

Mobile Pass & Mobile Lift Tickets Technology To Go Live At Whistler Blackcomb For 2024/25 Winter Season

Resort announces innovation to create a more seamless guest experience, reduce ticket window lines, and support sustainability goals

Whistler, B.C. (Feb. 27, 2024) – Whistler Blackcomb today announced that hands-free Mobile Pass and Mobile Lift Tickets technology will go live at the resort for the 2024/25 ski and ride season within the My Epic app. This innovation will allow guests to skip the ticket window and buy their Pass (or lift ticket) online, then activate and store it in the My Epic app. When they arrive, they can get scanned, hands-free, straight from their pocket via low energy Bluetooth technology designed for low energy use. With this enhancement, the My Epic app will provide Whistler Blackcomb guests a ‘one-stop app,’ offering lift access, real-time resort updates, personalized stats, account information, and more.

“I am thrilled to bring this innovative technology to our guests next season,” said Belinda Trembath, VP & COO of Whistler Blackcomb. “We take tremendous pride in continuing to innovate and unlock ways for our guests to get the most out of their time here at Whistler Blackcomb. With Mobile Pass and Mobile Lift Tickets, your phone becomes your gateway to the mountains, making it easier and faster to get up the slopes by skipping the ticket window completely. It also supports Whistler Blackcomb’s Commitment to Zero sustainability actions over time, reducing the waste created by plastic cards with RFID chips.”

This new technology was rolled out at Vail Resorts’ U.S. resorts during the 2023/24 ski and ride season and has seen successful adoption and positive guest feedback.

To ensure a smooth transition, Whistler Blackcomb will continue to provide and activate physical cards for passes and lift tickets during the 2024/25 season, as requested. And in the future, they will be available to any guests who cannot, or do not want to use their phone.

To enable Mobile Pass & Mobile Lift Tickets, Whistler Blackcomb will be re-introducing hand scanning at its lifts and removing the gate system. While the gates were a compelling innovation when introduced many years ago, technology has changed dramatically since then. Whistler Blackcomb believes the most meaningful technological innovation for the future is Mobile Pass and Mobile Lift Tickets, which eliminates the need to stand in line at ticket windows and provides a more environmentally friendly experience. The resort is looking forward to having team members greet and welcome guests as well as improving lift loading efficiency.

The My Epic app is available in the Apple App Store and Google Play App Store. More information and guest education about using Mobile Pass and Mobile Lift Ticket will be shared leading into the 2024/25 winter season.

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About Whistler Blackcomb

Whistler Blackcomb in British Columbia is North America’s largest ski resort offering year-round adventure for all ages and skill levels. Powder hounds, glade lovers and groomer aficionados won’t want to miss big mountain skiing and riding as winter brings an unmatched variety of terrain. With more than 8,000 skiable acres, 200+ runs, 16 alpine bowls and three glaciers, all serviced by 35 lifts - including the one-of-a-kind PEAK 2 PEAK Gondola, there’s something for everyone. Summer is also incredible, with plenty to do, from mountain biking in our world-class Whistler Mountain Bike Park, to sight-seeing and hiking more than 50km of high alpine trails, to incredible events and experiences on-mountain. Whatever the season, adventure awaits.

Nation, who have lived on these lands since time immemorial. The Whistler Blackcomb team has deep gratitude for the opportunity to live and work in this beautiful place, colonially known as Whistler. We encourage all guests of the resort to visit the [Squamish Lil'wat Cultural Centre](#) for an opportunity to respectfully learn about these lands, their people and culture.

About Vail Resorts, Inc. (NYSE: MTN)

Vail Resorts is a network of the best destination and close-to-home ski resorts in the world including Vail Mountain, Breckenridge, Park City Mountain, Whistler Blackcomb, Stowe, and 32 additional resorts across North America; Andermatt-Sedrun in Switzerland; and Perisher, Hotham, and Falls Creek in Australia – all available on the company's industry-changing Epic Pass. We are passionate about providing an Experience of a Lifetime to our team members and guests, and our EpicPromise is to reach a zero net operating footprint by 2030, support our employees and communities, and broaden engagement in our sport. Our company owns and/or manages a collection of elegant hotels under the RockResorts brand, a portfolio of vacation rentals, condominiums and branded hotels located in close proximity to our mountain destinations, as well as the Grand Teton Lodge Company in Jackson Hole, Wyo. Vail Resorts Retail operates more than 250 retail and rental locations across North America. Learn more about our company at www.VailResorts.com, or discover our resorts and pass options at www.EpicPass.com.

<https://news.vailresorts.com/2024-02-27-MOBILE-PASS-MOBILE-LIFT-TICKETS-TECHNOLOGY-TO-GO-LIVE-AT-WHISTLER-BLACKCOMB-FOR-2024-25-WINTER-SEASON>