



Brian Head Resort
Winter 2025/26 Press Kit

Company Profile

Brian Head Resort's 2025-26 winter season is scheduled to begin on November 7, 2025, with more than \$1.4 million in upgrades for the 2025-26 winter season. These enhancements include expanded snowmaking, new gladed runs, upgraded rentals, and new ski patrol equipment, all aimed at improving the guest experience and extending the season.

The resort enjoys one of the longest ski seasons in Utah, thanks to its 9,600-foot base elevation (the state's highest), 360 inches of annual snowfall, and extensive snowmaking. The 2024-25 ski season culminated in 181 skiable days, the resort's longest season to date.

As southern Utah's premier ski destination, Brian Head features 650 acres of terrain, 72 trails, 8 lifts, 2 lodges, and a variety of activities and signature events, including night skiing, snow tubing, and live music.

For 60 years, Brian Head Resort has provided exceptional skiing and snowboarding on the "Greatest Snow on Earth" with affordably priced tickets and lessons. The resort continues to make the sport more accessible and family-friendly for the upcoming 2025-26 winter season with key initiatives, including:

- When purchasing advance tickets online, lift tickets for the 2025-26 ski season start at \$14 on select dates. Brian Head's dynamic pricing strategy rewards guests who plan ahead with the best deals.
- Brian Head's Power Kids provides unlimited free skiing and snowboarding to all children ages 12 and under, with no purchase required or blackout dates.

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 Activities

Resort-Based Winter Activities:

Night Skiing and Snowboarding

Just because the sun goes down doesn't mean the skiing stops! Get extra turns and work on technique or make laps in the Bypass Terrain Park. The Blackfoot Lift services three trails including Yaz, Desbah, and Heavenly Daze on Friday and Saturday nights from 4 pm to 9 pm, with extended days of operation during Christmas, New Year's, MLK Day, and Presidents' Day. Night skiing is available starting on Nov. 28, 2025, through Apr. 11, 2026, conditions permitting.

Snow Tubing and Night Tubing

Tubing is a fantastic way to experience winter thrills at Brian Head Resort. It's a lot like sledding but 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 10 am to 4 pm starting on Nov. 28, 2025, through Apr. 11, 2026, conditions permitting. Night tubing is available from 4 pm to 7 pm on Fridays and Saturdays, with extended days of operation during Christmas, New Year's, MLK Day, and Presidents' Day.

Activities 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, with skate rentals available, and skate aids for inexperienced skaters and young children.

Cross Country Skiing and Snowshoeing

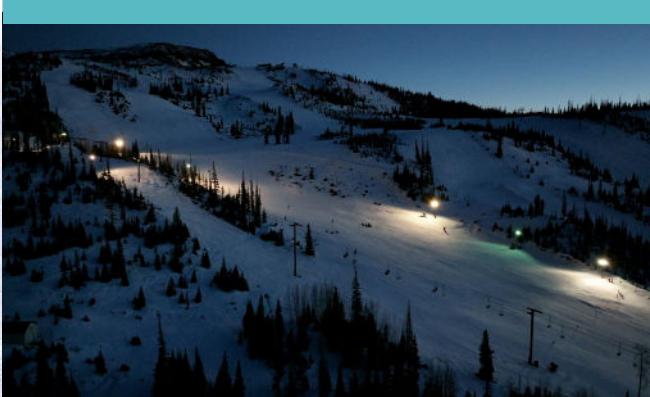
Visitors can access a variety of cross country and snowshoeing trails around town, like Burt's Road or the Snowshoe Trail behind Georg's Ski Shop. Snowshoes and cross country ski rentals are available at Brian Head Sports and Georg's.

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.

Cedar Breaks National Monument

Cedar Breaks National Monument, only 4 miles from Brian Head Resort, offers free guided snowshoeing and cross-country skiing on Fridays and Saturdays from December to May. The park provides equipment, including skis, snowshoes, and poles, at no cost. As an International Dark Sky Park, it also hosts ranger-led stargazing programs on Saturday nights during winter.



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.

2025 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 a torchlight parade and fireworks show at the Giant Steps base area.

Easter Egg Hunt: 4/05/2026

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: April 2026

Celebrate the arrival of spring with on-mountain celebrations each Saturday during April, including banked costume slalom, a cardboard box race, and the ever popular pond skimming event. Come to compete for prizes or just enjoy the spectacle.

