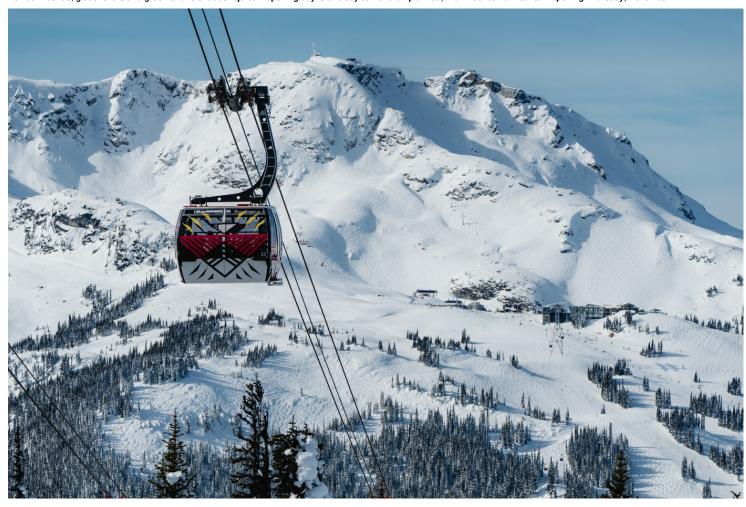
Winter Returns to Whistler Blackcomb for the 2024/25 Ski & Ride Season

Powder hounds, glade lovers and groomer aficionados rejoice - opening day is one day earlier than planned, with Blackcomb Mountain opening Thursday, November 21



Whistler, BC – November 15, 2024 – Whistler Blackcomb will kick off a season of firsts when its lifts start spinning for the 2024/25 ski and ride season one day earlier than planned with the opening of Blackcomb Mountain on Thursday, November 21, followed by the opening of Whistler Mountain on Friday, November 22. This season, guests can expect the same unmatched terrain for all ages and skill levels across two mountains and more than 8,000 skiable acres, with a few new features designed to make the experience at North America's largest ski resort even better.

The highlights are plentiful for the 2024/25 winter season, including the debut of the newly upgraded Jersey Cream Express chairlift – now a 6-person chair that will significantly reduce wait times, improve circulation on-mountain, and increase uphill capacity to the popular Glacier Creek Zone on Blackcomb Mountain. This <u>Epic Lift Upgrade</u> marks the fourth improvement since 2022 to Whistler Blackcomb's lift infrastructure, underscoring a commitment to continuous investment in the guest experience. Since 2022, upgrades have been made to Big Red Express (2022), Creekside Gondola (2022) and Fitzsimmons Express (2023).

"Witnessing the energy, dedication and enthusiasm from our team as they work to prepare these dual mountains for the 2024/25 ski and ride season has been inspiring," said Belinda Trembath, VP & COO of Whistler Blackcomb. "The countless hours of front-line staff training, including our brand-new lift experience team, as well as the snowmaking, grooming, lift maintenance, ski patrol preparation, and retail, rental and restaurant ramp up, are all for this day. Guests from the Sea to Sky Corridor, the Lower Mainland, across Canada and around the world are in for another season of unparalleled mountain adventure, highlighted by all-new experiences and returning favourites."

Lifts start spinning at 8:30am on November 21 on Blackcomb Mountain, with access to 87 acres of terrain, serviced by Blackcomb Gondola, Excalibur Gondola, Excelerator, the upgraded Jersey Cream Express and Catskinner. Once both mountains are open on November 22, guests will have access to an opening weekend terrain package of 187 acres and an additional three lifts - Whistler Village Gondola, Emerald Express, and Franz's Chair - providing access on Whistler Mountain. Whistler Blackcomb is currently sitting at a base depth of 102 cms, following 36 cms of new snow in the last 24 hours and 89 cms in the last seven days. Teams will continue to make snow at every opportunity in the early season and take advantage of ongoing snowfall to expand terrain offerings.

Opening Day on Blackcomb will feature music, treats and prize packs for the first guests in line at Blackcomb Gondola, with the popular DJ Cat spinning tunes at the top of the mountain. When Whistler opens on Friday, November 22, there will be a traditional welcome from the Squamish Lil'wat Cultural Centre (SLCC) in Skiers' Plaza in Whistler Village, as well as music and DJs, sponsored prizes, cookies, giveaways and more.

