

Consideration of Peak Pricing at Tahoe Donner Amenities Over Labor Day Weekend

Labor Day Weekend presents an opportunity to conduct a test of Peak Period Pricing for the purpose of mitigating overcrowding at amenities, assuming such overcrowding exists. The purpose for placing this item on the agenda is to ensure we make a conscious decision, yea or nay, on this issue.

In entertaining this opportunity, the Board should consider:

1. Historically, has overcrowding been an issue at amenities on the Labor Day weekend?
 - If not, the recommendation is to consider no further.
2. Is there sufficient time to implement peak pricing for Labor Day Weekend?
 - If not, the recommendation is to consider no further.
3. Is there sufficient time to appropriately communicate peak Labor Day Weekend pricing to the membership?
 - If not, the recommendation is to consider no further.
4. Does the Board desire to test peak period pricing, testing its impact and learning lessons, as soon as possible?
 - If not, the recommendation is to consider no further.

If the answer to all the above questions is “yes”:

5. Should peak pricing be implemented equally or selectively across the various user groups?
 - i. Members with Rec Fee, presumably no impact
 - ii. Member, no rec fee?
 - iii. Accompanied guests?
 - iv. Unaccompanied guests?
6. Accordingly, what premium price(s) should be established for the Labor Day Weekend?

It is recommended that such a test, if implemented, be kept simple:

- Apply only to amenities covered by the Recreation Fee, which includes Trout Creek and the Marina, the two amenities of most concern for over-crowding. Since admission fees are a “day pass” to all covered amenities, do not differentiate by amenity for purpose of this test.
- The premium should be a simple \$ add on, whether across-the-board or to only certain user group(s) (e.g., members, no premium, guests \$2 ..or \$4, whatever, premium)

Staff is analyzing Questions 1-2-3, above, and will provide data as it becomes available and may have input for practical implementation on Questions 5-6, if warranted per the analysis underway.

Submitted for the Board’s consideration,

Don Koenes
Director