

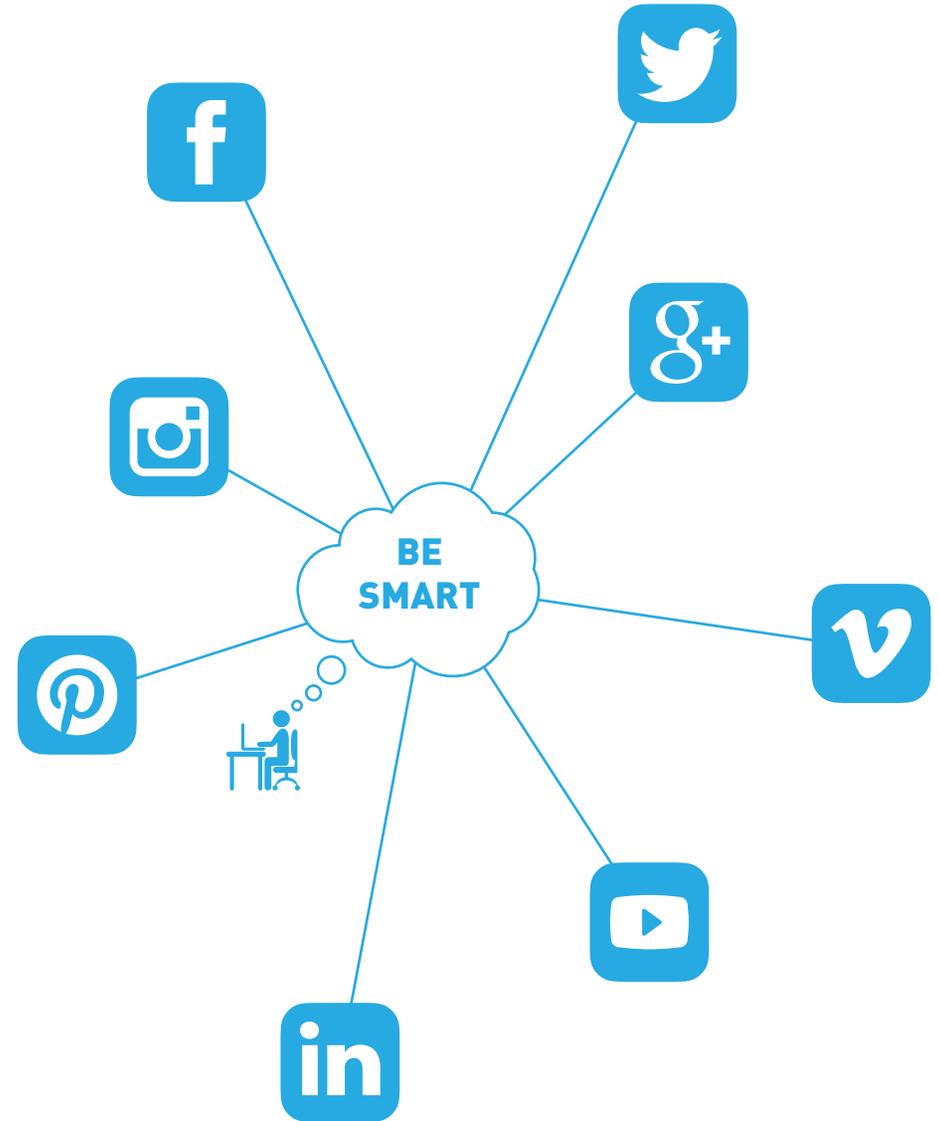
SOCIAL MEDIA GUIDELINES



BE SMART IN SOCIAL MEDIA

Social media opens a new world of communication. It's an exciting time and we realize that you might have questions. When you're talking about your job, Vail Resorts, your colleagues, our guests or our partners at Vail Resorts online or offline, there are some policies and guidelines to consider. The same rules of common sense, responsibility, our Vail Resorts Code of Ethics and our Vail Resorts Values apply when it comes to any public conversation or public forum when it involves any of the members of the Vail Resorts portfolio ("Vail Resorts" or the "Company"). Use common sense and let the Vail Resorts Values guide your interactions. In short, **Be Smart.**

We want to provide you with the policies and guidelines, and even some suggestions, to help you in the context of social discussions and interactions that are work-related or that could impact your job.



