

# Visits, spending up at Vail Resorts' ski areas



The addition is of Park City is helping Vail Resorts' bottom line. Photo/Kathryn Reed

**By Jason Blevins, Denver Post**

Vail Resorts on Wednesday reported climbing visits, and increased season pass sales and visitor spending at its resort network across Colorado, Utah and California.

North America's largest resort operator said lift ticket revenue for the season through Jan. 10 – including season pass sales – was up 19.4 percent over the same period last season. The company said visitor spending at its eight ski areas was increasing as well, with dining revenue up 14.3 percent, ski school revenue up 6.7 percent and retail sales at its resort stores up 9.1 percent.

Vail Resorts chief Rob Katz said the big snow in Tahoe after three seasons of drought is fueling the bounce, alongside

“solid revenue growth” in Colorado and “double-digit revenue growth at Park City.”

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