

# Vail Resorts expanding its brand on Internet with acquisitions

By Denver Business Journal

A division of Vail Resorts Inc. said Wednesday it purchased the ski report website SkiReport.com.

The purchase was made by Vail Resorts subsidiary Mountain News Corp., which already operates the website OnTheSnow.com.

Financial terms weren't disclosed.

The two websites will be merged for the 2011-12 ski season.

Mountain News (which has nothing to do with any media in the Lake Tahoe Basin) said the merger will boost unique annual visitors to the website to more than 12 million. OnTheSnow has been attracting about 9.6 million unique annual visitors.

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