HOW DOES THE COMPANY USE SOCIAL MEDIA?

Vail Resorts uses its social media channels as another way that we can listen and engage with our stakeholders: employees, guests, investors, media. Our mantra for social media at Vail Resorts is to **Engage + Inspire!** We strive to provide guest service and other information in a transparent and authentic voice to our employees, partners, communities and guests.

HOW DO YOU USE SOCIAL MEDIA?

You may or may not use social media channels, such as Facebook, Twitter, Instagram, Flickr, Pinterest, Tumblr, etc. Your social media networks – your Facebook page, your Twitter account, your online comments, etc., – are an extension of your lifestyle. You may be talking about your job and Vail Resorts and we want to provide guidelines for those interactions.

OUR FOUNDATION AND COMPASS: OUR VALUES

Let's take a look at our Vail Resorts Values and Code of Ethics and how they apply in social media – whether it's Facebook, Twitter, Instagram, LinkedIn, Tumblr, YouTube or any other social channel. Some of these are policies that must be followed and other points below are suggestions and tips that we like.

 **POLICY ITEMS** are flagged with a check mark. These are **must-do** items.

 **SUGGESTIONS** are marked with a thumbs up. These are **recommended** tips.

If you have questions, concerns or need further clarification, please reach out to the Culture & Communications Team at VailResortsEmpComm@VailResorts.com. We're here to help.

HAVE FUN |

WHAT TO SHARE?

- 👍 You work for a fun Company. You have a fun job! If you feel comfortable, and if it's appropriate, share our public news and interesting programs in a smart, fun way.

WHAT IS PUBLIC?

- 👍 If it's in a Company press release, on one of our official websites or posted on an official Vail Resorts social media account, it's considered public information and, therefore, shareable.

DRIVE VALUE |

You work for a public Company. Vail Resorts is traded on the NYSE as MTN. Because we're a publicly traded Company, certain financial or "material non-public" information is subject to SEC regulations and rules. That means, no one at Vail Resorts can disclose the following other than through the "official" announcement channels (i.e., earnings call, press release, official Company statement):

FINANCIAL INFORMATION

- ✓ You cannot share **any** financial information that could be used to predict or forecast future business results or that could influence our stock price. This includes any numbers such as skier visit numbers, parking numbers, tubing hill numbers, F&B numbers, revenue numbers, any information that is related to how our business is performing.
- ✓ You cannot share sensitive, proprietary and/or competitive Company information. This includes any information about a new product, strategy, system or technology.
- ✓ Remember, you cannot speak on behalf of the Company. Any public statement or media request should be directed to the Communications/PR Team at News@VailResorts.com.

SERVE OTHERS |

ADD VALUE

- 👍 Is what you're saying interesting, informative or useful? Always try to be relevant and add value to the conversation.

DO GOOD |

PART OF THE COMMUNITY

- 👍 When you interact on social media channels, you're joining a community. Enhance it. And, if it makes sense and you're interested in sharing what Vail Resorts and what your team are doing for your hometown/local community, such as volunteer programs or contributions, share any, and all, public information.

“When you interact on social media channels, you're joining a community. Enhance it.”

DO RIGHT |

- ✔ Be yourself and only yourself. Remember, you cannot officially represent the Company (unless you've been given permission) on a social media channel.
- ✔ Don't use your Company email address to register on social networks, blogs or other online tools utilized for personal use.
- 👍 Speak in the first person and identify yourself upfront.

