



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 |

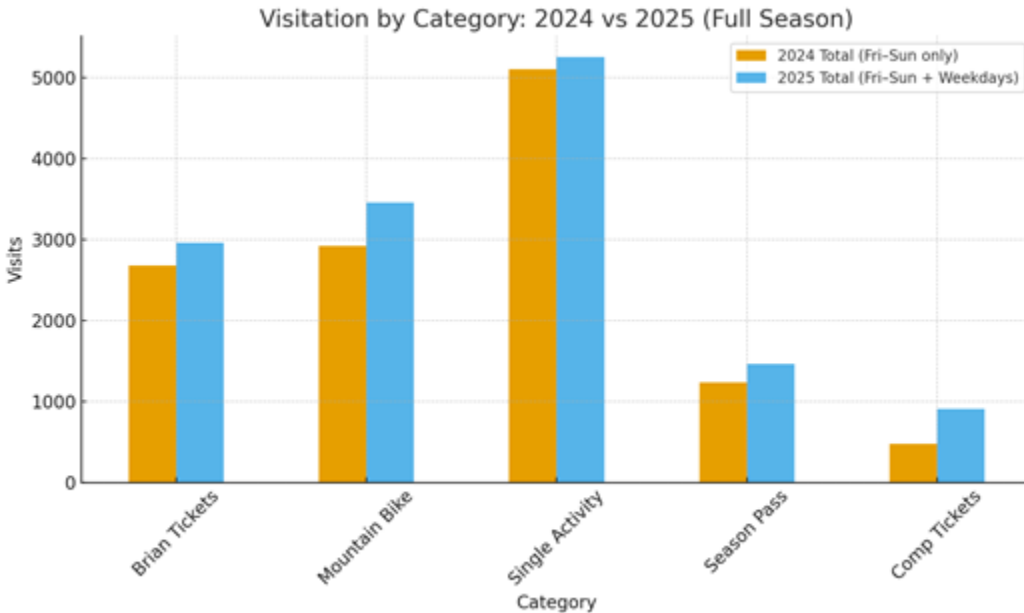


Total Visitation Comparison (2024 vs 2025)

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.