



FOR IMMEDIATE RELEASE

SUN VALLEY RESORT 2023-24 SEASON PASSES ON SALE NOW

Sun Valley provides guests with access to two new lifts and more skiable terrain for the upcoming season and continues partnership with Ikon Pass and The Mountain Collective

Sun Valley, ID – Mar. 9, 2023 – [Sun Valley Resort](#), North America's first destination ski resort, established in 1936, today announces the availability of its annual [season pass offerings](#) and renewed pass partnerships with Ikon Pass and The Mountain Collective for the 2023-24 season. These partnerships will continue to create additional benefits for Sun Valley Resort Annual Pass Holders and allow access to Sun Valley's expanded terrain for Ikon Pass and Mountain Collective Pass Holders.

"We're making a massive investment in the skier and rider experience at Sun Valley Resort this summer with the Warm Springs Enhancement Plan, which includes new lifts, new terrain and additional snowmaking coverage. Our guests will be blown away by the change," said Pete Sonntag, General Manager and Vice President of Sun Valley Resort. "There has never been a better time to come visit us, and we can't wait to welcome Sun Valley Resort, Ikon and Mountain Collective pass holders for the upcoming season."

In 2023 Sun Valley Resort is continuing on the multi-year [Warm Springs Enhancement Plan](#), including two new lifts that anticipate being open by the winter 2023-24 season to replace and realign the Challenger Chairlift, construct the new Flying Squirrel Chairlift replacement, and extend the Flying Squirrel trail and snowmaking. New gladed terrain, along with Sunrise Expansion and many other areas on the mountain, are the result of the [Bald Mountain Stewardship Project](#), a partnership with land and environmental agencies to improve overall forest health and decrease fire risk on Bald Mountain.

Sun Valley Resort remains independently owned and operated and is a three-peat winner of Top Ski Resort in the West from *SKI Magazine's* revered [Annual Ski Resort Awards](#). The year-round destination resort claimed the title for the third consecutive year after clinching top spots in the categories of No. 1 in the West for Overall Satisfaction, Lifts, Dining, and Local Flavor. Sun Valley Resort also ranked highly in the categories of Grooming, Guest Services, Lodging, Apres, Nightlife, and Family Friendly.

Sun Valley welcomes back Ikon as a partner, which is now made up of 50+ resort destinations. With resorts spanning five continents, 10 countries, 15 states and four Canadian provinces, the Ikon Pass gives pass holders access to some of the most iconic mountains in the world. Additionally, the resort welcomes back the Mountain Collective, offering access to an incredible array of world-class destinations. The Mountain Collective Pass boasts two days at each of the collective's destinations, for a total of 44 days of access, and 50% off all additional days without any blackout dates.



These pass partnerships create additional access opportunities for Sun Valley Pass Holders. The following are benefits available to various pass holders commencing with the 2023-24 season:

- **[Sun Valley Challenger Platinum:](#)**
Unlimited skiing and riding at Sun Valley's Bald and Dollar Mountains as well as unlimited skiing at Snowbasin Resort in Huntsville, UT. Purchase of a Challenger Platinum Pass comes with an Ikon Base Pass (23-24 winter access only) and 50% off single-day lift tickets at all Mountain Collective resorts.
- **[Sun Valley Challenger:](#)**
Unlimited skiing and riding at Sun Valley's Bald and Dollar Mountains as well as unlimited skiing at Snowbasin Resort in Huntsville, UT. 50% off day window tickets at all Mountain Collective partner resorts starting the 2022-23 winter season. Ikon base pass is not included with this pass option.
- **[Ski Free This Spring Benefit:](#)**
Guests that are new to the 2023-24 Sun Valley Challenger or Sun Valley Challenger Platinum Pass will receive unlimited access to Sun Valley for the remainder of the 2022-23 winter season. This benefit is available to guests that pay in full at time of purchase, ineligible with a payment plan.
- **[Ikon Pass:](#)**
Ikon Pass holders will receive seven days of unrestricted access at both Sun Valley and a 10 Friends & Family discounts of 25% off day window tickets at both resorts.
- **[Ikon Base Plus Pass:](#)**
Ikon Base Plus Pass holders will receive five days with holiday restricted access at Sun Valley and 8 Friends & Family discounts of 25% off day window tickets at both resorts.
- **[Ikon Base Pass:](#)**
Ikon Base Pass will not receive access to Sun Valley.
- **[Mountain Collective Pass:](#)**
Mountain Collective Pass Holders will receive two days of unrestricted access at Sun Valley and an additional 50% off day window tickets for pass holders after using their two days.