- Banked Costume Slalom: 4/11
- Cardboard Box Race: 4/18
- Pond Skim: 4/25

Live Music

Catch free live music at Last Chair Grill & Brews from 5:30 to 8:30 pm on Fridays and Saturdays throughout the season starting in December.

Visit www.BrianHead.com/events to learn more.





Ski with a Ranger

Skiers and snowboarders are invited to Ski with a Ranger at 1 pm on the second Friday of each month, beginning January 9, 2026, and continuing through April 10, 2026. An additional session will take place on Saturday, April 25, 2026.

2026 Ski with a Ranger Dates:
Jan. 9, Feb. 13, Mar. 13, Apr. 10, and Apr. 25.

During the free tour, rangers from the Dixie National Forest provide an informative and enjoyable way to learn about the ecology and geology of Brian Head Resort and the surrounding national forest.

Tours depart from the base of the Giant Steps Express lift at 1 pm and last approximately one hour, weather permitting. Reservations are not required. Participants must be intermediate-level skiers or snowboarders and have a lift ticket or season pass. Attendance is on a first-come, first-served basis.

The skiing portion of the tour starts at 1 pm; however, guests can meet with rangers from the Dixie National Forest at the base of the Giant Steps lift from 11:00 am to 12:30 pm.

Utah's Family-Friendly, Affordable Resort

At Brian Head Resort, families will find fewer crowds and a more relaxed atmosphere. Kids 12 and under ski and ride free all season, while the resort's dynamic pricing model makes it more accessible for families to participate in snow sports.

- **Kids 12 and Under Ski and Ride Free:** All season long! No purchase required, no blackout dates.
- **Affordable Lift Tickets:** Starting at just \$14 on select dates, Brian Head Resort's demand-based pricing rewards guests who plan ahead with the best deals.
- **\$10 Daily Resort Credit:** Lift tickets purchased in advance include a \$10 credit to spend on food, rentals, lessons, night skiing or tubing (some blackout dates apply).
- **Ski and Snowboard School:** From group lessons for beginners and intermediates to private lessons for younger children or advanced skiers and riders looking to up their skill set.
- **Complimentary Lessons:** First-time skiers and snowboarders (ages 13+) receive a free 2.5-hour lesson with a \$30 lift ticket and \$25 rental package.
- **Budget-Friendly Rentals:** New rental equipment at affordable rates. Guests can book online and save \$5.
- **Night Skiing:** Ski under the stars on Fridays and Saturdays from 4 pm to 9 pm—free for kids 12 and under.





Free On-Snow Experience

Brian Head Resort, Southern Utah's premier ski destination, is making winter sports more accessible by offering a complimentary 2.5-hour introductory ski and snowboarding lesson with the purchase of a lift ticket.

The free on-snow program is open to first-time skiers and snowboarders ages 13 and older, providing essential skills and safety guidance to help newcomers build confidence on the slopes. Lessons begin with the basics, covering proper equipment use, the skier responsibility code, and key safety practices. Instructors then guide participants on a gentle slope, teaching fundamental techniques such as gliding, turning, stopping, and falling safely.

The program includes instruction on loading and unloading both a magic carpet lift and a chairlift. After mastering the basics, participants can continue practicing independently by riding the magic carpet and beginner chairlift or booking another free session to further refine their skills.

Reservations and requirements:

- Available for ages 13 and older.
- The on-snow experience starts in December 2025 through May 2026.
- Guest must sign up online at least 24 hours in advance.
- The daily group size is limited; guests are encouraged to sign up early.
- A lift ticket and ski or snowboard equipment are required.

Following the session, guests are encouraged to consider enrolling in ski lessons. This will enable them to progress to more challenging terrain with the guidance of a professional instructor.

Visit BrianHead.com/free-on-snow-experience to learn more.

Brian Head Lodge & Spa

The Brian Head Lodge 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 free two-minute shuttle ride brings guests to the base, 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, mini-fridges, and microwaves. 12 suites are available with stone fireplaces and 8 have 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 a bar with a wide selection of beers. The Lift serves lunch with appetizers, burgers, and entrees daily.

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

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

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

Stay and Ski Free: During the 2025-26 season, guests who book a two-night stay at the Brian Head Lodge in a king or double queen room can receive two free lift tickets, valid for any day between your check-in and check-out.

Visit www.BrianHead.com to learn more.