RESPECT

- ✔ Harassment, discrimination, bullying, hate speech, threats of violence or any similar inappropriate or unlawful behavior or comments has never been OK at work and are not OK in relation to other employees, guests, suppliers, your resort, group or the Company. This applies to social media channels, as well as your day-to-day work interactions and means that our policies around this inappropriate or unlawful behavior also apply to your behavior within social media and public online spaces. Remember that you may have a duty to report work-related harassment, discrimination or other inappropriate behavior wherever you see it.
- 👍 If you stumble across a situation or conversation that involves Vail Resorts and you have concerns or questions, stop and ask. Not sure what to do and how to respond? Email us at VailResortsEmpComm@VailResorts.com.

BE SMART

- ✔ You **cannot** violate any laws, rules or regulations online or offline.
- 👍 If you have complaints or feedback about the Company, a colleague, or work, we want to hear it. Keep in mind that you are more likely to resolve work-related complaints by talking directly with the colleague causing an issue, your Supervisor or HR than by posting complaints about another employee to social media. But, if you decide to post a complaint or criticism about another employee, you should avoid posting anything that could be viewed as false, malicious, obscene, threatening or intimidating, such as posts that are meant to maliciously and intentionally harm someone's reputation or could contribute to a hostile work environment based on race, gender, religion, disability, age or any other protected status.

BE HONEST

- ✔ Make sure that you are honest and accurate when posting information or news and never post anything that you know to be false about the Company, our employees, guests, vendors or our resorts, products or services.
- 👍 It's OK to not comment or to say "I don't know."  If you make a mistake, correct it.

FRIENDS AT WORK

- 👍 Many of your friends might also be your colleagues or even your boss. Do **not** feel obligated to be friends or connect with your colleagues or boss. It's your choice who you want to friend or un-friend when connected socially online.

BE SAFE |

PROTECT YOUR PRIVACY

- 👍 Don't publish your personal contact details and protect yourself from any illegal activity online by using the same smart tactics as offline. Beware of scams. And make sure to change your passwords on a regular basis to avoid identity theft or hacking.

ACCIDENTS & INCIDENTS

- ✔ You cannot divulge specific information regarding an accident or incident involving someone else (you may voice general safety concerns in accordance with other policies).
- ✔ You cannot speak on behalf of the Company about a lawsuit or any legal situation.

OTHER PRIVATE INFORMATION

- ✔ You cannot disclose confidential guest information, such as contact or financial information unless you have explicit authorization.

WHAT DOES THIS ALL MEAN?

We know many of you will be active in social media and will use EpicMix and other new programs, apps and/or social networking sites. We've created these guidelines to help you. Keep in mind that any of your conduct that negatively impacts your job performance or the performance of your colleagues or otherwise negatively impacts guests, suppliers, partners or violates our other policies could result in disciplinary action, up to and including, termination.

All of our resorts utilize social media and we encourage you to engage with us.

“
We've
created these
guidelines
to help you.”

ADDITIONAL INFORMATION

VAIL RESORTS POLICY FOR COMPANY SOCIAL MEDIA ACCOUNTS, ETC.

We also wanted to share our Company's social media policy that we use for our official Company Facebook, Twitter and social accounts, just so you're in-the-know.

We don't delete, hide or untag posts or tweets that criticize, or are negative towards Vail Resorts. However, we will delete, hide, untag or report the following posts, comments or responses on our pages and can report abuse on other pages that are linked to our pages:

- Racist, sexist, homophobic, sexually explicit, abusive or otherwise objectionable
- Contains vulgar words or other language that is likely to offend
- Breaks the law or condones or encourages unlawful activity
- Describes or encourages activities that could endanger the safety of others
- Is trying to sell or solicit business from Vail Resorts guests and fans except in cases of local business or partners (handled on a case-by-case basis)

TRIPADVISOR

Per TripAdvisor policy, Vail Resorts employees and family and friends of employees are not allowed to post reviews on TripAdvisor, even if they have stayed at a particular property.

QUESTIONS?

If you have questions or concerns, contact VailResortsEmpComm@VailResorts.com or News@VailResorts.com.

