

2027 Americas Pass Product Plan

Project: 2027 Americas Pass

Resorts: Valle Nevado, La Parva

Launch Date: September 2026

Target Audience: Southern Hemisphere

Key Objectives:

- Give People the Freedom to Ski
- Grow skier visits (175K visits in 2023 - we want to grow to 1M in 14 years)
- Grow pass revenue (\$600K in 2023 - we want to grow to \$6M in 3 years)
 - It's worth noting that while increasing Select and Core product sales is a key initiative in the U.S., this is not (yet) the focus at Valle Nevado. Right now, we are focused on growing volume across the board.
- Condo owners make up 40% of pass sales - we want to make sure this audience feels special:
 - We will offer a 5% discount through 12/31/26
 - This discount will be 1.5% starting 1/1/27
- Work with flex day and multi-day products:
 - We will continue to offer 1 and 2 day flex passes - **Visa discount only in 1 Flex (NOT YET CONFIRMED)**
 - We will continue to offer the multi-day (10 day transferable products) because these are “part of the culture” and their \$79K price point (per Price, 8/29) - they should continue to increase in price following the same schedule as season passes.
 - **Main Focus to keep developing Fix day ticket, now with “credit” and possibility to change date (already launched during 2026. Ticket Office Tickets are “Fix” Tickets. (NOT YET CONFIRMED)**
 - New Product: Day interconnected Ticket: fix date and variable pricing , new for 2027.

2027 Americas Pass Product Overview

Product	Chile 2027 Access	US 2026/2027 Access
Americas Pass	Unlimited (no blackout dates) at Valle Nevado and La Parva	12 restricted days total, shared between: Arizona Snowbowl Purgatory Resort Lee Canyon Blackout dates: 12/27/26-12/31/26, 1/16/27-1/17/27, 2/13/27-2/14/27 Unlimited (no blackout dates) access at: Brian Head Nordic Valley Sandia Peak Sipapu Pajarito Willamette Pass

		Unlimited (no blackout dates) bike park access at: Spider Mountain Bike Park through 4/30/26
Americas Select Pass	18 restricted days at La Parva 12 restricted days at Valle Nevado Blackout dates: July 3-4, 2027; July 10-11, 2027; July 16-18, 2027; Aug. 7-8, 2027 and Aug. 14, 2027 <i>What we want in the future:</i> Unlimited access at La Parva 12 restricted days at Valle Nevado <i>What we did in 2026:</i> 18 restricted days at La Parva 12 restricted days at Valle Nevado <i>Blackout dates (10): July 3-5, 2026; July 10-12, 2026; July 16, 2026; July 18, 2026; August 15-16, 2026</i> <i>What we did in 2025:</i> 18 restricted days at La Parva 12 restricted days at Valle Nevado <i>Blackout dates: July 4-6, 2025; July 10-13, 2025; August 15-17, 2025</i> <i>What we did in 2024:</i> 12 restricted days at Valle Nevado 2 days at La Parva (no blackout dates) <i>Blackout dates: 7/6/24-7/7/24, 7/11/24-7/14/24, 8/15/24-8/18/24</i>	4 restricted days total, shared between: Arizona Snowbowl Brian Head Lee Canyon Purgatory Resort Spider Mountain Bike Park (through 4/30/27) Restricted access at: Nordic Valley Willamette Pass Blackout dates: 12/27/26-12/31/26, 1/16/27-1/17/27, 2/13/27-2/14/27 Unlimited (no blackout dates) access at: Sandia Peak Sipapu Pajarito
Americas Core Pass	12 restricted days at La Parva 6 restricted days at Valle Nevado Blackout dates: July 3-4, 2027; July 10-11, 2027; July 16-18, 2027; Aug. 7-8, 2027 and Aug. 14, 2027 <i>What we want in the future:</i> Unlimited access at La Parva 6 restricted days at Valle Nevado <i>What we did in 2026:</i> 12 restricted days at La Parva 6 restricted days at Valle Nevado <i>Blackout dates (10): July 3-5, 2026; July 10-12, 2026; July 16, 2026; July</i>	None

	18, 2026; August 15-16, 2026 <i>What we did in 2025:</i> 12 restricted days at La Parva 6 restricted days at Valle Nevado <i>Blackout dates:</i> July 4-6, 2025; July 10-13, 2025; August 15-17, 2025 <i>What we did in 2024:</i> 6 restricted days at Valle Nevado 1 day at La Parva (no blackout dates) <i>Blackout dates:</i> 7/6/24-7/7/24, 7/11/24-7/14/24, 8/15/24-8/18/24	
Power Kids <i>Ages 12 & younger</i>	Unlimited (no blackout dates) at Valle Nevado and La Parva <i>What we did in 2026:</i> Unlimited (no blackout dates) at Valle Nevado and La Parva <i>What we did in 2025:</i> Unlimited (no blackout dates) at Valle Nevado and La Parva <i>What we did in 2024:</i> Unlimited (no blackout dates) at Valle Nevado 12 restricted days at La Parva <i>Blackout dates:</i> 7/6/24, 7/7/24, 8/15/24, 8/17/24	Unlimited (no blackout dates) access to: Arizona Snowbowl Brian Head Nordic Valley Pajarito Purgatory Resort Lee Canyon Sandia Peak Sipapu Willamette Pass Unlimited (no blackout dates) bike park access at: Spider Mountain Bike Park through 4/30/27
Super Senior Pass <i>Ages 75+</i>	Unlimited (no blackout dates) at Valle Nevado and La Parva <i>What we did in 2026:</i> Unlimited (no blackout dates) at Valle Nevado and La Parva <i>What we did in 2025:</i> Unlimited (no blackout dates) at Valle Nevado and La Parva <i>What we did in 2024:</i> Unlimited at Valle Nevado 12 restricted days at La Parva <i>Blackout dates:</i> 7/6/24, 7/7/24, 8/15/24, 8/17/24	Unlimited (no blackout dates) access to: Arizona Snowbowl Brian Head Nordic Valley Pajarito Purgatory Resort Lee Canyon Sandia Peak Sipapu Willamette Pass Unlimited (no blackout dates) bike park access at: Spider Mountain Bike Park through 4/30/27

