ASPEN SNOWMASS COVID POLICIES FOR 2021 SKI SEASON  
  
Our goals for this winter are to elevate the guest experience, keep our guests, employees and community safe and to operate our resorts uninterrupted all winter long.  
  
This summer our crews have been busy with continued enhancements to our mountains. When we open for the ski season November 26, we will be offering top-to-bottom snowmaking on Aspen Mountain for the first time ever as well as a new Big Burn 6-pack on Snowmass, staying true to always prioritizing the guest experience.  
  
While we don’t have all the answers yet surrounding what this winter will hold, rest assured we are doing everything possible to open on time and stay open all winter. Our CEO, Mike Kaplan says it best in his Looking Ahead to the 20/21 Season letter <<https://www.aspensnowmass.com/inside-aspen-snowmass/stories/looking-ahead-to-winter-2020>> . Of course, we must continue to operate safely on behalf of our employees, our community, our guests and our partners, which we believe is possible with the right protocols in place <[https://protect-us.mimecast.com/s/fVMhC1wnZ9hPExGfGk52Y?domain=aspensnowmass.com](https://www.aspensnowmass.com/safety/announcements)> .  
  
Here are some of the key changes to note  
  
\* Advance ticket purchases ensure access to our mountains and will assist us in managing guest capacity and safety as required by state and local health authorities. Volume may be limited at any time and those who have already paid for their tickets will be given priority access.  
\* New Group pricing starts October 9, 2020 and will be sent Monday.  
\* NEW! Ski School: Reservations are required for ALL products. There will be no childcare offerings for off-snow 8 weeks to 4 year olds. Equipment is no longer included for ages 3-6 years. All lessons & clinics (group and privates) will be maxed at 5 people.  
\* Ikon passholders will be required to make a reservation using the Ikon pass reservation system found through Alterra’s site. The reservation system will go live Nov 9. At this time, you can secure lodging for Ikon pass holders into Aspen Snowmass with confidence.  
\* Refunds: If resort operations are shut down due to Covid-19, we will issue refunds on cancelled orders. All refunds will be returned to the original form of payment with no exceptions. Commissions will not be paid on cancelled orders.  
\* Please encourage your guests to download the Aspen Snowmass App once in resort to enhance their visit from on-demand food and beverage orders to operations updates. This will ensure that your guests will receive the most updated communications while in resort.  
  
For more details on our operating plan, see here <<https://www.aspensnowmass.com/plan-your-stay/tickets-and-passes/~/link.aspx?_id=6AB1BD19E2DA42039525B46B89BD929F&_z=z>> . As Mike says in his letter, this year is going to be more of an ‘old school ski experience’ focusing on the core of skiing, getting outside and enjoying nature. And, this is where you come in…ensuring your customers guaranteed skiing & riding through the advance sale of discounted lift tickets, lessons and rentals. Simply book your guests' products prior to arrival and once in resort, we will take care of your customers, delivering a package, including the lift tickets, rental and lesson vouchers, directly to their lodge, preventing the need for a face-to-face interaction in a ticket office. As always, our Aspen Snowmass Guarantee <<https://www.aspensnowmass.com/plan-your-stay/tickets-and-passes/aspen-snowmass-lift-ticket-guarantee>> ensures your customer is protected by a “risk free” refund policy.  
  
At Aspen Snowmass, we are grateful to have the vast wilderness of the Elk Mountains as our playground, and wide open spaces in which to recreate. Thankfully, social distancing is a natural part of a life lived outside. As a reminder, Aspen Snowmass has four mountains from which your guests can choose, offering fourteen access lifts, compared to many ski resorts who only have one mountain and only a few points of entry. Please note slight adjustments to Highlands and Buttermilk season’s schedule:  
  
ASPEN MOUNTAIN:  
  
November 26th, 2020 through April 18th, 2021  
  
SNOWMASS:  
  
November 26th, 2020 through April 18th, 2021  
  
BUTTERMILK:  
  
December 18th, 2020 through April 4th, 2021 \*we will open on a Friday\*  
  
ASPEN HIGHLANDS:  
  
December 12th, 2020 through April 4th, 2021  
  
Our biggest priority this winter is safety. As we often do, we are taking the long view, and have implemented policies that should allow us to remain open through April, pulling levers only when necessary. We want to invite guests that understand and agree that the regulations and practices that we have in place are necessary for safety. Please contact me to schedule an in depth training to cover any of these changes. We look forward to working with you to help you get your customers outside, enjoying a sport we all love and relaxing in our gorgeous scenery with friends and family.