

The Mountain Collective announces Thredbo as first international partner resort

Amazing Australian Benefits - Mountain Collective Pass Holders receive up to 3 free days in Thredbo PLUS 50% off any additional days at Thredbo this winter

Thredbo, Australia's premier snow resort, has today been announced as the first full international partner of the Mountain Collective, a collaboration of 16 of the best independent ski resorts in North America; including iconic destinations Whistler Blackcomb, Aspen Snowmass, Jackson Hole, Mammoth Mountain, AltaSnowbird, Ski Banff-Lake Louise-Sunshine Village, Sun Valley, Squaw Valley/Alpine Meadows, and now Thredbo.

To celebrate the announcement, for a limited time, Mountain Collective passes have just been released to the public for \$379 USD (*Pricing for kids aged 12 and under is \$99 USD*) for the 2015-16 season offering an amazing combination of benefits, including;

- 18 days skiing or riding, including 2 days at Thredbo.
- 50% off any additional days at any Mountain Collective Resort including Thredbo.
- A bonus* 3rd day at the Mountain Collective destination of your choice.
- Absolutely no blackout dates.
- Giving pass holders access to more than 40,500 acres of terrain and 225 lifts and an unmatched reputation for snow quality, quantity and steeps.

The news is perfect timing for Australian skiers and snowboarders looking forward to the upcoming Australian winter who also have an eye on skiing in North America during the 15/16 snow season. The Mountain Collective offers the ultimate flexibility for customers to take advantage of great local conditions and overseas trips.

"We are thrilled to have been invited to join the Mountain Collective as the first international member of this collection of North America's most impressive destination ski resorts. Among Mountain Collective's criteria for membership, is to be the best in breed in our destination so to have the endorsement of some of the best global ski brands underpins Thredbo's positioning in the Australian market. Thredbo's membership delivers great value for our premium season pass holders, many of whom ski in the northern hemisphere in our summer and will hopefully introduce more skiers and snowboarders to Thredbo's slopes by virtue of the complimentary days on offer to Mountain Collective pass holders" said Thredbo General Manager, Jordan Rodgers.

"Thredbo is widely considered to be the finest mountain resort in Australia and their customer base aligns well with the other leading destinations in the Mountain Collective. Expanding our presence in key global markets, such as Sydney, with strong partners like Thredbo ultimately benefits skiers and riders in Australia," said Christian Knapp, vice president of marketing, Aspen Skiing Company.

The partnership announcement is also a huge win for Thredbo season pass holders. All Thredbo premium season pass holders now receive 50 per cent off day passes at all Mountain Collective resorts for an unlimited number of days for the whole of the North American 2015/16 snow season with no blackout dates. In response to the partnership, Thredbo has their winter 2015 season pass on sale for only \$999 (Adult), \$899 (Tertiary Student) & \$599 (17 and under), providing pass holders unlimited skiing and boarding in winter 2015.

Additional benefits to Mountain Collective pass holders include exclusive lodging deals and a complimentary, one-year Protect Our Winters (protectourwinters.org) membership. The Mountain Collective proudly partners with Protect Our Winters with the mission of uniting the winter sports community on the important issue of climate change.

Visit www.MountainCollective.com or call +61 2 6459 4151 for more information.

* Availability of bonus days subject to change while supplies last.

For further information, visit www.thredbo.com.au

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About The Mountain Collective

About Ski Banff-Lake Louise-Sunshine

Located in Canada's Banff National Park; the Lake Louise Ski Resort, Sunshine Village and Mt. Norquay caters to all abilities and offers astounding scenic beauty. The welcoming ski town of Banff is located only 90 minutes from Calgary International Airport. This UNESCO World Heritage Site features 8,000 acres of skiing and riding terrain, 2 gondolas, 26 lifts and 30 feet of light, dry Canadian Rockies powder; all accessible via one lift ticket. This is the land where **Nature Rules. Media Contact: Alexandra George, Media@skibig3.com, 403-760-7746. www.SkiBig3.com, www.twitter.com/skibig3com, www.facebook.com/SkiBig3.**

About AltaSnowbird

Joined at the top by lifts and at the base by a free ski bus, **AltaSnowbird** has offered a shared skiing experience since 2001. AltaSnowbird is consistently recognized in the ski world for numerous "bests," including the quality of the snow, the variety of terrain, accessibility, value and steepness. AltaSnowbird skiing encompasses 4,700 acres, 1,175 is beginner terrain, 1,755 intermediate and 1,770 advanced. Average seasonal snowfall is 560". An aerial tram, 18 lifts and a tunnel provide access to world-class skiing just 29 miles from Salt Lake International Airport. The AltaSnowbird community has nine base lodges and 22 restaurants. There are also a number of condominiums and private homes for rent located conveniently on the road between Alta and Snowbird.

