

The background of the entire image is a wide-angle aerial photograph of a snowy mountain landscape. The terrain is covered in a thick layer of snow, with numerous evergreen trees scattered across the slopes. Several ski trails are visible, marked with lines and small figures of skiers. In the distance, more mountain peaks are visible under a clear sky. The lighting suggests a late afternoon or early morning setting, with a warm orange glow on the horizon.

Brian Head Resort
Winter 2026/27 Press Kit

Company Profile

Sitting at 9,600 feet with views of Southern Utah's red-rock country, Brian Head Resort has the highest base elevation of any ski area in the state.

The high elevation and recent investments in snowmaking allow Brian Head to make snow early, maintain a consistent base and keep terrain open later in the spring. The resort recorded 181 skiable days during the 2024–25 winter, marking the longest season in resort history.

Brian Head's 2026–27 season is scheduled to begin Nov. 6, 2026, following more than \$2 million in upgrades to snowmaking, lift infrastructure and guest services.

Advance-purchase lift tickets for the 2026–27 season start at \$9 on select dates. Through the Power Kids Pass, children 12 and under receive unlimited free skiing and snowboarding with no purchase required and no blackout dates.

Located approximately three hours from Las Vegas and four hours from Salt Lake City, the resort features 73 trails, eight chairlifts, two base-area lodges and winter activities including night skiing, tubing and terrain parks.

In 2023, Brian Head introduced a multiphase Master Development Plan designed to enhance the guest experience through a deliberate, long-term approach. The plan envisions a European-style circuit of interconnected lifts and terrain around Brian Head Town, with new base areas, on-mountain hubs, guest facilities and access points.

Learn more at www.BrianHead.com.



Investments & Improvements

Brian Head Resort Invests More Than \$2 Million Ahead of the 2026–27 Winter Season.

New snowmaking pipeline targets faster terrain openings on Navajo Mountain.

Brian Head Resort is investing more than \$2 million in snowmaking, lift infrastructure and guest services ahead of the 2026–27 ski season, scheduled to begin Nov. 6, weather permitting. Advance-purchase lift tickets start at \$9 on select dates.

Nearly \$1 million of the investment went toward snowmaking upgrades. A new pipeline will improve snowmaking efficiency and allow crews to operate up to 24 snow guns simultaneously on Navajo Mountain, compared with 16 to 18 previously. The upgrade supports faster snowmaking on the Paradise trail and beginner terrain near the Kids Camp Conveyor and Pioneer lift.

“Early forecasts give us reason to be optimistic about the winter ahead, and our capital improvements put us in a stronger position to make the most of the conditions we receive,” said Tom Pettigrew, general manager at Brian Head Resort. “With a more efficient snowmaking system on Navajo Mountain, we can take advantage of favorable temperatures, open beginner terrain faster and build on natural snowfall when storms arrive.”

Other projects include work on key lift components, including the gearbox on Giant Steps Express, the bullwheel on Blackfoot, the haul rope on Roulette and the communications line on The Dunes. The projects are designed to support reliable lift operations throughout the season. The resort is also introducing new reloadable RFID cards and self-service pickup boxes that allow guests who purchase online to bypass the ticket window.



Winter Fact Sheet

Brian Head Resort is scheduled to operate daily from 9:30 am to 4 pm Nov. 6, 2026, through May 9, 2027, conditions permitting.

Mountain Stats:

2 Mountains: Giant Steps and Navajo

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

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

Brian Head Peak: 11,307 feet (3,446 meters)

Lift-Served Vertical Drop: 1,320 feet (402 meters)

Total Skiable Terrain: 650 acres (263 hectares)

Average Annual Snowfall: Nearly 360 inches (914 cm)

8 chairlifts and three conveyor lifts serving 73 trails:

Two high-speed quads

Five triple chairlifts

One double chairlift

Trail Ratings by Percentage:

35% Beginner

35% Intermediate

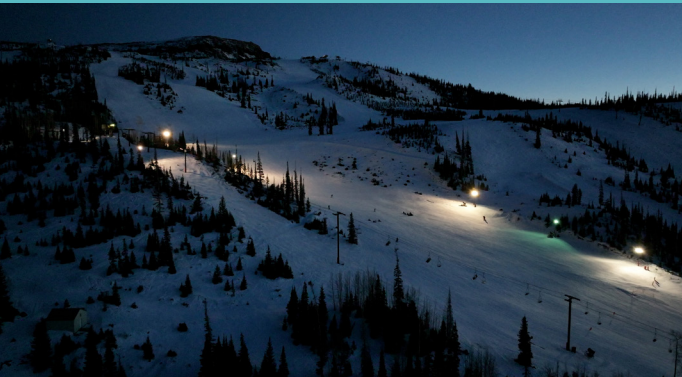
30% Advanced/Expert

2 Terrain Parks:

The Giant Steps Terrain Park, located on Heavenly Daze, offers beginner and intermediate features, including 20- to 30-foot jumps and a variety of rails and transition features.

The Navajo Terrain Park is served by a conveyor lift located on the Kodachrome trail. The park provides a variety of beginner features for guests to take their skills to the next level.





