



DECISION PAPER

2017 / 2018 Winter Season

Downhill Ski - Cross Country Ski – Snowplay Season Pass, Season Programs, and Group Rates

August 25, 2017

ISSUE:

Management desires to launch winter 2017/2018 season passes, programs, and group rates on **September 15th**. These 2017/2018 winter prices need to be review and approved by the Board.

BACKGROUND:

The 2014/2015 Downhill AND Cross Country pass holders had their passes valid for the 2015/2016 season, due to the lack of winter in 2014/2015.

In 2015/2016 winter we had great incremental sales of passes, despite the 14/15 passes being valid in 15/16. We attribute this to the early season good skiing conditions and the new Alder Creek Adventure Center, both driving demand.

Total pass/program sales for winter:

\$194,000 for 14/15

\$212,000 for 15/16

\$439,000 for 16/17 *record pass sales*

Pricing tiers based upon how early the customer purchases the pass product is an industry and regional standard. For winter 16/17 season pass sales by timeframe were 15% Spring Sale, 40% Fall Sale (9/15-11/30), and 45% Winter Sale (12/1+)

In the spring of 2017, we sold \$96,000 in 2017/2018 season pass sale promotion (\$65,000 in spring 2016), those customers locking in the lowest price being offered.

Season Passes and season programs represent as a % of operation's total revenues, per Budget 2017 as follows:

\$ 95,000 / 4%	Downhill Ski
\$215,000 / 31%	Cross Country Ski

For Downhill Ski, season pass products are 4% of revenues. Members represent 63% of passes purchased and 63% of pass revenues. Public represents 37% of passes purchased and 37% of pass revenues. Core revenue product is adult season pass, representing 48% of passes sold and 44% of pass revenue.

For Cross Country, season pass products are 31% of revenues. For Cross Country only passes, Members represent 55% of passes purchased and 49% of pass revenues; Public represents 45% of passes purchased and 51% of pass revenues.





All Member prices are less than Public, and the mix (Member or Public, child/adult/senior) influences the yield. (Revenue/Quantity).

Group business is nominal at Downhill Ski, Cross Country and Snowplay, less than \$14,000 in sales combined. This is a growth opportunity during off-peak periods.

We have researched our competitive set offerings, estimated cost increases, as well as, our product suite. We have proposed changes to pass rates to address rising cost pressures, while keeping pass rates competitive, and choosing to more aggressively increase Public Daily rates (forthcoming in October for approval). Raising public daily rates will also directly address peak period demand pressures. Further, passholders are our most loyal customers and are pre-committing for the season.

We have discussed not selling season passes during peak periods, however, this deters season commitment and loyalty from customers and is not recommended. For the period 12/17/2016 to 1/7/2017, Downhill sold 72 Member passes and 52 Public passes, representing approximately 25% of downhill ski season passes sold.

Competitive set notables include:

1. Royal Gorge XC Adult (23-64) \$329 currently on website
Tahoe Donner XC Public Adult (18-59) \$329 Fall proposed price
Tahoe Donner XC Member Adult (18-59) \$244 Fall proposed price
Lots of pro/cons to be higher/lower could be discuss here
2. Royal Gorge charges a \$25 processing fee for child/super senior free passes
Tahoe Donner does not charge any fee. We do have over 500 between over age 70 and 6 and under comps. **At \$20 this would generate ~\$10,000 in revenue. Discuss: no change, changing 'free' to \$20 rate, or adding a handling fee of \$20.**
3. Sugar Bowl is cutting back significantly on mid-week nonholiday terrain (not operating Judah side of mountain (see attachment C, page 6). We would not be surprised if Royal Gorge will not be grooming significant KM portions of trail system as well. Tahoe Donner XC grooming targets all KM of trail system every night (marketing/quality of service product offering). Tahoe Donner has a strong loyal mid-week passholder customer base.
4. Donner Ski Ranch Adult (18-69) \$299
Tahoe Donner DHski Public Adult (18-59) \$314 Fall proposed price
5. Donner Ski Ranch, Royal Gorge – both only offer Unlimited season pass (ie no mid-week/nonholiday pass offering. Nor does Tahoe Donner currently or proposed.

Pass, Programs, and Group rate recommendations are presented as **Attachment A** for Board review and approval. We estimate the net impact of these recommended season pass and programs price changes to generate an incremental \$15,000 to \$20,000 in revenues for 2017/2018 season.





Detailed pass sales report for 2016/2017 Season **Attachment B** provided separately to the Board, due to confidential nature of details.

Competitor information is presented as **Attachment C** for reference.

RECOMMENDATION:

Resolve for Tahoe Donner Association to establish 2017/2018 winter season passes, programs and group rate products pricing for Fall (9/15/2017 to 11/30/2017) and Winter (12/1/2017+) as indicated on Attachment A.

