



**For Immediate Release**

## **Niseko Joins The Mountain Collective™ as Global Affiliate for 2017-18 Season**

Along with existing Global Affiliate, Hakuba Valley, Collective Pass offers the “Best of Japan” .  
2017-18 Passes to go on-sale August 8<sup>th</sup> at lowest available price

ASPEN SNOWMASS, Colo. – August 8, 2017 – [The Mountain Collective™](#) continues to expand access to the world’s top resort destinations for the 2017-18 season with the addition of Northern Japan-based, Niseko United, as a global affiliate and Sugarbush, Vermont and Snowbasin, Utah as resort partners. Additionally, existing partners Alta, Snowbird, Banff Sunshine, and Lake Louise will separate to operate as individual destinations within The Mountain Collective Pass, providing twice the number of days at popular destinations in Utah and Alberta, Canada. With these 2017-18 season additions, passholders will now have access to 40 days of skiing at 20 world renowned ski destinations.

Niseko United, an iconic destination located within Japan’s northern Hokkaido Island, is comprised of four interlinked ski resorts – Grand Hirafu, Hanazono, Niseko Village and An’nupuri. Praised for its consistent snow quality, and named **“Japan’s Best Ski Resort for four consecutive years by the World Ski Awards”**, Niseko offers passholders a chance to ski some of the best powder snow in the world. The Japanese destination, coined as “Powder Paradise,” becomes the sixth global destination on the Mountain Collective outside of North America, joining Coronet Peak – The Remarkables, New Zealand; Thredbo, Australia; Chamonix Mont-Blanc, France; Hakuba Valley, Japan and Valle Nevado, Chile.

“Niseko United is thrilled to join the Mountain Collective as a global affiliate. The resorts represented on the pass are among the best in the world, and we look forward to welcoming Collective passholders to experience the Japanese culture and Niseko’s extensive terrain spanning the four resorts.” – remarked Colin Hackworth of Niseko United.

Sugarbush, Vermont and Snowbasin, Utah, two iconic North American ski mountains offering challenging terrain and plenty of variety for every level of skier or rider, join The Mountain Collective alliance alongside Alta, Aspen Snowmass, Banff Sunshine, Coronet Peak – The Remarkables, Jackson Hole, Lake Louise, Mammoth, Revelstoke, Snowbird, Squaw Valley Alpine Meadows, Sun Valley, Taos, Telluride and Thredbo.

“With the addition of Niseko, Snowbasin and Sugarbush for the 2017-18 season, the Mountain Collective continues to offer an unparalleled pass experience to our expanding network of global passholders,” said Christian Knapp, Vice President Marketing, Aspen Ski Company. “The low starting price of the Mountain Collective pass, paired with the pass’ 50% off lift tickets and lodging discounts, makes for an unmatched experience allowing passholders to ski the world.”

The Mountain Collective pass is now on sale for a limited time at \$469 USD. The Pass includes two days of skiing or riding at each of the 16 partners plus a 50 percent discount on all additional days with no blackout dates. Passholders also receive two days at each Global Affiliate Destination, Chamonix (France), Hakuba Valley (Japan), Niseko United (Japan) and Valle Nevado (Chile). Pricing for kids aged 12 and under is \$99 USD for the 2017-18 season, making The Mountain Collective™ Pass an affordable option for families.

Passes are available online through an exclusive technology, distribution and marketing partnership with Liftopia at [www.MountainCollective.com](http://www.MountainCollective.com).

Additional benefits available to the Mountain Collective passholders include exclusive lodging deals and a complimentary one-year [Protect Our Winters](#) membership, whose mission is to unite the winter sports community on the important issue of climate change.

For more information, please visit [www.MountainCollective.com](http://www.MountainCollective.com), call (800) 705-6286, or follow the Mountain Collective on [Twitter](#), [Facebook](#), or [Instagram](#).

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### **About Mountain Collective**

The Mountain Collective™ is an international alliance of premier ski destinations providing the Mountain Collective Pass, a lift ticket that includes two days of riding at all partner resorts and 50% off additional days at each resort. The Mountain Collective™ includes Alta Ski Area, Aspen Snowmass, Banff Sunshine, Coronet Peak – The Remarkables, Jackson Hole Mountain Resort, Lake Louise Ski Resort, Mammoth Mountain, Revelstoke Mountain Resort, Snowbasin Resort, Snowbird, Squaw Valley Alpine Meadows, Sugarbush, Sun Valley, Taos Ski Valley, Telluride Ski Resort, and Thredbo Alpine Village – Global Affiliates include Valle Nevado, Chile; Chamonix Mont-Blanc, France; Hakuba Valley and Niseko United, Japan.

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