

Subject: 2018 Visioning Report - Part 4
Date: Monday, February 26, 2018 at 6:00:26 AM Mountain Standard Time
From: Vail Homeowners Association
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Category: Northwoods

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Is Vail experiencing event fatigue?

VAIL HOMEOWNERS ASSOCIATION

Visioning Report - Part 4

February 26, 2018

The qualitative re-purposing of promotional activities and support facilities could play a major role in diversifying reliance on Vail's seasonal tourism. The Association is at the forefront of advocating opportunities and strategies for Vail to strive toward even greater heights of excellence in innovation, creativity and performance. Private interests are encouraged to use their market generating power to provide beneficial community assets that are beyond the ability of public funding to provide.

Over Selling the Vail Experience:

- The perceived decline in skier safety, tourism and resulting [stalling sales tax receipts](#) are due, at least in part, to a worker housing shortage and increasing traffic congestion. VHA believes these are indicators that the Vail experience is being over sold, [inflationary pricing imbalances are occurring](#) and that quality is being sacrificed for quantity. VHA calls for a re-balancing of economic development initiatives that are environmentally sustainable and serve both the needs of Vail's aging population and efforts to attract a younger demographic to the community.
- In response to safety complaints, VHA urges Vail Resorts and the USFS to publicly report on-mountain accidents and to electronically monitor areas known for high accident and collision rates so that the accuracy of accident investigations can be publicly verified as well as corrective measures taken.
- Event fatigue caused by the frequency and size of special events is an indication that events should be conducted, as is advocated by VHA, that maintain the character of the community and are within its carrying capacity to

provide parking, emergency, police and other services. Events should be held in a manner that does not cause congestion, prohibit owner access to their property, jeopardize public safety, adheres to review procedures and does not burden the Town of Vail with budgetary or operational costs.

• **Vail ranked the highest in a 2017 global survey** of winter mountain resorts for cost and the quality of the experience provided. The sustainability of the resort's top ranked position was the subject of **a probing article about Vail Resorts**, which examines the strengths and vulnerabilities in the company's business practices and potential challenges from emerging competitors. VHA has expressed concerns that Vail needs to emphasize quality over quantity. It needs to move beyond concentrating its resources on perfecting its perceived public image and truly move forward with implementing the actualization of that image. The best can always be better.

We trust that the Vail Homeowners Association engages with the issues you believe are important to sustaining the value of your investment in the Vail community. If not, please let us know.

We speak up and speak out when we see the need to inform and motivate constructive actions. Our efforts are aimed to assist the community in taking advantage of the opportunities and challenges needing to be addressed. We see a greater willingness for the community to join together to face unforeseen and long standing challenges.

On behalf of the VHA Board of Directors, we would like to urge you to support the efforts of the Vail Homeowners Association. Thank you for the support you have given us, and we look forward to continuing our mutually supportive relationship to make Vail the very best that it can be.

Community Service Links:

[Ski and Snowboard Safety](#)

Please provide us with Community links that you find useful.

VHA Membership:

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