Winter Activities

Resort-Based Winter Activities:

Night Skiing and Snowboarding

Night skiing is available from 4 to 9 pm Fridays and Saturdays, with the Blackfoot Lift serving Yaz, Desbah, Heavenly Daze and the Giant Steps Terrain Park. The Giant Steps Conveyor also serves a dedicated beginner area on the Race Course trail. Night skiing runs from Dec. 18 through April 10, with additional dates during the Christmas and New Year's holidays, Martin Luther King Jr. Day weekend and Presidents' Day weekend. Kids 12 and under ski and snowboard free at night.

Snow Tubing and Night Tubing

Brian Head Resort's tubing park, located near Giant Steps Lodge, offers lift-served tubing with no hiking required. Tubing is open daily from 10 am to 4 pm Dec. 18, 2026, through April 11, 2027, conditions permitting.

Activities Outside of the Resort:

Ice Skating

Brian Head Ice is an outdoor recreational ice rink located a few minutes from Giant Steps Lodge. The rink is typically open starting in late November, with ice 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. Thunder Mountain Motorsports offers guided snowmobile tours through the winter landscapes surrounding Brian Head.

Cedar Breaks National Monument

Cedar Breaks National Monument, just four miles from Brian Head Resort, offers free ranger-led winter recreation programs, including guided snowshoeing and cross-country skiing. As an International Dark Sky Park, the monument also offers ranger-led stargazing programs during the winter season. Visitors should check current conditions and event listings before arriving.

Signature Events

Brian Head Resort's winter calendar includes live music, holiday celebrations, and the annual Spring Carnival.

2026 Holiday Celebrations

Brian Head Resort has a cheerful lineup of holiday festivities, including Shred with Santa on Christmas Eve (Dec. 24). On New Year's Eve (Dec. 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: March 28, 2027

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.

Spring Carnival: April 2027

Celebrate the arrival of spring with on-mountain celebrations throughout April, including costume slalom, a cardboard box race, and the ever-popular pond skating event. Join the fun or just enjoy the spectacle.

Live Music

Enjoy free live music at Last Chair Grill & Brews from 5:30 to 8:30 pm on Fridays and Saturdays all season starting in Jan.

Ski With A Ranger 2027 dates: Jan. 8, Feb. 12, Mar. 12, April 9.

Ski with a Ranger connects families with the landscape beyond the trails. On the second Friday of each month, kids and parents can meet Dixie National Forest staff to learn about the area's geology, forest ecology and wildlife winter adaptations. Rangers will be available for Q&A 11 am to 2 pm on the Navajo Lodge patio.





Utah's Family-Friendly, Affordable Resort

Brian Head offers family-focused programs, advance-purchase pricing and beginner experiences designed to make skiing and snowboarding more accessible.

- ***Kids 12 and Under Ski and Ride Free:*** Unlimited free skiing and snowboarding all season, including night skiing, with no purchase required and no blackout dates.
- ***Affordable Lift Tickets:*** Starting at \$9 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).
- ***Complimentary Lessons:*** First-time skiers and snowboarders ages 13 and older can reserve a complimentary two-hour lesson. Participants must have lift access and equipment. A special \$30 lift ticket and \$25 online rental package are available.
- ***Budget-Friendly Rentals:*** New rental equipment at affordable rates. Guests can book online and save \$5.

Brian Head Lodge

The Brian Head Lodge is the official lodging for Brian Head Resort. The timber-and-stone lodge offers dining, a spa and a complimentary two-minute shuttle to the Navajo and Giant Steps base areas.

Accommodations: Brian Head Lodge has 100 guest rooms with exposed beams, free Wi-Fi, flat-screen televisions, mini-fridges and microwaves. Twelve suites have stone fireplaces, and eight rooms have pull-out sofas.

Dining: The Lift Bar & Patio features mountain views, a large fireplace and a selection of beer and wine, appetizers, burgers and entrées.

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: The lodge hosts weddings, conferences, family reunions and other gatherings.

Stay and Ski Free: 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 between the guest's check-in and checkout dates.

Learn more at www.BrianHead.com.



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.

Operating on private land and public land under a U.S. Forest Service special use permit, 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 permitted only outside operating hours. For uphill-access purposes, mountain operations are considered active from 10 am to 4 pm daily throughout the 2026–27 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:

- Check current route status before departing.
- Use the buddy system and carry appropriate avalanche equipment.
- Understand that trails are not patrolled outside operating hours.
- Wear reflective clothing and use a headlamp.

Routes, hours and access requirements are subject to change. Guests must review current status and policies at www.BrianHead.com/Uphill-Policy/ before traveling uphill.



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.

