

## DECISION PAPER

### 2019 / 2020 Winter Season – Spring Sale Prices

#### Downhill Ski - Cross Country Ski

#### Season Passes

February 15, 2019



#### ISSUE:

Management desires to launch winter 2019/2020 season pass rates on March 19, 2019 to be on sale March 12<sup>th</sup> through April 30<sup>th</sup>. Launching a spring pass sale in the midst of a strong season capitalizes on customer demand momentum. These 2019/2020 winter prices need to be review and approved by the Board.

#### BACKGROUND:

Both Downhill Ski and Cross-Country Ski are having a strong winter 18/19 season and pass sales have been robust at both locations. The strong pass sales are attributed to great winter conditions, as well as, in-part the introduction of Public Peak Period pricing.

Total pass/program sales for winter:

\$194,000 for 14/15

\$212,000 for 15/16

\$454,000 for 16/17 *record pass sales, large snow year*

\$464,000 for 17/18 *new record pass sales, despite low snow year*

\$588,000 for 18/19 *pass sales to date 1/31/2019, up 27% to py season total (pace up \$210k/56%)*

Pass Sales Mix Qty/Dollars in 18/19 and the variance of 18/19 STD versus 17/18 Total:

Pass Type	Qty Mix	Rev\$ Mix	Qty Chg	Rev\$Chg
XC Member©	20%	20%	0%	28%
XC Public©	18%	24%	11%	25%
XC/DH Combos©	11%	15%	4%	11%
DH Member©	16%	13%	19%	40%
DH Public©	10%	12%	83%	105%
All Other Pass/Programs(d)	25%	16%	82%	4%
TOTAL	100%	100%	26%	27%

© core passes, for comparability excludes \$20/\$25 6/under and 70+ passes

(d) includes \$20/\$25 6/under and 70+ passes, as well as, various season programs, dog passes, season lockers, and miscellaneous season products

Pricing tiers based upon how early the customer purchases the pass product is an industry and regional standard. This standard generally includes not disclosing the next date range pass prices. The spring pass sale enables customers locking in the lowest price being offered and purchasers in spring are generally some of our most loyal customers. Launching a spring pass sale in the midst of a strong season capitalizes on customer demand momentum. All the region's downhill and cross-country resorts will be having spring 2019 pass sales.

Spring 2016, we sold \$65,000 in 2016/2017 sales, 14% of total sales.

Spring 2017, we sold \$103,000 in 2017/2018 sales, 22% of total sales.

Late Spring 2018, we sold \$67,000 in 2018/2019 sales, 11% of total sales.





Season Passes and season programs represent as a % of operation's ticket/access revenues, per Budget 2019 (based on 3yr average and pricing changes/driver growth) to as follows:

\$ 74,000 / 5% Downhill Ski  
\$306,000 / 48% Cross Country Ski

All Member prices are less than Public, and the mix (Member or Public, child/adult/senior) influences the yield (Revenue/Quantity) at each location. XC's Spring 2018 pass prices were held flat to Spring 2017 pass prices. For Spring 2019, DH and XC pass prices generally reflect Winter pricing of season 18/19, which equates to ~15% increase for spring to spring for XC and ~19% increase for spring to spring for DH.

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 continue increase Public product prices more aggressively than Member product prices. 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.

Competitive set notables include:

As of 2/13/2019, Royal Gorge is not offering 18/19 season passes for sale and has not presented spring pass prices for 19/20 season.

1. Royal Gorge XC Adult (23-64) \$219, spring 2018 on website through 5/31/2018  
Tahoe Donner XC Public Adult (18-59) \$314 spring 2017 price (17/18)  
Tahoe Donner XC Public Adult (18-59) \$314 spring price (18/19)  
Tahoe Donner XC Public Adult (18-59) \$339 spring price (19/20 recommended)  
Tahoe Donner XC Member Adult (18-59) \$239 spring 2017 price (17/18)  
Tahoe Donner XC Member Adult (18-59) \$239 spring 2018 price (18/19)  
Tahoe Donner XC Member Adult (18-59) \$254 spring 2019 price (19/20 recommended)