Prepared by: Michael R. Salmon, Director of Finance 8/25/2017

Reviewed by: Miguel Sloane, Director of Operations 8/25/2017

Board Meeting Date: 9/2/2017

General Manager Approval to Place on the Agenda: _____



2017 2018 Season Pass Products - CROSS COUNTRY

Season >		2016 / 2017 Season							2017 / 2018 Season						Price Change by Sale TimeFrame						REF
Sale Date Range >		Spring (3/1 to 4/30)		Fall (9/1 to 11/30)		Winter (12/1 +)			Spring (3/1 to 4/30)		Fall (9/1 to 11/30)		Winter (12/1 +)		Spring'16 versus Spring		Fall'16 versus Fall '17		Win'16 versus Win '17		
RTP Product Numbers		Product	Spring Price	Ratio of Member to Public	By Date Price Change	Fall Price	By Date Price Change	Winter Price	Spring Price	Ratio of Member to Public	By Date Price Change	Fall Price	By Date Price Change	Winter Price	\$	%	\$	%	\$	%	
Online	House		Spring Price	Ratio of Member to Public	By Date Price Change	Fall Price	By Date Price Change	Winter Price	Spring Price	Ratio of Member to Public	By Date Price Change	Fall Price	By Date Price Change	Winter Price	\$	%	\$	%	\$	%	
XC Member Pass Products																					
26497	24809	XC Unlim, CH Pass (Ages 6 & Under)	0			0		0	0			0		0	-	-	-	-	-	-	
29715	29714	XC Unlim, CH Pass (7-12)	45	64%	0	45	10	55	49	66%	0	49	10	59	4	9%	4	9%	4	7%	
29711	29712	XC Unlim, Jr Pass (13-17)	199	75%	6	205	15	220	204	76%	5	209	15	224	5	3%	4	2%	4	2%	
26442	10067	XC Unlim, AD (18-59) Pass	229	75%	6	235	20	255	239	76%	5	244	20	264	10	4%	9	4%	9	4%	
26443	10069	XC Unlim, SR Pass (60-69)	199	75%	6	205	15	220	204	76%	5	209	15	224	5	3%	4	2%	4	2%	
26498	20096	XC Unlim, Super Senior (70+)	0	NA	0	0	0	0	0	NA	0	0	0	0	-	-	-	-	-	-	
		Snowshoe Only	na			150	20	170	150		4	154	25	179	na	-	4	3%	9	5%	
		Fatbike Only	na			150	20	170	150		4	154	25	179	na	-	4	3%	9	5%	
	new	Fatbike Add-On	na			na		na	40		4	44	5	49	na	-	na	-	na	-	
TPDS	TPDS	Dog Season Pass	50		0	50	0	50	50		4	54	5	59	-	0%	4	8%	9	18%	
29730	29731	CH (7-12) Combined Pass	170	83%	5	175	15	190	174	83%	5	179	15	194	4	2%	4	2%	4	2%	
29732	29733	JR (13-17) Combined Pass	234	76%	6	240	20	260	239	76%	5	244	20	264	5	2%	4	2%	4	2%	
26448	10115	Adult (18-59) Combined Pass	324	80%	11	335	50	385	334	81%	5	339	50	389	10	3%	4	1%	4	1%	
26448	10117	Senior (60-69) Combined Pass	234	76%	6	240	20	260	239	76%	5	244	20	264	5	2%	4	2%	4	2%	
XC Public Pass Products																					
29742	29745	XC Unlim, 6 & Under Pass	0		0	0	0	0	0		0	0	0	0	-	-	-	-	-	-	
29743	29746	XC Unlim, CH Pass (7-12)	70		9	79	10	89	74		10	84	10	94	4	6%	5	6%	5	6%	
29744	10109	XC Unlim, JR Pass (13-17)	264		15	279	20	299	269		15	284	20	304	5	2%	5	2%	5	2%	
26445	10108	XC Unlim, AD Pass (18-59)	304		15	319	30	349	314		15	329	30	359	10	3%	10	3%	10	3%	
26446	10110	XC Unlim, SR Pass (60-69)	264		15	279	20	299	269		15	284	20	304	5	2%	5	2%	5	2%	
29751	29759	XC Unlim, Super Senior (70+) Pass	74		5	79	10	89	79		5	84	10	94	5	7%	5	6%	5	6%	
		Snowshoe Only	na			200	30	230	200		4	204	30	234	na	-	4	2%	4	2%	
		Fatbike Only	na			200	30	230	200		4	204	30	234	na	-	4	2%	4	2%	
	new	Fatbike Add-On	na			na		na	60		4	64	5	69	na	-	na	-	na	-	
TPDS	TPDS	Dog Season Pass	50		0	50	0	50	50		14	64	5	69	-	0%	14	28%	19	38%	
29747	29748	CH (7-12) Combined Pass	204		5	209	30	239	209		5	214	30	244	5	2%	5	2%	5	2%	
29749	29750	JR (13-17) Combined Pass	309		5	314	30	344	314		5	319	30	349	5	2%	5	2%	5	1%	
26450	10118	Adult (18-59) Combined Pass	404		15	419	40	459	414		15	429	40	469	10	2%	10	2%	10	2%	
26451	10120	Senior (60-69) Combined Pass	309		5	314	30	344	314		5	319	30	349	5	2%	5	2%	5	1%	
XC Programs / Other																					
		After School youth program – Wednesday				129		139				129		139							includes rental & skiing
		After School youth program – Thursday				129		139				129		139							includes rental & skiing
		After School Biathlon Program				129		139				129		139							includes rental & skiing
		After School Junior Racers				129		139				129		139							includes rental & skiing
		Weekend Junior Racers				129		139				129		139							includes rental & skiing
		Masters Program (4 week)				104		120				104		120							4 sessions
MPG1	MPG	Masters Program 1 day/week				169		180				169		180							8 sessions
MPG2	MPG2	Masters Program 2 day/week				274		280				274		280							8 sessions
MPG3	MPG3	Masters Program 3 day/week				359		360				359		360							8 sessions
		Woman's skating group				169		180				169		180							
		Learn to skate group				169		180				169		180							
		Daily Program drop in rate - all programs				34		40				34		40							
		Race Team Pass				54		59				54		59							
		Senior Learn to Ski - Member				59		69				59		69							4 lessons, ticket, and rentals in Feb ? Mar
		Senior Learn to Ski - Public				79		89				79		89							475 lessons, ticket, and rentals in Feb ? Mar
	Member	Season Locker, Individual (qty 36 to sell)				169		179				169		179							OFFERED TO MEMBERS ONLY to 12/1
	Member	Season Locker, Family (qty 17 to sell)				219		229				229		239							OFFERED TO MEMBERS ONLY to 12/1
	Public	Season Locker, Individual (qty 36 to sell)				189		199				189		199							to offer to Public only if by Dec1, not sold out
	Public	Season Locker, Family (qty 17 to sell)				239		249				249		259							to offer to Public only if by Dec1, not sold out

