Vail Resorts Newsroom

Whistler Blackcomb's Jersey Cream Express Upgrade Nearing Completion



WHISTLER, BC— Nov. 14, 2024 – Whistler Blackcomb's upgrade to Jersey Cream Express is ahead of schedule and on track to start spinning on opening day of the 2024/25 winter season. Teams were able to capitalize on optimal conditions during the summer and expedite construction on Blackcomb Mountain's most popular lift. The upgrade will see the Jersey Cream Express transformed into a new, high-speed 6-pack following 35 years of service as a quad. The change is expected to increase uphill capacity by 29%, resulting in a reduction in lift line wait times, and improving circulation in the mid-mountain area. It will follow the same route, servicing the popular Glacier Creek Zone.

"We're thrilled to see this project so close to the finish line and on track to start welcoming guests on as we kick off the season next week," said Belinda Trembath, Chief Operating Officer at Whistler Blackcomb. "The Jersey Cream upgrade project was a labour of love from our dedicated teams and development partners. We can't wait to see this latest investment in the guest experience come to life this winter and have a positive impact on one of our most popular zones."

In addition to increased uphill capacity, Jersey's upgrade will also provide new safety features for guests, including:

- A re-vamped footrest design with an accompanying vertical bar that is placed between the user's legs as it is lowered.
- Additional pull straps and spring-assisted safety bars to support guests when lowering and raising the bar, which improves the safety of all riders, especially smaller children who are held more securely into the chair seat.
- Clear delineation of where each guest needs to sit.

Whistler Blackcomb's legacy of innovation and excellence is reflected in its evolution as North America's premier ski resort and a global destination. For nearly six decades, the resort has been an icon for big mountain adventures and world-class experiences, and core to that is its unending commitment to continuous improvement. The Jersey Cream Express upgrade is proof positive of this and is part of Vail Resorts' continued investment into lift infrastructure at Whistler Blackcomb and across the enterprise. Over the last three years, significant investments in the guest experience have resulted in lift upgrades to Creekside Gondola, Big Red Express, and Fitzsimmons Express. Epic Lift Upgrade initiatives each year introduce new chairlifts, new lift-served terrain, and exciting new guest experiences. These capital improvement projects are designed to help guests make the most out of every minute on the mountain by reducing lift line wait times, and providing more opportunity to learn new skills, explore new terrain, and discover new peaks.

Images are available here, with credit to Matthew Sylvestre/Whistler Blackcomb.

As a reminder, Epic Passes are on sale now, which allow you to ski and ride Whistler Blackcomb for less. Whether you plan to come one day or every day, there is a pass for everyone – even the occasional skier or rider. View all Epic Passes, including regional options, on whistlerblackcomb.com or epicpass.com before prices rise on November 17th.

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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. Summer is an incredible time to visit, 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.

Whistler Blackcomb operates on the unceded territories of the Lilwat7úl (Lil'Wat) Nation and Sḵwx̱wú7mesh (Squamish) 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.