Winter Fact Sheet

Mountain Stats:

Total Mountains: 2

Base Elevation: 9,600 feet (2,926 meters)

Giant Steps Chairlift Summit: 10,900 feet (3,322 meters)

Brian Head Peak: 11,307 feet (3,448 meters)

Vertical Drop: 1,320 feet (402 meters)

Total Skiable Area: 650 Acres (263 hectares)

Annual Snowfall: 360 inches (914 centimeters)

- 8 Lifts Serving 72 Trails
- 2 High Speed Quads
- 5 Triple Chairlifts
- 1 Double Chairlift
- 3 Carpet Lifts

Trail Ratings by Percentage:

35% Beginner

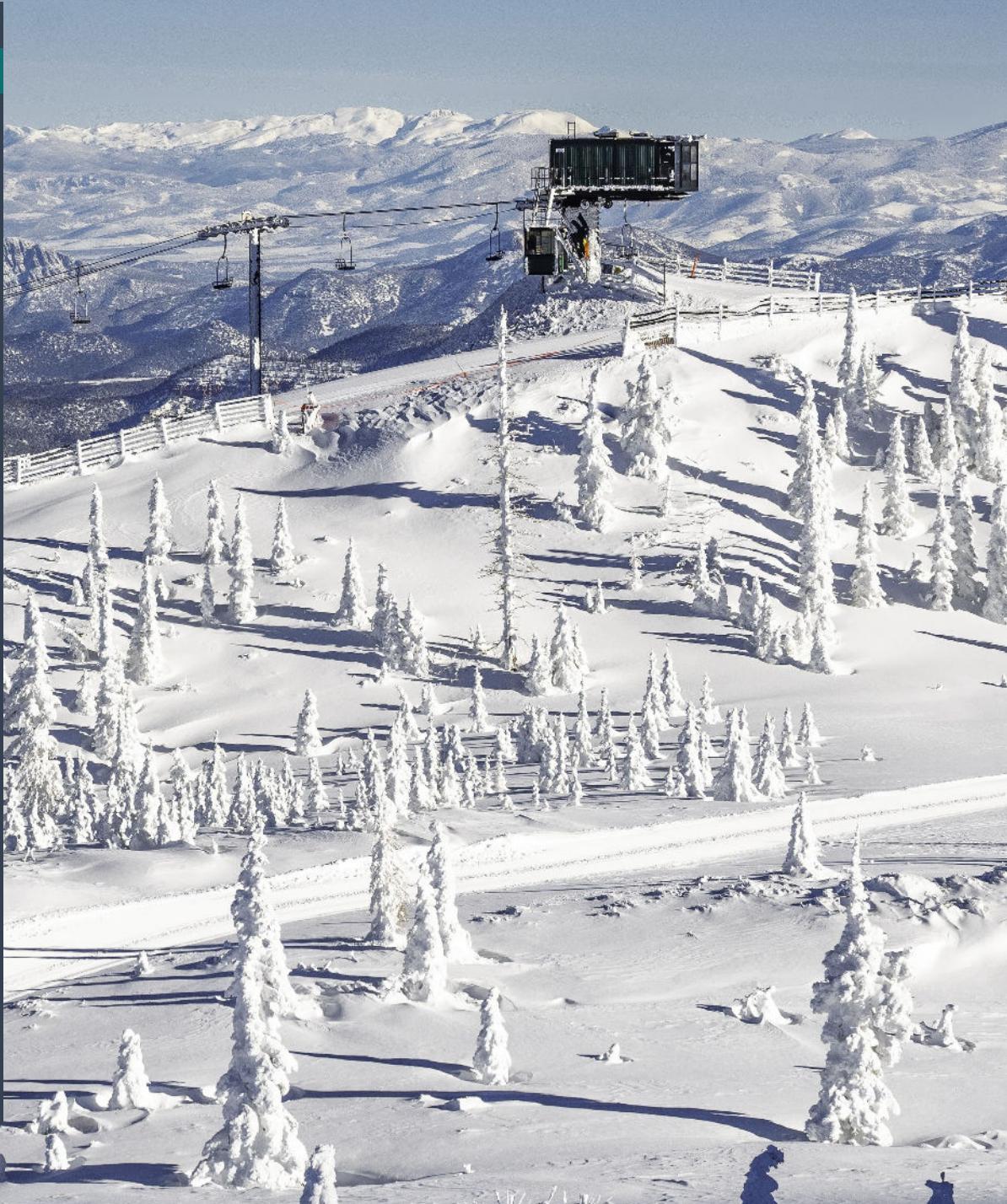
35% Intermediate

30% Advanced/Expert

Terrain Parks: 2

• **The Bypass Terrain Park** is located on the Heavenly Daze trail on Giant Steps Mountains, features jumps ranging from 20 to 30 feet, along with multiple new features, including a spine transfer, volcanoes, a quarterpipe, a Z-rail, two double kink rails, and a waterfall rail.

