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Nonstop flight to Tokyo big deal for Utah ski industry

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SALT LAKE CITY -- The first nonstop flight from Salt Lake City to Tokyo is a week away, and Utah leaders are already touting what it's going to mean for the state's ski industry.

Ask the Japanese now where they like to ski, and Jason Perry, executive director of the Governor's Office of Economic Development, says Utah isn't even on their radar. That's why he says this flight is big, and the Japanese love easy travel.

"The nonstop is a huge deal for them," Perry said. Just ask Canada: It has a nonstop flight, and that's where Asian skiers are going.

"Canada has spent a lot of time trying to build up their ski industry, particularly for the Japanese skier. We're about to steal some of that business," Perry said.

Step one, convincing businesses and tour operators in Tokyo next week this is the place. One celebrity skier from Japan is already giving his endorsement.

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