Royal Gorge XC Senior (65-74) \$199 spring 2018 on website through 5/31/2018  
Tahoe Donner XC Public Senior (60-69) \$269 spring price (17/18)  
Tahoe Donner XC Public Senior (60-69) \$269 spring price (18/19)  
Tahoe Donner XC Public Senior (60-69) \$294 spring price (19/20 recommended)  
Tahoe Donner XC Member Senior (60-69) \$204 spring price (17/18)  
Tahoe Donner XC Member Senior (60-69) \$204 spring price (18/19)  
Tahoe Donner XC Member Senior (60-69) \$219 spring price (19/20 recommended)

Lots of pro/cons to be higher/lower could be discuss here. TD and RG had challenging 17/18 season and competitor RG reduced price by 30% for 18/19. Certainly, some customers purchase at TD or RG more independent of price, with location, convenience, grooming, trails system being several other decision factors. 18/19 is proving to be a great season for all passholders, all resorts.





2. For 18/19 Tahoe Donner introduced a Member \$20 / Public \$25 fee for over age 70 and 6 and under comps. This new fee has generated \$18,230 in revenues (estimate in Spring 2018 was \$10,000). We have proposed to increase these to \$25 Member and \$40 Public to align appropriately with daily ticket prices and approximate x2.5 ratio.
3. Tahoe Donner XC grooming targets quality grooming of trail system every night (marketing/quality of service product offering). Tahoe Donner has a strong loyal mid-week passholder customer base. The new snowcat has been well received by operators and customers this 18/19 season. Royal Gorges' grooming has not been considered on par to TD the last few seasons.

Season Pass rate recommendations are presented as **Attachment A** for Board review and approval. We estimate the net impact of these recommended Spring season pass price changes to generate an incremental approximately \$25,000 in revenues for 2019/2020 season; on approximately \$100,000 in spring pass sales or approximately 20% of total season pass sales total.

Detailed pass sales report for 2018/2019 Season and total pass sales by season, **Attachment B** provided separately to the Board, due to confidential nature of details.

Available competitor information is presented as **Attachment C** for reference.

### **RECOMMENDATION:**

**Resolve for Tahoe Donner Association to establish 2019/2020 winter season pass pricing for Spring Sale (3/19/2019 to 4/30/2019) as indicated on Attachment A.**

Prepared by: Michael R. Salmon, Director of Finance 2/15/2019

Reviewed by: Miguel Sloane, Director of Operations 2/15/2019

Board Meeting Date: 2/23/2019

General Manager Approval to Place on the Agenda: \_\_\_\_\_



Season Pass Products - CROSS COUNTRY

attachment A

Season >		2018 / 2019 Season							2019 / 2020 Season						Price Change by Sale TimeFrame						REF		
Sale Date Range >		Spring (5/1 to 6/15)		Fall (9/1 to 11/30)		Winter (12/1 +)			Spring (3/12 to 4/30)		Fall (9/1 to 11/30)		Winter (12/1 +)		Spring'19 versus Spring '18		Fall'19 versus Fall '18		Win'19 versus Win '18				
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																						
<b>XC Member Pass Products</b>																						na = not available in Spring sale	
26497	24809	XC Unlim, CH Pass (Ages 6 & Under)		20	service fee	0	20		20	25	service fee					5	25%	-	0%				
29715	29714	XC Unlim, CH Pass (7-12)		49	66%	10	59	10	69	69	70%					20	41%	(59)	-100%	(69)	-100%		
29711	29712	XC Unlim, Jr Pass (13-17)		204	76%	15	219	15	234	234	76%					30	15%	(219)	-100%	(234)	-100%		
26442	10067	XC Unlim, AD (18-59) Pass		239	76%	15	254	20	274	274	74%					35	15%	(254)	-100%	(274)	-100%		
26443	10069	XC Unlim, SR Pass (60-69)		204	76%	15	219	15	234	234	76%					30	15%	(219)	-100%	(234)	-100%		
26498	20096	XC Unlim, Super Senior (70+)		20	service fee	0	20	0	20	25	service fee					5	25%	(20)	-100%	(20)	-100%		
		Snowshoe Only		150		9	159	25	184	184						34	23%	(159)	-100%	(184)	-100%		
		Fatbike Only		150		9	159	25	184	184						34	23%	(159)	-100%	(184)	-100%		
	new	Fatbike Add-On		40		9	49	5	54	54						14	35%	(49)	-100%	(54)	-100%		
TPDS	TPDS	Dog Season Pass		50		9	59	5	64	64						14	28%	(59)	-100%	(64)	-100%		
29730	29731	CH (7-12) Combined Pass		174	83%	15	189	15	204	204	80%					30	17%	(189)	-100%	(204)	-100%		
29732	29733	JR (13-17) Combined Pass		239	76%	15	254	20	274	274	76%					35	15%	(254)	-100%	(274)	-100%		
26448	10115	Adult (18-59) Combined Pass		334	81%	15	349	50	399	399	83%					65	19%	(349)	-100%	(399)	-100%		
26448	10117	Senior (60-69) Combined Pass		239	76%	15	254	20	274	274	76%					35	15%	(254)	-100%	(274)	-100%		
<b>XC Public Pass Products</b>																						0 -	
29742	29745	XC Unlim, 6 & Under Pass		25	service fee		25	0	25	40	service fee					15	60%	(25)	-100%	(25)	-100%		
29743	29746	XC Unlim, CH Pass (7-12)		74		20	94	5	99	99						25	34%	(94)	-100%	(99)	-100%		
29744	10109	XC Unlim, JR Pass (13-17)		269		25	294	15	309	309						40	15%	(294)	-100%	(309)	-100%		
26445	10108	XC Unlim, AD Pass (18-59)		314		25	339	30	369	369						55	18%	(339)	-100%	(369)	-100%		
26446	10110	XC Unlim, SR Pass (60-69)		269		25	294	15	309	309						40	15%	(294)	-100%	(309)	-100%		
29751	29759	XC Unlim, Super Senior (70+) Pass		269		25	294	15	309	309						40	15%	(294)	-100%	(309)	-100%		
		Snowshoe Only		200		9	209	30	239	239						39	20%	(209)	-100%	(239)	-100%		
		Fatbike Only		200		9	209	30	239	239						39	20%	(209)	-100%	(239)	-100%		
	new	Fatbike Add-On		60		9	69	10	79	79						19	32%	(69)	-100%	(79)	-100%		
TPDS	TPDS	Dog Season Pass		50		19	69	10	79	79						29	58%	(69)	-100%	(79)	-100%		
29747	29748	CH (7-12) Combined Pass		209		20	229	25	254	254						45	22%	(229)	-100%	(254)	-100%		
29749	29750	JR (13-17) Combined Pass		314		20	334	25	359	359						45	14%	(334)	-100%	(359)	-100%		
26450	10118	Adult (18-59) Combined Pass		414		20	434	45	479	479						65	16%	(434)	-100%	(479)	-100%		
26451	10120	Senior (60-69) Combined Pass		314		20	334	25	359	359						45	14%	(334)	-100%	(359)	-100%		
<b>XC Programs / Other</b>																						new for 18/19 - Public XC Senior (age 60+) (ie no SS rate)	
Youth Programs: After School Wed or Thu, AS Biathlon, AS Junior Race		includes rental & skiing		139			139	10	149	includes rental & skiing													
		Masters Program (4 week)		4 sessions			114	16	130	4 sessions											(139) -100%		
MPG1	MPG	Masters Program 1 day/week		8 sessions			179	11	190	8 sessions											(114) -100%		
MPG2	MPG2	Masters Program 2 day/week		8 sessions			294	25	319	8 sessions											(179) -100%		
MPG3	MPG3	Masters Program 3 day/week		8 sessions			379	20	399	8 sessions											(294) -100%		
		Woman's skating group					179	10	189												(379) -100%		
		Learn to skate group					179	10	189												(179) -100%		
		Daily Program drop in rate - all programs					na		39														
		Race Team Pass					64	5	69												(64) -100%		
		Senior Learn to Ski - Member					69	10	79														
		Senior Learn to Ski - Public					89	10	99														
	Member	Season Locker, Individual (qty 36 to sell)					179	10	189														
	Member	Season Locker, Family (qty 17 to sell)					239	10	249														
	Public	Season Locker, Individual (qty 36 to sell)					199	10	209														
	Public	Season Locker, Family (qty 17 to sell)					259	10	269														

4 lessons, ticket, and rentals in Feb ? Mar  
 475 lessons, ticket, and rentals in Feb ? Mar  
 OFFERED TO MEMBERS ONLY to 12/1  
 OFFERED TO MEMBERS ONLY to 12/1  
 to offer to Public only if by Dec1, not sold out  
 to offer to Public only if by Dec1, not sold out

Deferral Calendar: all season pass products listed above 18/19: Dec 8, 2018 to Apr 7, 2019, 19/20: Nov 27, 2019 to Apr 6, 2020

Snowshoeing is included in regular passes.

Pricing approvals Plan: Spring (February) Fall (August) and Winter (October).

Spring was approved in April 2018, typical is set in February for early March launch.

attachment A

Season Pass Products - DOWNHILL SKI

attachment A

Season >		2018 / 2019 Season						2019 / 2020 Season						Price Change by Sale TimeFrame						REF
Sale Date Range >		Spring (5/1 to 6/15)		Fall (9/1 to 11/30)		Winter (12/1 +)		Spring (3/12 to 4/30)		Fall (9/1 to 11/30)		Winter (12/1 +)		Spring '19 versus Spring '18		Fall '19 versus Fall '18		Win '19 versus Win '18		
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																			
<b>Member, Unlimited</b>																				
26493	24954	6 & Under Comp Pass	20	service fee	0	20	20	20	25	service fee					5	25%				
26431	10025	CH Pass (7-12)	149	83%	15	164	164	179	179	86%					30	20%				
29663	29664	Jr Pass (13-17)	184	80%	15	199	204	219	219	81%					35	19%				
26426	10024	AD (18-59) Pass	204	60%	15	219	214	229	229	61%					25	12%				
26432	10026	SR Pass (60-69)	159	84%	15	174	174	189	189	86%					30	19%				
26494	10027	Super Senior (70+) Pass	20	service fee	0	20	20	20	25	service fee					5	25%				
<b>Member, Combo (DH and XC)</b>																				
tbd	tbd	CH (1-6) Combined Pass	20	80%	0	20	20	20	25	63%					5	25%				
29730	29731	CH (7-12) Combined Pass	174	83%	15	189	189	204	204	80%					30	17%				
29732	29733	JR (13-17) Combined Pass	239	76%	15	254	259	274	274	76%					35	15%				
26448	10115	Adult (18-59) Combined Pass	334	81%	15	349	384	399	399	83%					65	19%				
26448	10117	Senior (60-69) Combined Pass	239	76%	15	254	259	274	254	71%					15	6%				
<b>Public, Unlimited</b>																				
26495	21732	6 & Under Pass	25	service fee	0	25	25	25	40	service fee					15	60%				
26437	10065	CH Pass (7-12)	179		20	199	189	209	209						30	17%				
29735	29736	JR Pass (13-17)	229		20	249	249	269	269						40	17%				
26436	10064	AD Pass (18-59)	339		20	359	354	374	374						35	10%				
26438	10066	SR Pass (60-69)	189		20	209	199	219	219						30	16%				
26496	22976	Super Senior (70+) Pass	189	new fee	20	209	199	219	219						30	16%				
<b>Public, Combo (DH and XC)</b>																				
tbd	tbd	CH (1-6) Combined Pass	25		0	25	25	25	40						15	60%				
29747	29748	CH (7-12) Combined Pass	209		20	229	234	254	254						45	22%				
29749	29750	JR (13-17) Combined Pass	314		20	334	339	359	359						45	14%				
26450	10118	Adult (18-59) Combined Pass	414		20	434	459	479	479						65	16%				
26451	10120	Senior (60-69) Combined Pass	314		20	334	339	359	359						45	14%				
<b>DHSki Member Programs</b> <span style="color: red;">new for 18/19 - Public XC Senior (age 60+) (ie no SS rate)</span>																				
26475, 26477	10112, 23813	DSL Member Rec Ski & Snowboard Team				514		514												
26469, 26470, 26478, 26479	21596, 26461, 23816, 26464	DSL Member TD Tykes				374		374												
26473	26427	DSL Member Race Ski and Snowboard Team				1,054		1,054												
26474	26429	DSL Member Kindergarten TD Tykes				374		374												
26474	26429	DSL Member Speedster				514		514												
		DSL Member Masters Prgm				295		295												
<b>DHSki Public Programs</b>																				
26488, 26489	10114, 23814	DSL Public Rec Ski & Snowboard Team				569		569												
26480, 26481, 26482	21615, 26466, 26467	DSL Public TD Tykes				439		439												
26486, 26487	23817, 26465	DSL Public Race Ski and Snowboard Team				1,279		1,279												
26484	26428	DSL Public Kindergarten TD Tykes				439		439												
26485	26430	DSL Public Speedster				569		569												
26485	26430	DSL Public Masters Prgm				400		400												

Deferral Calendar: all season pass products listed above 18/19: Dec 8, 2018 to Apr 7, 2019, 18/19: Dec 7, 2019 to Apr 6, 2020. USE DH PASSES Deferral for COMBOs as well.

Programs have separate, unique deferral calendars by program.

**Pricing approvals Plan: Spring (February) Fall (august) and Winter (october).**

Spring was approved in April 2018, typical is set in February for early March launch

attachment A

# Pass Pace Report 18/19 and 17/18

XC / DSL Passes Total Source: RTP | Customer Product Listing Complete

Page 1 as of 01/23/2019  
 Spring Sales started 5/1/18 & 3/1/17

2018/2019 Season				% Pass
Qty	Net Amount	Yield	Issued	
243	\$ 53,145	\$ 218.70		
89	14,792	166.20		
18	3,767	209.28		
33	5,742	174.00		
16	7,839	489.91		
3	1,414	471.17		
13	6,297	484.35		
9	3,273	363.61		
3	1,122	374.00		
4	1,496	374.00		
9	3,366	374.00		
9	3,273	363.61		
5	5,007	1,001.30		
5	1,475	295.00		
11	407	37.00		
<b>470</b>	<b>\$ 112,412</b>	<b>\$ 239.17</b>		<b>16%</b>

2018/2019 Season				% Pass
Qty	Net Amount	Yield	Issued	
126	\$ 44,918	\$ 356.49		
94	18,127	192.84		
18	4,762	264.56		
17	3,593	211.35		
3	3,837	1,279.00		
11	4,829	439.00		
9	3,951	439.00		
16	7,024	439.00		
10	4,390	439.00		
11	4,829	439.00		
9	5,121	569.00		
6	2,400	400.00		
9	5,121	569.00		
2	1,138	569.00		
<b>341</b>	<b>\$ 114,040</b>	<b>\$ 334.43</b>		<b>11%</b>

2018/2019 Season				% Pass
Qty	Net Amount	Yield	Issued	
58	1,160.00	20.00		
7	-	-		
145	2,880.00	19.86		
288	7,200.00	25.00		
53	-	-		
<b>498</b>	<b>\$ 11,240</b>	<b>\$ 22.57</b>		<b>16%</b>

as of 01/24/2018				% Pass
2017/2018 Season				
Qty	Net Amount	Yield	Issued	
167	\$ 32,194	\$ 192.78		
60	8,140	135.67		
10	1,705	170.50		
33	4,612	139.76		
13	6,113	470.21		
2	998	499.00		
9	4,481	497.89		
5	1,795	359.00		
3	1,077	359.00		
5	1,695	339.05		
6	1,965	327.42		
2	718	359.00		
3	3,117	1,039.00		
6	1,690	281.67		
17	597	35.12		
<b>341</b>	<b>\$ 70,897</b>	<b>\$ 207.91</b>		<b>15%</b>

as of 01/24/2018				% Pass
Qty	Net Amount	Yield	Issued	
65	\$ 20,212	\$ 310.95		
45	7,189	159.76		
7	1,548	221.14		
3	502	167.33		
3	3,777	1,259.00		
11	4,609	419.00		
6	2,504	417.33		
11	4,589	417.18		
13	5,447	419.00		
7	2,933	419.00		
1	549	549.00		
4	1,540	385.00		
9	135	15.00		
3	1,647	549.00		
<b>188</b>	<b>\$ 57,181</b>	<b>\$ 304.15</b>		<b>8%</b>

as of 01/24/2018				% Pass
Qty	Net Amount	Yield	Issued	
142	-	-		
7	-	-		
73	-	-		
171	-	-		
53	-	-		
<b>446</b>	<b>-</b>	<b>-</b>		<b>20%</b>

Summary 1 - Quantity			
Pace as of:	as of 01/23/2019	as of 01/24/2018	Var 18/19 vs 17/18
DSL Member Passes	470	341	129 38%
DSL Member Comps	210	222	(12) -5%
DSL Public Passes	341	188	153 81%
DSL Public Comps	288	224	64 29%
XC Member Passes	577	402	175 44%
XC Member Comps	65	183	(118) -64%
XC Public Passes	523	438	85 19%
XC Public Comps	8	28	(20) -71%
DSL/XC Member Passes	442	164	278 170%
DSL/XC Public Passes	108	61	47 77%
<b>TOTAL:</b>	<b>3032</b>	<b>2251</b>	<b>781 35%</b>
DSL Passes:	811	529	282 53%
DSL Comps:	498	446	52 12%
XC Passes:	1100	840	260 31%
XC Comps:	73	211	(138) -65%
DSL/XC Passes:	550	225	325 144%
<b>TOTAL:</b>	<b>3032</b>	<b>2251</b>	<b>781 35%</b>

