

AFTER LAST WINTER'S 903 INCH RECORD-BREAKING SNOWFALL TOTAL, ALTA IS READY for the ENCORE

ALTA, UT – Started in 1938, Alta is an independently-owned ski area celebrating 86 years of skiing. Nestled at the top of Little Cottonwood Canyon, deep in the Wasatch mountains, Alta is known around the globe for its powder skiing. Normally it receives an annual snowfall average of 546 inches, but in 2022-23, all records were broken when Alta received 903 inches. Powder days are a way of life. It is a magnetic way of life that draws repeat guests and many of the same employees to Alta's community each winter.

86 Years of Alta

Alta Ski Area was one of the first ski areas to open in the United States, the second in the West. 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," famous for its scenery, diverse terrain and for the uncanny quality and quantity of snow. Moreover, 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. While the ski area is steeped in tradition as well as powder, Alta boasts a few modern conveniences. On the mountain, skiers will enjoy the Watson Shelter and Alf's Restaurant, modern day lodges with great food and stunning views.

Alta's vertical drop of 2,538 feet is serviced by three detachable high-speed quads, one six pack and one fixed-grip double chair. 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. That base is also full service. When ready to hit the slopes from the Albion base, you will find the Sunnyside six-pack chair. The area is 15 percent beginner, 30 percent intermediate and 55 percent advanced.

Please see Alta's awesome layout of lifts and trails at: www.alta.com/the-mountain/maps

Alta Parking Reservation System
Advanced parking reservations are required Friday-Sunday and holidays from 8am to 1pm. Parking reservations are not required any day after 1pm. 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" 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 area's sustainability efforts and look after the natural environment in which they operate. Alta received the National Ski Area Association's Golden Eagle Award in 2022 for its overall environmental excellence. Alta employees rely upon the Environmental Center to guide them to be good stewards of the land and to continue learning how to operate more sustainably.



ALTA, UT – Got snow? Alta did as this seriously high snow pile shows. Alta led all Utah resorts last winter with 903 inches of the "Greatest Snow on Earth. This skiers only mountain accepts the Ikon Pass, The Mountain Collective Pass and the Visit Salt Lake Super Pass.

Photo John photo courtesy of Alta Ski Area

As part of Alta Ski Area's economic and social foundation, their skiers and community look to them to be responsible stewards of the private and public lands where they operate.

In addition to the Alta Environmental Center's summer land conservation efforts, there are also free educational events offered throughout the winter months. You can

immerse yourself in Alta's winter wonderland through Birding on Skis, Snowshoe with a Naturalist, Trees and Skis or Ski with a Ranger.

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 Ikon Pass, Mountain Collective Pass and the Visit Salt Lake Super Pass, every skier should have Alta on their "must ski" list of areas.

Please view, read and share this information at: www.skiernews.com/Jan2024-Alta.pdf

Please listen to Alta's podcast episodes, visit: www.AlwaysUpright.com and easily find them linked from the West section label.

For the latest updates and to keep informed directly, especially with regard to snowfall accumulation and parking, please visit: www.alta.com

903 INCHES.
WE'RE READY FOR
THE ENCORE.

Come for the skiing. Stay for the skiing.

SINCE 1938

LEE COHEN

THORN MERRILL
TYLER PETERSON