



# VAIL RESORTS<sup>®</sup>

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## RESPONSIVE REDESIGN PROJECT

9 WORLD CLASS MOUNTAINS.

9 DISTINCTIVE BRANDS.

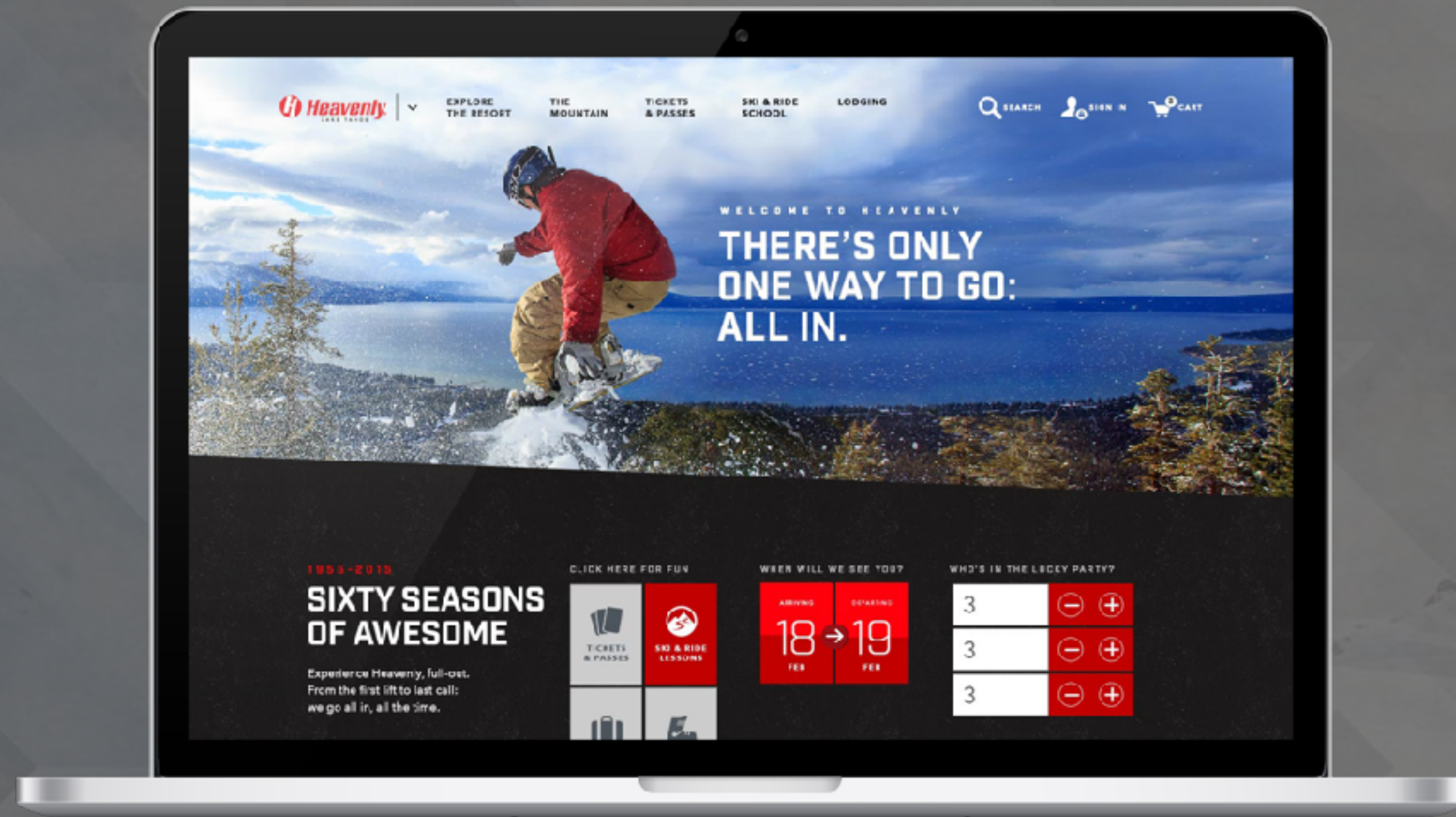
9 RESPONSIVE WEBSITES.

