



For Immediate Release

2020-2021 Eagle County Merchant Pass Program Announced

- *The 2020-21 Epic Merchant Pass will be offered for \$979, and the Epic Local Merchant Pass will be offered for \$729.*
- *As a onetime offering to Merchants who participated in the program last year, and in recognition of a shortened 2019-20 season, merchants will be eligible to receive a 20% credit for their 2020-21 Merchant Pass purchases (restrictions apply, details below)*
- *An online info session will be held Nov. 5 to explain changes to this year's program and answer Merchant questions.*
- *Business owners maintain ownership of Merchant Pass unlike Epic Pass, which belongs to individuals*
- *Merchant Pass features a one-time transfer for \$110 to accommodate employee changes.*
- *Merchant Pass sales begin Nov. 4, 2020 in Vail and Nov. 7 2020 in Beaver Creek and will be available throughout the season.*

VAIL, Colo. – Oct. 28, 2020 – [Vail Resorts](#), Vail Valley Partnership (VVP), and Vail Chamber & Business Association (VBCA) have announced details of the 2020-2021 Eagle County Merchant Pass program, which is again offering two pass options for qualifying local businesses.

"Vail Resorts is proud to partner with Eagle County merchants through the Vail Valley Partnership & Vail Chamber and Business Association on our Merchant Pass products. These pass products demonstrate our continued commitment to our community, and our belief, that guests experience the mountain and this community as one destination." – Beth Howard, Vice President & COO – Vail Mountain

The Merchant Pass Program includes two options for the Merchant Pass – the Epic Merchant Pass and the Epic Local Merchant Pass. Both passes have expanded access from the original merchant pass program and offer the local community the option to ski and snowboard outside of Colorado. These options offer the opportunity to choose between passes with varying access and pricing.

The 2020-2021 Epic Merchant Pass will be offered for \$979, and the Epic Local Merchant Pass will be offered for \$729. As a onetime offering and in recognition of a shortened 2019-20 season, for each Merchant Pass purchased during the 2019-20 season, Merchants will be eligible to receive a 20% credit for their 2020-21 Merchant Passes purchases, if purchased prior to December 6th, 2020. This takes the Merchant Epic pass price to \$783 and the Merchant Epic Local Pass price to \$583. The price of the pass is subject to change with sufficient notice and available for purchase all season.

Merchant Passes will require reservations to access resorts and priority access will be granted until Dec. 7 for Merchant Pass holders to make up to 7 Priority Reservation Days prior to lift tickets going on sale starting Dec 8. Merchant passes are not eligible for EpicCoverage, but are eligible to be transferred once per season.



The Merchant Pass program has been in existence for many years, providing a compelling hiring tool for local businesses due to the wide-ranging benefits for employees. Unlike any other pass products, the pass ownership resides with the business versus an individual and features a one-time transfer for \$110 to accommodate employee changes, and does not have a purchase deadline. Unlike the Epic Pass, which is owned by the pass holder and cannot be revoked or transferred by an employer regardless of who paid for it, the passes available through the Merchant Program are owned by the “merchant” or business and in the event that an employee leaves, the pass will be deactivated by the business and may be transferred to another employee. Both Merchant Passes will be restricted Nov. 27-28 and Dec. 26-31, 2020, and Jan. 16 and Feb. 13-14, 2021.

Both passes available through the Merchant Program provide a number of ancillary benefits to employees. Benefit offerings include access to Vail Resorts’ popular ski and snowboard application, EpicMix, six ski-with-a-friend tickets, summer lift access at Vail and Beaver Creek (excluding bike haul), and more. Some restrictions apply for these benefits.

- **Epic Merchant Pass: \$979*** – Unlimited access with a reservation during core season (holiday restrictions apply) at Vail, Beaver Creek, Whistler Blackcomb, Park City, Heavenly, Northstar, Kirkwood and Stowe.

Unlimited access with a reservation during core season (with no holiday restrictions) for Breckenridge, Keystone, Wilmot, Afton Alps, Mt Brighton, Okemo, Mount Sunapee, Crested Butte, Stevens Pass, Mount Snow, Attitash Mountain Resort, Wildcat Mountain, Crotched Mountain, Hunter Mountain, Liberty Mountain Resort, Roundtop Mountain Resort, Whitetail Resort, Jack Frost, Big Boulder, Alpine Valley, Boston Mills, Brandywine, Mad River Mountain, Hidden Valley, Snow Creek, Paoli Peaks, Perisher, Australia (2021 Access), Falls Creek, Australia (2021 Access), Hotham, Australia (2021 Access).

Partner resort access for 7 days at Sun Valley & Snowbasin (restrictions may apply).

