



West Middle Creek Under Construction – Who’s profiting?

Letters to Vail

VHA Report 052825:

Rob Katz takes back VR lead.

June 6, 2025

[Concerns over perceived deficiencies in Vail Resorts \(VR\) corporate leadership have prompted changes in top management.](#) The recent leadership shift partially aligns with recommendations outlined in the [January 2025 Apex Partners stockholder analysis](#). Partial alignment risks continuing the existing state of affairs. The analysis warns that corporate impairment is occurring at a scale necessitating adjustment to both the business model and executive team.

Rebuilding trust with local communities that were alienated over the past several years is essential. Accumulating the investment capital necessary to upgrade mutually supportive infrastructure in the Town and on the Mountain presents a daunting challenge in a global economic climate where the perception of feasible solutions remain tentative or elusive.

Expanding lift capacity on Vail Mountain as described in the 2024 Master Development Plan (MDP), will be expensive. Major VR corporate and TOV expenditures will depend on the availability of financial resources.

Construction of incremental increases in lift capacity could take years. The long-standing strategy of relying on growth to fund expansion may now pose significant challenges for both VR and TOV.

If on-mountain capacity expands the TOV must respond with its own collateral improvements. However, TOV is currently not in a position to invest in replacing or expanding the two aging public parking structures that handle the majority of daily commuter parking demand. Instead, it is shifting away from reliance on personal automobiles and toward mass transportation. This strategy requires fundamental changes in entrenched behavior patterns of automobile commuters.

Has Vail reached its limit for recreational growth? Emerging indicators of consumer, environmental, and infrastructure limitations suggest that the community must determine whether further expansion is worth the return on investment. The decades-long shift from quality to quantity may have run its course. Is a restructuring to a premium recreational experience even feasible when presented with the challenge of increasing prices to offset reductions in quantity? The larger issue is whether more growth could do more harm than seeking to correct deficiencies does. Examining growth and quality is an important question for the community to consider.

A move toward a premium recreation experience would require restructuring the current mass marketing strategy. Reports of crowding and congestion declined this past winter season. Particularly on weekdays. Personal safety concerns remain an antagonizing issue. The minimization of on-mountain patrolling, sport safety training, and enforcement amplifies the likelihood of increasing incidents involving endangerment and injury.

It remains to be seen whether the decline was due to a mild winter or a shift in marketing or other strategies.

If on-mountain user distribution continues to self-correct, some of the significant adjustments or major investments may not be necessary. The 2024 MDP projected a daily increase of 5,000 visitors to Vail Mountain. Using a 10:1 staff-to-visitor ratio new seasonal and permanent housing accommodation for an estimated 500 workers would be required.

VHA is available to collaborate on mutually beneficial solutions while remaining committed to its mission and principles, which include the persistent and vigorous protection of public and covenanted open spaces.

VHA [invites letters of interest](#) to provide assistance in its membership and reader development efforts.

VHA is a member and reader-supported non-profit funded by voluntary annual dues and contributions of its paid subscribers and readers. Many members are part-time resident property owners from Vail’s founding generation, their children and succeeding generations of first-time owners who have discovered the intangible qualities that Vail brings to their lives. As Vail grows, traditional assumptions of political activism have become more complicated and costly.

Memberships and contributions fuel the VHA reports, *Letters to Vail* and help VHA respond to important issues, expand our reach and ensure transparency. VHA is thankful for support and participation from the Vail community. We pledge to remain at the forefront of advocating on behalf of the mutual interests of full and part-time residents and property owners. [Spanish version available.](#)

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