

LONG-TERM EXTENSION TO IMPORTANT PARTNERSHIP BETWEEN IKON PASS AND ZERMATT

Zermatt, 1 May 2024

Zermatt Bergbahnen's collaboration with the Ikon Pass offered by the US-based Alterra Mountain Company has allowed Zermatt to welcome many American visitors to the destination at the foot of the Matterhorn, generating over 50,000 Ikon-related skiing days per season. This partnership is now to be extended, ahead of schedule and for the long term, setting down an important marker for the future.

Zermatt Bergbahnen established its partnership with the Ikon Pass – the American ski and snowboarding season pass which gives access to over 50 legendary mountain regions across the world – in 2019. Zermatt was the first Ikon partner resort in Switzerland, laying the foundations for an important collaboration. Visitors from America, who come to Europe primarily from the regions of New York, Los Angeles, Boston, Denver and San Francisco, value the opportunity to use their American ski pass to enjoy five or seven day's skiing or snowboarding in Zermatt. Over 50,000 days of skiing were recorded on the Ikon Pass in each of the recent winter seasons. American visitors usually stay in Europe for two to three weeks, revelling in the perfect lift and piste infrastructure in Zermatt, the culinary offerings of the mountain restaurants and the excellent accommodation. They provide much added value to the area as a result. They also benefit from the pricing policy for day passes for which Europe is renowned: in America, the cost of a day's skiing can easily top 250 dollars.

“The Matterhorn is a true icon known around the world, so we are thrilled to continue to have Zermatt as a member of the Ikon Pass community,” said Matt Bowers, SVP of Marketing and Products for Alterra Mountain Company. “Ikon Pass holders can experience Zermatt's incredible glacier skiing, traditional cuisine, and its famed European après ski.”

St. Moritz follows suit

American Ikon Pass holders will now benefit from the addition of a second Swiss destination, with the recent announcement that St. Moritz has joined the Ikon family. Markus Hasler, CEO of Zermatt Bergbahnen, commented on the news: “For an American visitor, the two Swiss Ikon partner destinations are perfectly suited to a two- or three-week skiing holiday in the Swiss Alps. The destinations have good rail links from the airport and are also connected to each other via the Glacier Express. At Zermatt Bergbahnen we are certain that the early and long-term extension of the contract with Ikon is an important marker for the futures of the destination of Zermatt-Matterhorn and Ikon alike.”

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The Icon Pass in figures

- Destinations: 59
- Continents: 5
- Countries: 11
- States: 17
- Canadian provinces: 4
- European countries: 5

About the Ikon Pass

The Ikon Pass welcomes skiers and riders to a community of inspiring mountain destinations and the people who live and play among them across the Americas, Europe, Australia, New Zealand, and Japan. Brought to you by Alterra Mountain Company, the Ikon Pass unlocks adventure at iconic and unique destinations including Aspen Snowmass, Steamboat, Winter Park, Copper Mountain Resort, Arapahoe Basin, and Eldora Mountain Resort in Colorado; Palisades Tahoe, Mammoth Mountain, June Mountain and Big Bear Mountain Resort and Snow Valley in California; Jackson Hole Mountain Resort in Wyoming; Big Sky Resort in Montana; Alyeska Resort in Alaska, Stratton, Sugarbush Resort, and Killington in Vermont; Windham Mountain Club in New York; Snowshoe in West Virginia; The Highlands and Boyne Mountain in Michigan; Crystal Mountain and The Summit at Snoqualmie in Washington; Mt. Bachelor in Oregon; Sun Valley and Schweitzer in Idaho; Tremblant in Quebec and Blue Mountain in Ontario, Canada; SkiBig3 in Alberta, Canada; Revelstoke Mountain Resort, RED Mountain, Cypress Mountain, Panorama Mountain Resort and Sun Peaks Resort in British Columbia, Canada; Sunday River and Sugarloaf in Maine; Loon Mountain in New Hampshire; Camelback Resort and Blue Mountain Resort, Taos Ski Valley, New Mexico; Deer Valley Resort, Solitude Mountain Re-sort, Brighton Resort, Alta Ski Area, Snowbird and Snowbasin in Utah; Chamonix Mont-Blanc Valley in France, Dolomiti Superski in Italy, Grandvalira Resorts Andorra in Andorra, Kitzbühel in Austria, Zermatt and St. Moritz in Switzerland; Thredbo and Mt Buller in Australia; Coronet Peak, The Remarkables, Mt Hutt in New Zealand; Niseko United and Arai Snow Resort 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, please visit www.ikonpass.com.

About Alterra Mountain Company

Alterra Mountain Company is a family of iconic year-round mountain destinations, the world's largest heli-skiing operation, and the Ikon Pass - the premier ski and snowboard season pass offering access to more than 50 iconic mountain destinations around the world. Headquartered in Denver, Colorado and born out of a shared love of the mountains and adventure, the company has brought together some of the world's most aspirational brands, including: Steamboat and Winter Park in Colorado; Palisades Tahoe, Mammoth Mountain, June Mountain, Big Bear Mountain Resort and Snow Valley in California; Stratton Mountain and Sugarbush Resort in Vermont; Snowshoe Mountain in West Virginia; Tremblant in Quebec and Blue Mountain in Ontario, Canada; Crystal Mountain in Washington; Schweitzer in Idaho; Deer Valley Resort and Solitude Mountain Resort in Utah; and CMH Heli-Skiing & Summer Adventures in British Columbia. Also included in the portfolio are Alpine Aerotech, a worldwide helicopter support and maintenance service centre in British Columbia, Canada, Aspenware, the ski industry leader in technology

services and e-commerce, and Ski Butlers, the global leader in ski and snowboard rental delivery. For more information, please visit www.alterramtn.co