New for the 2024/25 season: hands-free Mobile Pass and Mobile Lift Tickets will go live at the resort within the My Epic app. This innovation will allow guests to skip the ticket window and buy their Pass (or lift ticket) online, then activate and store it in the My Epic app. When they arrive, they can get scanned, hands-free, straight from their pocket via hand scanners with low energy Bluetooth ® technology designed for low energy use. With this enhancement, the My Epic app will provide Whistler Blackcomb guests a one-stop app, offering lift access, real-time resort updates, personalized stats, account information, and more. Physical cards will be available to any guests who cannot, or do not want to use their phone.

Also new this season at Whistler Blackcomb is the launch of My Epic Gear, a first-of-its-kind gear membership that provides all the benefits of owning gear, but with more choice, lower cost, and no hassle. Members unlock access to more than 60 of the latest ski and snowboard models from 13 leading brands. The entire membership experience, from gear selection to free daily slopeside pick-up and drop-off, is available in the My Epic app. Best part for travelers to Whistler Blackcomb: no more hauling gear to and from the resort!

In an effort to reduce traffic congestion and improve the guest arrival experience, Whistler Blackcomb will be launching a trial carpool program to encourage guests to travel together in vehicles with four or more people. This will be in place at Upper Lot 7 on Blackcomb and level P1 at Creekside Parkade between 6am-11am on weekends and peak periods. After 11am, these lots will open to all vehicles, regardless of the number of passengers in the vehicle. Parking in both lots remains free at all times, without need for reservations. More information can be found in our <u>carpool parking</u>

FAO's

A variety of on-mountain dining options will once again be available to guests this season Horstman Hut is making a comeback, where guests can enjoy a European-style selection of sausages, sauerkraut, pretzels and mustards. World class dining with jaw dropping views will once again be offered at Steeps Grill and Wine Bar in the Roundhouse and Christine's in the Rendezvous. The newly renovated Corona Mountaintop Lodge in the Roundhouse makes its debut and regionally inspired Indigenous dishes created in partnership with the culinary team at the Squamish Lil'wat Cultural Centre will return to Merlin's (base of Blackcomb) and Raven's (top of Creekside Gondola).

The World Ski and Snowboard Festival, weekly Fire & Ice Shows in Whistler Village, Whistler Pride and Ski Festival, the 39th Annual Peak to Valley Race, Whistler Cup, and Creekside Classic will all be returning this season as well, part of Whistler Blackcomb's legendary lineup of signature events.

Whistler Blackcomb is also excited and honoured to host the Invictus Games Vancouver Whistler 2025, February 8-16, 2025. The event will bring together over 500 competitors from over 20 nations to compete in adaptive sports for this first-ever winter edition that will feature Alpine Skiing and Snowboarding.

Whistler Blackcomb Season and Day Passes, EDGE Card products, and Epic Passes, are still available to purchase online and at the ticket windows – but hurry, prices go up November 17. Guests planning to visit this winter are encouraged to purchase their lift access in advance – whether it is a lift ticket, Epic Pass, EDGE Card, or Whistler Blackcomb Day Pass. Lift tickets will be limited every day during the 2024/25 season in order to preserve the guest experience at each resort.

Follow Whistler Blackcomb for daily updates and real-time information, along with other important news throughout the season on the new My Epic app (once in the app, look for the bell in the top right corner to see a feed of real-time guest alerts) or on our social channels: Instagram, Facebook, Resort Twitter/X, and Mountain Operations Twitter/X.

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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. Powder hounds, glade lovers and groomer aficionados won't want to miss big mountain skiing and riding as winter brings an unmatched variety of terrain. With more than 8,000 skiable acres, 200+ runs, 16 alpine bowls and three glaciers, all serviced by 35 lifts - including the one-of-a-kind PEAK 2 PEAK Gondola, there's something for everyone. Summer is also incredible, 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. Whatever the season, adventure awaits.

Whistler Blackcomb operates on the shared unceded territories of the Lilwat7úl (Lil'Wat) Nation and Skwxwú7mesh (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.

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