Summary 2 - Excludes Comps (Q/S/Y)			
Pace as of:	as of 01/23/2019	as of 01/24/2018	Var 18/19 vs 17/18
<b>Quantity</b>			
DSL	811	529	282 53%
XC	1100	840	260 31%
DSL/XC Combo	550	225	325 144%
<b>Total:</b>	<b>2,461</b>	<b>1,594</b>	<b>867 54%</b>
<b>Sales \$</b>			
DSL	226,452	128,078	98,375 77%
XC	268,343	180,998	87,345 48%
DSL/XC Combo	92,952	68,618	24,334 35%
<b>Total:</b>	<b>\$ 587,747</b>	<b>\$ 377,694</b>	<b>210,054 56%</b>
<b>Yield \$</b>			
DSL	279	242	37 15%
XC	244	215	28 13%
DSL/XC Combo	169	304.97	(136) -45%
<b>Total:</b>	<b>\$ 239</b>	<b>\$ 237</b>	<b>\$ 2 1%</b>

	Member	Public	Total	% of Total Passes	% of Total Revenue
<b>Combo (DH&amp;XC) Passes</b>	442	108	550	18%	15%
<b>Cross Country Passes</b>	642	531	1173	39%	45%
<b>Downhill Passes</b>	680	629	1309	43%	38%
<b>TOTAL</b>	<b>1764</b>	<b>1268</b>	<b>3032</b>	<b>100%</b>	<b>98%</b>

