet.