

ALTA IS A WAY of LIFE for SKIERS, with EASY ACCESS and FOCUSED on GREAT TERRAIN, SNOW and MORE

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 540 inches, powder days are a way of life. It is a magnetic way of life that draws the repeat guests and same employees returning to Alta's community each winter.

84 years of Alta

Alta Ski Area was one of the first ski areas to open in the United States, the second in the Western Ski Region. Ski technique has changed a little, but the passion and the smiles were there from the beginning.

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 became the second ski area in North America, and the first in Utah, to install a chair lift. It grew slowly, building new lifts to accommodate a growing number of skiers while working with businesses in the area to provide day shelters and then lodging in Little Cottonwood Canyon.

Alta is known as 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 annually 540 inches. 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 2021-22 tradition was scheduled to begin Nov. 20, 2021

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 modern, day lodges with great food and other amenities, the Watson Shelter and Alf's Restaurant. Alta's vertical drop of 2,538 feet is serviced by three detachable high-speed quads, one-triple and two fixed-grip double chairs.

At the Wildcat Base take the Wildcat double to blue and black trails or enjoy the Collins lift to either the Sugarloaf high-speed quad or the 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 also full service. When ready to hit the slopes from the Albion base, you will find the Sunnyside double chair and the beginners delight, Albion double. The area is 15 percent beginner, 30 percent intermediate and 55 percent advanced.

Please see Alta's awesome layout of lifts and trails for yourself at: www.alta.com/the-mountain/maps
Alta Parking – Free and Reserved

Advanced parking reservations are required on weekends and holidays from 8am to 1pm. Parking reservations are not required any day after 1pm or weekdays. Please visit: www.AltaParking.com for more information. When parking is full, the UTA Ski Bus may be the best way to get to Alta on busy days, especially when it is free as part of your Salt Lake Super Pass. Please see: www.visitsaltlake.com and look for the "Things to Do" Super Pass info.

Need a Lesson

Alta's ski school offers children's lessons as well as adult group lessons to help develop your skills. Ski more of the mountain and have fun meeting other skiers. You can choose from beginner group lessons to expert off-trail workshops. From learning to ski on beginner green runs, mastering groomed intermediate blue trails or taking an advanced workshop to gain confidence on groomed black trails, there is a lesson, private or group, that is perfect for everyone and every age.

Alta Environmental Center

The Alta Environmental Center was created in 2008 to guide the ski



ALTA, UT, OCTOBER, 2021 - Alta received a beautiful, deep cover of 67 inches of snow evidenced by the evergreens and trails in white in this photo taken in mid-October. Located at the top of Little Cottonwood Canyon and minutes from Salt Lake City, Alta receives an average annual snowfall of 540 inches.
Rocko Menzyk photo courtesy of Alta Ski Area.

area's sustainability efforts and look after the natural environment in which they operate.

Alta employees rely upon the Environmental Center to guide them to be better stewards in the Alta environment and in their lives. As part of Alta Ski Area's economic and social foundation, their skiers and community look to them to be stewards of the private and public lands where they operate.

Along with their internal efforts, they look to local, national and world communities and environments to see where, when and how they may be a part of broader efforts for the common well-being. As the stewards of Alta's pri-

vately owned and Forest Service permitted lands, it is their duty to ensure Alta addresses the challenges posed by increased visitation, development, and growth.

Alta Ski Area and the importance of sustainability

A big part of sustainability is understanding the need to address the challenges posed by the changing climate, and challenges posed by increased visitation in both the summer and winter seasons.

Alta is committed to respecting its environment, conserving energy, and working to reduce, reuse and recycle as much as possible. Managing the ski area's carbon footprint is essential to a sustainable Alta.

Solar Panels at Alta

In cooperation with Rocky Mountain Power and DwellTek (the installation company), Alta Ski Area has installed 98 solar panels at three different locations, the top of Collins Lift, the Cat Shop and the Buckhorn building. Installed in 2015, these solar panels have helped Alta rely more heavily on year-round renewable energy.

Since their installation, the solar panels have helped offset 94 tons of carbon emissions, roughly the equivalent of planting an additional 2,190 trees.

Read more on Alta's commitment to the environment at: www.alta.com/environment

With the Ski City Super Pass and other pass options, every skier should have Alta on their "must ski" list of areas.

Please view, read and share this information at www.skiernews.com/Jan2022-Alta.pdf

For more info directly, please visit www.alta.com

COME FOR THE SKIING. I STAY FOR THE SKIING.

Independent for 84 years.

ALTA
SINCE 1938

LEE COHEN
SAM COHEN