



Brian Head Resort Winter 2023-24 Press Kit



Company Profile

Brian Head Resort's 2023-24 ski season is scheduled to begin on November 10 with new gladed terrain, a free on-snow experience for first-timers, and over \$1 million in capital improvements to enhance the skier experience and extend the season.

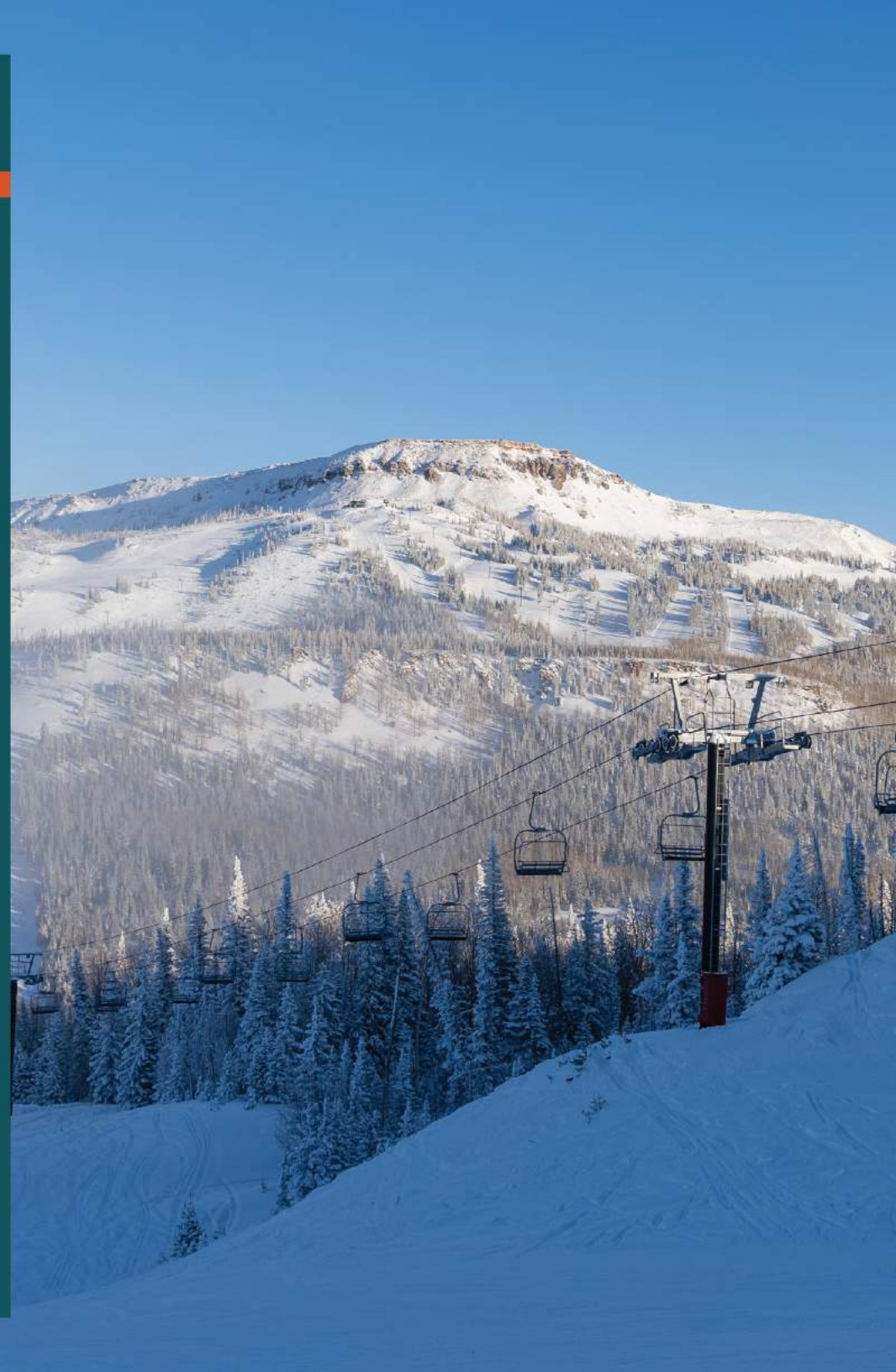
As southern Utah's premier ski resort, Brian Head Resort provides 650 acres of skiable terrain, 71 trails, 8 lifts, and an average annual snowfall of 360 inches. With a vertical drop of 1,320 feet, there is something for all skill levels—from gentle slopes to expert runs and terrain parks. To top it off, the resort has a variety of on-mountain activities such as live music, events, fireworks, night skiing, snow tubing, and the annual Spring Carnival.

