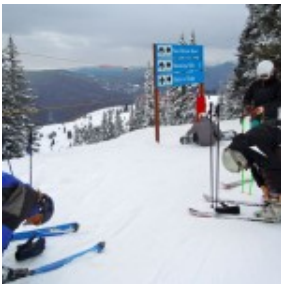


# Skier visits up 3.9% at Vail Resorts

By Ed Sealoover, Denver Business Journal

Skier visits to Vail Resorts Inc. properties this season rose 3.9 percent over last year and lift-ticket revenue jumped 8 percent, according to final numbers released Thursday by the Broomfield-based company.

Vail Resorts also reported significant year-over-year increases in several areas of ancillary revenue: 9 percent for dining revenue, 8.4 percent for ski school revenue and 8.3 percent for retail and rental revenue.



Buckling up for Vail's bowls.

Photo/Kathryn Reed

"The 2010-2011 ski season has come to a close and we are pleased with the ski season metrics across our six resorts," Vail Resorts CEO Rob Katz said in a news release. "It was especially good to see the rate of growth in lift ticket and ancillary revenue continue to outpace skier visits due to price increases across our lift ticket and season pass products, together with increased spending per visit."

**[Read the whole story](#)**