

Alterra Counters Vail Resorts: Mega Passes Transform the Landscape of the Ski Industry

The ski industry has undergone a significant transformation in recent years, driven in large part by the of mega passes. These passes, which offer access to multiple resorts within a single region, have become increasingly popular as skiers and snowboarders seek out value and convenience. Two of the most prominent players in the mega pass market are Alterra Mountain Company and Vail Resorts, each of which offers a variety of passes that provide access to their respective networks of resorts.

In this article, we will take a closer look at the mega passes offered by Alterra and Vail Resorts, and explore how they have impacted the ski industry landscape. We will also discuss the pros and cons of each pass, and provide some tips for choosing the right pass for your needs.

Alterra Mountain Company's mega passes offer access to a network of 47 resorts in the United States, Canada, and Chile. The most popular pass is the Ikon Pass, which provides unlimited access to all 47 resorts. Other passes include the Ikon Base Pass, which provides access to a limited number of resorts, and the Ikon Session Pass, which provides a set number of days of access to all 47 resorts.



Ski Inc. 2024: Alterra counters Vail Resorts; mega-passes transform the landscape; the industry responds and flourishes. For skiing? A North American

Renaissance. by Chris Diamond

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Alterra's mega passes have been a major success since their launch in 2018. The company has sold over 1 million passes, and the passes have helped to drive traffic to its resorts. Alterra's resorts have also benefited from the increased visibility and marketing support that has come with the mega passes.

Vail Resorts offers two main mega passes: the Epic Pass and the Epic Local Pass. The Epic Pass provides unlimited access to all 37 Vail Resorts resorts in the United States and Canada. The Epic Local Pass provides access to a limited number of Vail Resorts resorts, but it is less expensive than the Epic Pass.

Vail Resorts' mega passes have also been a major success. The company has sold over 2 million passes, and the passes have helped to drive traffic to its resorts. Vail Resorts' resorts have also benefited from the increased visibility and marketing support that has come with the mega passes.

The of mega passes has had a significant impact on the ski industry. First, mega passes have made it easier and more affordable for skiers and snowboarders to visit multiple resorts. This has led to an increase in

visitation at resorts that offer mega passes, and it has helped to make the sport more accessible to a wider range of people.

Second, mega passes have created a more competitive environment in the ski industry. Resorts that offer mega passes have to compete for skiers and snowboarders, and this has led to a decrease in prices and an increase in amenities. Resorts have also begun to offer more innovative and unique experiences in order to attract pass holders.

Third, mega passes have changed the way that skiers and snowboarders plan their vacations. In the past, skiers and snowboarders would typically purchase a lift ticket for each resort they visited. However, with mega passes, skiers and snowboarders can now plan their vacations around the resorts that are included in their pass. This has led to an increase in multi-day trips and it has also helped to spread out crowds at resorts.

There are a number of pros and cons to consider when purchasing a mega pass.

Pros:

- **Convenience:** Mega passes offer the convenience of being able to visit multiple resorts without having to purchase a lift ticket for each resort.
- **Value:** Mega passes can be a good value for skiers and snowboarders who plan to visit multiple resorts throughout the season.
- **Flexibility:** Mega passes offer flexibility, as they allow skiers and snowboarders to visit any of the resorts that are included in their pass.

Cons:

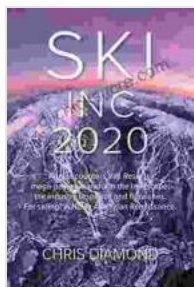
- **Cost:** Mega passes can be expensive, especially for skiers and snowboarders who only plan to visit a few resorts.
- **Crowds:** Mega passes can lead to increased crowds at resorts, especially during peak season.
- **Limited availability:** Mega passes are often sold out, so it is important to purchase a pass early in the season.

If you are considering purchasing a mega pass, there are a few factors to consider in order to choose the right pass for your needs.

- **How many resorts do you plan to visit?** If you plan to visit multiple resorts throughout the season, a mega pass can be a good value. However, if you only plan to visit a few resorts, a mega pass may not be worth the cost.
- **What is your budget?** Mega passes can be expensive, so it is important to factor the cost of the pass into your budget.
- **What type of skiing or snowboarding do you enjoy?** Some mega passes offer access to a variety of terrain, while others are more focused on a specific type of skiing or snowboarding. Consider what type of skiing or snowboarding you enjoy when choosing a pass.
- **When do you plan to ski or snowboard?** Some mega passes have blackout dates during peak season. If you plan to ski or snowboard during peak season, it is important to make sure that the pass you choose does not have blackout dates.

Once you have considered these factors, you will be able to choose the right mega pass for your needs.

Mega passes have had a significant impact on the ski industry, making it easier and more affordable for skiers and snowboarders to visit multiple resorts. They have also created a more competitive environment in the industry, leading to lower prices and increased amenities. When choosing a mega pass, it is important to consider your needs and budget. With the right pass, you can enjoy the convenience and value of skiing or snowboarding at multiple resorts throughout the season.



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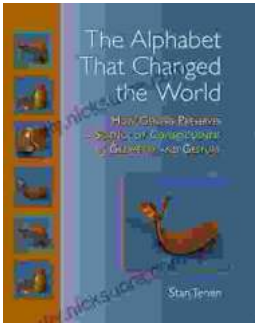
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