Holiday Restrictions will apply during Nov. 27-28, 2020, Dec. 26-31, 2020, Jan 16, 2021 and Feb. 13-14, 2021 at Vail, Beaver Creek, Whistler Blackcomb, Park City, Heavenly, Northstar, Kirkwood and Stowe.

- **Epic Local Merchant Pass: \$729*** – 10 days of skiing with a reservation during core season (holiday restrictions apply) at Vail, Beaver Creek, and Whistler Blackcomb.

Unlimited access with a reservation during core season (holiday restrictions apply) at Park City, Heavenly, Northstar, Kirkwood, and Stowe.

Unlimited access with a reservation during core season (with no holiday restrictions) at Breckenridge, Keystone, Wilmot, Afton Alps, Mt Brighton, Okemo, Mount Sunapee, Crested Butte, Stevens Pass, Mount Snow, Attitash Mountain Resort, Wildcat Mountain, Crotched Mountain, Hunter Mountain, Liberty Mountain Resort, Roundtop Mountain Resort, Whitetail Resort, Jack Frost, Big Boulder, Alpine Valley, Boston Mills, Brandywine, Mad River Mountain, Hidden Valley, Snow Creek & Paoli Peaks.

Partner resort access for 2 days at Sun Valley & Snowbasin (restrictions may apply).



Holiday Restrictions will apply during Nov. 27-28, 2020, Dec. 26-31, 2020, Jan 16, 2021 and Feb. 13-14, 2021 at Vail, Beaver Creek, Whistler Blackcomb, Park City, Heavenly, Northstar, Kirkwood and Stowe.

- *As a onetime offering and in recognition of a shortened 2019-20 season, for each Merchant Pass purchased during the 2019-20 season, Merchants will be eligible to receive a 20% credit for their 2020-21 Merchant Passes purchases, if purchased prior to December 6th, 2020. This takes the Merchant Epic pass price to \$783 and the Merchant Epic Local Pass price to \$583.

Qualifying for the Merchant Pass

In order to be eligible for the Merchant Pass program, businesses must first belong to the [Vail Chamber & Business Association \(VCBA\)](#), or [Vail Valley Partnership \(VVP\)](#). Second, businesses must participate in one of the qualifying events or programs offered by the Associations. More information regarding the programs offered can be found online at www.vail.com/vbcmerchantpass. Companies must remain in good standing with their Association.

Additional Merchant Pass Benefits

- A Merchant Pass may be transferred once to another employee from the same business for \$110.
- Six buddy lift tickets provide the option to purchase a ticket to ski and ride during restricted periods. The buddy tickets also may be used for friends and family all season. Payment does not need to be made by the merchant pass holder; a friend or family may pay for the ticket. Coupons belong to the pass holder and pass holder must be present to redeem.
- Six ski-with-a-friend tickets offer up to six days of unrestricted skiing or snowboarding for family or friends at a discounted rate that varies by date. Tickets will be electronically loaded onto the Merchant Pass and can be redeemed at any ticket window. Payment does not need to be made by the merchant pass holder; a friend or family may pay for the ticket. Coupons belong to the pass holder and pass holder must be present to redeem.
- Access to Vail Resorts' award winning and popular ski and snowboard application EpicMix. For more information visit EpicMix.com.
- For more information please check www.vail.com/vbcmerchantpass.

To obtain a Merchant Pass, businesses must contact their qualified association to determine eligibility. All Merchant Pass information is distributed through the Associations. Vail Merchant Pass sales will begin Nov. 4 at the Lionshead pass office in Vail and Nov. 7 at the Beaver Creek pass office. Vail Mountain is scheduled to open Friday, Nov. 20, 2020 and Beaver Creek Resort is scheduled to open Wednesday, Nov. 25, 2020.

An online information session will be held at 4:00 p.m. on Thursday, Nov. 5, 2020. This session will provide details on the 2020-21 Merchant Pass program, COVID-19 changes and procedures, and will



allow time for Merchant questions. Merchants can RSVP on the VCBA or VVP websites – www.vailchamber.org or www.vailvalleypartnership.com.

For additional information about the 2020-2021 Vail Resorts Merchant Pass, call (970) SKI-VAIL (754-8245) Monday through Friday from 9:00 a.m. – 4:00 p.m. Merchants can also e-mail vhcmerchantpass@vailresorts.com, or visit www.vail.com/vhcmerchantpass. For the Vail Valley Partnership call (970) 477-4027 or e-mail anna@vailvalleypartnership.com, and for the Vail Chamber & Business Association call (970) 477-0075 or email info@vailchamber.org.

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