

Dec. 6 Is The Last Chance To Purchase The Epic Pass And Entire Suite Of Epic Pass Products For The 2020/21 Season

Epic Pass and Epic Local Pass price to go up \$100 on Nov. 22

BROOMFIELD, Colo. – Nov. 17, 2020 – With snow falling across many of Vail Resorts' North American destinations, the much-anticipated 2020/21 winter season is upon us. Guests with an Epic Pass product are already enjoying exclusive early season skiing and riding at world-class resorts like Breckenridge and Keystone. They are also locking in their Priority Reservation Days for the core season across all 34 of the company's North American resorts using Vail Resorts' new portfolio-wide reservation system which allows for physical distancing, prioritizes pass holders and provides them with a consistent experience to plan their season.

For skiers and riders who have not locked in their pass – now is the time.

Lift tickets will be limited this season, so the best way for guests to access the mountains is with a pass. **The Epic Pass, Epic Local Pass, Epic Day Pass and entire suite of pass products, each providing unbeatable value, go off sale Sunday, Dec. 6.** For the greatest value and access, guests should lock in their pass sooner than later. **Prices increase Nov. 22, with the Epic Pass and Epic Local Pass both going up \$100.** Additionally, there are now three weeks left of the exclusive booking window for pass holders to lock in up to seven Priority Reservation Days for the core season before lift tickets go on sale Dec. 8.

This year, Vail Resorts' unrivaled commitment to safety takes on more importance than ever amid the COVID-19 pandemic. In addition to face covering requirements and new safety protocols across resort operations, Vail Resorts launched a reservation system for all of its resorts to safely manage how many guests are on mountain on any given day. This system, which gives pass holders priority access, can be adjusted to meet local health guidelines, creating an approach that was designed with the full season in mind.

"There is tremendous enthusiasm to get back to the mountains this winter – and to make that experience a reality, we are sharply focused on safety and prioritizing our pass holders," said Kirsten Lynch, chief marketing officer of Vail Resorts. *"While our Epic Pass portfolio has always provided unprecedented value, this year pass holders get added benefits, including exclusive early season skiing and riding, priority access to our reservation system, new savings with Epic Mountain Rewards and peace of mind with Epic Coverage. For skiers and riders who are eager to safely recreate outdoors this season, even if they just plan to go just one day, having a pass is simply the best way to do it."*

Reservations are Now Live

Right now, pass holders can lock in up to seven Priority Reservation Days for the core season (Dec. 8-April 4) as well as reservations for the early season which are released each Wednesday for the following week for resorts that are open. On Wednesday, Nov. 18, additional reservations for the early season will be released at Vail, Breckenridge, Keystone, Park City, Heavenly and more.

Once in the core season, pass holders can also book as many week-of reservations as their pass type and availability allow. Week-of reservations do not count against their Priority Reservation Days. Once a pass holder uses one of their Priority Reservation Days, they will be able to book another – allowing them to always hold up to seven days in advance at a time. Reservations for all of the company's resorts can be booked at EpicPass.com, providing a one-stop shop for pass holders as they plan their ski and ride season.

Savings All Season Long with Epic Mountain Rewards

New for the 2020/21 season, Epic Mountain Rewards gives pass holders an **exclusive discount of 20 percent off food and beverage, lodging, group ski and ride school lessons, equipment rentals and more** at Vail Resorts' North American owned and operated resorts. Epic Mountain Rewards is available to everyone who purchases an Epic Pass, Epic Local, Epic Day Pass, Military Epic Pass and most of the Company's other pass products. With no sign-up, no point tracking and no blackout dates, pass holders get the 20 percent discounts by simply presenting their pass at the register or logging into their account for online reservations.

Epic Pass Suite of Products

With lift tickets limited this season to allow for physical distancing and to prioritize pass holders, the **Epic Day Pass** is a terrific alternative for skiers and riders who only plan to ride occasionally. With the Epic Day Pass, guests can create their own pass by selecting the number of days they plan to ski or ride – **from one day to seven days** – and whether or not to add holiday access. The Epic Day Pass starts as low as \$112 for a day of skiing or riding and can be used at any of the Company's world-class destinations like Vail, Park City, Breckenridge and Stowe. Additionally, the Epic 4-7 Day Passes also include access to Telluride in Colorado, Snowbasin in Utah, Sun Valley in Idaho and more.