Media Contacts: Connie Marshall, Alta Ski Area connie@alta.com, 801-799-2263 and **Brian Brown**, Snowbird Ski & Summer Resort, bbrown@snowbird.com, 801-933-2047.

About Aspen Snowmass

Aspen Snowmass includes four mountains - Snowmass, Aspen Mountain, Aspen Highlands and Buttermilk - as well as the award-winning Ski & Snowboard Schools of Aspen Snowmass. The resort boasts more than 5,500 acres of terrain, 40 lifts and over 300 inches of snowfall annually and is home to award-winning terrain parks and world-class events. Aspen Snowmass is accessible by two of the most convenient airports in the mountains - Aspen/Pitkin County Airport (ASE) (three miles from Aspen) and Eagle County Airport (EGE) (70 miles from Aspen). For more information please call 800-525-6200, or visit the company's website at www.aspensnowmass.com. **Media Contact: Jeff Hanle jhanle@aspensnowmass.com, 970-300-7022**

About Jackson Hole

Jackson Hole continues to famously deliver legendary powder snow, 4,139 continuous vertical feet, 2500 acres of beginner, intermediate and expert skiing and snowboarding and a genuine "Last of the Old West" atmosphere. A gateway to the world renowned national parks of Grand Teton and Yellowstone, it's now easier than ever to get to Jackson Hole with expanded airline service from thirteen major cities across the US and improved terrain to suit all abilities. In a move to continue to broaden the appeal of Jackson Hole Mountain Resort, in December 2012 a new, high speed, four passenger detachable chair opened at mid-mountain. Along with the new Casper Lift, the Casper intermediate trail network has received extensive summer grooming, expanding and improving this classic blue terrain, bringing a whole new experience to visitors. www.jacksonhole.com. **Media Contact: Anna Cole anna.cole@jacksonhole.com, 307-793-2704**

About Mammoth Mountain

Mammoth Mountain Ski Area is the leading four-season mountain resort in California. With 1.3 million annual skier visits, Mammoth Mountain is currently the third most frequented ski resort in the United States. The company owns and operates a variety of resort businesses including recreation, hospitality, real estate development, food and beverage and retail. Specific businesses owned and operated by Mammoth Mountain include Mammoth Mountain Ski Area, June Mountain, Tamarack Lodge and Resort, Mammoth Snowmobile Adventures, Mammoth Mountain Bike Park and the Mammoth Mountain Inn. Mammoth Mountain also operates Juniper Springs Resort, the Village Lodge and Sierra Star Golf Course in Mammoth Lakes, California. For more information on Mammoth Mountain, visit www.MammothMountain.com or call 800.MAMMOTH. **Media Contact: Joani Lynch** jlynch@mammoth-mtn.com, 760-934-0645

About Squaw Valley/Alpine Meadows

Located side-by-side in Lake Tahoe, Calif., together **Squaw Valley** and **Alpine Meadows** offer skiers and riders access to 6,000 skiable acres, 43 lifts and 270+ trails all on one lift ticket or season pass. Host of the 1960 Winter Olympics, Squaw Valley is internationally renowned for legendary terrain that ranges from an expansive mountaintop beginner area to unrivalled expert steeps, trees and bowls spanning six mountain peaks. Alpine Meadows' seven powder bowls, summit-to-base groomed slopes, and authentic hospitality are among the many attributes that have made the resort a favourite of the local community and visitors alike. Squaw Valley and Alpine Meadows are proud to announce over \$20 million in capital improvements for the 2012-13 winter season including snowmaking upgrades; a new high-speed, six-passenger chairlift and enhanced High Camp beginner experience; a mile-long terrain park at Alpine Meadows and more. For more information, visit www.squaw.com or www.skialpine.com or call 1.800.403.0206. **Media Contacts: Melissa Brouse**, mbrouse@squaw.com, 530-452-7105

