VAIL RESORTS
EXPERIENCE OF A LIFETIME™

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Vail Resorts Deliver Experience of a Lifetime Campaign with ExactTarget Marketing Cloud

Resort Uses Interactive Data to Offer Guests Exclusive Experiences, Recommendations

INDIANAPOLIS--(BUSINESS WIRE)-- Vail Resorts (NYSE:MTN), the world's premier mountain resort company, is connecting with skiers on and off the slopes to increase repeat visits with a new digital marketing campaign powered by the ExactTarget Marketing Cloud, from salesforce.com (NYSE:CRM).

Building on previous years' success, Vail Resorts again launched its annual EpicMix campaign in November 2013, enabling skiers with RFID embedded lift passes to track on-slope activity and trigger real-time emails with personalized skiing results, including vertical feet skied, virtual pins earned, on mountain photos and race results.

"Today's population is the most connected in history, creating a tremendous opportunity for connected experiences that build relationships and drive business results," said Scott Dorsey, chief executive officer, ExactTarget Marketing Cloud. "With the ExactTarget Marketing Cloud, Vail Resorts is connecting with their customers in entirely new ways to deliver a phenomenal customer experience."

Available through the EpicMix portal, Vail Resorts guests can track their skiing times and virtually race against Olympic Gold Medalist Lindsey Vonn. The campaign also enables skiers to track vertical feet skied, lift check-ins, points and virtual pins earned, ski school progression and share photos from ski trips directly to social media - and monitor all activity through real-time email alerts.

Since first piloting the campaign in 2010, Vail Resorts has increased email open and click rates by more than 50 percent with ExactTarget Marketing Cloud. Vail Resorts also sends real-time snow condition updates and personalized pre-arrival emails, providing skiers with travel alerts and destination information.

"Before using ExactTarget Marketing Cloud, our team was not able to provide the personalization, engagement and compelling content, and real-time delivery that our guests have come to rely on," said Lindsay Haller, senior CRM manager for Vail Resorts. "ExactTarget Marketing Cloud helps us achieve our mission to provide guests with the experience of a lifetime."

Vail Resorts' success follows the launch of the ExactTarget Marketing Cloud's 2014 State of Marketing. Based on a survey of more than 2,500 marketers globally, the study found the top five areas for increased spending are data and analytics (61%), marketing automation (60%), email marketing (58%), social media marketing (57%) and content management (57%). To download a complimentary copy of the study, click here.

About ExactTarget

The ExactTarget Marketing Cloud from salesforce.com (NYSE: CRM) is the leading 1:1 digital marketing platform, connecting companies with customers in entirely new ways. Learn more at www.ExactTarget.com.

About Vail Resorts, Inc.

Vail Resorts, Inc., through its subsidiaries, is the leading mountain resort operator in the United States. The Company's subsidiaries operate the mountain resorts of Vail, Beaver Creek, Breckenridge and Keystone in Colorado; Heavenly, Northstar and Kirkwood in the Lake Tahoe area of California and Nevada; Canyons in Park City, Utah; Afton Alps in Minnesota and Mt. Brighton in Michigan; and the Grand Teton Lodge Company in Jackson Hole, Wyoming. The Company's subsidiary, RockResorts, a luxury resort hotel company, manages casually elegant properties. 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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