

# AFTER LAST WINTER'S 903 INCH RECORD-BREAKING SNOWFALL TOTAL, ALTA IS ALREADY ROCKIN' 2024

*NOTE: At press time on Dec. 26, Alta was leading the lower 48 states in ski area snow totals of 154 inches*

*It was a wild start to the season as Alta began building on the most snowfall in the lower 48 states, again.*

*December ushered in some of the biggest storm cycles during their young season. Despite a prolonged stretch of mild, snowless weather, Alta Ski Area reported a 54-inch base from 154 inches of snowfall as of December 26. According to Open Snow data, their snowpack was exactly 100 percent of average for the 2023 Holiday Season.*

*They have already registered their first Interlodge which restricts anyone from being outdoors due to heavy snowfall.*

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 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 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 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](http://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](http://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](http://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. 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.



ALTA, UT – Got snow? Alta did in 2023. Alta is again on their way for 2023-24, entering the New Year with 154 inches of Utah's "Greatest Snow on Earth."

Photo John photo courtesy of Alta Ski Area

## 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. As part of Alta Ski Area's econom-

ic and social foundation, their skiers and community look to them to be responsible stewards of the private and public lands where they operate. You can immerse yourself in Alta's wonderland by Birding on Skis, Snowshoe with a Naturalist, Trees and Skis or Ski with a Ranger.

Alta Ski Area and the Importance of Sustainability

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. For more on Alta's commitment to the environment at: [www.alta.com/environment](http://www.alta.com/environment)

Pick Your Pass for Easy Access

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/Spring2024-Alta.pdf](http://www.skiernews.com/Spring2024-Alta.pdf)

Please listen to Alta's informative podcast episodes, visit: [www.AlwaysUpright.com](http://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](http://www.alta.com)



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