

PORTFOLIO

2017

Who we are

VAIL RESORTS[®]

EXPERIENCE OF A LIFETIME[™]

- Worldwide leading operator of mountain resorts
- 1,6 billion US\$ annual revenue, > 26.000 employees
- 13 ski resorts worldwide in US, Canada and Australia
- In-house digital sales & media team with 120 staff

Business Unit **Mountain News** with
50 employees and 26 own & operated websites in
14 languages

EUROPE IS **epic**

AUSTRIA + FRANCE + ITALY + SWITZERLAND

*Worldwide valid
Saison-Skipass
„EPIC“
> 500.000 sold
passes per year*



MountainTravel
Audience Platform

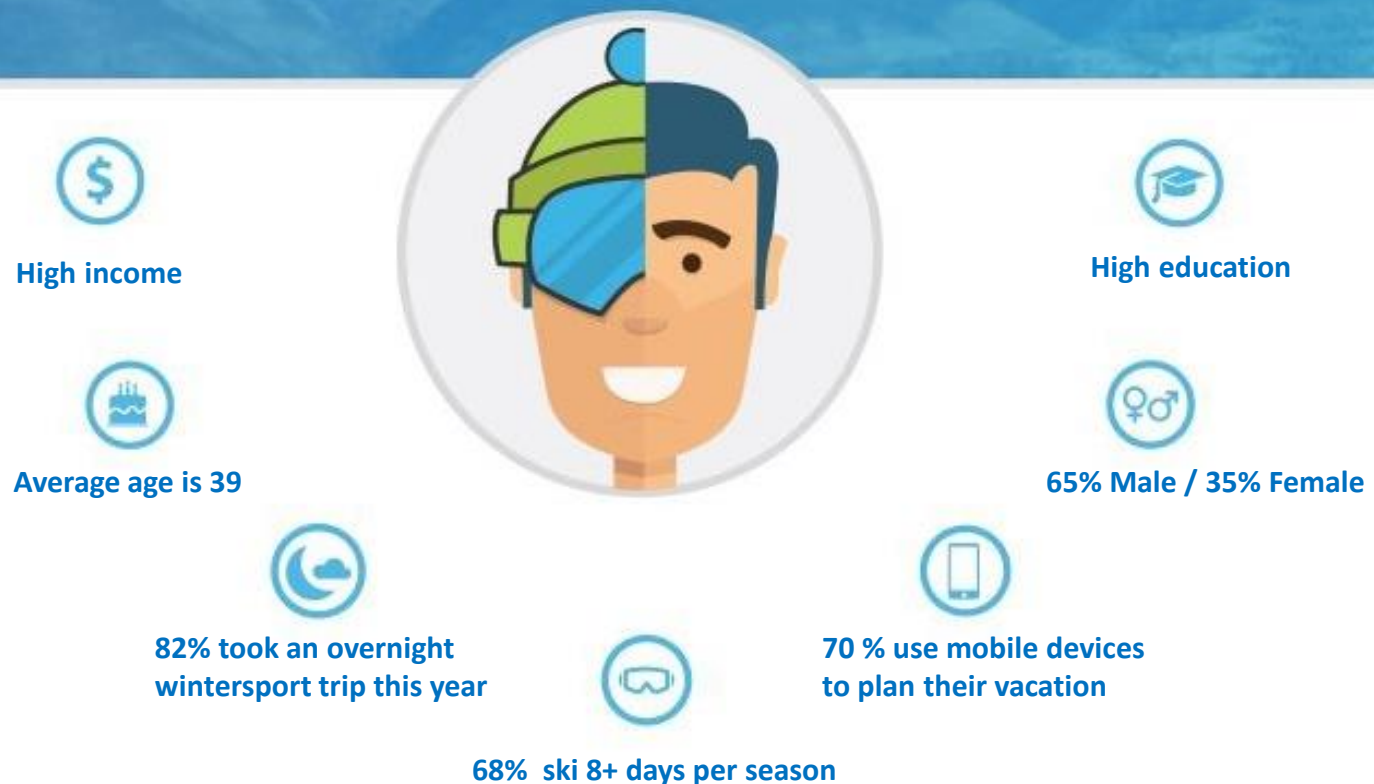
Access to 90 mio. skiers global
60 mio. in Europe