Deferral Calendar: Dec 9, 2017 to Apr 8, 2018, all season pass products listed above

Snowshoeing is included in regular passes.

Fall and Winter Prices to be set in August 2017. (9/2 Board meeting)

https://taohedonner.sharepoint.com/accounting/Shared Documents/zBudget/TDA/Rates and Fees/2018 Rates Passes Programs Fall Winter Sale of 2017 2018 passes | Season Products XCSki

Attachment A

2017 2018 Season Pass Products - CROSS COUNTRY

Season >

Sale Date Range >

RTP Product Numbers		Product
Online	House	

2016 / 2017 Splits									2017 / 2018 Splits								
Spring			Fall			Winter			Spring			Fall			Winter		
XC	DH	TL	XC	DH	TL	XC	DH	TL	XC	DH	TL	XC	DH	TL	XC	DH	TL

XC Member Pass Products

26497	24809	XC Unlim, CH Pass (Ages 6 & Under)
29715	29714	XC Unlim, CH Pass (7-12)
29711	29712	XC Unlim, Jr Pass (13-17)
26442	10067	XC Unlim, AD (18-59) Pass
26443	10069	XC Unlim, SR Pass (60-69)
26498	20096	XC Unlim, Super Senior (70+)
		Snowshoe Only
		Fatbike Only
	new	Fatbike Add-On
TPDS	TPDS	Dog Season Pass
29730	29731	CH (7-12) Combined Pass
29732	29733	JR (13-17) Combined Pass
26448	10115	Adult (18-59) Combined Pass
26448	10117	Senior (60-69) Combined Pass

45	0	45	45	0	45	55	0	55	49	0	49	49	0	49	59	0	59
199	0	199	205	0	205	220	0	220	204	0	204	209	0	209	224	0	224
229	0	229	235	0	235	255	0	255	239	0	239	244	0	244	264	0	264
199	0	199	205	0	205	220	0	220	204	0	204	209	0	209	224	0	224
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
			150	0	150	170	0	170	150	0	150	154	0	154	179	0	179
			150	0	150	170	0	170	150	0	150	154	0	154	179	0	179
									40	0	40	44	0	44	49	0	49
			50	0	50	50	0	50	50	0	50	54	0	54	59	0	59
			45	125	170	45	130	175	46	128	174	46	133	179	56	138	194
			129	105	234	132	108	240	132	107	239	134	110	244	141	123	264
			241	83	324	247	88	335	248	86	334	250	89	339	275	114	389
			200	34	234	203	37	240	204	35	239	206	38	244	216	48	264

XC Public Pass Products

29742	29745	XC Unlim, 6 & Under Pass
29743	29746	XC Unlim, CH Pass (7-12)
29744	10109	XC Unlim, JR Pass (13-17)
26445	10108	XC Unlim, AD Pass (18-59)
26446	10110	XC Unlim, SR Pass (60-69)
29751	29759	XC Unlim, Super Senior (70+) Pass
		Snowshoe Only
		Fatbike Only
	new	Fatbike Add-On
TPDS	TPDS	Dog Season Pass
29747	29748	CH (7-12) Combined Pass
29749	29750	JR (13-17) Combined Pass
26450	10118	Adult (18-59) Combined Pass
26451	10120	Senior (60-69) Combined Pass

