



MEDIA RELEASE

For immediate release 16 April 2019

Mt Buller joins the Ikon Pass Global Community.

Ikon Pass Now Offers Access to 39 Global Destinations

2019/20 Ikon Pass Pricing Goes Up April 24

The enviable list of the world's best resorts in the Ikon Pass alliance has been expanded with Mt Buller joining Thredbo in the Ikon global community.

"We are thrilled to have another favourite Australian resort added to the Ikon Pass, this gives skiers and boarders the ability to shred Australia's and the world's best resorts" said Angus Thomson, Director of Marketing Thredbo.

Mt Buller is one of Australia's best-loved ski destinations offering lifted skiing to winter visitors since 1949. An easy three hour drive north-east from Melbourne Mt Buller attracts a cosmopolitan crowd to its picturesque 300 ha ski area and vibrant alpine village.

"Mt Buller is delighted to join the Ikon Pass for the 2019/20 season, we are in great company with such an impressive line-up of incredible mountain destinations. We look forward to introducing more people from around the globe to the pleasures of skiing and boarding through the snowgums, spotting wombats along the trail and the staying high in the snowline" said Laurie Blampied, General Manager, Mt Buller.

Bonus Access - TWO Seasons with the Purchase of ONE Pass

In celebration of Mt Buller's inaugural Ikon Pass season, 2019/20 Ikon Pass holders will get bonus early access to Mt Buller for the 2019 season starting this June, along with regular access to the 2020 season.

The Ikon Pass offers seven-day access to Mt Buller per season, with no blackout dates, while the Ikon Base Pass offers five-day access per season, also with no blackout dates.

Australian Special - Extended Early Season Pricing

The Ikon Pass is available now at early discounted rates starting at \$649 USD at www.ikonpass.com through Tuesday, April 23. However, these early discounted rates will be extended through **Monday, June 10** when purchased through selected regional travel partners. Selected Regional Travel Partners Include: Blue Powder, Mint Tours, Mogul Ski World, Scout, SkiMax Holidays, Ski Travel Company, Snow Ski/MySnow Travel, Snowcapped Travel, Travelplan in Australia, and AMPED, The Ski Travel Specialists, travel&co in New Zealand.

Discounted Child Passes Promotion

To provide additional value for families looking to ski and ride together, Ikon Pass holders can purchase up to two discounted Child Ikon Passes or Child Ikon Base Passes for children ages 5-12 with the purchase of an Adult Ikon Pass or Ikon Base Pass. The Child Pass Promotion has also been extended through **Monday, June 10**, when purchased through selected regional travel partners. New 19/20 Child Passes will also be valid at Mt Buller for the 2019 and 2020 seasons.

THE PASSES: IKON PASS & IKON BASE PASS

To provide the best experience possible, two pass products are available for purchase, the Ikon Pass and the Ikon Base Pass, both offering access to all 39 destinations, with varying levels of access and benefits.

- 1) IKON PASS:** Offering unlimited access to 14 destinations plus 7-days and 7-days combined at 24 destinations, with no blackout dates, starting at \$949 USD.

ACCESS:

Unlimited: Steamboat, Winter Park Resort, Copper Mountain Resort, Eldora Mountain Resort, Squaw Valley Alpine Meadows, Mammoth Mountain, Big Bear Mountain Resort, June Mountain, Stratton, Snowshoe Mountain, Crystal Mountain, Solitude Mountain Resort, Tremblant, and Blue Mountain

7-Days: Deer Valley Resort, Jackson Hole Mountain Resort, Big Sky Resort, Revelstoke Mountain Resort, Sugarbush Resort, Boyne Mountain, Boyne Highlands, The Summit at Snoqualmie, Cypress, Sunday River, Sugarloaf, Loon Mountain, Taos, Brighton, Thredbo, Mt Buller, Valle Nevado

7-Days Combined:

- Aspen Snowmass: Aspen Mountain, Snowmass, Aspen Highlands, Buttermilk
- Alta, Snowbird
- SkiBig3: Banff Sunshine, Lake Louise, Mt. Norquay
- Killington - Pico
- Niseko United
- Coronet Peak, The Remarkables, Mt Hutt

Blackout Dates: None

Benefits:

- 10 Friends & Family lift tickets offering 25% off of the window rate at any Ikon Pass destination (excluding CMH), with no blackout dates
- Early winter booking privileges and 10% off summer reservations at CMH Heli-Skiing & Summer Adventures
- Additional destination benefits and discounts are available at ikonpass.com

- 2) IKON BASE PASS:** Offering unlimited/select access to 12 destinations plus 5-days and 5-days combined at 26 destinations, and holiday blackout periods, starting at \$649 USD.

ACCESS

Unlimited: Winter Park Resort, Copper Mountain Resort, Eldora Mountain Resort, Big Bear Mountain Resort, Snowshoe Mountain, Crystal Mountain, Tremblant, Blue Mountain

Unlimited with Holiday Blackouts: Squaw Valley Alpine Meadows, Mammoth Mountain, June Mountain, Solitude Mountain Resort

5-Days: (with blackout dates)

Steamboat, Deer Valley Resort, Jackson Hole Mountain Resort, Big Sky Resort, Stratton, Revelstoke Mountain Resort, Sugarbush Resort, Boyne Mountain, Boyne Highlands, The Summit at Snoqualmie, Cypress, Sunday River, Sugarloaf, Loon Mountain, Taos, Brighton, Thredbo, Mt Buller, Valle Nevado

5-Days Combined (with blackout dates)

- Aspen Snowmass: Aspen Mountain, Snowmass, Aspen Highlands, Buttermilk
- Alta, Snowbird
- SkiBig3: Banff Sunshine, Lake Louise, Mt. Norquay
- Killington-Pico
- Niseko United
- Coronet Peak, The Remarkables, Mt Hutt

Blackout Dates

North America - Dec. 26-31, 2019, January 18-19, 2020 February 15-16, 2020
Thredbo - July 6-21, 2019 and July 4-19, 2020

Mt Buller, Coronet Peak, The Remarkables, Mt Hutt, Valle Nevado - No blackout dates

Benefits

- 8 Friends & Family lift tickets, good for 25% off the window rate at any Ikon Pass destination (excluding CMH), with select blackout dates
- Early winter booking privileges and 10% off summer reservations at CMH Heli-Skiing & Summer Adventure
- Additional destination benefits and discounts are available at ikonpass.com

Ikon Pass Destinations by Location

- California: Squaw Valley Alpine Meadows, Mammoth Mountain, June Mountain, Big Bear Mountain Resort
- Colorado: Aspen Snowmass, Steamboat, Winter Park Resort, Copper Mountain Resort, Eldora Mountain Resort
- Maine: Sugarloaf, Sunday River
- Michigan: Boyne Highlands, Boyne Mountain
- Montana: Big Sky Mountain Resort
- New Hampshire: Loon Mountain
- New Mexico: Taos Ski Valley
- Utah: Deer Valley Resort, Solitude Mountain Resort, Alta Ski Area, Snowbird, Brighton Resort
- Vermont: Stratton, Killington - Pico, Sugarbush Resort
- Washington: Crystal Mountain, The Summit at Snoqualmie
- West Virginia: Snowshoe
- Wyoming: Jackson Hole Mountain Resort
- Alberta, Canada: SkiBig3
- British Columbia, Canada: Revelstoke Mountain Resort, Cypress Mountain, CMH Heli-Skiing & Summer Adventures
- Ontario, Canada: Blue Mountain
- Quebec, Canada: Tremblant
- New South Wales, Australia: Thredbo
- Victoria, Australia: Mt Buller
- South Island, New Zealand: Coronet Peak, The Remarkables, Mt Hutt
- Hokkaido, Japan: Niseko United
- Central Andes, Chile: Valle Nevado

