Attracting Customers to Mountain Resorts
Over View

• Flat Market
• More Vacation Choices
• Less Time
Understanding Our Customers

• Existing Customers

• New Customers
Existing Customers
Know What They Need and What They Want

“With”

Aficiónados

Social

Activities

“For”
There’s no comparison
North America’s Grand Mountain Resort
The Perfect Mountain Town
The Evolution Has Begun
Vail Resorts Mission

• Lead with Quality Products
• Lead with Quality Service
• Lead in Price
New Customers
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

Note: These numbers represent an aggregate of 55 countries, including the United States
Increase New Markets

International

Beaver Creek World Cup
Increase New Markets

Minorities

National Brotherhood of Skiers - Vail
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