



Weekday Scenic Lift Operations Report

Operating Window: June 14 – September 1, 2025 (Monday–Thursday)

Overview

During the 2025 summer season, Brian Head Resort operated the scenic lift on an additional **37 weekdays** (Monday–Thursday). This initiative provided consistent access for visitors and residents, supported the Town's reputation as a year-round mountain destination, and created valuable data to guide future summer planning.

Outcomes & Performance

- **Visitation Growth:** The program welcomed **1,624 additional paying guests** during weekday operations, averaging just under 30 riders per day. These visits reflect meaningful demand for midweek recreation and contributed to overall summer tourism growth.
- **Customer Confidence:** Guests expressed increased satisfaction with the expanded availability of recreation, helping position Brian Head as a reliable summer destination for both visitors and residents.
- **Economic Contribution:** While weekday visitation alone did not cover the full cost of operations, it generated incremental revenue and supported local businesses including restaurants, lodging, and shops.
- **Financial Alignment:** The reported financial performance is consistent with estimates outlined in the original cost recovery proposal, confirming the accuracy of planning assumptions.

Financial Performance Summary

- **Total Extra Weekdays Operated:** 37
- **Weekday Revenue (Net of Discounts):** **\$52,004.30**
- **Cost to Operate:** **\$187,769.71**
- **Total Net Loss:** **-\$135,765.41**



This outcome aligns with the expected operating loss identified in advance and demonstrates the investment required to provide reliable weekday operations.

Strategic Value

- **Data for the Future:** The program has provided clear, reliable data on weekday visitation patterns, revenue, and costs—critical inputs for evaluating expansion and improvement opportunities.
- **Foundation for Growth:** The consistent use of weekday operations underscores the potential to build a stronger summer business segment with the right long-term support.
- **Partnership Opportunity:** While the reported loss aligns with expectations, the positive outcomes reinforce the value of continuing weekday operations. We look forward to aligning with Brian Head Town on **future grant opportunities** to help sustain and grow this program.



Weekday Scenic Lift Visitation Report

Operating Window: June 14 – September 1, 2025 (Monday–Thursday)

2025 Weekday Performance (Mon–Thu Only)

During 2025, Brian Head Resort introduced weekday (Mon–Thu) scenic-lift operations for the first time. Over 37 weekday operating days, the program generated 1624 total visits. Distribution by category was as follows:

Category	Weekday Visits	Total Visits
Brian Tickets	276	2524
Mountain Bike	542	2977
Single Activity	151	4491
Season Pass	228	1142
Comp Tickets	427	1351

2024 Season Reference (Fri–Sun Only)

In contrast, the 2024 summer season included only Friday–Sunday operations. Total visitation was 12411 visits, distributed as follows:

Category	Total Visits
Brian Tickets	2680
Mountain Bike	2917
Single Activity	5104
Season Pass	1233
Comp Tickets	477



Total Visitation Comparison (2024 vs 2025)

2024 Total (Fri–Sun only): 12411

2025 Total (Fri–Sun + Weekdays): 14035

Net change: 1624 visits (~13.1%)



Key Insights & Context

- Weekday operations added 1,624 new visits, establishing a midweek visitation base.
- Mountain biking was the leading driver of weekday demand.
- Season Pass usage midweek (228 visits) shows engagement from loyal guests.
- Comp tickets (427) helped seed weekday demand and should be leveraged for conversion strategies.

Economic & Travel Context

Regional tourism data for 2025 showed softness across Southern Utah. Bryce Canyon visitation fell ~8%, Glen Canyon was down ~20%, and other Mighty 5 parks reported double-digit decreases in summer visitation. Local reports also noted reduced international spending and slower hospitality growth. These trends help explain why overall visitation growth remained muted despite adding weekday operations.