

# Vail Resorts changing its focus of lodging division

By Mark Harden, Denver Business Journal

Vail Resorts Inc. this week announced a “strategic shift” for its lodging division, saying it plans to focus on adding properties at its ski resorts and Grand Teton National Park rather than elsewhere, and anticipates staff cuts in the division.

“The current economic and real estate environments make it difficult to realize the benefits of growing our lodging division outside of our mountain resorts and the national parks,” Rob Katz, chairman and CEO of the Broomfield-based company, said in a news release. “We believe that by narrowing the focus of our lodging segment, we will provide an enhanced experience for our guests and better long-term profitability.”

The new policy appears to have the greatest impact on RockResorts, a company luxury lodging unit that operates hotels at Vail Resorts’ ski areas as well as across the Caribbean.

The company statement said Vail Resorts will “no longer seek to add new RockResorts-managed properties which are located outside of the company’s six mountain resorts.”

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