70	0	70	79	0	79	89	0	89	74	0	74	84	0	84	94	0	94
264	0	264	279	0	279	299	0	299	269	0	269	284	0	284	304	0	304
304	0	304	319	0	319	349	0	349	314	0	314	329	0	329	359	0	359
264	0	264	279	0	279	299	0	299	269	0	269	284	0	284	304	0	304
74	0	74	79	0	79	89	0	89	79	0	79	84	0	84	94	0	94
			200	0	200	230	0	230	200	0	200	204	0	204	234	0	234
			200	0	200	230	0	230	200	0	200	204	0	204	234	0	234
			na	na	na	na	na	na	60	0	60	64	0	64	69	0	69
			50	0	50	50	0	50	50	0	50	64	0	64	69	0	69
			58	146	204	60	149	209	59	150	209	61	153	214	71	173	244
			167	142	309	170	144	314	170	144	314	173	146	319	191	158	349
			309	95	404	319	100	419	317	97	414	327	102	429	346	123	469
			253	56	309	256	58	314	257	57	314	260	59	319	280	69	349

XC Programs / Other

		After School youth program – Wednesday
		After School youth program – Thursday
		After School Biathlon Program
		After School Junior Racers
		Weekend Junior Racers
		Masters Program (4 week)
MPG1	MPG	Masters Program 1 day/week
MPG2	MPG2	Masters Program 2 day/week
MPG3	MPG3	Masters Program 3 day/week
		Woman's skating group
		Learn to skate group
		Daily Program drop in rate - all programs
		Race Team Pass
		Senior Learn to Ski - Member
		Senior Learn to Ski - Public
	Member	Season Locker, Individual (qty 36 to sell)
	Member	Season Locker, Family (qty 17 to sell)
	Public	Season Locker, Individual (qty 36 to sell)
	Public	Season Locker, Family (qty 17 to sell)

Deferral Calendar: Dec 9, 2017 to Apr 8, 2018, all s

Snowshoeing is included in regular passes.

2017 2018 Season Pass Products - DOWNHILL SKI

Season >		2016 / 2017 Season							2017 / 2018 Season						Price Change by Sale TimeFrame						REF
Sale Date Range >		Spring (3/1 to 4/30)		Fall (9/1 to 11/30)		Winter (12/1 +)			Spring (3/1 to 4/30)		Fall (9/1 to 11/30)		Winter (12/1 +)		Spring'16 versus Spring		Fall'16 versus Fall '17		Win'16 versus Win '17		
RTP Product Numbers	Product	Spring Price	Ratio of Member to Public	By Date Price Change	Fall Price	By Date Price Change	Winter Price	Spring Price	Ratio of Member to Public	By Date Price Change	Fall Price	By Date Price Change	Winter Price	\$	%	\$	%	\$	%		
Online	House																				
Member, Unlimited																					
26493	24954	6 & Under Comp Pass	0			0		0			0		0			-	-	-	0%	-	0%
26431	10025	CH Pass (7-12)	130	84%	0	130	15	145	134	84%	0	134	15	149	4	3%	4	3%	4	3%	
29663	29664	Jr Pass (13-17)	164	82%	0	164	15	179	169	83%	0	169	15	184	5	3%	5	3%	5	3%	
26426	10024	AD (18-59) Pass	184	61%	0	184	15	199	189	61%	5	194	10	204	5	3%	10	5%	5	3%	
26432	10026	SR Pass (60-69)	134	84%	0	134	15	149	139	85%	0	139	15	154	5	4%	5	4%	5	3%	
26494	10027	Super Senior (70+) Pass	0	NA	0	0	0	0	0	NA	0	0	0	0			-	0%	-	0%	
Member, Combo (DH and XC)																					
29730	29731	CH (7-12) Combined Pass	170	83%	5	175	15	190	174	83%	5	179	15	194	4	2%	4	2%	4	2%	
29732	29733	JR (13-17) Combined Pass	234	76%	6	240	20	260	239	76%	5	244	20	264	5	2%	4	2%	4	2%	
26448	10115	Adult (18-59) Combined Pass	324	80%	11	335	50	385	334	81%	5	339	50	389	10	3%	4	1%	4	1%	
26448	10117	Senior (60-69) Combined Pass	234	76%	6	240	20	260	239	76%	5	244	20	264	5	2%	4	2%	4	2%	
Public, Unlimited																					
26495	21732	6 & Under Pass	0		0	0	0	0	0		0	0	0	0			-	0%	-	0%	
26437	10065	CH Pass (7-12)	155		0	155	15	170	159		5	164	15	179	4	3%	9	6%	9	5%	
29735	29736	JR Pass (13-17)	199		0	199	30	229	204		5	209	30	239	5	3%	10	5%	10	4%	
26436	10064	AD Pass (18-59)	304		0	304	30	334	309		5	314	30	344	5	2%	10	3%	10	3%	
26438	10066	SR Pass (60-69)	159		0	159	15	174	164		5	169	15	184	5	3%	10	6%	10	6%	
26496	22976	Super Senior (70+) Pass	0		0	0	0	0	0		0	0	0	0			-	0%	-	0%	
Public, Combo (DH and XC)																					
29747	29748	CH (7-12) Combined Pass	204		5	209	30	239	209		5	214	30	244	5	2%	5	2%	5	2%	
29749	29750	JR (13-17) Combined Pass	309		5	314	30	344	314		5	319	30	349	5	2%	5	2%	5	1%	
26450	10118	Adult (18-59) Combined Pass	404		15	419	40	459	414		15	429	40	469	10	2%	10	2%	10	2%	
26451	10120	Senior (60-69) Combined Pass	309		5	314	30	344	314		5	319	30	349	5	2%	5	2%	5	1%	
DHski Member Programs																					
26475, 26477	10112, 23813	DSL Member Rec Ski & Snowboard Team	479			489		489	489			499		499	10	2%	10	2%	10	2%	C
26476, 26478	21596, 26466	DSL Member TD Tykes	339			349		349	349			359		359	10	3%	10	3%	10	3%	D
26470, 26471	26461, 26462	DSL Member Race Ski and Snowboard Team	1,029			1,029		1,029	1,029			1,039		1,039	-	0%	10	1%	10	1%	E
26473	26427	DSL Member Kindergarten TD Tykes	339			349		349	349			359		359	10	3%	10	3%	10	3%	D
26474	26429	DSL Member Speedster	479			489		489	489			499		499	10	2%	10	2%	10	2%	C
DHski Public Programs																					
26488, 26489	10114, 23814	DSL Public Rec Ski & Snowboard Team	524			539		539	539			549		549	15	3%	10	2%	10	2%	C
26480, 26481, 26482	21615, 26466, 26467	DSL Public TD Tykes	394			409		409	409			419		419	15	4%	10	2%	10	2%	D
26486, 26487	23817, 26465	DSL Public Race Ski and Snowboard Team	1,249			1,249		1,249	1,249			1,259		1,259	-	0%	10	1%	10	1%	E
26484	26428	DSL Public Kindergarten TD Tykes	389			409		409	409			419		419	20	5%	10	2%	10	2%	D
26485	26430	DSL Public Speedster	529			539		539	539			549		549	10	2%	10	2%	10	2%	C

