

# Vail Mountain Announces Kids Ride Free Gondola Rides This Summer

## For Immediate Release

### Vail Mountain Announces Kids Ride Free Gondola Rides This Summer

- All kids ride the gondola free with an adult purchase
- At top of gondola families can enjoy zipline, mountain coaster, and new this summer a 36-foot climbing wall
- Resort now offers guests a-la-carte on-mountain activity options and online purchasing

**VAIL, Colo. – April 17, 2017** - New this summer, all kids can ride the Vail Mountain gondola free with the purchase of an adult ticket, allowing children 12-and-under to experience panoramic views of the Vail Valley and the legendary Gore Mountain Range through a scenic gondola ride. For each paying adult, one child, 12-and-under, will be given a complimentary ticket to access the mountain, where adventure awaits.

Once at the top of Vail Mountain, guests can purchase a ticket or a day pass to experience Vail's signature summer experience - Epic Discovery. With one-of-a-kind thrill activities that include an alpine coaster, a three-hour-long zipline tour and interactive nature experiences, Epic Discovery is the ultimate summer playground for families.

"We are excited to offer this opportunity to families so that more children can explore our national forests on Vail Mountain this summer," said Doug Lovell, chief operating officer at Vail Mountain. "A key component of the launch of Epic Discovery last summer was the addition of our educational elements, such as the story stakes and animal abilities, on our hiking trails. We hope that families are able to really immerse themselves in nature and the wonder of summer at Vail."

Also debuting at Vail this summer is a new 36-foot-high permanent rock climbing wall, the second-tallest, permanent outdoor climbing wall in Colorado. Guests can choose between 18 routes of varying difficulties to reach the top. The new rock climbing wall is the latest summer activity offered as part of Epic Discovery, which debuted in summer 2016 and includes activities such as an alpine coaster, ropes courses, ziplines, tubing, educational nature hikes and more. Epic Discovery connects both kids and adults with the national forests in an active, fun and engaging way, offering guests a unique opportunity to try new outdoor activities, challenge themselves physically, discover an appreciation for nature and create lasting family memories.

For ease of purchase, guests now have the ability to select summer products online, which includes the introduction of individual activity tickets. This effort provides guests with the flexibility and choice between unlimited access through pass products, or the option to try specific activities at an independent activity cost.

From an all-day unlimited Adventure Pass, which provides unlimited access to Epic Discovery activities such as the Forest Flyer alpine coaster, summer tubing, the climbing wall and more, to a-la-carte options, such as one ride on the Forest Flyer alpine coaster, guests have an array of options to fit their family's needs. For specific product info, please visit [www.vail.com](http://www.vail.com).

### About Vail Mountain

Under blue skies more than 300 days each year, Vail is an extraordinary mountain resort destination. The vacation experience is exceptional, from the awe-inspiring terrain and natural beauty of the surrounding Gore and Sawatch Ranges to world-class events, activities and festivals, shops and spas, and the abundant culinary experiences and luxurious accommodations that line the pedestrian-friendly streets of Vail Village and

Lionshead. Vail is where outdoor pursuits meet village sophistication. Offering more than 5,200 acres of developed ski and snowboard terrain including seven legendary Back Bowls in winter, and flourishing with new summer activities in preparation for the debut of Epic Discovery in 2016, the options for year-round adventure are endless. Coupled with the vision inherent in the spirit of Vail's founders, and a modern day commitment to excellence in all aspects of guest service and operations, Vail is a mountain resort like nothing on earth.

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#### **About Vail Resorts, Inc. (NYSE: MTN)**

Vail Resorts, Inc., through its subsidiaries, is the leading global mountain resort operator. Vail Resorts' subsidiaries operate ten world-class mountain resorts and three urban ski areas, including Vail, Beaver Creek, Breckenridge and Keystone in Colorado; Park City in Utah; Heavenly, Northstar and Kirkwood in the Lake Tahoe area of California and Nevada; Whistler Blackcomb in British Columbia, Canada; Perisher in Australia; Wilmot Mountain in Wisconsin; Afton Alps in Minnesota and Mt. Brighton in Michigan. Vail Resorts owns and/or manages a collection of casually elegant hotels under the RockResorts brand, as well as the Grand Teton Lodge Company in Jackson Hole, Wyo. Vail Resorts Development Company is the real estate planning and development subsidiary of Vail Resorts, Inc. Vail Resorts is a publicly held company traded on the New York Stock Exchange (NYSE: MTN). The Vail Resorts company website is [www.vailresorts.com](http://www.vailresorts.com) and consumer website is [www.snow.com](http://www.snow.com).

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