

Vail Resorts Launches Epic Ascent, Bringing Concierge Services and Personalized Experiences to Private Ski Lessons

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- *Epic Ascent offers concierge services, white-glove gear rental, high-touch customer support and skip-the-lift-line access at Vail Mountain and Beaver Creek this winter*
- *Bookings accommodate individuals or groups of up to six participants, at the same price*
- *Plus, Company to expand connected Ski & Ride School in the My Epic app to 14 resorts*
- *Epic Pass Holders can save 20% on group lessons, equipment rentals and more; Pass prices go up after October 7*

BROOMFIELD, Colo., Sept. 29, 2026 /PRNewswire/ -- Vail Resorts today announced that [Epic Ascent](#) private lessons are now available to reserve at Vail Mountain and Beaver Creek for personalized mountain experiences, expert ski and snowboard instruction, and skip-the-lift-line access this winter. The new Epic Ascent program automatically upgrades all private lessons into guided experiences for up to six guests with exclusive perks and a dedicated concierge to coordinate every detail of the overall trip, including dining reservations, white-glove gear rental, customized ski day itineraries and transportation coordination. Vail Resorts is also expanding connected Ski & Ride School in the My Epic app from four to 14 resorts, further supporting guests' pathway to skills progression.



"Traditionally, a private lesson began when an instructor met a guest on the mountain," said Bill Rock, President of Vail Resorts' Mountain Division. "With Epic Ascent, the private lesson experience now begins well before arrival and extends far beyond instruction, because guests aren't just booking a lesson – they are booking a mountain guide for a curated vacation experience. Whether you've got a group of friends planning a girls' trip, a family ready to explore the slopes together, or individuals looking for personalized coaching on expert terrain, Epic Ascent brings together expert instruction, concierge planning and insider knowledge to create ski days that feel personal, effortless and unforgettable."

Epic Ascent is now available to **reserve online at [Vail Mountain](#) and [Beaver Creek](#)**. Guests are encouraged to reserve early to secure preferred dates during the 2026/27 season. [Group ski and ride lessons](#) are also available to book across Vail Resorts' North American resorts, with Epic Pass Holders receiving 20% off group lessons. Lock in an Epic Pass or Epic Day Pass before prices increase after October 7.

Epic Ascent Redefines the Private Lesson Experience

Beginning this winter, all private lessons at Vail Mountain and Beaver Creek will be automatically upgraded to Epic Ascent to transform a traditional lesson into a curated mountain experience with vacation-planning concierge support. Epic Ascent will not result in increased private lesson prices, beyond normal inflation. Each booking accommodates **individuals or groups of up to six participants at the same price** and features:

- **Expert Instruction:** World-class instructors serve as mountain insiders, tailoring the day to meet guests' goals with personalized coaching and terrain recommendations.
- **Concierge Services:** Dedicated concierge support helps guests create their ideal mountain experience, including white-glove **rental gear arrangements, mountain transportation and dining reservations**. An Epic Ascent concierge can coordinate high-quality rental equipment along with exclusive access to a private gear fitting lounge for customized service from expert technicians. Prefer to stay in? Gear can be delivered directly to lodging locations at no additional cost.
- **Exclusive Perks:** Guests can maximize their time on the mountain with **skip-the-lift-line access** and the flexibility to choose when and where a lesson begins.

Epic Ascent's concierge team can also share insider recommendations to curate customized ski day itineraries that adapt to the unique goals and interests of each guest. Itinerary examples include a girls' trip with morning ski exploration and an afternoon après scene; a family vacation looking to

cruise the best blue groomers for shared mountain time; individuals who want personalized coaching on expert terrain before they ski their way to a great meal on mountain; and much more.

Epic Ascent launches at Vail Mountain and Beaver Creek for the 2026/27 winter season, with expansion planned to additional mountain resorts in 2027/28.

Ski & Ride School in the My Epic App Expands to 14 Resorts

Vail Resorts is significantly expanding Ski & Ride School in the My Epic app to offer guests in group lessons digital check-in for seamless arrivals, real-time lesson and photo updates, and the ability to track and build skills progression over time. Originally launched at four resorts in Colorado, the experience will be available at 14 resorts across the country this winter.

Designed for guests participating in group ski and snowboard lessons, connected Ski & Ride School in the My Epic app creates a personalized digital record of each guest's learning journey, capturing photos, lesson history, skill achievements, terrain milestones and instructor feedback in one place. Key features include digital check-in, real-time updates and photos shared throughout the day, achievement and terrain-based badges, and lesson summaries that help track progress over time and across various resorts. The experience gives parents visibility into their child's day on the mountain, while providing guests of all ages with a lasting record of their progression wherever they choose to ski and ride.

