



Vail Resorts to Provide 50% Per-Day Credits to Address Park City Mountain Guest Experience

Jan 16, 2025

Today, Vail Resorts announced credits for guests who skied or snowboarded at Park City Mountain with a pass or lift ticket during the patrol strike. Below is an email which was sent to Pass Holders, plus details sent to lift ticket guests.

For media, here is a quote from Deirdra Walsh, Chief Operating Officer of Park City Mountain:

"We deeply value the trust and loyalty of our guests, and while Park City Mountain was open during the patrol strike, it was not the experience we wanted to provide. We have heard our guests' feedback and are providing credits to those who skied and snowboarded at Park City Mountain during that time. We are committed to rebuilding the trust and loyalty of our guests by delivering an exceptional experience at Park City Mountain this season and in the future."

Letter to Pass Holders:

I want to sincerely apologize for the experience you had during the patrol strike at Park City Mountain which ended January 8. We deeply value your trust and loyalty, and while the mountain was open during this time, it was not the experience we wanted to provide you. We have heard your feedback and understand your frustrations.

To address the on-mountain experience, we are providing **all Pass Holders a 50% credit per day skied or snowboarded at Park City Mountain between December 27, 2024, and January 8, 2025**, to apply toward the purchase of a 2025/26 pass of equal or greater value to their 2024/25 pass. Season pass per-day credits are calculated based on eight days, and Epic Day Pass per-day credits are calculated based on the number of days purchased.

The minimum credit amount these Pass Holders will receive is 25% of the total purchase price of their 2024/25 pass. All credits will be customized for Pass Holders based on the price of their 2024/25 pass, product type, and number of days skied between December 27, 2024, and January 8, 2025.

Pass Holders' current 2024/25 season pass, or unused days on their 2024/25 Epic Day Pass, will remain active for use over the remainder of this season.

In March, you will receive a personalized email with your specific credit and promotion code. In the meantime, please review our Frequently Asked Questions.

Our hope is that these customized credits demonstrate our commitment to you as a valued Pass Holder. I am confident that our team's collective passion for Park City Mountain, our guests, and our community is strong, and that we will provide the experience you expect, this season and into the future.

Sincerely,

Deirdra Walsh

Chief Operating Officer

Park City Mountain

Lift ticket guests received a similar email with the following details regarding their credit: "To address your experience on the mountain, we are providing a 50% credit of the price paid for each day of lift tickets you used to ski or snowboard at Park City Mountain between December 27, 2024, and January 8, 2025, to apply toward the purchase of a 2025/26 pass product (full season pass or Epic Day Pass) of equal or greater value to your credit amount. In March, you will receive a personalized email with your specific credit and promotion code. In the meantime, please review our Frequently Asked Questions."