

Attracting Customers to Mountain Resorts





Over View

- Flat Market
- More Vacation Choices
- Less Time

VAIL RESORTS®

Understanding Our Customers

- Existing Customers
- New Customers

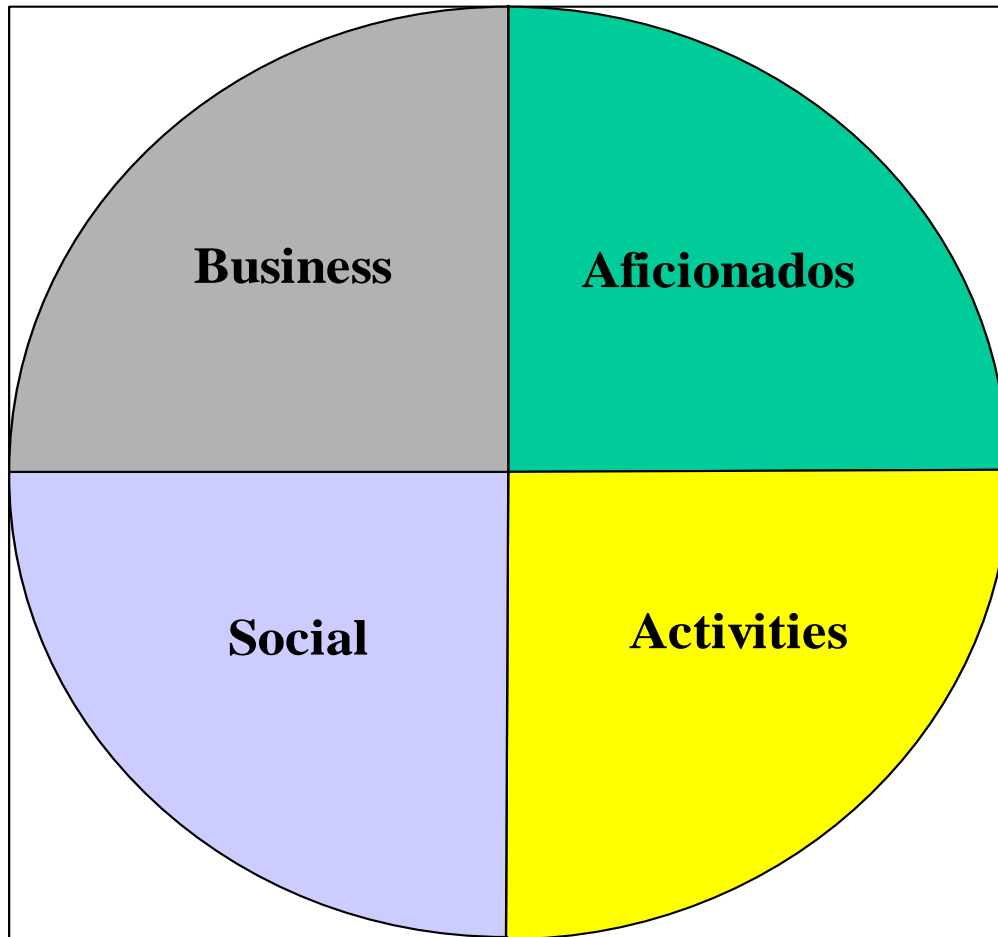




Existing Customers



Know What They Need and What They Want



“With”

-  **Aficionados**
-  **Activities**
-  **Social**
-  **Business**

“For”



