



**FOR IMMEDIATE RELEASE**

Contact: Madison Morgan  
Public Relations Manager  
1 Tram Way  
Palm Springs, CA 92262  
(760) 969-4385  
Email: mmorgan@pstramway.com

## **PALM SPRINGS AERIAL TRAMWAY CELEBRATES 60 YEARS**

**\$13-Million Mountain Station Renovation Commemorates Occasion**

**PALM SPRINGS, CA** (September 5, 2023) Throughout the month of September, the **Palm Springs Aerial Tramway** is celebrating its **60<sup>th</sup> anniversary**. During its six decades of operations, this engineering marvel has transported nearly 22 million people to the Tramway's recently-renovated Mountain Station and the 14,000-acre Mt. San Jacinto State Park & Wilderness.

A signature attraction for Greater Palm Springs, the Tram attracts adventure-seekers from around the globe to dine, hike, take-in the spectacular views, and enjoy the thrill of ascending nearly 6,000 feet along the rugged cliffs of Chino Canyon. But all this took nearly three decades of planning and construction before welcoming the Tram's first visitor.

The idea for the Palm Springs Aerial Tramway began in 1935 when a young electrical engineer named **Francis Crocker** dreamt of a way to escape the summer heat of the desert floor for the cool Alpine forests of Mt. San Jacinto.

After years of setbacks and delays, \$8.15 million in private revenue bonds was raised and a land donation was secured from local businessman **Culver Nichols** for the Tram's Valley Station. Construction finally commenced in July of 1961. On September 12, 1963, (then) **Governor Edmund "Pat" Brown** 'cut the ribbon' and the Tramway officially opened.

In 2000, the Tramway completed a \$15 million modernization program, which included the installation of its new rotating tramcars. These became the first of their kind in North America and remain the largest rotating tramcars in the world.

In 2019, the Tramway's Mountain Station began its first-ever renovation, which was completed in early 2023. Budgeted at \$13 million, this effort was intended to not only bring electrical, plumbing and HVAC systems up to date, but to restore the original architectural vision of its noted Mid-Century architect, **E. Stewart Williams**.

According to **Tramway General Manager Nancy Nichols**, "We are very happy that the completion of our Mountain Station renovation has coincided with our 60<sup>th</sup> anniversary. Members of the **Mt. San Jacinto Winter Park Authority**, our governing body, have worked for over a decade to make this a reality and what a wonderful way to welcome our 60<sup>th</sup> anniversary visitors."

In celebration of the anniversary, a series of events and promotions are planned for September including **giveaways for every 60<sup>th</sup> visitor**, a **60<sup>th</sup> anniversary celebration quiz** on the Tramway's mobile app, a free **60<sup>th</sup> anniversary sticker for every visitor on September 12**, continuous showings of the newly-restored **original 1960s Tramway film "The Miracle at Palm Springs"** in the Santa Rosa Theater, and other special displays and exhibits.

\*\*\*

### **About Palm Springs Aerial Tramway**

The Palm Springs Aerial Tramway is the world's largest rotating tram car. Opened in 1963, the Tram's 80-passenger cars travel along the breathtaking cliffs of Chino Canyon from the Valley Station (elevation 2,643 ft.) to the Mountain Station (elevation 8,516 ft.) in approximately 10 minutes. For more information, please call 888-515-TRAM or 760-325-1391, or visit [www.pstramway.com](http://www.pstramway.com). Also, download the Tramway's free mobile tour in the App Store or Google Play.

---

**NOTE TO EDITORS:** For additional information, high-resolution images or HD B-roll, please contact Madison Morgan at (760) 969-4385, email [mmorgan@pstramway.com](mailto:mmorgan@pstramway.com) or visit [www.pstramway.com/media](http://www.pstramway.com/media).