

Snow gives Vail Resorts reason to celebrate



Northstar, with more than 400 inches of snow this season, has been busy. Photo Copyright 2016 Carolyn E. Wright

By Lake Tahoe News

Vail Resorts today said its ski mountain division is doing much better than a year ago.

The figures released April 14 from the Broomfield, Colo.-based company do not include the urban ski areas of Afton Alps, Mt. Brighton and Wilmot Mountain.

Results released Thursday:

- Season-to-date total lift ticket revenue is up 19.3 percent compared to the prior year season-to-date period.
- Season-to-date ancillary spending increased compared

to the prior year, with dining revenue up 16 percent, ski school revenue 10.1 percent, and U.S. resort store locations 11.5 percent.

· Season-to-date total skier visits increased 13.4 percent compared to the prior year season-to-date period.

CEO Rob Katz in a statement said, "Our momentum throughout the year continued across each of our Western geographies with strong visitation from destination and local guests throughout the spring. The season's results highlight the experience we provide guests at each of our resorts due to the engagement of our employees and the investments we have made at each of the mountains and the success of our more sophisticated marketing efforts to drive season pass sales and overall destination visitation."

He credited the stronger than expected results for March 7-April 10 to conditions being good in Tahoe and Colorado. Ample snow has fallen this season in the Lake Tahoe area, where Vail owns Heavenly, Northstar and Kirkwood. This is a huge change from the previous three winters.

The abundance of snow is also helping spur people to buy 2016-17 season passes.

"To date, we have seen very strong overall results with significant continued growth on top of the record results we saw last spring and good momentum across all of our critical geographies," Katz said of pass sales for next season.