Media Assets and Info | Sun Valley Resort | www.sunvalley.com/media

Media Images | Sun Valley Resort | [LINK](#)

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Video | <https://youtu.be/tiyOAKR93u8>

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About Sun Valley Resort

Sun Valley Resort was founded in 1936 as America's first destination ski resort. Located in the Idaho mountains, it is truly a four-season resort with a wide array of activities. With more than 3,400 vertical feet and over 2,300 acres of skiable terrain, Sun Valley offers skiers and boarders an exceptional and varied



experience. Bald Mountain has 12 chairlifts, 100 runs, and family and beginner-friendly Dollar Mountain offers two high-speed quads, a terrain park- and the Silver Dollar Carpet for ease of access and learning appeal. Sun Valley is a member of The Grand America Hotels and Resorts family. Sister properties include Snowbasin Ski Resort, The Grand America Hotel, Little America Hotel (all Salt Lake City, Utah); The Westgate Hotel, San Diego, Calif.; Little America Flagstaff, Ariz.; Little America, Wyo., and Little America, Cheyenne, Wyo.

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 six major cities: San Francisco (SFO), Seattle (SEA), Los Angeles (LAX), Salt Lake City (SLC), Denver (DEN), and Chicago (ORD). All Sun Valley Resort guests receive complimentary roundtrip airport transportation.

www.sunvalley.com | 800.786.8259 | @sunvalley | #sunvalley

About Ikon Pass

Ikon Pass welcomes skiers and riders to a community of inspiring mountain destinations and the people who live and play among them across the Americas, Europe, Australia, New Zealand, and Japan. Brought to you by Alterra Mountain Company, the Ikon Pass unlocks adventure at iconic and unique destinations including Aspen Snowmass, Steamboat, Winter Park, Copper Mountain Resort, Arapahoe Basin, and Eldora Mountain Resort in Colorado; Palisades Tahoe, Mammoth Mountain, June Mountain and Big Bear Mountain Resort in California; Jackson Hole Mountain Resort in Wyoming; Big Sky Resort in Montana; Stratton, Sugarbush Resort, and Killington in Vermont; Windham Mountain in New York; Snowshoe in West Virginia; Boyne Highlands and Boyne Mountain in Michigan; Crystal Mountain and The Summit at Snoqualmie in Washington; Mt. Bachelor in Oregon; Sun Valley and Schweitzer in Idaho; Tremblant in Quebec and Blue Mountain in Ontario, Canada; SkiBig3 in Alberta, Canada; Revelstoke Mountain Resort, RED Mountain, and Cypress Mountain in British Columbia, Canada; Sunday River and Sugarloaf in Maine; Loon Mountain in New Hampshire; Taos Ski Valley, New Mexico; Deer Valley Resort, Solitude Mountain Resort, Brighton Resort, Alta Ski Area, Snowbird and Snowbasin in Utah; Chamonix Mont-Blanc Valley in France, Dolomiti Superski in Italy, Kitzbühel in Austria, Zermatt in Switzerland; Thredbo and Mt Buller in Australia; Coronet Peak, The Remarkables, Mt Hutt in New Zealand; Niseko United in Japan, and Valle Nevado in Chile. Special offers are available at CMH Heli-Skiing & Summer Adventures, the world's largest heli-skiing and heli-accessed hiking operation. For more information, please visit www.ikonpass.com.

About The Mountain Collective

The Mountain Collective™ is an international alliance of premier ski destinations providing The Mountain Collective™ Pass, a season pass that includes two days of riding at all partner resorts and 50% off additional days at each destination with no blackout dates. For the 2022-23 season, The Mountain Collective™ includes Alta, Arapahoe Basin, Aspen Snowmass, Banff Sunshine, Big Sky, Chamonix (France) Coronet Peak/The Remarkables (New Zealand), Grand Targhee, Jackson Hole, Lake Louise, Mt Buller (Australia), Niseko United (Japan), Panorama, Revelstoke, Snowbasin, Snowbird, Sugarloaf, Sun Peaks, Sun Valley, Taos, Thredbo (Australia) and Valle Nevado (Chile.).