Vail Resorts Announces Sale, Management Agreement and Repositioning of the Village Hotel in Breckenridge

BRECKENRIDGE, Colo. – April 05, 2019 –Vail Resorts announced today the sale of the Village Hotel in Breckenridge, Colo. to Colorado-based Gravity Haus. Vail Resorts will continue to manage the hotel under a long-term management agreement. The property will be fully renovated and repositioned as Gravity Haus, a hotel and membership concept that will be debuting for the 2019-20 winter ski and snowboard season.

The existing 60-room property is centrally located at the base of Peak 9 in Breckenridge and just steps from historic Main Street, the Quicksilver SuperChair, and countless activities in the White River National Forest.

“As Breckenridge continues to grow as a destination, this is an opportune time to reposition the Village Hotel to maximize its potential and enhance the resort experience for today’s guests. We believe we can create more value to our guests by allowing a third-party owner to renovate and redevelop the property,” said James O’Donnell, executive vice president of hospitality, retail and real estate at Vail Resorts. “We’re committed to bringing Vail Resorts’ high level of service and attention to detail to the management of the hotel and we look forward to introducing Gravity Haus to Breckenridge.”

Gravity Haus is a hotel concept built for adventurers and athletes who seek the most authentic outdoor experiences the Rockies have to offer. Driven by an optional and affordable membership model, Gravity Haus serves front-range individuals and families who frequent Breckenridge and want on-site amenities that include dedicated lockers, an athletic performance gym, co-working, and seamless booking. It also serves the global traveler looking for a sense of community, access to gear, and the ability to explore and play in the Rockies like a local.

“Gravity Haus brings the backcountry experience -- the spirit of community and the bonds formed from shared outdoor experiences -- to the base of one of the coolest mountain towns in North America,” said Jim Deters, founder of Gravity Haus. “All three of our children learned to ski on Peak 9, and we’ve made Breckenridge our home mountain. We’re thrilled to invest our time, energy, and love into this amazing community.”

Prior to its launch next winter, the property will undergo a full and substantial renovation, which includes four Gravity Haus investments that are set to reinvigorate the hotel for guests, members, and the local community:

- Dryland Sports Co., a sports-performance gym for adults and youth rooted in modern training methods
- StarterHaus, a co-working space for locals and travelers
- Unravel Coffee, a sustainable coffee shop built on modern sourcing and roasting practices
- CabinJuice, a rotisserie-inspired restaurant, craft cocktail bar and social gathering space providing healthy fuel and fun pre-and post-adventure

The hotel will also include a prominent backcountry center, innovative gear rental and locker infrastructures, a flexible new lodging model for groups and visitors from around the world, and a Japanese Onsen-inspired spa.

Vail Resorts’ hospitality division owns and manages hotels, vacation rentals and conference facilities across the base areas of its mountain resorts in Colorado, Lake Tahoe, Utah, and Vermont in the United States, Whistler Blackcomb in Canada, and Grand Teton Lodge Company and Flagg Ranch Company in Grand Teton National Park, Wyoming.

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About Breckenridge Ski Resort
Breckenridge Ski Resort boasts five huge peaks, 2,908 acres, four terrain parks, a 22 foot Superpipe, 11 bowls, North America’s highest chairlift and some of the country’s best High Alpine terrain. Situated above a historic mining town, Breck is a vibrant mountain community with a contagious energy that fuels discovery and passion for life. www.Breckenridge.com

About Vail Resorts, Inc.
Vail Resorts, Inc., through its subsidiaries, is the leading global mountain resort operator. Vail Resorts' subsidiaries operate 15 world-class mountain resorts and three urban ski areas, including Vail, Beaver Creek, Breckenridge, Keystone and Crested Butte 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; Stowe and Okemo in Vermont; Mt. Sunapee in New Hampshire; Stevens Pass in Washington; 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 and consumer website is www.snow.com.

About Gravity Haus Breckenridge, LLC
Gravity Haus is a hospitality concept and membership community for those who love outdoor adventure, wish to protect our natural resources for generations to come, and want access to the most remarkable outdoor experiences. To learn more about Gravity Haus, book your stay, keep up-to-date on future announcements, and learn about membership, please visit www.gravityhaus.com

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