

Vail Resorts Names Stowe, Vermont-Based Inntopia as Key Partner To Elevate the Vacation Booking Experience for Guests and Resort Lodging Partners

For Immediate Release

Vail Resorts Names Stowe, Vermont-Based Inntopia as Key Partner

To Elevate the Vacation Booking Experience for Guests and Resort Lodging Partners

Inntopia platform to be integrated throughout Vail Resorts' iconic North American destinations

BROOMFIELD, Colo. / STOWE, Vt. – April 19, 2017 –Vail Resorts announced today that it has named Inntopia, the leading e-commerce and central reservation platform for destination travel in North America, as a key partner to offer guests more real-time booking, lodging options and dynamic pricing across the Company's brand websites. Headquartered in Stowe, Vt., Inntopia offers the most flexible and robust advanced reservation system in existence. Vail Resorts will launch the use of Inntopia's inventory distribution network this summer across the Company's brand websites.

"We are very excited to be working with Vail Resorts, the leading global mountain resort operator," said Trevor Crist, founder and chief executive officer of Inntopia. "The partnership will help Vail Resorts to continue to deliver exceptional service throughout the vacation booking journey and the complete vacation experience."

Inntopia is an existing partner to destination properties throughout the town of Stowe, in addition to the Stowe Area Association destination marketing organization. Subject to the acquisition closing for Stowe Mountain Resort, Vail Resorts looks forward to building strong relationships with Stowe's community partners and stakeholders, in addition to integrating Inntopia's platform across its iconic mountain destinations throughout western North America – such as Stowe.com (pending acquisition closing), Vail.com, Breckenridge.com, ParkCityMountain.com, WhistlerBlackcomb.com and SkiHeavenly.com.

"As we look forward to finalizing the pending acquisition of Stowe Mountain Resort and to becoming a member of the Stowe community, we are thrilled to be partnering with Inntopia, an important Stowe, Vt.-based business which offers leading e-commerce technology throughout the world," said Erik Austin, vice president of Vail Resorts Reservations. "We are committed to providing our guests a seamless way to reserve lodging and to offering our lodging partners an easy-to-use platform that interfaces with our websites. Inntopia will dramatically enhance the online booking process across our renowned mountain resorts throughout North America."

About Inntopia

Headquartered in Stowe, Vt., Inntopia provides the leading suite of advanced reservation solutions in the destination travel industry, with a continuously evolving platform using over 15 years of measurable results and feedback from industry leading partners. Inntopia's innovative technology solutions serve ski and golf resorts, water parks and attractions, destination marketing organizations, tour operators, hotels, and activity providers. Inntopia has partnerships with over 75 major resorts and destinations across the globe, including Stowe Area Association in Stowe, Vermont; Whistler Blackcomb in British Columbia, Canada; Grand Lodge on Peak 7 in Breckenridge, Colorado; Thredbo (Australia), Engadin St. Moritz, and World Golf Village.

About Vail Resorts, Inc. (NYSE: MTN)

Vail Resorts, Inc., through its subsidiaries, is the leading global mountain resort operator. Vail Resorts' subsidiaries operate ten world-class mountain resorts and three urban ski areas, including Vail, Beaver Creek, Breckenridge and Keystone 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 in Australia; Wilmot Mountain in Wisconsin; Afton Alps in Minnesota and Mt. Brighton in Michigan. 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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