

Newsweek Names Vail Resorts One of the Most Trustworthy Companies in America for Third Consecutive Year

BROOMFIELD, Colo., April 2, 2025 /PRNewswire/ -- For the third consecutive year, Vail Resorts (NYSE: MTN) was recognized by *Newsweek* as one of [America's Most Trustworthy Companies](#). The 2025 recognition is based on an independent survey of more than 25,000 U.S. respondents, and each company's overall score was composed of 80% from the survey results and 20% from social listening analysis. The *Newsweek* list measures companies based on a holistic approach to evaluating trust with three primary pillars: employee trust, customer trust, and investor trust.

"Our employees – and their passion for our mountains, our guests, and our communities – are the center of our success," said Vail Resorts CEO Kirsten Lynch. "We build trust through our shared passion, by turning challenges into opportunities, and by always listening, learning, and improving."

Vail Resorts is guided by its commitment to employees, guests, communities, and shareholders— and its progress in the key areas directly impacting these entities.

- **Employee Experience** – Vail Resorts' frontline team members are key to creating an *Experience of a Lifetime*. By investing in their experience, the company is investing in the guest experience. Continued investments in wages and benefits have transformed talent into a strategic competitive advantage, leading to the highest return rate of frontline talent in the company's history.
- **Guest Experience** - Guest satisfaction has improved year over year at nearly every one of the company's destination mountain resorts. Over the last 10 years, Vail Resorts has invested nearly \$2 billion in capital improvements, including more than 30 new lifts in the last five years. Its award-winning digital innovations, such as Mobile Pass, My Epic Gear, and My Epic Assistant have significantly reduced friction in the guest experience and have contributed to a decrease in lift line wait times year over year for the last three seasons.
- **Stability** – Ensuring the ski industry not only survives, but thrives, is crucial to Vail Resorts' business, employees, guests, and the communities in which it operates. The company's business model has created unprecedented stability in an industry that used to be ruled by weather, allowing Vail Resorts to continuously reinvest in its mountain resorts even amid climate change. Over \$100 million in snowmaking investments since 2015 has enabled Vail Resorts to extend the season of its Rockies resorts by an average of 12 days—a week longer than the industry average in this region. This is complemented by the company's industry-leading sustainability program, Commitment to Zero. Vail Resorts remains on track to reach a zero net operating footprint by 2030.
- **Accessibility** – Vail Resorts is the industry leader in inclusive access programming, helping introduce future generations to snowsports and, in turn, ensuring growth of the sport. The introduction of products such as Epic Day Pass provides exceptional value to even the occasional skier or snowboarder, keeping the Epic Pass unparalleled in access and unmatched in value.

In addition to being named one of "America's Most Trustworthy Companies" in 2025, 2024 and 2023, *Newsweek* named Vail Resorts one of "America's Most Admired Workplaces" for 2025. Other recent company recognition for Vail Resorts includes *TIME*'s "America's Best Mid-Sized Companies of 2024" and *Fast Company*'s "Most Innovative Companies of 2024."

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 Epic Promise 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.

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For further information: For further information please contact Vail Resorts Public Affairs: news@vailresorts.com

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