JAY PEAK

HOCKEY IS BACK

TO: All Staff
FROM: Steve Wright
DATE: November 3rd, 2026

Team,

Hockey is back this weekend. This Thursday, actually.

We didn't have a tournament on property this past weekend, and I suspect most of us noticed the difference. It was quiet, which can be nice. There was no dinging or donging or ditching and while that was certainly appreciated, the quiet isn't really what this place was built for. Especially during these shoulder periods, hockey is an important part of our business, filling hotel rooms, restaurants, shops and venues at a time when that activity matters a great deal.

We also know hockey weekends can bring some challenges. There are a lot of kids, a lot of energy, and sometimes that energy finds its way into places we'd rather it didn't. Our goal isn't to approach that expecting problems. It's to welcome these teams, players, coaches and families enthusiastically, while also helping them understand the same expectations we have for every guest who visits Jay Peak.

And that belongs to all of us—not simply the Hotel front desks or our Security team, or Dennis or the Ice Haus. Hockey groups are generally pretty easy to identify. If you see a team walking through the resort, stop and ask how their games are going. Ask a parent how the weekend has been. Wish the kids luck. Make them feel like we're genuinely glad they're here, because we are.

At the same time, if you see behavior that needs a little redirection, feel empowered to help. A friendly "Hey guys, can you give us a hand with that?" or "We need you to keep it down through here" can go a long way. Most situations don't require confrontation or escalation; they simply require someone to notice, engage and reinforce what we expect on our campus.

Hospitality doesn't mean looking the other way. It means taking care of people and taking care of the place—and doing both in a way that makes guests want to come back. Because we need them to.

So, this weekend, let's be ready for hockey. Let's welcome them, engage with them, help them have a great experience and, when necessary, help keep the weekend between the lines.

Thanks, everyone.

steve