There's no comparison





Beaver Creek®

North America's Grand Mountain Resort





**BRECKENRIDGE
SKI RESORT**

The Perfect Mountain Town





KEYSTONE[®]
COLORADO

The Evolution Has Begun





Heavenly[®]
LAKE TAHOE





Vail Resorts Mission

- Lead with Quality Products
- Lead with Quality Service
- Lead in Price

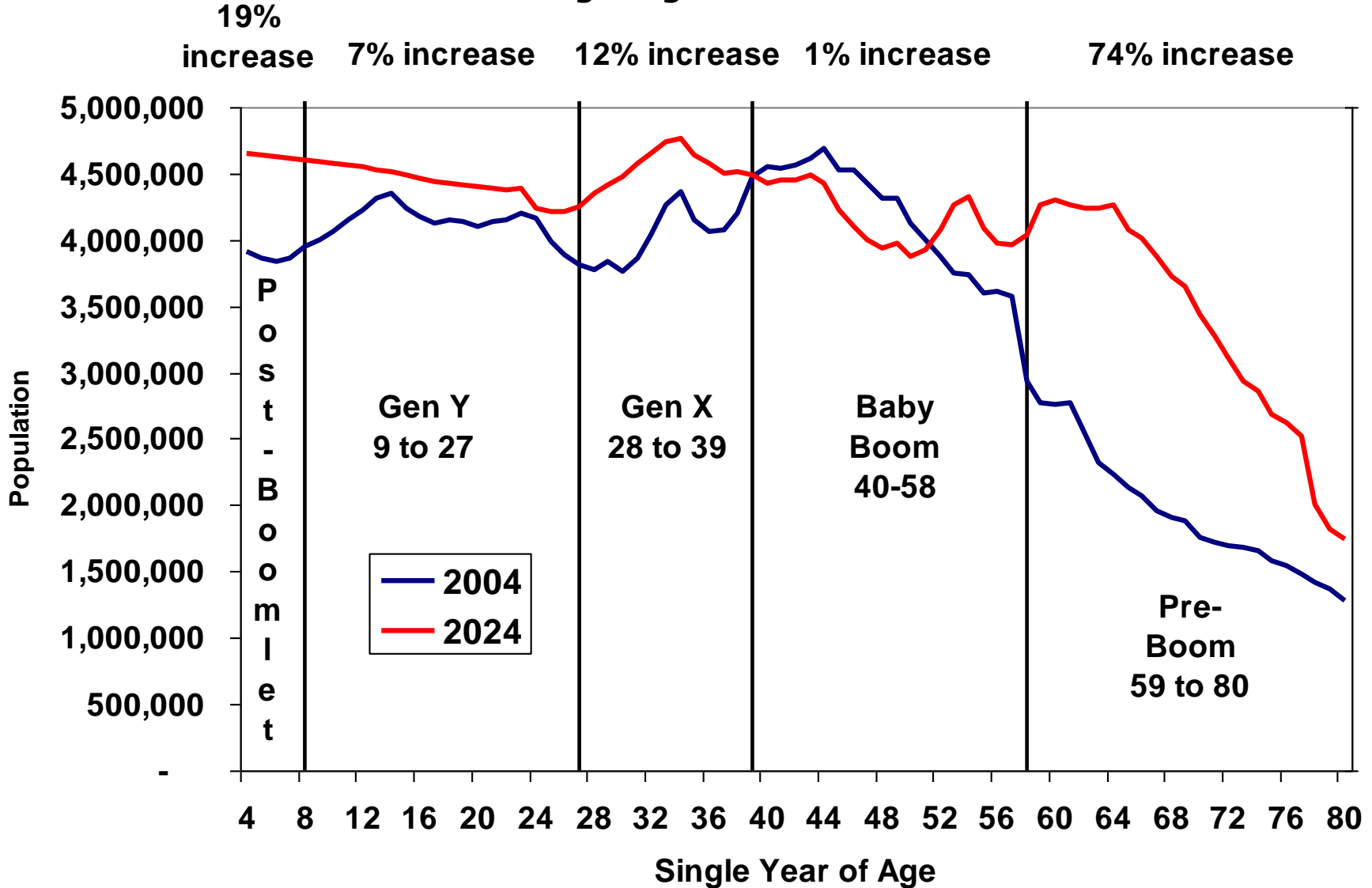


New Customers



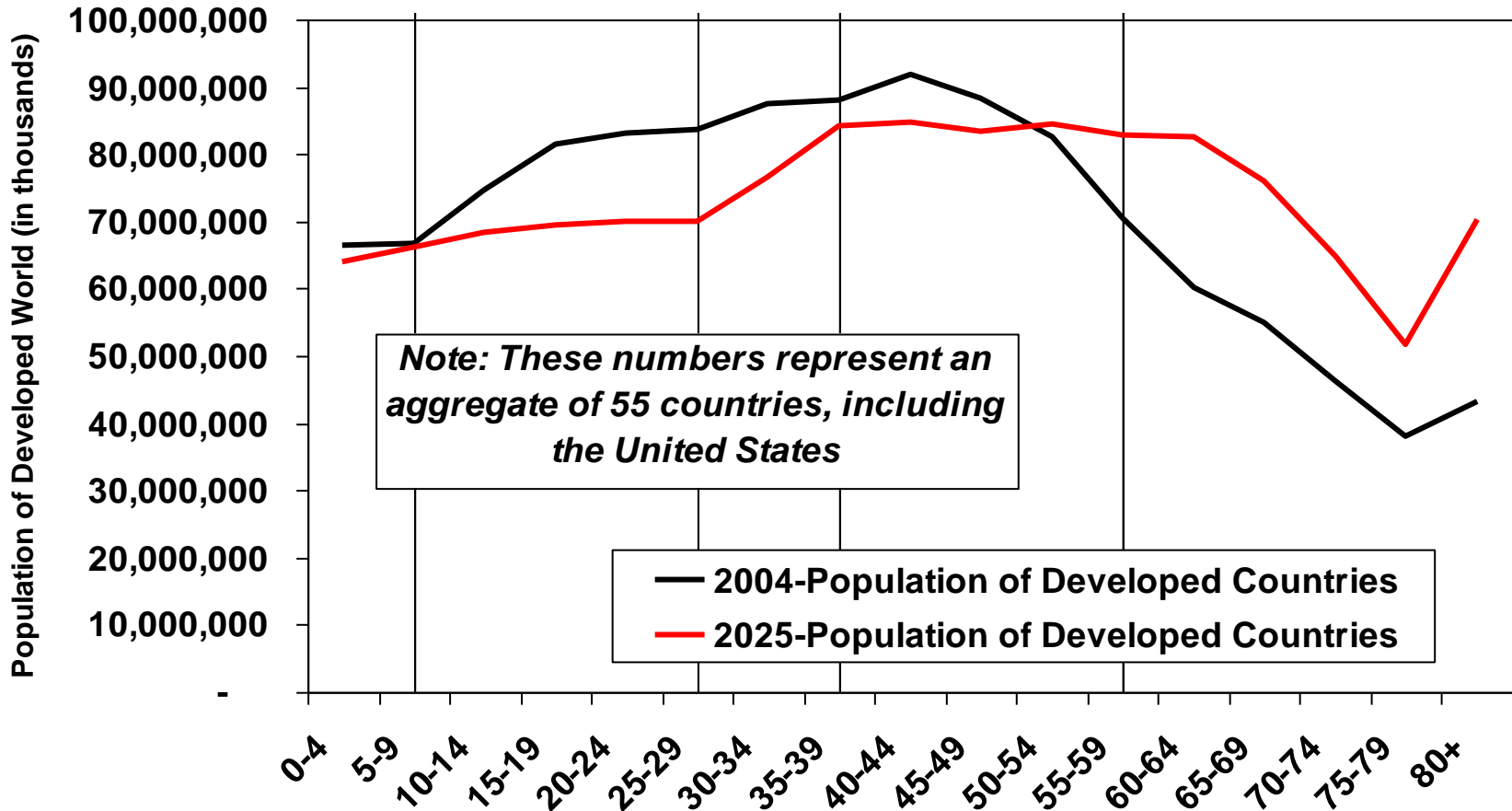
Total U.S. Population: 2004 vs. 2024

- The total population increases by about 18%. 85% of this increase is attributable to growth in the minority population, and this growth is especially concentrated in the under 30 age segment.



Current and Projected Population by Age Groups for 55 of the World's More Developed Countries: 2004 vs. 2025

**30% increase
in 50+ age group**





VAIL RESORTS®

Increase New Markets

International

Beaver Creek World Cup



VAIL RESORTS®

Increase New Markets

Minorities

National Brotherhood
of Skiers - Vail



VAIL RESORTS®

Increase New Markets

Snowboard /
youth culture

Breckenridge terrain park



Increase New Markets

Next Generation

Keystone Next Snow Search



Summary

Vail Resorts Strategy

- **Increase existing share**

Best quality product & service

- **Increase new business**

Embrace the future

VAIL RESORTS®

Just Another Day In Paradise™