Brian Head Resort is one of Utah's most family-friendly and affordably priced ski resorts. When purchasing advance tickets online, Brian Head's demand-based lift ticket pricing for the 2023-24 ski season begins at \$29 on select dates. Brian Head's Power Kids is the only season pass in North America that provides unlimited free skiing, snowboarding, and lift-served mountain biking to all children ages 12 and under, no purchase required or blackout dates.

In 2023 Brian Head Resort announced a multi-phased, master-planned mountain resort project with Aspen Meadows that will add 850 skiable acres and seven chairlifts, along with new hiking and mountain biking trails. Long-term growth and capital improvement plans include a third base area, new lodging and dining, lift modernization, snowmaking, parking, and transportation.

Located in southern Utah, 200 miles northeast of Las Vegas and 260 miles south of Salt Lake City, Brian Head Resort is a perfect mountain getaway with a variety of family-friendly activities, lodging, retail shops and restaurants.

Visit www.brianhead.com to learn more.



Winter Fact Sheet

Mountain Stats

- Total Mountains: 2
- Base Elevation: 9,780 feet (2,981 meters)
- Summit Elevation: 10,920 feet (3,328 meters)
- Brian Head Peak: 11,312 feet (3,448 meters)
- Vertical Drop: 1,140 feet (347meters)
- Skiable Area: 650 Acres (263 hectares)
- Annual Snowfall: 360 inches (914 centimeters)

Resort Based Winter Activities

- Night Skiing Friday and Saturday
- Snow Tubing and Night Tubing

Winter Activities Outside of the Resort

- Cross Country Skiing
- Ice Skating
- Snowshoe Tours
- Snowmobile Adventures

Resort Features

- 8 Lifts Serving 71 Trails
- 2 High Speed Quads
- 5 Triple Chairlifts
- 1 Double Chairlifts
- 3 Carpet Lifts

Trail Ratings by Percentage

- 35% Beginner
- 35% Intermediate
- 30% Advanced/Expert

Terrain Parks

- Giant Steps Bypass Park
- Navajo Progressive Park

Getting Here

Brian Head Resort is 14 miles off I-15 in Southwest Utah, three hours north of Las Vegas and three and a half hours south of Salt Lake City. Brian Head Resort is situated in the Dixie National Forest next to Cedar Breaks National Park, and between Bryce Canyon National Park and Zion National Park.

National Parks and Monuments

Cedar Breaks National Monument, UT: 5 min / 3 mi
Zion National Park, UT: 50 mins / 49 mi
Bryce Canyon National Park, UT: 1.2 hr / 58 mi

Over \$1 Million in Capital Improvements

Brian Head Resort Announces 2023/24 Winter Opening with Over \$1 Million in Capital Improvement Projects

\$29 lift tickets, free skiing for kids, and a free on-snow experience for first-timers

Brian Head, Utah

Brian Head Resort, Southern Utah's premier ski resort, is excited to announce the 2023/24 winter season is scheduled to begin on Friday, November 10 with over \$1 million in capital improvements. This season will feature a free on-snow experience for first-timers, new gladed terrain and improved snowmaking, and other operational upgrades to enhance the skier experience and extend the season.

Free On-Snow Experience

Located at the Navajo Lodge base area, the new Free On-Snow Experience is a series of step-by-step clinics designed to ensure guests are ready for their first time on the snow. As guests move through learning stations, instructors provide personalized tips along the way, leading to quicker skill acquisition and a deeper understanding of the fundamentals.

New Gladed Terrain

With terrain ranging from beginner to most difficult, the trees under the Wildflower Lift add new gladed skiing for every ability level. The Shotgun trail located near the Giant Steps Express, Brian Head Resort's four-person high-speed detachable lift, has also received extra glading. The newly gladed trails allow guests to easily explore tree skiing in-bounds, and help maintain a healthy forest. Brian Head Resort collaborates closely with the U.S. National Forest to reduce the risk of wildfire, while protecting wildlife and watersheds.

Snowmaking and Grooming

Brian Head Resort has expanded snowmaking coverage on the Lower Aught trail, allowing the resort to open more early season terrain. By utilizing low-energy solutions and cutting-edge snowmaking equipment, the over \$500,000 investment in snowmaking upgrades provide better early-season snow conditions and a more consistent base. Brian Head Resort has also added a new SnowCat PistenBully 400 Groomer to its fleet of snow-groomers to create perfect corduroy runs.

Brian Head Lodge

Located in the heart of the resort, the recently rebranded Brian Head Lodge is the official lodging for Brian Head Resort. Over the last year, Brian Head Lodge has made significant improvements to the pool and outdoor living space areas, giving guests more opportunities to extend their recreation and entertainment once they're done skiing for the day. The lodge has 100 guest rooms, which includes 12 suites; the Noorish Spa; and amenities like the business center, a private rental space, fitness center, restaurant, bar, indoor pool and outdoor hot tub.



Winter Activities

Resort Based Winter Activities

Night Skiing

Just because the sun goes down, doesn't mean the skiing stops! Get extra turns and work on technique with night skiing on Friday and Saturday nights from 4 pm to 9 pm, when the Blackfoot Lift opens for the season. Don't ski? Join the weekend party at Brian Head Resort with night time tubing, then warm up at the fire-pit near the lodge.

Snow Tubing / Night Tubing

Tubing is a great way to experience winter thrills at Brian Head Resort. It's a lot like sledding but safer, more fun, and there isn't any hiking! Brian Head Resort's tubing park is located near the Giant Steps Lodge. Tubing is open daily from 9 am - 4pm. Night tubing is available from 4pm - 7pm starting November 24 through March 18 on Fridays & Saturdays, conditions permitting.



Photo ©Mike Saemisch



Outside of the Resort

Ice Skating

Located just a few minutes from the Giant Steps Lodge, Brian Head Ice is an outdoor recreational ice rink set among the mountain trees. The outdoor ice skating rink is typically open starting in late November, ice skate rentals available as well as skate aids for inexperienced skaters and young children.

Cross Country Skiing / Snowshoeing

Visitors can access a variety of cross country and snowshoeing trails around town, like Burt's Road, or access Cedar Breaks National Monument for the breathtaking beauty of southern Utah's red rock country. Snowshoes and cross country ski rentals available at Brian Head Sports and Georg's.

Snowmobiling

There are ample options for snowmobiling in Southern Utah's famous color country. Take a guided tour with Thunder Mountain Motorsports in Brian Head for spectacular views, scenery and winter landscapes accessible by snowmobile.

2023/24 Winter Events

Signature Events

From live music on Fridays to holiday celebrations, freestyle competitions and the Spring Carnival, Brian Head Resort's events are sure to delight the whole family.

2023 Holiday Celebrations

For those who like to get merry on the slopes Brian Head Resort has a cheerful lineup of holiday festivities including Shred with Santa on Christmas Day (12/25). On New Years Eve (12/31) gather by the fire pits and ring in the new year with live music, a torchlight parade and fireworks show at the Giant Steps base area.

Easter Egg Hunt - 3/31/2024

Whether you're a local looking for a fun family tradition or a visitor wanting a unique experience, the annual Easter egg hunt at Brian Head Resort brings together the spring sunshine, great skiing, and fun prizes. Bring the kids to hunt for Easter eggs in the snow and take a picture with the Easter Bunny.

Spring Carnival - 4/6/204

Celebrate the arrival of spring with a costumes contest, cardboard sled race, and a bikini slalom race. One of the highlights of spring carnivals is the pond skimming event. Skiers or snowboarders attempt to glide across a pond of water at the base without falling in. Come to compete for prizes or just enjoy the spectacle.



Brian Head Resort

WINTER EVENTS

Weekly

Live Music Every Friday Night @ Last Chair Grill & Brews

Prime Rib Dinner Ever Saturday Night @ Lift Bar & Patio in the Brian Head Lodge

November

Scheduled Opening Day Celebration - **November 10th**

Picnic Table Rail Jam - **November 11th**

Thanksgiving Day Dinner Buffet @ the Brian Head Lodge - **November 23rd**

December

ULLR Festival - **December 16th**

Christmas Day Shred with Santa - **December 25th**

New Year's Light Parade & Firework Show - **December 31st**

January

New Year Rail Jam - **January 6th**

February

Super Bowl Party - **February 14th**

Munchkin Jam - **February 17th**

March

Hero Day - **March 9th**

St. Patrick's Party - **March 17th**

Spring Fling Rail Jam - **March 23rd**

Easter Festivities - **March 31st**

April

Spring Carnival - **April 6th**

Closing Day Celebration - **April 14th**

Utah's Family Friendly, Affordable Resort

Brian Head Resort's goal is to make skiing and snowboarding more accessible to everyone. At Brian Head Resort families will find fewer crowds, shorter lift lines, great Utah snow and a longer ski season.

Affordable Lift Tickets: Brian Head Resort's demand-based pricing model aims to improve operational efficiencies and reward guests who plan ahead with the best deals. Kids 12 and under ski and ride free all year long, no purchase required, no blackout dates.

Kid's 12 & Under Ski Free: The goal of Brian Head Resort is to make skiing and snowboarding more accessible to everyone. Families will find fewer crowds, shorter lift lines, great Utah snow, and a longer ski season at Brian Head Resort.

Family-Friendly Atmosphere: Brian Head Resort prides itself on being family-friendly with fewer crowds and a more relaxed atmosphere. From live music on Fridays and holiday celebrations with fireworks displays, to freestyle competitions and the Spring Carnival, Brian Head Resort's events are sure to delight the whole family.

Terrain for All Levels: The resort is naturally terrain divided with Navajo Peak separating the beginner runs from the more advanced runs found on Giant Steps Peak. This ensures guests won't accidentally get in over their heads or have to worry about sharing the slopes with people traveling at different speeds.

Ski and Snowboard School: The resort offers ski and snowboard lessons for all ages and abilities from group lessons for beginners and intermediates, to private lessons for younger children, or advanced skiers and riders looking to up their skill set.

Equipment Rentals: The resort has affordable equipment rental options with pricing ranging from \$25 for children and between \$35-45 for adults. Guests can book online and save \$5.

Scenic Beauty: Beyond skiing and snowboarding, Brian Head Resort offers stunning natural beauty. The resort is located just 4 miles from Cedar Breaks National Monument where families enjoy snowshoeing, cross country skiing and snowmobiling. Or make a quick detour to Bryce Canyon National Park or Zion National Park to add value to the trip without breaking the bank.



Photo ©Mike Saemisch



Brian Head Lodge & Spa

The Brian Head Lodge & Spa is the official lodging for Brian Head Resort. The upscale timber- and stone building has inviting spaces that provide the perfect place for guests to unwind after a day of skiing or exploring the great outdoors. A two minute shuttle ride brings guests to the slopes, making it convenient to hit the slopes early, take breaks or change equipment.

Accommodations: Brian Head Lodge has 100 guest rooms with exposed beams that feature free Wi-Fi, flat-screen TVs, coffee makers, mini-fridges and microwaves. 12 suites are available with stone fireplaces and pull-out sofas.

Dining: The Lift Bar & Patio is the perfect place to cap off your day with giant windows to take in the amazing views, a large fireplace and bar with a great selection of beers. The Lift Bar & Patio serves breakfast on weekends, and a selection of appetizers, burgers, and entrees daily.

Amenities: Brian Head Lodge offers business center, fitness center, restaurant, bar, indoor pool and outdoor hot tub. offers a range of amenities to enhance guests' stays, including indoor swimming pools, hot tubs, fitness centers.

Noorish Spa: Unwind with a variety of massages, facials, and body treatments. On-site amenities include a steam room, sauna and hot tubs.

Event Space: Available for weddings, conferences, and other gatherings, making it a popular choice for various types of events throughout the year.

Free Lodging: During the 2023/24 season guests can get a free night at Brian Head Lodge with a unique lift ticket and lodging package.

Learn more, visit www.brianhead.com.



Briarhead

RESORT®

