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New Powder Mountain Owner Reed Hastings Invests \$100M

*New for Winter '23/24: Activity Center, Massive Backcountry Access,
Plus Amenity & Infrastructure Improvements*

EDEN, Utah (September 6) – Reed Hastings is now the majority owner of [Powder Mountain](#) following a \$100 million investment that signals a new era for the mountain resort known for its daily lift ticket caps and uncrowded visitor experience. The investment will have immediate impact, with a portion of it funding improvements that will expand skiable terrain, create a new nordic and snowshoe trail system and support the progression of all levels, abilities and ages on the mountain.

“This is an investment in what we consider to be the ultimate skier experience,” said Hastings. “My wife Patty and I love this place; we love the untracked powder several days after a storm cycle, we love the vastness of the terrain, and we love the community. We’re looking to accentuate what has always made it special. We’ll do that by making it more easily accessible, by bolstering infrastructure and amenities and by maintaining the uncrowded feel Powder Mountain is known for.”

The multiyear process of realizing that vision has already begun, with a number of improvements that will greet visitors this winter.

“We are excited to provide a greatly enhanced beginner experience for newcomers to skiing and riding,” said Kevin Mitchell, Powder Mountain general manager. “This combined with our new nordic and snowshoe trails for non-skiers and newly added guided expert terrain truly provides a progression of uncrowded experience for everyone at Powder Mountain.”

While just the beginning of what’s coming, improvements for winter '23/24 include:

- **DMI Guided Backcountry Terrain:** Powder Mountain will open access to 500 acres of some of the steepest terrain accessible from the mountain. Called DMI (Don't Mention It) the newly opened terrain offers incredible views of the Eden Valley and the Ogden Divide and 3000' of vertical drop through tight chutes and open bowls. It's steep, it's technical and it holds snow really well.

Access to DMI is only via guided experience (for safety reasons). The adventure begins with a snowcat ride up Lightning Ridge followed by a short hike to the drop-in point. After descending 3000' through DMI a van shuttle ride will take guests back up. Each group will be accompanied by two guides and provided with all the necessary backcountry

safety gear (avalanche beacon, probe and shovel). Advanced skiing or snowboarding abilities are required.

- **New Trails and Activity Center:** A new cross-country skiing and snowshoeing trail network near the Village lift will offer guests additional ways to get onto the snow. A new on-trail warming hut will offer hot chocolate and a chance to shake off the cold.
 - A new activity hub, dubbed the Launch Pad Yurt, will open its doors for the first time this December near the top of the Village chair. The Launch Pad will serve as the jumping off point for a host of winter activities, including cross-country skiing, snowshoeing, moonbike tours, snowmobile tours and more.
 - New this year, guests will be able to take [moonbike tours](#) on Powder's winter trail network. These 100% electric snow bikes are easy to ride, making for a great way to explore Powder's seemingly endless terrain with the help of a guide.
- **Major upgrades to the beginner experience:** With progression in mind, the instructional terrain and infrastructure at Sundown Lodge is set for major improvements.
 - The Tiger Tow will be replaced with a new Sunkid “magic carpet” and will be open for night skiing.
 - Sections of terrain will be re-graded to be more conducive to progression and the beginner instruction experience.
 - Sundown will become the first area of the mountain with snowmaking infrastructure with a new system set for installation in the beginner area.
 - The ski school facility at Sundown will be replaced with a new, more comfortable yet temporary structure. The facility will also house rental and retail operations until a more permanent plan is developed. More on that soon.
- **Lift Ticket Products:**
 - New this year \$19 night skiing lift tickets will be available to everyone, every night.

In the coming months, additional improvements, including new lifts set for installation in summer '24 will continue Powder Mountain's evolution.

ABOUT [Powder Mountain](#)

With over 500 inches of annual snowfall and more than 8400 skiable acreage, Powder Mountain sits on some of North America's premier terrain an hour north of Salt Lake City International Airport. Daily caps on lift tickets and yearly caps on season passes preserve a uniquely un-crowded resort experience. A suite of cat-skiing options provide further opportunities for skiers and boarders to experience untouched snow throughout the winter. In the summer months, the newly opened Powder Mountain Bike Park offers downhill mountain biking and a growing trail system for recreation on the mountain. In addition, an expanding family friendly network of trails—approaching 50 miles— features unrivaled views from 8000 feet elevation. For more information, visit [PowderMountain.com](#).