Deferral Calendar: Dec 9, 2017 to Apr 8, 2018, all season pass products listed above

Fall and Winter Prices to be set in August 2017. (9/2 Board meeting)

	Race Team (E)	RecTeam/ Speedrs (C)	Tykes (D)	
DEC		None in Dec	None in Dec	DEC
JAN				JAN
FEB				FEB
MAR				MAR
APR		12 days total, sapy	11 days total, sapy	APR
17/18 DATES FFOR C D and E (TO DO)				

2017 2018 Season Pass Products - DOWNHILL SKI

Season >		
Sale Date Range >		
RTP Product Numbers		Product
Online	House	
Member, Unlimited		
26493	24954	6 & Under Comp Pass
26431	10025	CH Pass (7-12)
29663	29664	Jr Pass (13-17)
26426	10024	AD (18-59) Pass
26432	10026	SR Pass (60-69)
26494	10027	Super Senior (70+) Pass
Member, Combo (DH and XC)		
29730	29731	CH (7-12) Combined Pass
29732	29733	JR (13-17) Combined Pass
26448	10115	Adult (18-59) Combined Pass
26448	10117	Senior (60-69) Combined Pass
Public, Unlimited		
26495	21732	6 & Under Pass
26437	10065	CH Pass (7-12)
29735	29736	JR Pass (13-17)
26436	10064	AD Pass (18-59)
26438	10066	SR Pass (60-69)
26496	22976	Super Senior (70+) Pass
Public, Combo (DH and XC)		
29747	29748	CH (7-12) Combined Pass
29749	29750	JR (13-17) Combined Pass
26450	10118	Adult (18-59) Combined Pass
26451	10120	Senior (60-69) Combined Pass
DHSki Member Programs		
26475, 26477	10112, 23813	DSL Member Rec Ski & Snowboard Team
26476, 26478	21596, 25851	DSL Member TD Tykes
26476, 26478	25851, 26464	DSL Member Race Ski and Snowboard Team
26473	26427	DSL Member Kindergarten TD Tykes
26474	26429	DSL Member Speedster
DHSki Public Programs		
26488, 26489	10114, 23814	DSL Public Rec Ski & Snowboard Team
26480, 26481, 26482	21615, 26466, 26467	DSL Public TD Tykes
26486, 26487	23817, 26465	DSL Public Race Ski and Snowboard Team
26484	26428	DSL Public Kindergarten TD Tykes
26485	26430	DSL Public Speedster