2026 Valle Nevado Product Overview (NO U.S. ACCESS)

Product	Valle Nevado Access	La Parva Access
Pioneros Americas Pass (Condo Owners)	See Americas Pass above	See Americas Pass above
My Weekday Pass	Your choice of one to five restricted weekdays to ski the entire season at Valle Nevado Blackout dates: July 3-4, 2027; July 10-11, 2027; July 16-18, 2027; Aug. 7-8, 2027 and Aug. 14, 2027 <i>What we did in 2026:</i> <i>Blackout dates (10): July 3-5, 2026; July 10-12, 2025; July 16, 2026; July 18, 2026; August 15-16, 2026</i> <i>What we did in 2025: Blackout dates: July 4, 2025; July 10-11, 2025; August 15, 2025</i> <i>What we did in 2024: Blackout dates: 7/6/24-7/7/24, 7/11/24-7/14/24, 8/15/24-8/18/24</i>	None
Clubes (Ski Team)	Unlimited (no blackout dates)	None
Colegios	Sat and Sunday, Valle Nevado Pass Only 40%	None

2026 La Parva Product Overview (NO U.S. ACCESS)

Product	La Parva Access	Valle Nevado Access
Blackpass La Parva (internal agreements only)	Unlimited (no blackout dates)	None
My Weekday Pass	Your choice of one to five restricted weekdays to ski the entire season at La Parva	None

	Blackout dates: July 3-4, 2027; July 10-11, 2027; July 16-18, 2027; Aug. 7-8, 2027 and Aug. 14, 2027	
Ski team pass	Unlimited (no blackout dates)	None

2026/2027 Power Pass Product Overview

Product	Chile 2026 Access	US 2026/2027 Access
Power Pass	10 interconnected days at Valle Nevado and La Parva (no blackout dates)	Unlimited (no blackout dates) access to: Arizona Snowbowl Brian Head Hesperus Nordic Valley Pajarito Purgatory Resort Lee Canyon Sandia Peak Sipapu Willamette Pass Unlimited (no blackout dates) bike park access at: Spider Mountain Bike Park through 4/30/27
Power Pass Select <i>Also called the 12 Day Power Pass</i>	10 interconnected days at Valle Nevado and La Parva (no blackout dates)	12 restricted days total, shared between: Arizona Snowbowl Purgatory Resort Lee Canyon Blackout dates: 12/27/26-12/31/26, 1/16/27-1/17/27, 2/13/27-2/14/27 Unlimited (no blackout dates) access at: Brian Head Nordic Valley Sandia Peak Sipapu Pajarito Willamette Pass Unlimited (no blackout dates) bike park access at: Spider Mountain Bike Park through 4/30/27
Power Pass Core <i>Also called the 4 Day Power Pass</i>	None	4 restricted days total, shared between: Arizona Snowbowl Brian Head Lee Canyon Purgatory Resort Spider Mountain Bike Park (through

		4/30/27) Restricted access at: Nordic Valley Willamette Pass Blackout dates: 12/27/26-12/31/26, 1/16/27-1/17/27, 2/13/27-2/14/27 Unlimited (no blackout dates) access at: Sandia Peak Sipapu Pajarito
Weekday Power Pass	None	Your choice of 1 to 5 weekdays to ski the entire season at any Power Pass mountain. Blackout dates: Saturdays, Sundays, 12/28/26-12/31/26
Power Kids <i>Ages 12 & younger</i>	Unlimited access at Valle Nevado and La Parva	Unlimited (no blackout dates) access to: Arizona Snowbowl Brian Head Hesperus Nordic Valley Pajarito Purgatory Resort Lee Canyon Sandia Peak Sipapu Willamette Pass Unlimited (no blackout dates) bike park access at: Purgatory Resort Brian Head Lee Canyon Pajarito Spider Mountain through 4/30/27
Super Seniors <i>Ages 75+</i>	Unlimited access at Valle Nevado and La Parva	Unlimited (no blackout dates) access to: Arizona Snowbowl Brian Head Hesperus Nordic Valley Pajarito Purgatory Resort Lee Canyon Sandia Peak Sipapu Willamette Pass Unlimited (no blackout dates) bike park access at: Spider Mountain through 4/30/27

References:

- [FY26 pricing](#)
- [FY25 pricing](#) (**see the Scott tab**)
- [Product notes from Scott](#)
- [2024 pass pricing \(Valle Nevado\)](#)
- [La Parva information](#)
- For information about how the La Parva decisions were made, see the email with this subject line:
Asuntos comerciales: Season passes answer from Lawyers