"Over the past year, we've received feedback from guests who greatly appreciated the app's ability to help parents stay connected during their kid's lessons and track skills achieved," said Rock. "Learning to ski and snowboard is a journey, and every lesson should build on the one before it. By expanding access to Ski & Ride School in the My Epic app, we're offering more guests a connected, personalized way to see that journey come to life."

Connected Ski & Ride School in the My Epic app is available this winter at Vail Mountain, Beaver Creek, Breckenridge, Keystone, Park City, Crested Butte, Heavenly, Hunter Mountain, Kirkwood, Mount Snow, Northstar, Okemo, Stevens Pass and Stowe.

Epic Passes on Sale for the 2026/27 Winter Season

Guests interested in Epic Ascent and Ski & Ride School this winter should purchase an [Epic Pass](#) before prices increase after October 7. With new savings for young adults, skiers and riders ages 13-30 can **save 20% on an Epic Pass or Epic Local Pass**. Plus, guests who purchase an Epic Pass or Epic Local Pass now will receive five [Epic Friend Tickets](#) offering 50% off adult lift tickets, making it easier to bring the crew along and save. Epic Friend Tickets can also be used for 25% off child lift ticket prices.

For those who prefer to customize their access, Epic Day Pass allows guests to choose the number of days they want to ski or ride. An **Epic 4-Day Pass offers up to 65% savings** compared to lift ticket prices, with prices starting at \$223 for adults (ages 13+) and \$116 for children (ages 5-12).

In addition to access to world-class mountain destinations, Epic Pass Holders receive [exclusive savings](#) including 20% off group lessons, equipment rentals, dining, lodging and other eligible mountain experiences with Epic Mountain Rewards.

IMAGES are available for media use [here](#).

About Vail Resorts, Inc. (NYSE: MTN)

Vail Resorts is a network of the best destination and close-to-home ski resorts in the world including Vail Mountain, Breckenridge, Park City Mountain, Whistler Blackcomb, Stowe, and 32 additional resorts across North America; Andermatt-Sedrun and Crans-Montana Mountain Resort in Switzerland; and Perisher, Hotham, and Falls Creek in Australia – all available on the company's industry-changing Epic Pass. We are passionate about providing an Experience of a Lifetime to our team members and guests, and our EpicPromise is to reach a zero net operating footprint by 2030, support our employees and communities, and broaden engagement in our sport. Our company owns and/or manages a collection of elegant hotels under the RockResorts brand, a portfolio of vacation rentals, condominiums and branded hotels located in close proximity to our mountain destinations, as well as the Grand Teton Lodge Company in Jackson Hole, Wyo. Vail Resorts Retail operates more than 250 retail and rental locations across North America. Learn more about our company at www.VailResorts.com, or discover our resorts and Pass options at www.EpicPass.com.

Forward-Looking Statements

Certain statements discussed in this press release, other than statements of historical information, are forward-looking statements within the meaning of the federal securities laws, including statements regarding the Company's expectations and assumptions related to future performance; guest experience; investments in and enhancements to food, lessons, gear, guest engagement, people, products, services, and other offerings; opportunities; key initiatives; and strategies. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. All forward-looking statements are subject to certain risks and uncertainties that could cause actual results to differ materially from those projected. Such risks and uncertainties include, but are not limited to, risks related to our ability to execute on our key initiatives and strategies; risks related to a prolonged weakness in general economic conditions, including adverse effects on the overall travel and leisure related industries and our business and results of operations; the willingness or ability of our guests to travel due to terrorism, the uncertainty of military conflicts or public health emergencies, and the cost and availability of travel options and changing consumer preferences, discretionary spending habits; risks related to travel and airline disruptions, and other adverse impacts on the ability of our guests to travel; our ability to acquire, develop and implement relevant technology offerings for customers and partners; the seasonality of our business combined with adverse events that may occur during our peak operating periods; competition in our mountain and lodging businesses or with other recreational and leisure activities; risks related to resource efficiency transformation initiatives; risks related to changes in security and privacy laws and regulations which could increase our operating costs and adversely affect our ability to market our products, properties and services effectively; potential failure to adapt to technological developments or industry trends regarding information technology; our ability to successfully launch and promote adoption of new products, technology, services and programs; risks related to our workforce, including increased labor costs, loss of key personnel and our ability to maintain adequate staffing, including hiring and retaining a sufficient seasonal workforce; and the risks detailed in the Company's filings with the Securities and Exchange Commission, including the "Risk Factors" section of the Company's most recently filed Annual Report on Form 10-K and quarterly reports on Form 10-Q. All forward-looking statements are expressly qualified in their entirety by these cautionary statements. All forward-looking statements in this press release are made as of the date hereof, and the Company does not undertake any obligation to update any forward-looking statements whether as a result of new information, future events, or otherwise, except as may be required by law.



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