2016 / 2017 Splits									2017 / 2018 Splits								
Spring			Fall			Winter			Spring			Fall			Winter		
XC	DH	TL	XC	DH	TL	XC	DH	TL	XC	DH	TL	XC	DH	TL	XC	DH	TL
0	130	130	0	130	130	0	145	145	0	134	134	0	134	134	0	149	149
0	164	164	0	164	164	0	179	179	0	169	169	0	169	169	0	184	184
0	184	184	0	184	184	0	199	199	0	189	189	0	194	194	0	204	204
0	134	134	0	134	134	0	149	149	0	139	139	0	139	139	0	154	154
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
45	125	170	45	130	175	55	135	190	46	128	174	46	133	179	56	138	194
129	105	234	132	108	240	139	121	260	132	107	239	134	110	244	141	123	264
241	83	324	247	88	335	272	113	385	248	86	334	250	89	339	275	114	389
200	34	234	203	37	240	213	47	260	204	35	239	206	38	244	216	48	264
0	155	155	0	155	155	0	170	170	0	159	159	0	164	164	0	179	179
0	199	199	0	199	199	0	229	229	0	204	204	0	209	209	0	239	239
0	304	304	0	304	304	0	334	334	0	309	309	0	314	314	0	344	344
0	159	159	0	159	159	0	174	174	0	164	164	0	169	169	0	184	184
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
58	146	204	60	149	209	70	169	239	59	150	209	61	153	214	71	173	244
167	142	309	170	144	314	188	156	344	170	144	314	173	146	319	191	158	349
309	95	404	319	100	419	339	120	459	317	97	414	327	102	429	346	123	469
253	56	309	256	58	314	276	68	344	257	57	314	260	59	319	280	69	349
Lift	Lesn	TL	Lift	Lesn	TL	Lift	Lesn	TL	Lift	Lesn	TL	Lift	Lesn	TL	Lift	Lesn	TL
62	417	479	62	427	489	62	427	489	65	424	489	65	434	499	65	434	499
0	339	339	0	349	349	0	349	349	0	349	349	0	359	359	0	359	359
62	967	1029	62	967	1029	62	967	1029	65	964	1029	65	974	1039	65	974	1039
0	339	339	0	349	349	0	349	349	0	349	349	0	359	359	0	359	359
0	479	479	0	489	489	0	489	489	0	489	489	0	499	499	0	499	499
70	454	524	70	469	539	70	469	539	75	464	539	75	474	549	75	474	549
0	394	394	0	409	409	0	409	409	0	409	409	0	419	419	0	419	419
70	1,179	1249	70	1,179	1249	70	1,179	1249	75	1,174	1249	75	1,184	1259	75	1,184	1259
0	389	389	0	409	409	0	409	409	0	409	409	0	419	419	0	419	419
0	529	529	0	539	539	0	539	539	0	539	539	0	549	549	0	549	549

Deferral Calendar: Dec 9, 2017 to Apr 8, 20

Fall and Wi

2017 2018 GROUP BUSINESS

RTP Product Numbers	Products	2015/2016 Rate	2016/2017 Rate	draft 8/24/2017	Change		Comments
				2017/2018 Rate	\$	%	

**Group Business = 20p+, other restrictions apply, including Blackout Dates: Dec 22 - Jan 1, Jan 12 to15, and Feb 16 to 24, 2018
Must single pay (ie not handling payments by each individual). Must pre-book in advance and subject to availability.**

Downhill Ski *Group DH Ski - \$8800 in 16/17 season*

Tickets	Jr/Adult 13-59	23	23	25	2	9%	
Tickets	Child 7-12 / Senior 60-69	12	12	13	1	8%	
Tickets	Child 6 and Under and Seniors 70+	Free	Free	Free			
Rental (ski or board)	Jr/Adult/Senior (13-69)	23	23	25	2	9%	
Rental (ski or board)	Child 6 and Under and Seniors 70+	17	17	19	2	12%	
Learn to Ski/Board Pkg	Jr/Adult/Senior (13-69)	47	47	49	2	4%	split
Learn to Ski/Board Pkg	Child 6 and Under and Seniors 70+	35	35	37	2	6%	split
Ski and Ride Children	ALL DAY, age 4-12, 10am to 3:15, inclds Lunch	99	99	109	10	10%	split
Ski and Ride Children	AM day, age 4-12, 10:00am to 11:45am	59	59	64	5	8%	split
Ski and Ride Children	PM day, age 4-12, 1:30pm to 3:15pm	59	59	64	5	8%	split

Cross Country Ski *Group XC Ski - \$3400 in 16/17 season*

Tickets	Adult 18-59	21	21	23	2	10%	
Tickets	Junior 13-17 and Senior 60-69	17	17	19	2	12%	
Tickets	Child 7-12 and Super Senior 70+	5	5	7	2	40%	
Tickets	Children age 6 and under	Free	Free	Free			
Rental Equip	Junior/Adult/Senior - 13+	22	22	24	2	9%	
Rental Equip	Child, 12 and under	11	11	12	1	9%	
Learn to Ski Lesson	any age	21	21	23	2	10%	
Learn to Ski Package (LLR)	Junior/Adult/Senior - 13+	47	47	51	4	9%	split
Learn to Ski Package (LLR)	Child, 12 and under	25	25	27	2	8%	split

Snowplay *Group Snowplay tickets, qty 47 Adult, 4 Junior, 27 Child/Senior sold in 2016/2017 Season, less than \$1000.*

		16/17 MON-FRI	16/17 SAT-SUN/HOL	17/18 MON-FRI	17/18 SAT-SUN/HOL	< Snowplay has capacity constraints, even nonPeak dates already restricted	
	Adult 18-59	12	18	13	Public Rate		
	Junior 13-17 and Senior 60-69	8	15	9	Public Rate		
	Children 4 - 12	6	10	7	Public Rate		
	Child, under 4 and Senior 70+	Free	Free	Free	Free		for 17/18, no group discount on Sat/Sun/Holidays

Use your Pass the rest of this Season, plus the entire 17/18 Season with ZERO black-out dates!

