Vail Resorts Newsroom

Vail Resorts CEO Rob Katz Shares Vision for the Future of Skiing at Outside Summit

BROOMFIELD, Colo., June 25, 2026 — Vail Resorts CEO Rob Katz took the stage earlier this summer at Denver's Outside Summit, sharing his perspective on the future of skiing and snowboarding—and why the industry's next chapter centers on elevating the guest experience.



Watch the full conversation

During the conversation, Rob reflected on the evolution of the mountain industry over the past two decades and the role that season passes have played in expanding participation and stabilizing the business. Looking ahead, he emphasized a continued shift toward creating more seamless, welcoming, and connected experiences for guests.

Rob highlighted opportunities to simplify the journey to the mountain—reducing friction across every step of the guest experience, from planning and arrival to rentals and time on snow. He pointed to the role of technology, data, and operational improvements in making skiing and riding more intuitive and accessible, particularly for newcomers.

At the same time, Rob underscored the importance of preserving what makes the sport special: the human connection, the sense of community, and the identity that guests build around time spent in the mountains.

"We're not digitizing that experience," Rob said. "The human element of the mountain is so important."

Rob also reflected on his first year back as CEO, noting how guest expectations continue to evolve in an increasingly digital world—and how time spent outdoors has never mattered more. One thing he said hasn't changed: the passion and positivity of skiers and riders, and the creativity and energy it brings to our industry.

The conversation reinforces Vail Resorts' ongoing commitment to delivering the Experience of a Lifetime for our guests and employees, while helping to grow the sport in a way that is inclusive, sustainable, and centered on the guest experience. This vision of creating an environment where more people feel welcome is critical to supporting both long-term participation and the future health of our sport.

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