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Vail Resorts Makes Mountain Vacation Experience Easier with New One-Time Check-In Process for Purchasing Lift Tickets, Season Passes, Ski School Lessons and Equipment Rentals

BROOMFIELD, Colo., Sept. 18, 2012 /PRNewswire/ -- As a leader of guest service innovation in the travel and leisure industry, Vail Resorts, Inc. (NYSE: MTN) has reinvented the guest registration and check-in process for a streamlined, seamless experience when purchasing lift tickets, season passes, ski and snowboard school lessons and equipment rentals across the Company's seven world-class resorts. With the new service feature coming this winter season, guests of Vail Resorts only need to provide their information once, making the process of getting onto the mountain and starting their vacation faster and easier.

"We go to great lengths every day to deliver the experience of a lifetime to our guests, and even the smallest and seemingly simplest of details is critically important to get right. This new service feature takes the hassle out of registration and check-in process each time a guest visits one of our ticket offices, ski schools or rental shops," said Robert Urwiler, chief information officer of Vail Resorts. "Guests will only need to provide their information once and then from lift tickets to rentals, the experience will be fast and easy. We know they just want to get on the mountain to carve those first few turns and now we're going to get them up there faster."

It's what guests won't see that will make all the difference in their vacation experience. Once a guest has provided their information initially, Vail Resorts' integrated systems will communicate across its various lines of business, removing any redundant on-site paperwork or data collection.

This new feature will enable Vail Resorts reservations staff to quickly locate guest information and provide more personalized service based on what was previously purchased during trips to the Company's seven resorts. It will provide an effortless process for checking into ski and snowboard school and purchasing equipment rentals. It also will make the on-mountain registration process easier—a swipe of a guest's pass with resort charge capability or a credit card—to purchase a run at the new EpicMix Racing venues this season.

In the next several years, the Company plans to expand its personalized guest service experience with this feature to other on-mountain activities, as well as lodging, clubs and transportation.

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 resorts of Vail, Beaver Creek, Breckenridge and Keystone in Colorado, and Heavenly, Northstar and Kirkwood in the Lake Tahoe area of California and Nevada, 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.

SOURCE Vail Resorts, Inc.

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