Adult (18-69) \$299

Teen (13-17) \$249

Child (5-12) \$149

Young Child (<4) \$49

Senior (70+) \$199

Tubing Only (all ages) \$99

Add Tubing to Any Season Pass \$49

BOREAL MOUNTAIN RESORT THE MOUNTAIN PLAN YOUR TRIP THINGS TO DO CULTURE **LIFTS & CAMS**

Getting Here Lessons & Rentals Tickets & Passes Snow Tubing

COMPARE SEASON PASSES








Compare our season passes to make sure you are getting the most bang for your buck.

COMPARE

PACKAGE	UNLIMITED PASS	MAX PASS ADD-ON	ALL-ACCESS PASS	YOUTH PASS	NIGHT PASS
	Maximize your skiing and riding with unlimited access to Boreal Mountain Resort, 7 days a week, 9:00am-9:00pm. With no blackout dates, you can ride to your heart's content	The 17/18 M.A.X. Pass is perfect for skiers looking to get the most North America has to offer, and is now even better with six amazing new mountains for the 17/18 season.	As one of a handful of innovative action sport facilities in the world, Woodward Tahoe is only steps away from the Boreal Base Lodge. This indoor playground is the raddest place in Tahoe and loaded with trampolines, indoor skateparks, tumbling floors, pump tracks, foam pits and more.	Youth, ages 13-23, can now enjoy TOTAL FREEDOM and unlimited shredding with no blackout dates. If you haven't left the nest yet, this is just as good. (Bet your mom didn't see that one coming.)	Enjoy Tahoe's best night skiing! Don't let a busy schedule get in the way of your riding time. With night skiing open 7 days a week until 9:00pm, you always have time to hit the slopes.
Adult (24-59)	\$299	\$329	\$519	n/a	\$149
Young Adult (18-23)	\$199	\$329	\$429	\$199	\$149
Teen (13-17)	\$199	\$279	\$429	\$199	\$149
Child (6-12)	\$129	\$229	\$329	n/a	n/a
Senior (60-69)	\$129	\$329	\$329	n/a	n/a
Super Senior (70+)	\$59	\$329	n/a	n/a	n/a
Mini (5 and under)	\$29	\$39	n/a	n/a	n/a

Sugar Bowl + Royal Gorge season passes 2017/2018 (as of 8/24/2017)

Check out all the Sugar Bowl [passholder benefits](#). | Update [my account](#) information.

Pass Types	UNRESTRICTED 	SLIGHTLY RESTRICTED 	MIDWEEK 
Adult (23-64)	\$769 Sugar Bowl Only \$919 SB + Royal Gorge	\$579 Sugar Bowl Only \$729 SB + Royal Gorge	\$349 Sugar Bowl Only \$499 SB + Royal Gorge
Young Adult (13-22)	\$549 Sugar Bowl Only \$649 SB + Royal Gorge	\$439 Sugar Bowl Only \$539 SB + Royal Gorge	\$309 Sugar Bowl Only \$409 SB + Royal Gorge
Senior (65-74)	\$549 Sugar Bowl Only \$649 SB + Royal Gorge	\$439 Sugar Bowl Only \$539 SB + Royal Gorge	\$309 Sugar Bowl Only \$409 SB + Royal Gorge
Kids (6-12) & Super Senior (75+)	\$349 1 Unrestricted Combo <i>Kids pass does not include benefits below</i>	-	-
Child 5 & Under	\$45 1 Unrestricted Combo <i>Pass does not include benefits below</i>	-	-
Purchase by for Lowest Available Rate	10/31	10/31	10/31
 50% off Tickets*	3 Unrestricted	2 Non-Holiday	1 Midweek, Non-Holiday
 20% off window rates for passholder on blackout days.*	-	✓	✓
 Discounts	Monthly passholder exclusive discounts on food & beverage, retail items, group lessons, or rentals.		
 SB/Royal Gorge	1 trail pass/lesson/rental package at Royal Gorge (valid beginning opening day of 2017/2018 season)		
Blackout Dates	-	12/26/17 - 1/1/18 1/13-14/18 (Sat/Sun of MLK) 2/17-18/18 (Sat/Sun of Pres.)	12/26-29/2017 1/1/2018

ROYAL GORGE ONLY PASSES *as of 8/24/2017*

2017/18 Season Passes

Royal Gorge is closed for the 2016/2017 season.

