

ALTA IS 81 YEARS of AWESOME for SKIERS

ALTA, UT – Family owned since 1938, Alta is an independent ski area. They are also proud to be a ski area and not a ski resort. Nestled at the top of Little Cottonwood Canyon deep in the Wasatch mountains, Alta is known around the globe for its powder skiing. Getting an annual snowfall average of 547 inches, powder days are common. It is a magnetic way of life that draws the repeat guests and same employees returning to Alta's community each winter.

Located at the top of Little Cottonwood Canyon near Salt Lake City, the Town of Alta rests at 8,530 feet above sea level. Originally a silver mining hotbed turned ghost town, Alta became a ski area in the winter of 1938-39. A passionate group of local businessmen and relief from the tax burdens of a long-time Alta miner were the catalysts for the formation of Alta Ski Area.

Alta is one of the oldest ski areas in North America and the first in Utah to install a chair lift. Alta grew slowly, building new lifts to accommodate a growing number of skiers while working with businesses in the area to provide day shelters and eventually lodging in Little Cottonwood Canyon.

Alta is a skier's mountain. It is known for its scenery, diverse terrain and for the uncanny quality and quantity of snow. As mentioned, they average 547 inches annually. It is one of three ski areas in the United States that does not allow snowboarding.

There is a spirit to Alta. Perhaps it is because generations of skiers have been able to pass on their love for the mountain. Alta is a place that many local and destination skiers choose to call home.

The 2019-20 Tradition Began in November with a 60-inch Base

While the ski area is deep in tradition as well as powder, Alta is quickly becoming a modern, up-to-date, place for skiers to enjoy. On the mountain, skiers will enjoy the Watson Shelter and Alf's Restaurant, modern day lodges with great food and other amenities. Alta's vertical drop of 2,538 feet is serviced by



ALTA, UT – Celebrating their 81st year, Alta is one of the oldest ski areas in North America and was the first in Utah to install a chair lift. This skier only mountain accepts the Ikon Pass, The Mountain Collective Pass and the Ski City Super Pass. Like this happy skier, every skier should have Alta on their "must ski" list of areas to enjoy their rich history of great snow.
Photo courtesy of Alta Ski Area

three detachable high-speed quads, one-triple and two fixed-grip double chairs.

At the Wildcat Base, take the Wildcat triple to blue and black trails or enjoy the Collins lift to either the Sugarloaf high-speed quad or the recently installed Supreme high-speed quad. Also at the Wildcat Base, beginners will find easy access to the Albion Base via Alta's transfer tow. The Albion Base is full service. When ready to hit the slopes from the Albion base, you will find

the Sunnyside double chair and the Albion double, a beginners delight. The area is 15 percent beginner, 30 percent intermediate and 55 percent advanced. Please see Alta's awesome layout for yourself at: www.alta.com/the-mountain/maps

Alta has free parking at both the Wildcat and the Albion base areas

The Albion Base parking area provides great access for beginners and families. The Wildcat Base parking area is well suited for intermediate and advanced skiers.

Preferred Carpool Parking

New this season, Alta is providing prime parking spots in the Wildcat base area to vehicles arriving with three or more persons. Snag a great spot while limiting emissions and reducing canyon traffic. The VIP spots are first-come, first-served and run all day, every day. Get together with two of your skiing friends and park close to the Wildcat lifts.

Need a Lesson? Alta Has Them All

Adult Group Ski Lessons

Alta's ski school offers adult group lessons to help develop your skills. Ski more of the mountain and have fun meeting other skiers. From beginner group lessons to expert off-trail workshops, there is something for everyone on this massive mountain.

Getting Ready for Green Runs

Learn how to glide, stop and turn. Develop the skills to vary the size and shape of your turns, improving speed control and maneuverability on the easiest green slopes. The use of tows, conveyor and lifts, when appropriate, will be complimentary during the lesson. The average adult takes one or two 2-hour classes before moving up to the next class.

Discover Green Runs

Take your turning skills up the mountain. Ride the lift to the beautiful Albion Basin and ski the green runs back to the base area. Continue to develop your turning skills and confidence, and learn more about adapting to changes in terrain and snow on the green runs. The average adult takes two or three 2-hour classes before moving up to Intro to Blue Runs.

Intro to Blue

Begin skiing some of the easier blue slopes and develop parallel turning skills. These classes focus on control on slightly steeper terrain and the movement necessary to initiate parallel turns. The average adult takes two to four 2-hour classes and independent practice before moving up to the next class.

Ski the Upper Mountain

Use all of Alta's lifts to ski any of the groomed blue slopes. Focus on adapting your parallel turn to the more varying terrain and snow conditions encountered on the blue slopes. The average adult takes two to four 2-hour classes and independent practice before moving up to the next class.

Beyond the Blues

Ski groomed blue and black slopes as you develop the skills necessary to move beyond intermediate skiing. Short radius turns, carving, pole use, rhythm and gaining confidence are common lesson themes. The average adult takes two to four 2-hour classes and independent practice to move into the advanced zone.

Advanced Workshops

Advanced Workshop skiers are confident on groomed black runs and aspire to that same level of confidence when skiing off-trail. Redefine your limits, ski where the locals ski and have some serious fun

Expert Off-Trail Workshops

Alta's off-trail skiing is legendary. From deep, cold powder to crud and moguls and everything in between, Expert Off-Trail Workshop skiers are confident in their ability to ski the entire mountain and are ready to take it to the next level. An experienced and proven off-trail coach will guide you there. Inspire your confidence and passion with Alta's Expert Off-Trail Workshops.

There is a maximum of five skiers per group. Participation is on a first-come basis daily and there are no reservations. Those interested should arrive 10 minutes early to meet the instructor and avoid being shut out if you arrive late.

Since Alta accepts the Ikon Pass, The Mountain Collective Pass and Ski City Super Pass, every skier should have Alta on their "must ski" list of areas to visit and enjoy.

View, read and share this info at: www.skiersnews.com/Jan2020-Alta.pdf

For direct info on carpool parking, kids programs, adult lessons, trail maps, lodging, directions and to join them in their 81st year of awesome, please log on to visit www.alta.com

COME
FOR THE
SKIING.
| STAY FOR
THE SKIING.