



**Lift lines at their worst a few years ago - Vail Back Bowls. VR is taking measured steps to correct deficiencies. Major improvements to on-mountain facilities is important.**

# **Letters to Vail**

**V a i l H o m e o w n e r s A s s o c i a t i o n**

**VHA Report: 072625925a**

**2025 VHA Annual Membership Meeting**

**1-3 pm, Wednesday, July 30, 2025**

**Whitepaper Report – Vail Looking Forward.**

**Vail Resorts: Strategic Planning & Facility Challenges**

**July 30, 2025**

The resort company will continue to emphasize the Epic Pass as its primary economic development tool. It is being reported that the company, which manages a global chain of mountain resorts, had modified its management

approach and team, to differentiate between VR’s “crown jewel” properties from those having lesser stature on the world stage.

The resort company was criticized earlier this year, by an influential investor, for inadequate investment in upgrading resort facilities, which has resulted in a decline in desirability. Many of the decades old facilities on Vail Mountain are overdue for an upgrade or makeover. In 2024 the USFS and VR amended the Vail Mountain Master Plan that included concepts for the expansion of lift capacity to better distribute recreationalist throughout the resort’s terrain. The plan emphasizes lift capacity expansion but does not adequately address the need to upgrade, expand or replace its hub facilities. The plan is conceptual, it does provide guidance to the timing and amount of financial invest needed to implement the plan’s elements.

The improvement proposed in the [2024 Vail Mountain Development Plan](#) are driven by the images of overcrowded lift lines a Gondola One and the back bowls. Many aspects of the plan, like the proposed Trans Montane lift at the Vail Village ski base are conceptual. The Trans Montane lift in the opinion of credible source is neither practical to construct nor does it add measurable benefit the distribution of recreators. The proximity of the lower base is immediately adjacent to a well-established residential neighborhood. Some of the neighborhood’s homeowners are pledged to oppose the lift, favoring instead the long list of other more impactful improvements to mountain facilities.



**The Orient Express (Lift 21) is leading the list of upgrades under consideration.**

The cumulative effect of upgraded and new lifts will add to the capability to disburse recreationalist throughout Vail Mountain extensive terrain, reducing the potential for congestion at lift stations. The addition of another bottom to top of mountain lift at West Lionshead is proposed. The planning and design of the West Lionshead portal is underway. It will allow the creation of a much needed service and maintenance portal, serving as a drop off and pickup transit hub for commuting on-mountain workers and recreationalist.

There is a need to stage within the West Lionshead complex the distribution of mountain bound food stuffs and other essential supplies. The handling of slope grooming and related maintenance activities will likely be an included consideration.

With a few exceptions many of Vail's on-mountain facilities have the seasonal appearance of being dated and in need of a facelift. Mid-Vail looks far different in the snow than it appears in the summer. Upgrades will require investment dollars.

There are reports that mountain sports etiquette standards are not being adequately enforced by the ski patrol. Unnecessary altercations have occurred. A return to the teaching of behavioral etiquette should be emphasized by ski school instructors.

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

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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 its reach, and ensure transparency. VHA is thankful for the support and participation of the Vail community. We pledge to remain at the forefront of advocating for the mutual interests of full and part-time residents and property owners.

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