About Sun Valley Resort

Founded in 1936 as America's first destination ski resort, Sun Valley Resort in the Idaho mountains is a four-season resort. Perennially ranked "best of" by major international ski, golf and travel media, outdoor adventure enthusiasts enjoy championship-level skiing, snowboarding, skating, hiking, biking, golf, fishing, shooting, concerts, shopping, world-class restaurants, and conference and special event space, ranking Sun Valley above other destination resorts for its array of active pursuits. Sun Valley is a member of the Grand America Hotels and Resorts family. Sister properties include Snowbasin Ski Resort, Grand America Hotel, Little America Hotel (all Salt Lake City, UT), The Westgate Hotel, San Diego, CA, Little America Flagstaff, AZ, Little America, WY, and Little America, Cheyenne, WY. Sun Valley is served by Hailey's Friedman Memorial Airport (SUN). The airport is located 14 miles from the resort and is easily accessed from the gateway cities of San Francisco (SFO), Seattle (SEA), Los Angeles (LAX), Salt Lake City (SLC), and Denver (DEN). All Sun Valley Resort guests receive complimentary roundtrip airport transportation. For more information about Sun Valley Resort: www.sunvalley.com 800.786.8259. **Media Contacts: Jack Sibbach**, Sun Valley jsibbach@sunvalley.com, 208-622-2183; **Rebecca Cole**, Wagstaff Worldwide rebecca@wagstaffworldwide.com, 970-429-4182

About Whistler Blackcomb

Whistler Blackcomb, the official alpine skiing venue for the 2010 Olympic and Paralympic Winter Games, is situated in the Resort Municipality of Whistler located in the Coast Mountains of British Columbia 125 kilometres (78 miles) from Vancouver, British Columbia. North America's premier four season mountain resort, Whistler and Blackcomb are two side-by-side mountains which combined offer over 200 marked runs, 8,171 acres of terrain, 16 alpine bowls, three glaciers, receives on average over 1,164 centimetres (458 inches) of snow annually, and one of the longest ski seasons in North America. In the summer, Whistler Blackcomb offers a variety of activities, including hiking and biking trails, the Whistler Mountain Bike Park, and sightseeing on the PEAK 2 PEAK Gondola. **Media Contact: Michelle Leroux**, mieroux@whistlerblackcomb.com, 604 938 7381

About Thredbo

Thredbo is Australia's premier alpine resort. Located in the heart of the Australian Alps, only kilometres from the peak of Australia's highest mountain, Thredbo boasts the country's best snow terrain with Australia's highest lifted point (2037m), almost double the vertical fall line of any other Australian resort (672m) and the continent's longest runs. This, combined with a bustling European-style village situated right at the base of the mountain with over 30 bars and restaurants and year-round access for back-country enthusiasts, mountain bikers and outdoor adventurers has cemented Thredbo as Australia's premier alpine destination for over 50 years. To discover more about Australia and Thredbo visit www.thredbo.com.au. **Media Contact: Angus Thomson**, angus_thomson@thredbo.com.au + 61 414 407 778

About Liftopia

Liftopia operates the largest online and mobile marketplace and resort technology platform serving the ski and mountain activity industry. Skiers and riders can purchase lift tickets, equipment rentals, meal vouchers and more from more than 250 ski areas in North America on Liftopia.com and via the Liftopia mobile app, with savings of up to 85% off walk-up window rates when purchased in advance. The Liftopia Platform, a cloud-based commerce solution, provides resorts with access to the industry's most advanced data-driven pricing models along with sophisticated business intelligence and customer analytics to better control and create predictability from advance purchase sales. The Liftopia platform also enables resorts to integrate variable pricing through their own



branded websites and mobile channels. Founded in 2005, Liftoptia is headquartered in San Francisco and backed by leading institutional and angel investors. Visit the Liftoptia Blog or follow the company on Facebook and Twitter. **Media contact: Kathie Gonzalez, press@liftoptia.com, 720-213-6105**

About Valle Nevado:

Valle Nevado is South America's foremost ski resort, offering access to the largest amount of terrain and the most modern lift system on the continent. The resort is just 90 minutes from the Santiago International Airport in Chile, located at 10,000 feet high in the spectacular Andes Mountains, the 2nd-highest peaks in the world. An interconnect ticket to neighbouring resorts opens nearly 7,000 total acres of varied terrain, and Valle Nevado offers world-class heli-skiing directly from the resort. Valle Nevado guests book half-week or 7-night stays in private condominiums, or all-inclusive packages in one of three modern hotels. The Valle Nevado complex offers guests a complete experience, including boutique shops, six restaurants, a full-service spa and fitness centre, cinema, library, bars and lounges, a pub with live music, sports entertainment centre, and breathtaking views of the magnificent Andes from every direction. The 2015 season runs from June 26 to Sept. 27. For more information, call toll-free from the US: 1-800-669-0554, or visit www.vallenevado.com/en.

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