• **The Navajo Progressive Park** is serviced by a conveyor lift located on the Kodachrome trail. The park provides a variety of small and medium features for guests to take their skills to the next level.



After Hours Uphill Skiing

Uphill skiing (skinning) on skis and splitboards continues to gain popularity. Brian Head Resort is committed to giving people the freedom to ski and the U.S. Forest Service encourages the use of public lands.

Operating on both private and public lands under a Special Use Permit from the USFS, the resort has implemented an uphill travel policy designed to balance access with safety concerns and operational needs.

Brian Head Resort offers after hours uphill access via designated routes on Navajo Mountain, which may change based on snowmaking, mountain operations, and weather conditions. Guests must obtain a free uphill access permit and adhere to the resort's uphill travel policies. Snowshoeing, biking and sledding are not allowed.

Uphill travel is restricted to non-operational hours. Resort operations run from 8:30 am to 5:00 pm daily throughout the 2025-26 season. Lifts must be closed and cleared by patrol before starting uphill.

Brian Head Resort encourages uphill skiers and riders to be safety conscious including:

- Checking travel information and route status to ensure terrain is open.
- Using the buddy system and being prepared with avalanche training and equipment.
- Knowing the risks, trails are not patrolled outside ski area operating hours.
- Wearing reflective clothing and a headlamp is recommended.

For route status and uphill policy information visit:

www.BrianHead.com/uphill-policy/





2025-26 Brian Head Resort Season Passes

With multiple season passes there is something for everyone and every budget.

Free Power Kids Pass

Children 12 and under enjoy free, unlimited skiing and night skiing at Brian Head Resort, plus unlimited access to Lee Canyon, Snowbowl, Nordic Valley, Purgatory, Sipapu, Sandia Peak, Valle Nevado, Pajarito, and Willamette Pass. No blackout dates, no purchase is required.

Free Super Senior Pass

Skiers and riders aged 75+ enjoy free unlimited skiing at Purgatory, Snowbowl, Brian Head, Sandia Peak, Sipapu, Pajarito, Nordic Valley, Lee Canyon, and Willamette Pass. No blackout dates, no purchase is required.

Power Pass

The Power Pass provides unlimited skiing at Brian Head, Lee Canyon, Snowbowl, Purgatory, Sandia Peak, Sipapu, Pajarito, Nordic Valley, and Willamette Pass with no blackout dates. Plus 12 days at Purgatory, Snowbowl, and Lee Canyon.

Power Pass Select

Unlimited skiing at Brian Head, Nordic Valley, Sandia Peak, Sipapu, Pajarito, and Willamette Pass, no blackout dates. Plus, 12 days at Purgatory, Snowbowl, and Lee Canyon.

Brian Head Weekday Pass

One of the best values in skiing, Brian Head's 2025-26 Weekday Pass includes unlimited on the weekday of your choice for the entire season.

Visit BrianHead.com for additional pass products, pricing, benefits and restrictions.

The Future of Brian Head

Brian Head Resort is committed to giving people the freedom to ski and continually enhancing the guest experience through thoughtful, long-term planning.

In 2023, the resort announced a multi-phased Master Development Plan—building on a 60-year legacy and making a significant investment in the future of Brian Head as a premier year-round destination.

Key Enhancements:

- **Expanding Recreational Offerings:** Open a variety of new terrain, from beginner to advanced, improving the mountain experience for guests of all skill levels.
- **Upgrading Guest Facilities:** Modernized and expanded guest service facilities designed to reduce congestion and improve the visitor journey.
- **Increasing Parking & Transportation:** Additional parking capacity across new base areas and portals and improved public transit strategies.
- **Enhancing Learning Experience:** Strengthen the family-friendly atmosphere by providing a quality learning progression for new skiers and riders to develop their skills.
- **Creating a “European-Style” Circuit:** Providing connectivity between base areas and on-mountain hubs via new lifts and terrain to create a European-style circuit that connects all major lifts at the resort.

Key Timelines:

- On July 14, 2025, the U.S. Forest Service began the environmental review process for Brian Head Resort's expansion. Timelines are subject to change based on government factors.
- As final approvals are received, construction of lifts and facilities will progress thoughtfully over a multi-year time frame, with close collaboration among all stakeholders.
- Aspen Meadows, a third-party developer, is continuing with their normal construction process through Brian Head Town.



