

Stowe, Okemo, and Mount Snow Countdown to Winter: Target Opening Day November 22

- Friends save this season and next with new Epic Friend Tickets, redeemable all season long
- Epic Pass prices go up after November 16

STOWE, VT (October 27, 2025) – The countdown is on. In less than a month, Vermont's iconic ski resorts – Stowe Mountain Resort, Okemo Mountain, and Mount Snow – will kick off the 2025/26 ski and ride season with Saturday, November 22 as the target opening day.* Whether chasing powder, carving corduroy, or here for the après atmosphere, this triple opening marks the start of the ski season across the Green Mountains. Lock in for Opening Day, and get your Epic Pass by November 16 before prices go up.

Countdown to Opening Day

Saturday, November 22: Vermont's Target Opening for Skiing & Riding

Celebrate the first turns of the season at:

- **Stowe** – Home of the legendary front four, this season marks the 90th anniversary of Stowe's iconic Ski and Ride School, officially founded in 1936. We'll kick off the birthday weekend on December 10, with a special instructor recognition event and continue the festivities all weekend. This season also marks the launch of Seasons at Stowe, a new year-round event series, and Base Camp Bites, a food truck offering street-style food inspired by Asian cuisine.
- **Okemo** – This season marks a milestone, as Okemo celebrates 70 years of skiing and riding. Since opening in 1956, Okemo has been the go-to destination for generations of skiers and riders. From first turns to family traditions, Okemo has built a legacy rooted in warmth, community, and unforgettable mountain memories. This milestone season honors seven decades of snow-filled adventures, welcoming guests to be part of the celebration with special events, commemorative gear, and a look back at the moments that made Okemo a beloved winter home for so many.
- **Mount Snow** – Vermont's closest destination ski resort to Boston and New York City, Mount Snow is known for its stacked calendar of events, including a new Base Area Block Party on January 31, 17th annual Carinthia Classic on March 14, Jack Jump World Championship on March 15, Reggaefest on March 20-22, Pond Skim on March 21, and Duct Tape Derby on March 22. In addition to a full event calendar, Mount Snow offers snow tubing, après nightlife, and Naturespa at the Grand Summit Hotel.

Epic Pass: Your All-Access Key to the East Coast's Best

Vermont's legendary slopes are calling, and Epic Pass is your all-access key to the Green Mountain State's finest terrain. Prices increase after November 16, so lock in a Pass now and plan your epic friend winter road trip up VT Route 100.

- New this year, Pass Holders with an Epic Pass and most of the company's other season-long Passes receive 6 Epic Friend Tickets. Epic Friend Tickets provide 50% off lift tickets for the 2025/26 winter season (any day of the season!) and whatever your friends pay for that ticket can be used as a credit towards an eligible 2026/27 Epic Pass next year.**
- For regional adventurers, the Northeast Value Pass (\$684 adults; \$513 teen) delivers unbeatable value closer to home, with access to top resorts across the region including Stowe, Hunter, Mount Snow, and Okemo (with some restrictions).
- The Epic Local Pass (\$833 adults; \$437 children) provides unlimited, season-long access to 29 resorts including Stowe (excludes peak dates), Okemo, and Mount Snow, plus access to more destination resorts with some restrictions.
- Occasional, non-committal skiers and riders favor Epic 1-7 Day Passes which provide up to 65% savings compared to lift ticket prices by purchasing ahead of the season. The Epic Day Pass allows guests access to world-class resorts starting at as low as \$81 per day for adults at Vermont and New York resorts. Epic Day Passes do not include Epic Friend Tickets.

Epic Passes unlock more than just lift access; with Epic Mountain Rewards, Pass Holders get 20% off on-mountain food, lodging, group ski and ride lessons, and rentals. Plus, all skiers and riders get access to the My Epic app, which features interactive trail maps, tracks your stats, Finds Your Friends on the mountain, shares lift line status times, provides real-time mountain alerts, and more.

Gear Up with My Epic Gear

Now in its second year, My Epic Gear is better than renting and easier than owning. Guests can join for a seasonal membership fee, which unlocks access to the latest gear from the top brands, including more than 60 of the latest ski and snowboard models. You can reserve in advance in the My Epic app for a low daily use fee that includes slopeside pick-up and drop-off at one of 12 participating resorts including Stowe, Okemo and Mount Snow.

Learn more about what's going on at Stowe, Okemo, and Mount Snow this season through the resort's [2025/26 Winter Tip Sheet](#).

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**Opening dates are subject to change, based on weather and conditions.*

***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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