

VAILRESORTS

# Vail Resorts

Locations: Colorado (HQ)

Industries: Commercial and Professional Services, Consumer Services

RISK LEVEL:



Medium Risk

## DESCRIPTION:

Vail Resorts is Medium Risk. The company often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. The company occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard free exercise, free speech, and free enterprise.

## Corporate Weaponization

**Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk**

*Vail Resorts integrates ESG into its business practices. From its Supplier Code of Conduct: "Environmental performance will be a factor during Supplier selection, and we expect new and existing Suppliers to act as our partner on environmental compliance, environmental reporting, and working toward agreed upon targets" (1). However, the company has not canceled customers, suppliers, or vendors based on political views or religious beliefs (2).*

**Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. Lower Risk**

*Vail Resorts does not appear to discriminate against charitable organizations based on views or beliefs (1).*

**Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk**

*Vail Resorts appears to prioritize diversity over merit in its recruitment and hiring. From its Environmental & Social Responsibility Report 2024: "[The company's DEI focused competencies] calls upon our leaders to demonstrate self-awareness and take action to build diverse representation, bring equity to our business practices, and create inclusive communities in which all people can thrive" (1). The company does not provide viewpoint protections for its employees (2).*

## Corporate Governance and Public Policy

**Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. Medium Risk**

*Vail Resorts is committed to net zero emissions by 2030 (1). The company supports DEI within its business practices. From its Environmental & Social Responsibility Report 2024: "Since FY 2022, Vail Resorts has made key investments in our diversity, equity, and inclusion (DEI) efforts. In October 2022, we created a new role focused on the development of a multi-year strategy to embed DEI in our talent and business strategies: Vice President, Talent Strategy and Diversity, Equity, & Inclusion" (2).*

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**Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk**

*Vail Resorts provides a benefits package for employees that covers travel/lodging costs for an abortion (1). The company funded Denver Pride Parade and 5K run (2). The company funded Pride (LGBTQ) in the Park and various LGBTQ Pride celebrations (3). Otherwise, there are no publicly known cases of The company using corporate funds to advance ideological causes, organizations, or policies (4).*

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**Uses corporate political actions and/or financial contributions for ideological, non-business purposes. Lower Risk**

*Vail Resorts has not used its PAC donations for ideological purposes and has not reported on its lobbying (1)(2)(3).*

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