

# Industry Bulletin

## ⇒ *US Ski and Snowboard*

In case you missed it, the U.S. Ski and Snowboard Association unveiled its official rebrand as U.S. Ski & Snowboard on June 19, 2017. Along with the name change, this new brand mark will unite athletes, members and fans as one team with a vision to be Best in the World in all aspects of Olympic and World skiing and snowboarding.



## ⇒ *Tamarack Resort Gets New Owners*

Tamarack Resort Holdings (TRH), a partnership formed by a group of investors and managers, has acquired Tamarack Resort. The deal is two years in the making, and the transaction closed November 30, 2018. Resort development began in 2003 but halted abruptly during the 2008 recession when Tamarack's majority owners filed for Chapter 11 bankruptcy. While operation of the resort has continued in one form or another since 2008, TRH's acquisition of the resort represents a promise to reinvigorate the property.



## ⇒ *Winter Bookings*

Healthy November snowfall triggered an immediate response of bookings in the western US. A strong wave of mid-November snowfall from the Sierras to the Rockies gave winter bookings a boost at western mountain resorts. Bookings made for arrivals through April increased 12.8% compared to the same period last year. ■

## Ikon Adds— Epic Answers

November was a busy month in the ongoing tit for tat between Alterra Mountain Company's Ikon Pass and Vail Resorts' Epic Pass.

Alterra added NZSki and its three New Zealand resorts—Coronet Peak, The Remarkables, and Mt. Hutt—and Valle Nevado in Chile as partner destinations on its Ikon Pass.

Shortly after, Vail Resorts revealed a new partnership with Les 3 Vallées in France and Skirama Dolomiti in Italy for its Epic Pass.

Ikon Pass/Base holders will get a combined seven/five days of access to the three NZSki resorts. Access to Valle Nevado is seven/five days. The Ikon Pass now includes varying levels of access to 38 destinations located in 12 U.S. states, four Canadian provinces, Australia, Japan, New Zealand, and Chile.

Epic Pass holders get seven combined days of access to Les 3 Vallées—the world's largest connected ski area—and Skirama Dolomiti. With these additions, the Epic Pass provides varying levels of access to 65 mountain destinations located in the United States, Canada, Australia, Japan, France, Switzerland, Italy, and Austria.