

# Season pass war heats up between Vail, Alterra

By Jason Blevins, Denver Post

Skiers and snowboarders notched yet another victory Monday as Telluride ski area joined the Epic Pass for the 2018-19 season, the first limited-access partner to take up with Vail Resorts as it squares off with Alterra Mountain Co. in a season-pass brawl.

Last week, Denver-based Alterra announced its Ikon Pass, an alliance of 23 owned and partner resorts that would vie to unseat the decade-old Epic Pass' 750,000 annual sales.

The two passes could soon account for up to a third of all North American skier visits, and the winners in the snowy skirmish will be skiers.

**[Read the whole story](#)**