

Vail Resorts Named by Newsweek as One of the Most Trustworthy Companies in America for Second Consecutive Year

Award Comes a Week After Fast Company Names Vail Resorts Among World's Most Innovative Companies

Vail Resorts (NYSE: MTN) is honored to be recognized by Newsweek as one of the 2024 Most Trustworthy Companies in America. The award is determined by three public pillars of trust: customer trust, investor trust, and employee trust. Vail Resorts was also [named to the list in 2023](#), and in prior years was named by Newsweek as one of America's Most Responsible Companies in both [2021](#) and [2022](#).

"This recognition is a reflection of our dedicated team and their values-driven leadership in service to our many stakeholders," said Kenny Thompson, Jr., chief public affairs officer for Vail Resorts. "We cannot achieve our mission without our team. We believe in continuous improvement, innovation, and investments to deliver on our commitments – and the outcome is team members who trust us to care for them, and guests who trust us to deliver an *Experience of a Lifetime* across our network of mountain resorts."

This past year, Vail Resorts has continued to focus on investing and innovating in both the employee and guest experiences, while remaining responsible stewards of the environment and the mountain communities where we operate.

Building Trust Through Service Leadership

Our company's mission is to create an *Experience of a Lifetime*— and at the center of our ability to achieve this mission is our passionate team. Whether they stay for a season or career, we are in service to their development. We call our unique approach to leadership Epic Service™, which defines the way we serve others, develop our employees, and embody great service-based leadership as a culture. Leadership grounded in service – to our employees, guests, and other stakeholders – motivates us to continuously improve and invest in the employee experience. From compensation and benefits, to perks and wellness, development and recognition programs, our team members trust us to support them through ongoing investment and continued innovations to improve their experience.

Building Trust Through the Guest Experience

In addition to providing a safe and memorable *Experience of a Lifetime*, our guests also trust us to continuously improve the ski and ride experience through innovation and investments in new technology. This season we unveiled new technology to help our guests make the most of every minute on the mountain including [Mobile Pass & Mobile Lift Tickets](#), [My Epic Assistant](#), and [My Epic Gear](#) – all available in the My Epic app. In recognition of how we are re-imagining the ski and ride experience in service of our guests, *Fast Company*, one of the most influential business magazines in the United States, named Vail Resorts to its [2024 list of World's Most Innovative Companies](#).

Building Trust Through Industry-Leading Environmental & Social Responsibility

As a company rooted in the outdoors, we have a special responsibility to preserve and protect the environment. In 2017, Vail Resorts announced Commitment to Zero, our bold goal to reach a zero net operating impact by 2030. Now, we have a dedicated environmental and social responsibility team focused on sustainability, community support, and inclusive access. For the second consecutive year, Vail Resorts reached 100% renewable electricity across all our North American mountain resorts. We achieved our energy efficiency goal ahead of the company's 2030 target, and reduced landfill waste by 6.1 million pounds (36%) from the company's baseline.

More on why our stakeholders can trust to care for mountains and communities where we operate is detailed in our [2022/23 Environmental and Social Responsibility Report](#).

The Most Trustworthy Companies in America award is presented by Newsweek and Statista Inc., the world-leading statistics

portal and industry ranking provider. The 2024 rankings evaluated all companies headquartered in the US with a revenue over \$500 million through two channels: 1) Independent survey of about 25,000 US residents who rated companies they know in terms of the three touch points of trust, and 2) Social listening analysis of what was said about a company in various media segments of the internet and evaluating whether it was positive, neutral or negative.

More details on the methodology and the full list [can be found here](#).

Additional assets available online: [Photos \(1\)](#)

<https://stage.mediaroom.com/vailresorts/news-and-stories?item=123031>