The **Epic Pass** continues to offer the best value and variety for skiing and riding in North America. Currently priced at \$999, the Epic Pass provides incredible access to all of the Company's 37 owned and operated resorts plus additional partner access at Telluride, Snowbasin, Sun Valley, Courchevel, Fernie, Kicking Horse, Hakuba Valley, Japan and more. Even after the \$100 price increase on Nov. 22, the Epic Pass will still have the best value in the industry.

For skiers and riders willing to navigate around a few peak dates, the **Epic Local Pass** offers an incredible value at \$749 with access to all of the Company's owned and operated North American resorts, which includes access to many resorts like Breckenridge, Keystone, and Crested Butte. In addition, **the Epic Local Pass still provides ten combined days of holiday-restricted access at no additional charge to the world-class destinations of Vail, Whistler Blackcomb, and Beaver Creek**, plus additional partner access.

The **Military Epic Pass** program honors the epic service of the Company's founders from the 10th Mountain Division and men and women of the U.S. Armed Forces, Canadian Armed Forces and Australian Defence Force. With a significant discount from the Epic Pass, the 2020/21 Military Epic Pass provides an incredible value for Active or Retired service members and their families to enjoy unlimited, unrestricted skiing at the Company's owned resorts for \$189.

For skiers and riders only looking to hit the slopes on the East Coast, two new pass products launched for the 2020/21 season. The **Northeast Value Pass**, priced at \$619, provides guests with restricted access to Okemo, Mount Snow and Hunter, 10 restricted days at Stowe, plus access to Wildcat, Attitash, Mount Sunapee, Crotched, Liberty, Whitetail, Roundtop and more. The **Northeast Midweek Pass**, priced at \$469, offers guests similar access, but restricted to Monday through Friday, and five restricted midweek days at Stowe.

Peace of Mind with Epic Coverage

New for the 2020/21 season, Epic Coverage is now included free for all pass holders, replacing the need for traditional pass insurance, and providing additional peace of mind during an uncertain time. Epic Coverage provides refunds associated with illness, job loss, injury and certain resort closures, such as those due to COVID-19.

Epic Coverage provides pass holders with the ability to adapt their coverage to their needs. Pass holders can choose if they want their Priority Reservation Days covered or if they want the entire season covered, providing flexibility for how and when they need it. Pass holders have until Dec. 7 to make their coverage elections or Epic Coverage will default to Priority Reservation Day coverage if a reservation in the core season is reserved. Click [here](#) to learn more about Epic Coverage and review both the FAQs and the Terms and Conditions.

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About Vail Resorts, Inc. (NYSE: MTN)

Vail Resorts, Inc., through its subsidiaries, is the leading global mountain resort operator. Vail Resorts' subsidiaries operate 37 destination mountain resorts and regional ski areas, including Vail, Beaver Creek, Breckenridge, Keystone and Crested Butte in Colorado; Park City in Utah; Heavenly, Northstar and Kirkwood in the Lake Tahoe area of California and Nevada; Whistler Blackcomb in British Columbia, Canada; Perisher, Falls Creek and Hotham in Australia; Stowe, Mount Snow, Okemo in Vermont; Hunter Mountain in New York; Mount Sunapee, Attitash, Wildcat and Crotched in New Hampshire; Stevens Pass in Washington; Liberty, Roundtop, Whitetail, Jack Frost and Big Boulder in Pennsylvania; Alpine Valley, Boston Mills, Brandywine and Mad River in Ohio; Hidden Valley and Snow Creek in Missouri; Wilmot in Wisconsin; Afton Alps in Minnesota; Mt. Brighton in Michigan; and Paoli Peaks in Indiana. Vail Resorts owns and/or manages a collection of casually elegant hotels under the RockResorts brand, as well as the Grand Teton Lodge Company in Jackson Hole, Wyo. Vail Resorts Development Company is the real estate planning and development 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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