

Stevens Pass to Tackle Parking Challenges with New Plan for 2024/25 Winter Season

STEVENS PASS, Wash. – March 1, 2024 – Parking and arrivals are an important part of the guest experience at Stevens Pass, and the resort is committed to addressing the challenges they present with proactive, data-driven approaches. Next winter, the resort will offer a combination of free and paid parking options on weekends and holidays/peak periods, with a focus on reservations and carpooling incentives.

At the start of the 2024/25 winter season, 67 percent of parking at the resort will remain free and accessible on a first-come, first-served basis during weekends and peak periods. On non-peak weekdays, 100 percent of parking in every lot at Stevens Pass will be free.

Guests will be able to reserve a parking spot on weekends and peak periods in the remaining 33 percent of resort parking in Lots A, B, E, and G, providing access to the mountain on even the busiest days. In those lots, reservations will be required for all vehicles. Reservations for vehicles with three or fewer occupants will be \$20. To encourage carpooling, reservations for vehicles with four or more occupants and/or those with a single adult and two children ages 12 and under will be free.

“We are committed to addressing challenges with parking and we’re making additional improvements to provide a better arrival experience for our guests,” said Ellen Galbraith, GM & VP of Stevens Pass. “We have the opportunity to eliminate the uncertainty of securing a parking space on our busiest days. Our goal is to improve the guest experience, and we’re taking action to offer several choices, with a combination of both free and paid, reserved parking options. This plan allows our guests to choose their own arrival experience, whether it’s securing a spot in advance with reservations-based parking or utilizing one of our free first-come, first-served lots. After the improvement we saw this season with carpool-only lots, we anticipate an even greater efficiency with this new program.”

Stevens Pass continues to focus on solution-oriented approaches to help alleviate parking challenges. This season, the resort implemented carpool-only parking lots for vehicles with four or more passengers and family parking and found that carpool incentives reduced vehicle volumes. The new parking plan for the 2024/25 winter season incorporates learnings from this season and harnesses best practices from other mountain resorts in the ski industry to take parking solutions and options for guests yet another step further. Those learnings have also shown that parking reservations effectively spread-out arrival times and ease the stress for guests looking for a parking spot on the resort's busiest days.

More details will be released closer to winter 2024/25, including how to make a parking reservation. In the meantime, please visit the Getting Here & Parking page on the Stevens Pass website for additional information.

###

For further information: Amanda Bird| amanda.t.bird@vailresorts.com

<https://news.vailresorts.com/news-and-stories?item=123019>