1 MODULAR DESIGN SYSTEM.







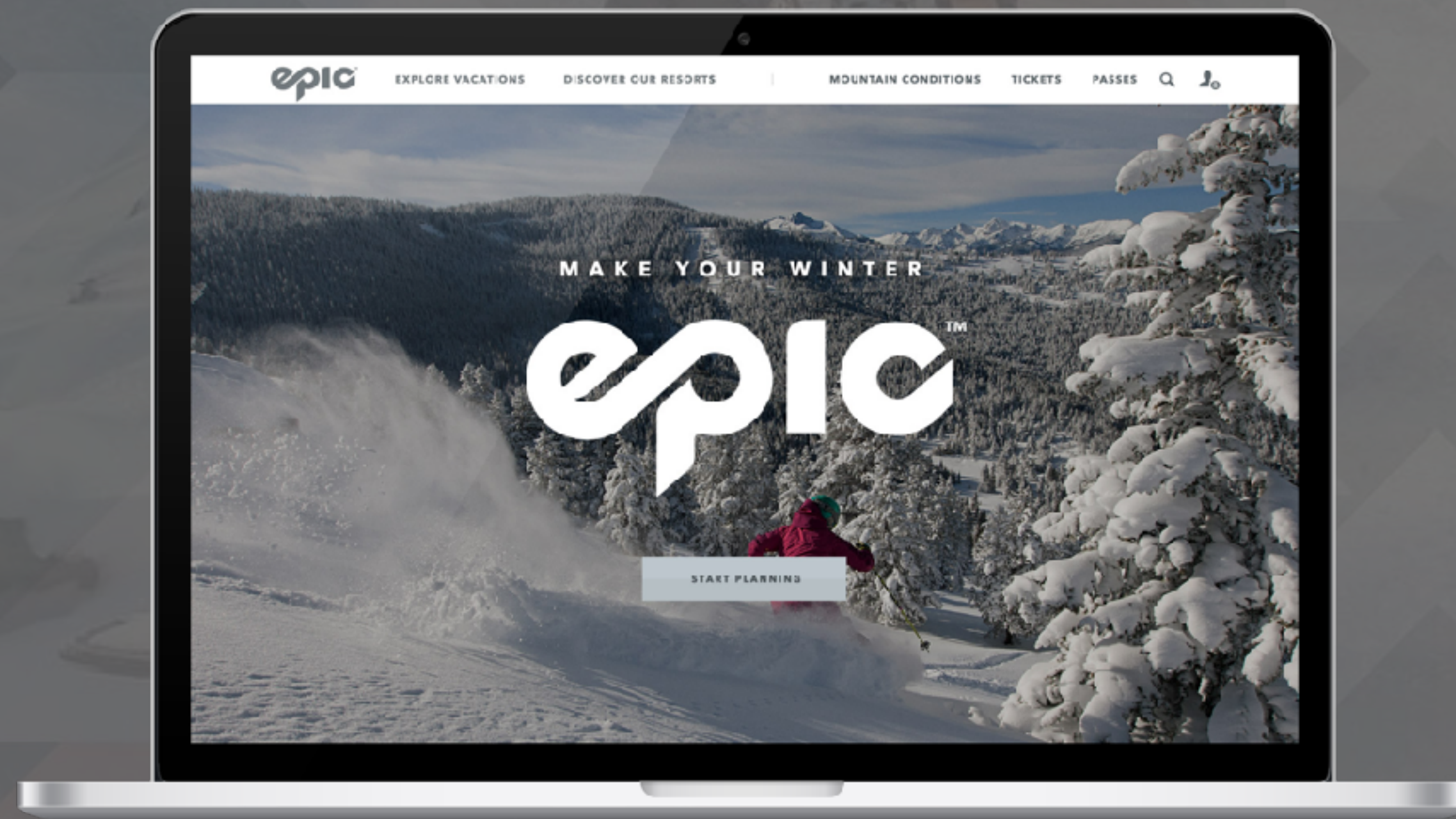


## THE CHALLENGE

As growth of mobile users surged to Vail Resorts digital properties, Vail Resorts realized that the digital experience for users was no longer meeting the brand promise. Vail Resorts set out an ambitious plan to improve the user experience and design across their largest resort websites to ensure that they were addressing the needs of mobile users, modernizing the aesthetic appeal of their sites, and continuing to be ADA compliant.







## THE SOLUTION

Phathom & Phlow, in close conjunction and partnership with the Vail Resorts Marketing team, crafted a fully responsive (and sometimes adaptive) modular design system that could be used across all 9 resort websites, as well as 2 sites that sat on the periphery of the VR corporate marketing universe ([snow.com](https://www.snow.com) and [epicpass.com](https://www.epicpass.com)).

And working with the Vail Resorts technology team, we helped them deliver a game changing web experience, showcasing the brand of 9 world-class websites.