IKON PASS BY THE NUMBERS

- Destinations: 39
- Continents: 4
- States: 12
- Canadian Provinces: 4
- Total Acres: 79,457*

**Does not include CMH stats. For more information please visit www.ikonpass.com.*

About Ikon Pass

The Ikon Pass is the new standard in season passes, connecting the most iconic mountains across North America, Australia, New Zealand, Japan and Chile, delivering authentic, memorable snow adventures. Brought to you by Alterra Mountain Company, the Ikon Pass unlocks access to a community of diverse destinations to ski and ride, including:

Aspen Snowmass, Steamboat, Winter Park Resort, Copper Mountain and Eldora Mountain Resort in Colorado; Squaw Valley Alpine Meadows, Mammoth Mountain, June Mountain and Big Bear Mountain Resort in California; Jackson Hole Mountain Resort in Wyoming; Big Sky Mountain Resort in Montana; Stratton, Killington and Sugarbush Resort in Vermont; Snowshoe in West Virginia; Boyne Highlands and Boyne Mountain in Michigan; Crystal Mountain and The Summit at Snoqualmie in Washington; Tremblant in Quebec and Blue Mountain in Ontario, Canada; SkiBig3 in Alberta, Canada; Revelstoke Mountain Resort and Cypress Mountain in British Columbia, Canada; Sunday River and Sugarloaf in Maine; Loon Mountain in New Hampshire; Taos Ski Valley, New Mexico; Deer Valley Resort, Solitude Mountain Resort, Brighton Resort, Alta Ski Area, and Snowbird in Utah; Thredbo and Mt Buller in Australia; Coronet Peak, The Remarkables, Mt Hutt in New Zealand; Niseko United in Japan, and Valle Nevado in Chile.

Special offers are available at CMH Heli-Skiing & Summer Adventures, the world's largest heli-skiing and heli-accessed hiking operation. For more information on the Ikon Pass, visit www.ikonpass.com.

About Alterra Mountain Company

Alterra Mountain Company is a family of 14 iconic year-round destinations, including the world's largest heli-ski operation, offering the Ikon Pass, the new standard in season passes. The company owns and operates a range of recreation, hospitality, real estate development, food and beverage and retail businesses.

Headquartered in Denver, Colorado, with destinations across the continent, Alterra Mountain Company is rooted in the spirit of the mountains and united by a passion for outdoor adventure. Alterra Mountain Company's family of diverse playgrounds spans six U.S. states and three Canadian provinces: Steamboat and Winter Park Resort in Colorado; Squaw Valley Alpine Meadows, Mammoth Mountain, June Mountain and Big Bear Mountain Resort in California; Stratton in Vermont; Snowshoe in West Virginia; Tremblant in Quebec, Blue Mountain in Ontario; Crystal Mountain in Washington; Deer Valley Resort and Solitude Mountain Resort in Utah; and CMH Heli-Skiing & Summer Adventures in British Columbia.

Alterra Mountain Company honors each destination's unique character and authenticity and celebrates the legendary adventures and enduring memories they bring to everyone. For more information, please visit www.alterramtnc.com.

About Mt Buller

Mt Buller is one of Australia's best-loved ski destinations offering lifted skiing to winter visitors since 1949. An easy 3 hour drive north-east from Melbourne Mt Buller attracts a cosmopolitan crowd to its picturesque 300 ha ski area and vibrant alpine village.

Summary of Access

	Mt Buller Access	Access Days	Thredbo, Coronet Peak, The Remarkables, Mt Hutt, Valle Nevado Access	Access Days
Current 18/19 Ikon Pass Holders	N/A	N/A	2019 Season	7-days
Current 18/19 Ikon Base Pass Holders	N/A	N/A	2019 Season	5-days
New 19/20 Ikon Pass Holders	2019 season 2020 season	7-days 7-days	2020 Season	7-days 7-days
New 19/20 Ikon Base Pass Holders	2019 season 2020 season	5-days 5-days	2020 Season	5-days 5-days

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