

Buy in Advance and Get Guaranteed Lowest Price on Lift Tickets This Winter at Vail, Beaver Creek, Breckenridge, Keystone and Heavenly

BROOMFIELD, Colo., Oct 04, 2010 /PRNewswire via COMTEX News Network/ -- Today, [Vail Resorts](#), Inc. (NYSE: MTN) announced a new pricing structure for the 2010-11 winter season designed to give skiers and snowboarders who purchase their lift tickets seven or more days in advance, the lowest guaranteed price available for skiing and riding at Vail, Beaver Creek, Breckenridge, Keystone and Heavenly resorts. Also new this winter, guests will be offered an advanced purchase discount on a one-day or two-day lift ticket, not just on three or more multi-day tickets as in years past. Vail Resorts announced that the price of lift tickets purchased at the window for the same day of skiing will vary, but that tickets purchased in advance would be guaranteed to be the lowest price available for that day. To purchase tickets in advance, guests can go online at www.snow.com/lifttickets or through Vail Resorts central reservations.

"We want to encourage our guests to continue purchasing their lift tickets in advance of their arrival, just as they do with airfare and lodging, and in turn they will get our lowest guaranteed price for those products. It also offers them a seamless experience by going direct to the lifts when they arrive and skipping the ticket window," said Heidi Kercher-Pratt, vice president and chief marketing officer for Vail Resorts.

Advance pricing on a single day lift ticket this winter will vary according to time of season: \$61 in the early season to \$90 during peak holiday periods at Keystone (also valid at Arapahoe Basin); \$63 in the early season to \$94 during peak holiday periods at Breckenridge (also valid at Keystone); \$70 per day in the early season to \$99 during peak holiday periods at Vail and Beaver Creek; and \$57 in the early season to \$82 during peak holiday at Heavenly. Additionally, multi-day lift tickets will offer even greater savings, up to 35 percent off the single-day window lift ticket price, depending on the time of the season. These prices will be the lowest price available while prices at the window will fluctuate throughout the season.

"Our advance ticket pricing at the guaranteed lowest price reflects our commitment to delivering a world-class and an exceptional experience for our guests, while offering an amazing value," said Kercher-Pratt, "Our guest satisfaction surveys continually demonstrate that the experience at our resorts is second to none."

Furthermore, guests who purchase their tickets in advance will receive, at no extra charge, a "hard-card" PEAKS lift ticket which will contain RF technology, allowing them to utilize [EpicMix](#). EpicMix is a groundbreaking new digital application that will allow guests at any of Vail Resorts' five mountain resorts to effortlessly capture their ski and ride experience with RF technology and share it with friends and family through social media. EpicMix is one of several new on-mountain improvements that Vail Resorts has invested in for the 2010-11 season - others include a new high-speed lift (Chair 5) serving Vail's legendary Sun Up and Sun Down Back Bowls and Tamarack Lodge, a new 14,750-square-foot restaurant located at the top of the gondola at Heavenly Mountain Resort. These investments follow on the heels of a significant amount of investments made at each of Vail Resorts' five mountain resorts over the last few years, giving guests a resort experience that is unparalleled.

Vail Resorts has always been committed to offering products at attractive price points and there are many ways to save on a winter vacation with Vail Resorts. This season's offers on www.snow.com feature deals designed to provide skiers and riders the best value on lift tickets, rental equipment, ski lessons, dining, lodging and more for their ski vacation. Vail Resorts also recommends that guests do the following when planning their winter vacation trip:

- Plan your ski vacations as early as possible to take advantage of the best pricing and properties.
- Be flexible with your trip dates and look for package deals that offer the lodging and activities in which you'd like to participate - travel in non-holiday periods or mid-week, for example, to save on lift tickets, lodging and airfare.
- Purchase one of Vail Resorts highly popular season pass products if you plan to ski more than 6 days at any of our five resorts to save the most on your skiing and riding (see below for more information).
- Visit www.snow.com ,to find exclusive packages and offers, or call Vail Resorts central reservations at 1-866-486-3420 to find the best lift and lodging package for your needs. Additionally, sign up for our e-Mountain Mail email program to receive weekly exclusive offers and deals.

Vail Resorts also offers an array of season pass products that provide skiers and riders with the best value in the ski industry. At \$619, the Epic Pass provides unlimited, unrestricted access to six world-class resorts including Vail, Beaver Creek, Breckenridge, Keystone and Heavenly--as well as at Arapahoe Basin and the new Epic 7-Pack is a seven-day, unrestricted ticket that skiers and snowboarders can use at any one of Vail Resorts' five mountain resorts and Arapahoe Basin anytime during the season for a price of \$469--which equates to \$67 per day. The Epic 7-pack differs from a seven-day lift ticket because it can be used any time during the season, from beginning to end. These prices are only valid through Sunday, Oct. 17. For more information, visit www.epicpass.com.

For more information on lift and lodging packages and the lowest price guarantee on lift tickets, please visit www.snow.com.

About Vail Resorts

Vail Resorts, Inc., through its subsidiaries, is the leading mountain resort operator in the United States. The Company's subsidiaries operate the mountain resort properties of Vail, Beaver Creek, Breckenridge and Keystone mountain resorts in Colorado, the Heavenly Ski Resort in the Lake Tahoe area of California and Nevada, and the Grand Teton Lodge Company in Jackson Hole, Wyo. The Company's subsidiary, RockResorts, a luxury resort hotel company, manages casually elegant properties across the United States and the Caribbean. Vail Resorts Development Company is the real estate planning, development and construction subsidiary of Vail Resorts, Inc. Vail Resorts is a publicly held company traded on the New York Stock Exchange (NYSE: MTN). The Vail Resorts company website is www.vailresorts.com and consumer website is www.snow.com.

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