

Winter park RESORT

A shield-shaped logo with a black border. The top half is red, the middle is white with a black mountain peak silhouette, and the bottom is black. A small "TM" trademark symbol is located at the bottom right of the shield.

TM

winter
park

A small version of the shield logo described above, positioned to the right of the text "winter park".

TM

ALTERRA

MOUNTAIN COMPANY

- Creating a company
- Respecting and promoting the individuality of our resorts, their brands, and their communities
- Integrating processes and systems
- Focusing back in on our core business



- Creating a pass and bringing it to market in 6 months
- Working through changes in local passes
- Partnerships

Winter Park's year in review

- Assimilating into the new company
- Culture change
- A slow winter start with a strong finish
- A summer of construction

Capital Projects

- \$35M invested into the resort
- New 10 passenger Gondola
- Snowmaking (pipes, compressors, guns)
- New snow front plaza
- Significant maintenance capex

Working with the Community

- Working together
- Branding project - aligning the Town, Chamber, Key constituents
- Housing

Opportunities Ahead

- The Changing Market
- The Holistic Experience
- The Confluence of Nature, Activity, and Culture

Thank You

Q & A