

Conglomerate that includes Squaw has a name – Alterra

The parent company of Squaw Valley, Alpine Meadows, Mammoth Mountain and nine other ski resorts finally has a name – Alterra Mountain Company.

This is the blending of affiliates of KSL Capital Partners and Henry Crown and Company.

Alterra is a fusion of the words altitude and terrain/terra.

In the coming months the company will announce season pass products that will provide access to all of its existing mountains, plus additional benefits.

Alterra Mountain Company is headquartered in Denver. The resorts it owns include: Squaw Valley, Alpine Meadows, Mammoth Mountain, June Mountain and Big Bear Mountain Resort in California; Steamboat and Winter Park in Colorado; Stratton in Vermont; Snowshoe in West Virginia; Tremblant in Quebec, Blue Mountain in Ontario; Deer Valley in Utah; and CMH Heli-Skiing & Summer Adventures in British Columbia.