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**IKON PASS EXPANDS INTO EUROPE WITH THE ADDITION OF ZERMATT
IN SWITZERLAND FOR WINTER 19/20
Offering Includes Access into Italy**

DENVER, CO, August 27, 2019 – Soak up the magic of the Matterhorn as [Zermatt](#) in Switzerland becomes the first European destination partner on the [Ikon Pass](#). Now Ikon Pass holders have access to snow at 41 global destinations across five continents.

The iconic Matterhorn towers over more than 3,500 acres (1,416 hectares) of terrain that spans both Switzerland and Italy, offering Swiss hospitality coupled with Italian lifestyle, in the highest skiable terrain offered in the picturesque Alps. Connected lift service offers Ikon Pass holders access to Rothorn, Gornergrat and the Schwarzsee-Matterhorn glacier paradise within the Zermatt ski area, plus Cervinia-Valtournenche ski areas in Italy, collectively known as Matterhorn ski paradise.

Ikon Pass holders will have seven-day access to Zermatt and the Matterhorn ski paradise network on the Ikon Pass with no blackout dates, and five-day access on the Ikon Base Pass, also with no blackout dates.

“The Matterhorn is a true icon known around the world, so we are thrilled to have Zermatt join the Ikon Pass community,” said Erik Forsell, Chief Marketing Officer for Alterra Mountain Company. “Ikon Pass strives to continually offer pass holders unique experiences in the mountains. Now they can experience Zermatt’s glacier skiing, traditional Swiss fondue, plus its infamous European après ski across two countries, on one pass.”

“Zermatt and Matterhorn ski paradise is pleased to be the first European destination on the Ikon Pass, and we look forward to offering our best Swiss quality and Italian lifestyle to Ikon Pass holders everywhere. We are excited to share our passion and devotion to skiing within the Ikon Pass community and its impressive destination partners across the globe,” said Sandra Zenhäusern, Director of Marketing, Zermatt Bergbahnen AG.

The Ikon Pass unlocks adventure with access to 41 iconic winter destinations across the Americas, Switzerland, Japan, Australia and New Zealand and is a collaboration of industry leaders - [Alterra Mountain Company](#), Aspen Skiing Company, Boyne Resorts, POWDR, Jackson Hole Mountain Resort, Arapahoe Basin Ski Area, Alta Ski Area, Snowbird, SkiBig3, Revelstoke Mountain Resort, Taos Ski Valley, Sugarbush Resort, Zermatt, Thredbo, Mt Buller, Niseko United, Valle Nevado, and NZ Ski. Each demonstrates integrity, character and independence that is reflected in their mountains and guests.

Ikon Pass Stats

Destinations: 41

Continents: 5

States: 12

Canadian Provinces: 4

Total Acres: 84,385

Trails: 4,857

Lifts: 719

**Does not include CMH stats*

The Ikon Pass is available now at 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, Arapahoe Basin Ski Area, 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 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; Zermatt in Switzerland; 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, retail and service 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. Also included in the portfolio is Alpine Aerotech, a worldwide helicopter support and maintenance service center in British Columbia, Canada. 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.alterramtnco.com.

About Matterhorn Ski Paradise

Matterhorn ski paradise, straddling the border between Switzerland and Italy, pulls off with international flair. Come to Zermatt and enjoy Swiss hospitality coupled with Italian lifestyle. Discover the Matterhorn, the most photographed mountain in the world, with its diverse winter activities in the international ski area Zermatt / Breuil -Cervinia. Enjoy the runs on endless pistes with a spectacular backdrop. At almost 4,000 metres of altitude, Matterhorn ski paradise is the highest winter sports area in the Alps. Apart from guaranteed snow conditions, the region is one of the best-developed and extensive ski resorts anywhere in the world. For more information about Matterhorn ski paradise visit www.matterhornparadise.ch.