[Buy Your Pass Today!](#)

Enjoy unrestricted XC and snowshoeing access to 8 distinct trail systems featuring 9 different warming huts across 6,000 acres, seamlessly integrated with the Village at Sugar Bowl

Check out options available for Sugar Bowl-Royal Gorge combo passes [here](#)

To purchase, call (530) 426-6783 or visit [our e-store](#).

2017/18 Unrestricted XC Season Passes

Season Pass Prices

Adult (23-64)	\$329
Young AD (13-22)	\$309
Senior (65-74)	\$309
Child (0-12)	Free Daily Pass*
Super Senior (75+)	Free Daily Pass*

*\$25 processing fee applied to receive season pass media.

Welcome to the start of the 2017/18 season!

Sugar Bowl | Royal Gorge season passes are ideal for skiers and riders who like **more snow & less crowds** plus want to spend as many days as possible on our iconic mountains or Nordic trails.

The information here will help you decide which pass is right for you and your family. Please review this information carefully – we have made a few significant changes to the pass program for next season you need to be aware of before you make a purchase.

Please cycle through the tabs at the left to familiarize yourself with the changes. Once you have completed your review, click on the “I understand the changes” box to view prices and purchase passes. We look forward to welcoming you to Sugar Bowl | Royal Gorge often in 2017/18!

Buy now for the best price of the year and more Friends & Family Tickets.

The earlier you purchase a pass this year not only will you save more money, but you will be rewarded with more 50% Off Friends & Family tickets than if you wait.

*Friends & Family tickets are not available with Kids 5-12 passes and Children 5 & under passes. **Days valid based on your pass type*

Share Sugar Bowl with others.

Depending on the pass type you purchase passholders will receive 50% off tickets for friends & family. The quantity each passholder receives is also determined by your pass type.

- These tickets are valid beginning opening day of 2017/2018 season.
 - Unrestricted passholders receive **3** 50% off tickets valid any day.
 - Slightly Restricted passholders receive **2** 50% off tickets valid any non-holiday date.
 - Midweek passholders receive **1** 50% off ticket valid Monday - Friday, non-holiday.
- The benefits above will change with each "purchase by" period. Buy early to get the most perks.
- Valid for full-day lift tickets only
- Ticket rate determined by 50% off prevailing window rate at the time of purchase.

Benefit not available for Kids 6-12 passes or Child 5 and under passes.

The benefits above are for passes purchased between 6/1/17 - 10/31/17.

The Squaw/Alpine reciprocal ticket program has been discontinued.

We are committed to offering the best possible experience to Sugar Bowl pass holders and ticket purchasers. By discontinuing the program with Squaw/Alpine we believe your experience on peak days will be improved at Sugar Bowl.

The best season pass value in Tahoe, Monday-Friday, non-holiday.

Designed for those who have the flexibility to visit Monday-Friday, and frankly want to avoid weekends and holidays, this pass offers the best value in the region.

Midweek passes will only be valid Monday - Friday without exception.

Save big on retail, ski school and more.

The modest, 10-20% In-Resort discounts offered in past seasons will be replaced with monthly pass holder exclusive deals and offers (i.e. on F&B, retail, Ski & Board School, Royal Gorge, etc.).

Season pass restrictions for Slightly & Midweek passholders.

PREVIOUS

NEXT

Slightly Restricted and Midweek passes are not valid 12/26/17 – 1/1/18, 1/13-14/18 and 2/17-18/18.

You must present your pass on restricted days at a ticket window and pay for a discounted blackout day lift ticket at that time (i.e. if your pass is blacked-out it will not scan valid at the lift).

What to expect in 2017/2018 at Sugar Bowl.

Sugar Bowl determines its operations schedule, including the start and conclusion of the season, based on factors that include weather and snow conditions, and business levels. Resort operations, including open facilities, guest services and lift operations occur solely out of the Village in the early and late season as snow conditions and business levels fluctuate. Friday-Sunday during the regular season and daily during holiday periods, all services, lifts and facilities are available at both the Village and Judah Lodge areas. Monday-Thursday during the regular season, all services, lifts and facilities will be available in the Village, while the Judah Lodge area will offer limited services and lift operations, including planned non-operation of the Judah and Summit lifts.

Fine Print in a Font Size You Can Read

All prices and dates are subject to change. All season passes and lift tickets will expire after the winter season closing date for which they were issued.

Age ranges for 2017/18 season pass categories are as follows: Adult (23-64), Young Adult (13-22), Child (6-12), Senior (65-74), Super Senior (75 and up), Child (5 and under). The appropriate pass category is determined by the pass holder's age on January 1, 2018.

Season pass and lift ticket products are non-transferrable and non-refundable. Pass, Card and Pack products issued with photos are to be used by the official holder of the product only. Pass fraud, the unlawful use of a pass, card or pack product by someone other than the official holder, will be prosecuted to the fullest extent of the law, including both the fraudulent user and the consenting, official product holder.

[END SUGAR BOWL info]