



# **Purgatory Resort**

Winter 2024-2025

**Press Kit** 

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# **Purgatory Resort Company Profile**

**Durango, Colo.** — (Winter 2024-2025) — Purgatory is tucked away between Durango and Silverton on the San Juan Skyway Scenic and Historic Byway, on the southern edge of the San Juan Mountains. Purgatory offers 1,635 skiable acres, 4 terrain parks, 11 lifts, and 107 trails from wide-open cruisers to steep tree skiing. New this season, Purgatory announces several upgrades across the resort, including enhancements to the Hermosa Park Express Lift #3 and the expansion of Purgatory's retail footprint.

One of Colorado's most family-friendly and best value ski resorts, Purgatory is thrilled to continue offering <u>Power Kids</u>, the only season pass in North American that offers unlimited free skiing and snowboarding for all children 12 and younger, no blackout dates or purchase required. Lift tickets for the 2024-2025 season are on sale now, with prices starting \$9 on select dates. With Purgatory's demand-based pricing, lift ticket prices rise with demand. Purgatory's dynamic pricing strategy rewards guests who plan ahead and helps the resort manage the flow of visitors during peak periods, reducing lift lines and enhancing the guest experience.

Signature events and on-mountain activities include New Year's Eve fireworks, live music, pond skimming, tubing, and the year-round mountain coaster. Visitors can dine at the Village Plaza base area or take in the views at one of Purgatory's mountain lodges. Overnight accommodations range from slopeside studios to luxurious penthouse suites. Purgatory Snowcat Adventures is Colorado's largest guided snowcat operation, with access to over 35,000 acres of expert terrain in the San Juan backcountry, plus scenic tours and Snowcat dining excursions for the whole family.

Purgatory Resort's 2024-2025 ski season is scheduled to begin on November 16 with exclusive discounts for season passholders and guests. This winter, Purgatory Resort will be open daily from November 16, 2024, to April 13, 2025, with weekend operations continuing Friday through Sunday until April 27, 2025. Visit <u>purgatory.ski</u>.



# **Purgatory Resort Fact Sheet**

# 2024-2025 Winter Season Dates and Times

Open daily November 16, 2024 to April 13, 2025, and weekends (Friday through Sunday) until April 27, 2025, conditions permitting. Lift hours of operation are 9 am until 4 pm. Ticket office hours of operation: 8am - 5pm daily.

## **Getting Here**

Purgatory Resort is located in Southwest Colorado on the **San Juan Skyway** Scenic and Historic Byway (US Highway 550) between Durango and Silverton. The 236-mile Skyway loop connects Durango, Silverton, Ouray, Ridgway, Telluride, Cortez, and Mesa Verde National Park and is regarded as one of the most scenic drives in North America.

- **V** Durango, CO: 25 miles / 30 mins
- **V** Durango-La Plata County Airport: 40 miles / 55 mins
- Montrose Regional Airport: 83 miles / 2 hours
- **V** Denver, CO: 370 miles / 7 hours
- **V** Albuquerque, NM: 240 miles / 4 hours

#### **Mountain Stats**

- W Base Elevation: 8,793 feet (2,680 meters)
- ▼ Summit Elevation: 10,822 feet (3,299 meters)
- Vertical Drop: 2,072 feet (632 meters)
- ▼ Skiable Area: 1,635 Acres (662 hectares)
- ▼ Annual Snowfall: 260 inches (660 centimeters)

#### **Winter Activities**

- Inferno Mountain Coaster
- **V** Tubing Hill
- W Guided Snowcat Skiing
- Snowcat Scenic Tours
- Snowcat Dining Excursions
- Snowshoe Tours
- Sleigh Rides
- Snowmobile Adventures
- Purgatory Nordic Center

# 11 Lifts Serving 107 trails

- ▼ 1 High Speed Six Person
- 2 High Speed Quads
- 3 Triple Chairlifts
- 3 Double Chairlifts
- 2 Magic Carpets

### Trail Ratings by percentage

- 20% Beginner
- 45% Intermediate
- ◆ 35% Advanced/Expert

## **Terrain parks**

- W Halo Terrain Park
- W Horns Terrain Park
- W Headwaters Terrain Park
- Pitchfork Terrain Park



# **Purgatory Resort Announces 2024-25 Winter Operating Schedule**

**Durango, CO** — [September 3, 2024] — Purgatory Resort, one of Colorado's most family-friendly and affordable ski resorts, is excited to unveil its 2024-25 winter operating schedule. This winter, Purgatory Resort will be open daily from November 16, 2024, to April 13, 2025, with weekend operations continuing Friday through Sunday until April 27, 2025.

This season features a series of capital improvements and new initiatives designed to enhance the guest experience and make skiing more accessible for everyone. One of the most notable upgrades this season is the enhancement of the Hermosa Park Express Lift #3. As a crucial lift on the mountain, essential for transporting guests from the backside to the frontside, Lift #3 will be modernized with a low voltage safety control system. This upgrade will ensure the lift's reliability for years to come, improving access to the popular backside trails.

In addition to the Lift #3 upgrade, Purgatory is expanding its retail footprint and will introduce four new pickup stations for online purchases. Guests will now be able to scan their purchase confirmation and head straight to the lifts within 30 seconds, bypassing the ticket office entirely.

The Village Market & Deli is also undergoing a complete renovation, introducing an all-new menu and atmosphere. The updated selection will feature local and NOSH (natural, organic, specialty and healthy) grocery items, while the Powderhouse Lodge will see another phase of improvements to its interior and exterior infrastructure, along with a new retro theme.



Building on the significant cleanup work in Poet's Glade last year, the Trail Maintenance team has been hard at work improving other popular tree skiing zones on the mountain, including Who, Mark's Park, When, What, Hoody's, and McCormack's Maze. These efforts, focused on removing deadfall and standing dead trees, reduce forest fuel loading and enhance skier safety by clearing snags and ground obstacles.

A cornerstone of Purgatory's commitment to accessibility is Power Kids, the only season pass in North America that provides unlimited free skiing for kids aged 12 and under, with no purchase required and no blackout dates.

Tickets for the 2024-25 season are now on sale, providing guests with the opportunity to secure the best deals through Purgatory's demand-based pricing strategy. This dynamic model adjusts ticket prices in real-time based on demand, rewarding those who purchase early with the lowest prices available. Guests are encouraged to buy tickets as soon as possible to take advantage of these savings. Tickets are available at <u>purgatory.ski</u>.

#### **About Purgatory**

Purgatory is tucked away between Durango and Silverton along the San Juan Skyway, on the southern edge of the San Juan Mountains. One of Colorado's most family-friendly and best value ski resorts, Purgatory's Power Kids season pass is the only pass in North America that grants free unlimited skiing, riding and lift-served mountain biking for all kids ages 12 and under, no blackout days or purchase required. Purgatory features 107 trails, 4 terrain parks, 11 lifts, and 1,635 skiable acres of steep tree skiing and wide-open cruisers; plus year-round family-friendly activities, lodging, retail, restaurants, bars, and signature events. Home to Colorado's largest guided snowcat operation, Purgatory Snowcat Adventures covers 35,000 acres of rolling glades, wide open bowls, cliffs, chutes, gullies and trees. Visit Purgatory.ski.