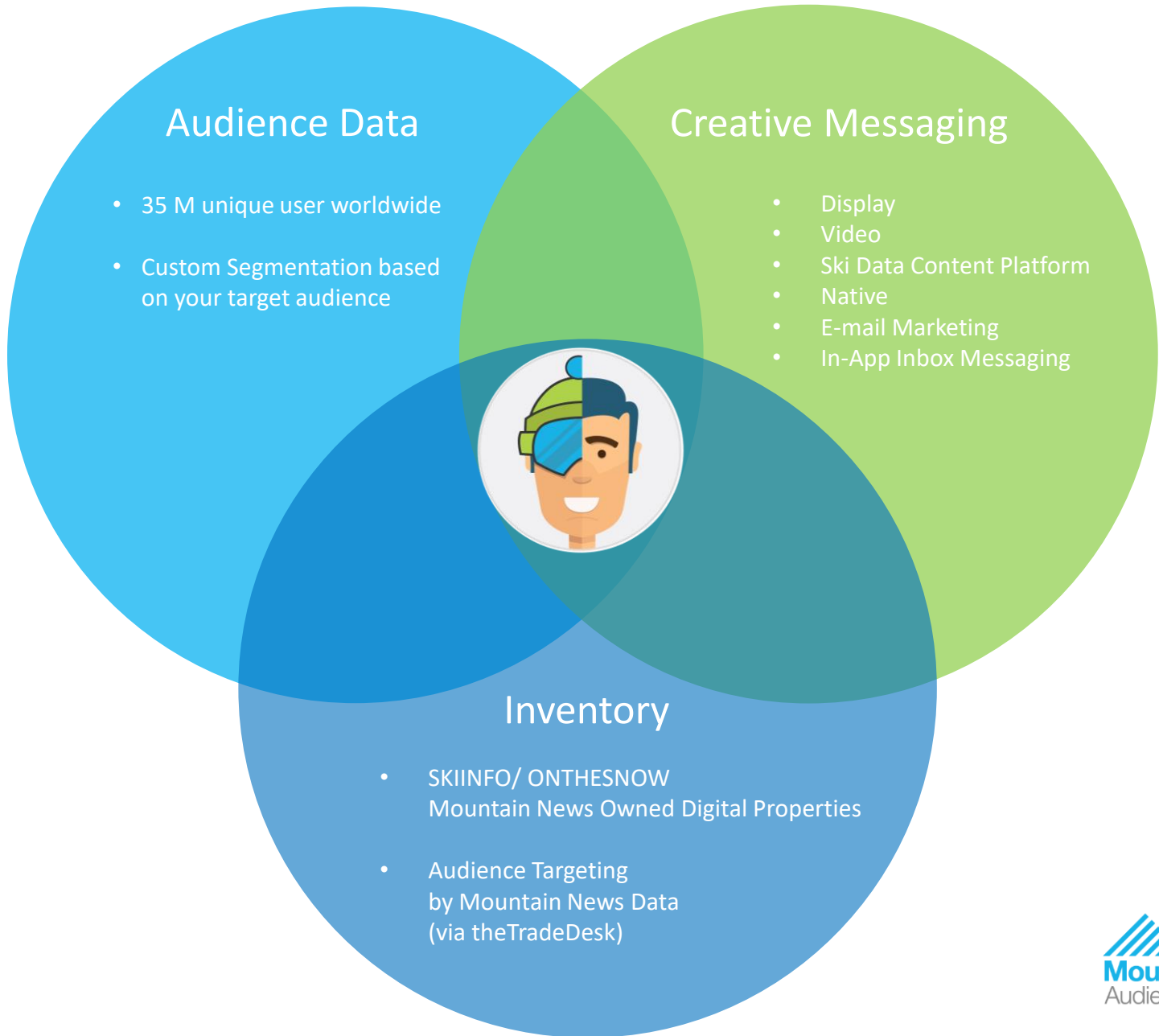
*Mountain News offers unlimited access to
highly engaged Mountain Travel Consumers,
year-round, anywhere, multi-device.*

THE MOUNTAIN TRAVEL CONSUMER PROFILE

Affluent audience with a propensity to travel and engage in the mountain lifestyle



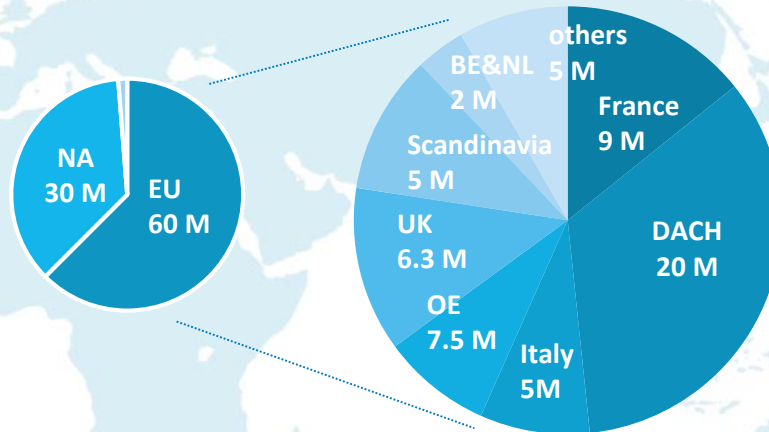
REACH THE MOUNTAIN TRAVEL CONSUMER



GLOBAL REACH Mountain Travel Audience Platform

90 M

GLOBAL
REACH



GLOBAL REACH OWN SITES

26 GLOBAL WEBSITES

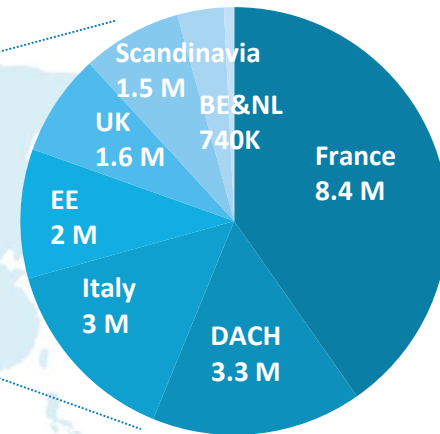
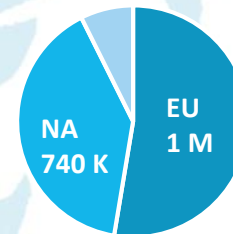
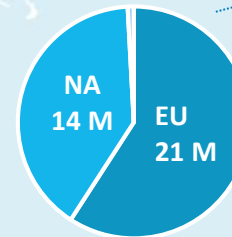
14 LANGUAGES

380 K NEWSLETTER SUBSCRIBERS

2000+ MEDIA AND RESORT PARTNER

35 M GLOBAL UNIQUE USER

1.9 M GLOBAL APP USER



REFERENCES

TOURISM



OTHER INDUSTRIES



We'd love to hear from you!

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