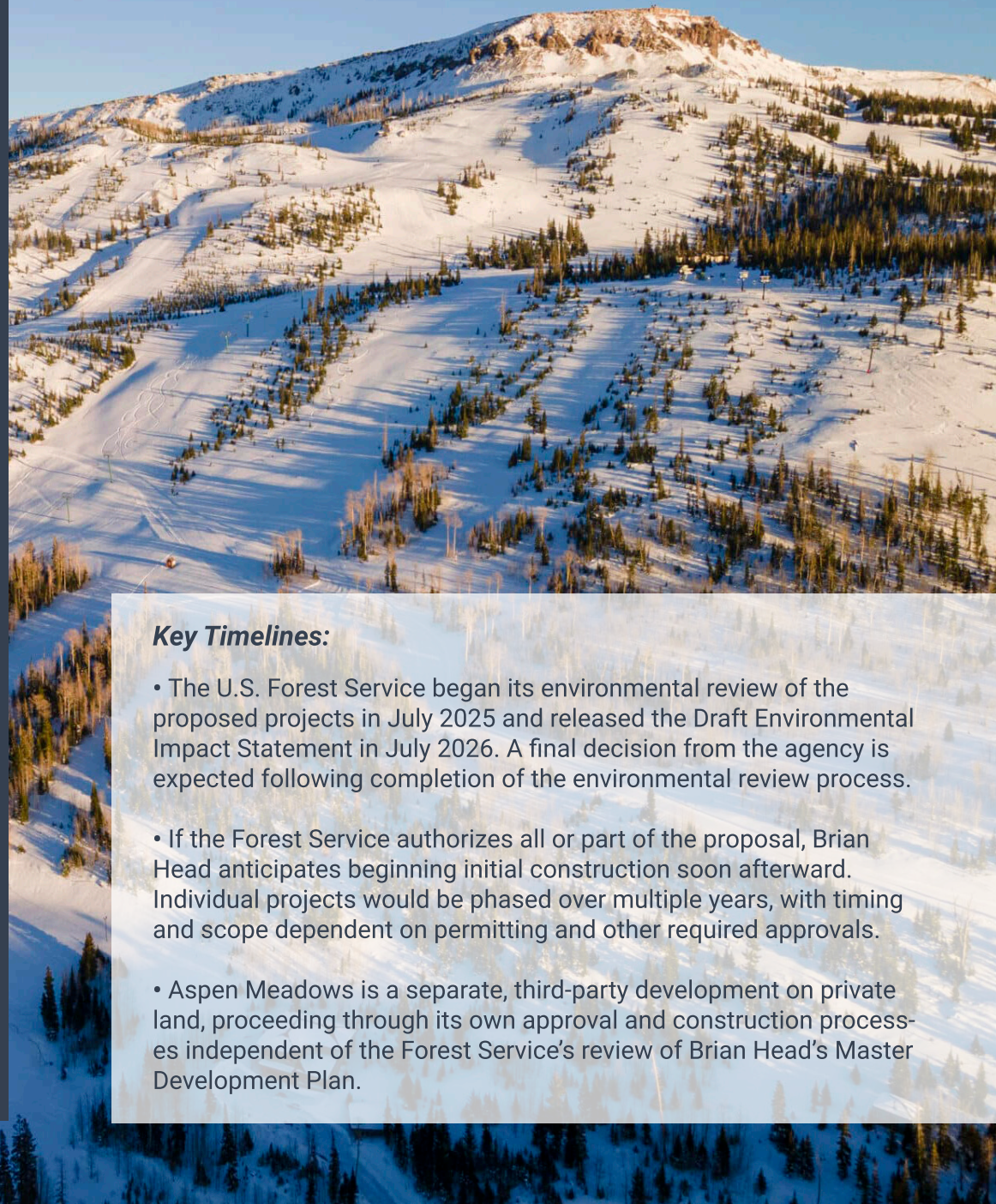
In 2023, Brian Head Resort introduced a multiphase Master Development Plan designed to meet growing demand for outdoor recreation and improve the experience for future generations. The plan envisions a European-style circuit of interconnected lifts and terrain around Brian Head Town, supported by new base areas, on-mountain hubs, guest facilities and access points. The long-term vision is designed to preserve the welcoming, family-friendly character that has defined Brian Head for over 60 years.

Proposed Enhancements:

- **Expanding Terrain Offerings:** Add greater variety across the mountain, from beginner areas and intermediate fall-line runs to advanced skiing and riding.
- **Improved Guest Facilities:** Expand and modernize dining and guest-service facilities to reduce congestion and improve the visitor experience.
- **Improved Access & Transportation:** Add parking capacity at proposed base areas and access points while coordinating on broader transportation strategies.
- **Improved Learning Progression:** Create a clearer progression for new skiers and riders to develop their skills while strengthening Brian Head's family-friendly atmosphere.
- **Forest Management:** Incorporate vegetation management and hazard-tree removal, particularly in areas affected by the 2017 Brian Head Fire.

Key Timelines:

- The U.S. Forest Service began its environmental review of the proposed projects in July 2025 and released the Draft Environmental Impact Statement in July 2026. A final decision from the agency is expected following completion of the environmental review process.
- If the Forest Service authorizes all or part of the proposal, Brian Head anticipates beginning initial construction soon afterward. Individual projects would be phased over multiple years, with timing and scope dependent on permitting and other required approvals.
- Aspen Meadows is a separate, third-party development on private land, proceeding through its own approval and construction processes independent of the Forest Service's review of Brian Head's Master Development Plan.



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