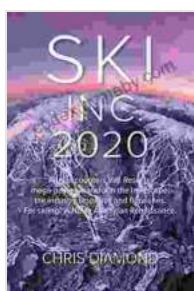


Alterra Counters Vail Resorts Mega Passes, Transforming the Landscape of the Ski Industry

The ski industry has been dominated by two major players for years: Vail Resorts and Alterra Mountain Company. Both companies operate a large portfolio of resorts, and they have been competing fiercely for market share.



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

★★★★☆ 4.4 out of 5

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Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 362 pages
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In recent years, Vail Resorts has had the upper hand, thanks to its popular Epic Pass. The Epic Pass allows skiers and snowboarders to access all of Vail's resorts for a single price. This has been a major selling point for Vail, and it has helped the company to attract new customers.

Alterra has been forced to play catch-up, but it is now fighting back with its own mega pass, the Alterra Season Pass. The Alterra Season Pass allows skiers and snowboarders to access all of Alterra's resorts for a single price. The pass is similar to the Epic Pass, but it offers some unique features, such as the ability to ski or snowboard at select resorts in Europe.

The launch of the Alterra Season Pass is a major move for the ski industry. It is the first time that Alterra has offered a mega pass that competes directly with Vail's Epic Pass. The move is likely to have a significant impact on the industry, as it could lead to a more competitive market and lower prices for skiers and snowboarders.

The Impact of the Alterra Season Pass

The Alterra Season Pass is likely to have a major impact on the ski industry. Here are some of the potential consequences:

- **Increased competition:** The Alterra Season Pass will give skiers and snowboarders more options to choose from when selecting a season pass. This could lead to increased competition between Vail Resorts and Alterra, which could result in lower prices for consumers.
- **More choice for skiers and snowboarders:** The Alterra Season Pass will give skiers and snowboarders more choice in terms of where they can ski or snowboard. The pass will allow skiers and snowboarders to access a wider range of resorts, including resorts that were previously not available on a single season pass.
- **A more level playing field:** The Alterra Season Pass will help to level the playing field between Vail Resorts and Alterra. Vail Resorts has had a significant advantage in the market in recent years, thanks to its

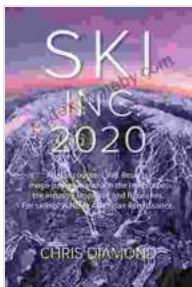
Epic Pass. The Alterra Season Pass will give Alterra a more competitive product, which could lead to a more balanced market.

The Future of the Ski Industry

The launch of the Alterra Season Pass is a major development in the ski industry. It is a sign that the industry is becoming more competitive, and it is good news for skiers and snowboarders. The pass will give skiers and snowboarders more choice and flexibility, and it could lead to lower prices.

The ski industry is facing a number of challenges, including climate change and the rising cost of lift tickets. The Alterra Season Pass could help to address these challenges by making skiing and snowboarding more affordable and accessible.

The future of the ski industry is bright. The Alterra Season Pass is a positive development that could help to make skiing and snowboarding more popular and accessible.



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