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Mount Washington Alpine Resort Announces Deep Freeze on Price Increases through its Mission Affordability Plan in Summer 2024 and Winter 2024/25

MT. WASHINGTON, BC – Mount Washington Alpine Resort has announced a Mission Affordability initiative to freeze or reduce pricing on all lift ticket online rates and the 6ixPak multi-ticket product for the 2024/25 winter season. The mountain is also releasing significant savings for summer 2024 zipline and bike park operations, bringing back a discounted 3-pack bike haul product, like the winter 6ixPak. The resort says this effort is a direct response to the inflationary environment across the Canadian economy over the past several years, which has affected guests and the resort alike, as everyone tries to navigate a challenging economy while still engaging with the sports and brands they love.

The Mission Affordable initiative began this past spring with a 10% price decrease on advanced purchases of winter 2024/25 season passes, and extends beyond lift ticket pricing to new low-priced signature menu options in restaurants, progressive bike lessons and snow school programming with discounted offers for beginners, midweek activity discounts, group booking savings, and more. The list of winter 2024/25 cost reductions will grow throughout the summer, and additional initiatives will be announced this fall. Discounted summer activities and programs are available now.

Reflecting on Mount Washington’s commitment to affordability, general manager Dean Prentice commented, “There have been challenges posed by inflation and increased costs for both the resort and its guests from around Vancouver Island and beyond over the past few years. For the upcoming summer and winter seasons, the resort plans to freeze or reduce the costs of most activity products, adding low-cost food and beverage items, and various other experiences, aiming to make visiting Mount Washington and its amenities as accessible as possible to as many guests as possible.”

The commitment to affordability is encouraged by Pacific Group Resorts, Inc. (PGRI), Mount Washington’s parent company based in Park City, Utah. A core tenet of the company’s long-term strategic position has been offering affordable mountain escapes starting with the introduction of the Mission Affordable suite of lift products and extending to the most comprehensive Free Learn to Ski and Ride programs in the industry. By prioritizing value-driven initiatives, through this new Mission Affordability program, PGRI’s resorts aim to make mountain recreation accessible to a broader audience ensuring more people can enjoy the scenic beauty and activities more often, without compromising on the quality of the guest experience.

Prentice also noted, “Mission Affordability recognizes the economic challenges inflation has, and continues to have, on our community. At Mount Washington, we are in the business of staying in business, but committing to freezing or reducing prices now for the upcoming seasons wherever possible, ensures we’re doing our part to provide a relief valve for our guests to enjoy mountain activities, and have fun here exploring the outdoors and all the amenities that accompany a great visit.”

About Mount Washington Alpine Resort

Mount Washington Alpine Resort is located just a 30-minute drive from the Comox Valley on Vancouver Island, British Columbia. In the winter, guests enjoy five chairlifts and five carpet lifts accessing over 1,700 acres and 1,657 vertical feet of alpine terrain. The resort also operates 55 kilometers of designated cross-country skiing, and 25km of snowshoeing and fat biking trails, along with a dedicated world-class Nordic Centre facility, Raven's Lodge.

Off-island visitors can use WestJet, Air Canada, Central Mountain Air, and Pacific Coastal Airlines which provide air service to the Comox Valley Airport (YQQ) or they can fly right into Comox Marina via Harbour Air. Additional carriers serving the Victoria Airport (YYJ). For more information, please visit www.mountwashington.ca.

About Pacific Group Resorts Inc. (PGRI)

Pacific Group Resorts, Inc. is an international resort operating company based in Park City, Utah whose portfolio includes Jay Peak in the Green Mountains of Vermont, Wintergreen Resort in the Blue Ridge Mountains of Virginia, Mt. Washington Alpine Resort in the Beaufort Mountain Range on Vancouver Island, British Columbia, Wisp Resort in the Appalachian Mountains of western Maryland, and Powderhorn Mountain Resort on the Grand Mesa of western Colorado. PGRI also manages the mountain operations of Ragged Mountain in New Hampshire, which is not owned by Pacific Group Resorts, Inc. Combined the company operates over 4,000 acres of ski terrain serving about 1 million skier visits per year, 99 holes of golf, over 40 food & beverage outlets, over 4,000 pillows, plus tennis, pickleball, pools, a water park, athletic fields, a whitewater rafting course, numerous retail operations, spas, and a variety of other amenities. For more information on PGRI, please visit www.pgri.us.

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