



Ikon vs. Epic Battle

For the past ten years, many of us have experienced a love-hate relationship with Vail Resorts and welcomed Alterra Mountain Company as a competitor. We waited anxiously to see how the war of the Passes would shape up. We hoped that we would all be winners. **See pages 10 & 11 for a comparison of their offerings.** They aren't the only game in town but they are certainly the biggest.

The Winners

Smaller resorts have joined both companies with an offer of 5–7 days at each of their resorts. In western North America,

- Ikon Pass offers limited days at Alta/Snowbird, Big Sky, Copper, Jackson Hole, Revelstoke and Ski Big 3.
- Epic Pass features Telluride, Crested Butte, Resorts of the Canadian Rockies.

Both companies introduced passes for the military (current, retired and vets). Lower kid passes are also available.

Vail Resorts and Alterra benefit when skiers buy their passes months before the lifts start spinning giving them the financial stability to invest in upgrades and pursue strategic plans. They are not affected as much from a bad snow year.

Alterra recently announced a \$155 million dollar investment in 12 of their resorts over the next 5 years and will be spending \$130 million for the 2018/2019 winter. This is a good thing.

The Losers

The biggest complaint among ski club members is the disappearance of the Seniors discount, especially at Mammoth.

The smaller resorts are left to find their way in a new world where skiers expect lift tickets to cost about \$30 to \$40 a day. Dozens of smaller resorts across the country are joining forces in a communal campaign to entice skiers away from the Big Two. Stay tuned. ■

In a Nutshell

The battle of the Ski Passes heat up as two major companies attempt to entice skiers & boarders to their mountains. The situation is very fluid.

Alterra added Mammoth to their list of resorts with unlimited use (with black-out days) to their Ikon Base Pass amid protest out west.

Vail Resorts added Telluride, Crested Butte and Resorts of the Canadian Rockies to their portfolio.

Both companies are offering deals for kids and military. Senior passes appear to be a thing of the past.



2018 – 2019 Vail Pass Options

Destination	Epic	Epic Local	Epic 7 / 4 Day	Military / Vets
Adult (Age 18+)	\$899	\$669	\$669 / \$439	\$99 / \$499
Children's Price (Age 5–12)	\$469	\$359	\$359 / \$239	\$99 / ?
# Resorts	61	15	16	14
Restrictions	None	Some	None	None
Ski-With-Friends	6	6	6 / 0	6
Buddy Tickets	6	6		
Discount Tickets	yes	yes	yes	yes
Up to 30 European Resorts	limited			
Telluride	7 days ^		T7 / T4	
Resorts Canadian Rockies (RCR)	7 days Total		T7 / T4	
Crested Butte, Okemo, Mt Sunapee	7 day at each ^	7 day at each ^		
Hakuba Valley, Japan	5 days	5 days		
Arapahoe Basin, CO	unlimited	unlimited	T7 / T4	
Beaver Creek, CO	unlimited	T10 *	T7 / T4	unlimited
Breckenridge, CO	unlimited	unlimited	T7 / T4	unlimited
Heavenly, Tahoe, CA/NV	unlimited	limited *	T7 / T4	unlimited
Keystone, CO	unlimited	unlimited	T7 / T4	unlimited
Kirkwood, CA	unlimited	limited *	T7 / T4	unlimited
Northstar, Tahoe, CA	unlimited	limited *	T7 / T4	unlimited
Park City, UT	unlimited	limited *	T7 / T4	unlimited
Stowe, VT	unlimited	limited *	T7 / T4	unlimited
Vail, CO	unlimited	T10 *	T7 / T4	unlimited
Whistler/Blackcomb, Canada	unlimited	T10 *	T7 / T4	unlimited
Afton Alps, MN	unlimited	unlimited	7 / 4 FREE days	unlimited
Mt. Brighton, MI	unlimited	unlimited	7 / 4 FREE days	unlimited
Wilmot, WI	unlimited	unlimited	7 / 4 FREE days	unlimited
Perisher, Australia	unlimited			unlimited

T4 / T7— Limited to 4 or 7 days total between the resorts marked for Epic 4-day or 7-day Pass, respectively.

T10— Limited to 10 days total between the resorts marked.

^ 50% off lift tickets once the allowed days are used.

* Holiday Restrictions— 11/23/18-11/24/18, 12/26/18-12/31/18, 01/19/19, 02/16/19-02/17/19.

RCR include Fernie, Kimberley, Kicking Horse, Nakiska, Mont Sainte Anne, Stoneham.





2018 – 2019 Ikon Pass Options

Destinations	IKON Pass	IKON Base Pass	
Adult Price	\$899	\$599	
Children (limited with adult ticket purchase) ^	\$199	\$149	
Friends & Family Tickets	10 at 25% off	8 at 25% off *	
Big Bear Mountain Resort, CA	IKON Unlimited	Base Unlimited	CALIFORNIA
June Mountain, CA	IKON Unlimited	Base Unlimited *	
Mammoth Mountain, CA	IKON Unlimited	Base Unlimited *	
Squaw Valley Alpine Meadows, CA	IKON Unlimited	Base Unlimited *	
Alta / Snowbird	7 days Total	5 days Total *	ROCKIES
Aspen Snowmass	7 days Total	5 days Total *	
Big Sky Resort, MT	7 days	5 days *	
Copper Mountain, CO	IKON Unlimited	Base Unlimited	
Deer Valley, UT	7 days	5 days *	
Eldora, CO	IKON Unlimited	Base Unlimited	
Jackson Hole, WY	7 days	5 days *	
Steamboat, CO	IKON Unlimited	5 days *	
Winter Park, CO	IKON Unlimited	Base Unlimited	
Blue Mountain, ON	IKON Unlimited	Base Unlimited	CANADA
CHM Heli-Skiing	10% Discount	10% Discount	
Revelstoke, BC	7 days	5 days *	
Ski Big 3— Lake Louise, Sunshine, Mt. Norquay	7 days Total	5 days Total *	
Tremblant, QC	IKON Unlimited	Base Unlimited	
Killington, VT	7 days	5 days *	EAST
Loon / Sunday River / Sugarloaf	7 days Total	5 days Total *	
Snowshoe, WV	IKON Unlimited	Base Unlimited	
Stratton, VT	IKON Unlimited	5 days *	
Sugarbush, VT	7 days	5 days *	

* Holiday Blackout dates— Dec 26–31, 2018; Jan 19–20, 2019; Feb 16–17, 2019.

^ For Children aged 12 & under with purchase of an adult ticket through April 9, 2018.

Military— 20% off pass price.

Bolded resorts are a part of the Alterra Mountain Company