Vail Resorts Cuts Lift Ticket Prices in Half for Friends of Epic Pass Holders to Celebrate the Social Side of Skiing

- *2025/26 Pass Holders to get new "Epic Friend Tickets", including Epic Military Pass Holders*
- *Friends save this season and next: 50% off lift tickets this season AND the cost of one redeemed Epic Friend Ticket to apply toward an eligible 2026/27 Epic Pass*
- *2025/26 Epic Pass prices go up after September 1*

BROOMFIELD, Colo., Aug. 12, 2025 /PRNewswire/ -- Vail Resorts wants to make it easier for its most loyal guests to bring their friends to the slopes, in celebration of the social side of skiing and snowboarding. Today, the company announced "Epic Friend Tickets," a new benefit for 2025/26 season-long Epic Pass Holders to share incredible savings with those they want to ski and ride with most. Passes are on sale now, and the lowest price of the Fall ends September 1.

Pass Holders with an Epic Pass, Epic Local Pass, Epic Military Pass, Northeast Value Pass, and most of the company's other season-long passes will receive 6-10 Epic Friend Tickets, depending on when they purchased their Pass. Epic Friend Tickets provide 50% off lift tickets at the company's 37 North American resorts for the 2025/26 winter season. Plus, friends can also apply 100% of the cost of one redeemed Epic Friend Ticket toward an eligible 2026/27 Epic Pass – providing double the savings.*

"Skiers and snowboarders know this sport is magic; a passion you can't help but pass on," said Vail Resorts CEO Rob Katz. "If you ski or ride, chances are someone brought you into the sport, and we want to make it easier for you to pay it forward. Epic Friend Tickets are the next step on our nearly two-decade-long journey to find ways to make skiing more accessible to more people."

"We will always give the best deal to our Pass Holders who commit to skiing with us ahead of the season," continued Katz. "That said, we know not everyone can plan ahead, so **if you don't have an Epic Pass, the next best thing is knowing someone who does**."

More Details on the New Epic Friend Tickets

With the introduction of Epic Friend Tickets, eligible Pass Holders who purchased before April 14, 2025, will receive 10 Epic Friend Tickets, and those who purchase after will receive six Epic Friend Tickets. Epic Friend Tickets replace and upgrade Buddy Tickets, a former Pass benefit, which generally offered much lower savings off lift ticket prices, and which varied by resort.

Epic Friend Tickets can be used at all 37 of the company's North American resorts including big destinations like Vail Mountain and Whistler Blackcomb; regional destinations like Stowe, Heavenly, and Crested Butte; and local ski areas like Mount Sunapee and Afton Alps. Epic Friend Tickets can be redeemed through EpicPass.com then activated in the My Epic app for direct-to-lift access. The accompanying Pass Holder must scan their Pass in a lift line before an Epic Friend Ticket becomes scannable.

A gift that keeps on giving, Epic Friend Tickets provide significant savings this winter and next. Friends get 50% off lift tickets this season, and whatever they pay for that ticket can be used as a credit towards an eligible 2026/27 Epic Pass. Read more about Epic Friend Tickets here.

"By making it easier for our Pass Holders to share the ski experience with friends – through savings across not one, but two winter seasons – we hope to help spark traditions that will inspire groups of friends to return to the mountains for years to come," added Katz.

Last Chance for the Lowest Epic Pass Price of Fall Ends September 1

Epic Passes offer unmatched mountain access, big savings and incredible benefits – and purchasing a Pass early unlocks the best value. Epic Passes are on sale now for the lowest price of the Fall before prices increase after September 1, 2025. Whether hitting the mountain for one day or all season, there's an option for every skier and rider, from first timers to powder pros.

The 2025/26 **Epic Pass ($1075 adults; $548 children)** offers unlimited, unrestricted access to Vail Resorts' 42 owned and operated mountain resorts including Whistler Blackcomb, Vail Mountain, Park City Mountain, Breckenridge, Beaver Creek, and Stowe, plus access to iconic partner resorts and ski areas like Telluride, Colorado; Rusutsu and Hakuba Valley, Japan; Verbier 4 Vallées, Switzerland; Sölden, Saalbach and Zell am See-Kaprun, Austria; and more across Europe. The **Epic Local Pass ($799 adults; $416 children)** provides unlimited, unrestricted access to 29 resorts, plus access to more destination resorts with some restrictions. The **Epic Military Pass** with access to all of the company's 42 resorts is currently **$190** for active and retired military and their dependents, and $614 for veterans and their dependents.

More details on Pass options for the 2025/26 season are linked here. **Epic 1-7 Day Passes** provide up to 65% savings compared to lift ticket prices by purchasing ahead of the season, but do not include Epic Friend Tickets. All Passes come with **Epic Mountain Rewards,** which offer exclusive discounts including 20% off on-mountain food and beverage, lodging, group ski and ride lessons, equipment rentals and more – all winter long.

**Friends who do not hold a 2025/26 Pass can apply the full cost of a single redeemed Epic Friend Ticket towards eligible 2026/27 Passes including Epic Pass, Epic Local Pass, and other regional passes for a limited time. The full list of eligible Passes will be available once 2026/27 Passes are on sale. 2025/26 Pass Holders are not eligible for this promotion.*

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 and Crans-Montana Mountain Resort 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.

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