



FOR IMMEDIATE RELEASE

Media Contact: Christian Knapp | cknapp@pgri.us | (970) 331-3413

Jay Peak Resort Announces Price Freezes and Reductions through its Mission Affordability program in 2024-2025

JAY, VERMONT – Jay Peak Resort has announced an initiative to freeze or reduce pricing on all lift ticket window rates and the Mission Affordable 4-Pack for the 2024-25 winter season. The resort says this effort is a direct response to the inflationary environment across the US economy over the past several years, which has affected guests and the resort alike, as everyone tries to navigate a challenging economy while still engaging with the sports and brands they love. The initiative extends beyond lift ticket pricing to new everyday low-priced menu options, new Ski and Ride School programming, golf rounds, and more. The list of cost freezes and reductions will grow throughout the summer, and additional initiatives will be announced.

Reflecting on Jay Peak's commitment to affordability, general manager Steve Wright commented, "These past few seasons have been difficult to navigate with inflation and increased costs being shared by both the resort and our guests. For the 2024-2025 season we are either freezing or reducing the costs on most of our admission products, food and beverage items and across various revenue centers here at the mountain. Our hope is that pause on cost escalations and outright reductions in some areas gives the market a chance to catch its breath while we wait for inflation to abate. Our shared goal is to make visiting Jay Peak and all its amenities as accessible as possible and for as many people as possible."

The commitment to affordability is encouraged by Pacific Group Resorts, Inc. (PGRI), Jay Peak's parent company based in Park City, Utah. A core tenant of the company's long-term strategic position has been offering affordable mountain escapes starting with the introduction of the Mission Affordable suite of lift products and extending to the most comprehensive Free Learn to Ski and Ride program in the industry. By prioritizing value-driven initiatives, through this new Mission Affordability program, PGRI's resorts aim to make mountain recreation accessible to a broader audience ensuring more people can enjoy the scenic beauty and activities more often, without compromising on the quality of the guest experience.

Wright also noted, "While Jay Peak is in the business of staying in business, the resort acknowledges the broader economic indices like inflation. If it is hurting Jay Peak, it is also hurting its guests. Jay Peak may not be able to impact all things but we promise to look at everything and freeze and/or reduce pricing wherever we can, and wherever the broadest impact will be."

About Jay Peak Resort

Jay Peak is a four-season resort in Northern Vermont, close to the Canadian border and about 60 miles north of Burlington. The resort features 385 acres of skiing and snowboarding terrain serviced by nine lifts including Vermont's only aerial Tram plus a year-round indoor waterpark, an indoor ice arena, an extensive recreation center, multi-purpose athletic fields, and an 18-hole championship golf course. The resort is best known for its 356 inches of average annual snowfall, which is the most east of the Rocky Mountains, and a wide range of accommodations, dining options, and unique events catering to all types of visitors. jaypeakresort.com

About Pacific Group Resorts Inc. (PGRI)

Pacific Group Resorts, Inc. is an international resort operating company based in Park City, Utah whose portfolio includes Jay Peak in the Green Mountains of Vermont, Wintergreen Resort in the Blue Ridge Mountains of Virginia, Mt. Washington Alpine Resort in the Beaufort Mountain Range on Vancouver Island, British Columbia, Wisp Resort in the Appalachian Mountains of western Maryland, and Powderhorn Mountain Resort on the Grand Mesa of western Colorado. PGRI also manages the mountain operations of Ragged Mountain in New Hampshire, which is not owned by Pacific Group Resorts, Inc. Combined the company operates over 4,000 acres of ski terrain serving about 1 million skier visits per year, 99 holes of golf, over 40 food & beverage outlets, over 4,000 pillows, plus tennis, pickleball, pools, a water park, athletic fields, a whitewater rafting course, numerous retail operations, spas, and a variety of other amenities. For more information on PGRI, please visit www.pgri.us.