# Pass Pace Report 18/19 and 17/18

Page 2

	2018/2019				2017/2018			
<b>Cross Country Member Season Passes</b>								
XC Member CH Pass 29715   29714	34	\$ 2,136	\$ 62.82	22	\$ 1,086	\$ 49.36		
XC Member Junior 29711   29712	4	876	219.00	5	1,045	209.00		
XC Member AD Pass (209/214)10067   26442	342	86,192	252.02	259	62,898	242.85		
XC Member SR Pass (189/194)10069   26443	122	26,178	214.57	97	20,050	206.70		
XC Member SR Pass 70+								
Dog Season Pass TPDSM	62	3,040	49.03	7	344	49.14		
Member Race Pass 33911	10	621	62.10					
Member Fatbike Season Pass 32217   32374	1	159	159.00	2	308	154.00		
Public Fatbike Season Pass								
Member Snowshoe Season Pass 32373   32216	2	318	159.00	10	1,553	155.30		
<b>Total</b>	<b>577</b>	<b>\$ 119,520</b>	<b>\$ 207.14</b>	<b>402</b>	<b>\$ 87,284</b>	<b>\$ 217.12</b>		
<b>Cross Country Public Season Passes</b>								
XC Public CH Pass 29743   29746	29	\$ 2,731	\$ 94.17	11	\$ 894	\$ 81.27		
XC Public Junior Pass 10109   29744	2	603	301.50	2	333	166.50		
XC Public AD Pass (279/289) 10108   26445	292	99,498	340.75	187	60,588	324.00		
XC Public SR Pass 10110   26446	128	36,978	288.89	58	16,197	279.26		
XC Public SR Pass +70 29759   29751				48	3,992	83.17		
XC Public Race Pass 10121	16	1,316	82.25	74	4,131	55.82		
XC 14/15 Rollover Public Race Pass								
Member Season Long Individual Ski Locker Rental 31123	17	2,725	160.29	13	2,207	169.77		
Member Season Long Family Ski Locker Rental 31122	12	2,868	239.00	17	3,893	229.00		
Public Snowshoe Pass 32232	1	209	209.00	1	204	204.00		
Public Dog Season Pass TPDS	26	1,895	72.88	27	1,275	47.22		
Public Fatbike Season Pass 32233   32372								
TD Nordic Kids Wed								
TD Nordic Kids Thur								
<b>Total</b>	<b>523</b>	<b>\$ 148,823</b>	<b>\$ 284.56</b>	<b>438</b>	<b>\$ 93,714</b>	<b>\$ 213.96</b>		
<b>Cross Country Comp Season Passes</b>								
XC Member Adult Complimentary Pass 24801   35575								
XC Member Senior 70+ Comp Pass 20096   26498	63	\$ 1,260	20.00	164				
XC 14/15 Rollover Comp Pass								
XC Member 6 and under pass 26497   24809	2	\$ 40	20.00	19				
XC Public 6 and under pass 29745   29742	8	\$ 150	18.75	28				
<b>Total</b>	<b>73</b>	<b>\$ 1,260</b>	<b>\$ 17.26</b>	<b>211</b>	<b>\$ -</b>	<b>\$ -</b>		
<b>XC/DSL Combo Season Pass</b>								
Member CH Comb Pass 29731   29730	8	\$ 1,557	194.63	9	\$ 1,626	\$ 180.67		
Member Junior Comb Pass 29733   29732	4	1,016	254.00	2	488	244.00		
Member AD Comb Pass (299/309) 10115   26448	108	38,108	352.85	96	32,679	340.41		
Member SR Combo Pass (219/226) 10117   26449	77	19,173	249.00	57	13,770	241.58		
Member 6 and under combo pass 33914 33902	54	1,080	20.00					
Member SR 70+ Combo Pass 33915 33900	191	3,800	19.90					
DSL/XC Public AD Pass 10118   26450	44	18,957	430.84	34	14,501	426.50		
DSL/XC Public Jr Pass 29749   29750	1	334	334.00					
DSL/XC Public CH Pass 29747   29748	13	2,828	217.54	7	1,264	180.57		
DSL/XC Public SR Pass 10120   26451	16	5,249	328.06	11	3,519	319.91		
DSL/XC Public 6 and Under 33913	34	850	25.00					
DSL/XC Public SR 75+ Pass 29786   29785				9	771	85.67		
<b>Total</b>	<b>550</b>	<b>\$ 92,952</b>	<b>\$ 169.00</b>	<b>225</b>	<b>\$ 68,618</b>	<b>\$ 304.97</b>		
<b>Passes Total (includes COMPS)</b>	<b>3032</b>	<b>\$ 600,247</b>	<b>\$ 197.97</b>	<b>2251</b>	<b>\$ 377,694</b>	<b>\$ 167.79</b>		
<b>Paid Passes Total (excludes COMPS)</b>	<b>2461</b>	<b>\$ 587,747</b>	<b>\$ 238.82</b>	<b>1594</b>	<b>\$ 377,694</b>	<b>\$ 236.95</b>		

Qty Sold, 18/19 excld comps	2461
Qty Sold, 17/18 excld comps	1594
Qty Sold Difference	867
Year to Year Change, Qty	54%
Year to Year Change, Price	4.53%

\$ Ttl Sold 18/19 STD:	\$ 600,247
\$ Ttl Sold 17/18 STD:	\$ 377,694
\$Var. 18/19 vs 17/18 STD:	\$ 222,554
\$Var. % 18/19 vs 17/18 STD:	58.92%

# Passes Issued 18/19 STD:	3032
# Passes Issued 17/18 STD:	2251
#Var. 18/19 vs 17/18 STD:	781
#Var. % 18/19 vs 17/18 STD:	34.70%

Pass Sales by day	
Day	Quantity
11/30/2018	327
12/1/2018	142
12/2/2018	132

Sales By Location	Estore	DHS	XC	MS	Total
	Downhill Passes	396	551	0	362
Cross Country/Combo Passes	454	80	575	614	1723

127% of Total passes sold for 17/18

81%

Total Sold 16/17 Season

# Pass Pace Report 18/19 and 17/18

**Tahoe Donner Association  
DH/XC/Combo Pass Sales**

**Total sales as of 01/09 (includes comps)**

	5/1/18-01/23/19		3/1/17-01/24/18		3/15/16-01/25/17		4/30/15-01/27/16	
	2018/19		2017/18		2016/17		2015/16	
	Quantity	Revenue	Quantity	Revenue	Quantity	Revenue	Quantity	Revenue
<b>DH</b>	1309	237692	975	128078	819	112230	772	58388
<b>XC</b>	1173	269603	1051	180998	1429	253343	1473	111094
<b>Combo</b>	550	92952	225	68618	204	59665	58	15342.5
<b>Total</b>	3032	\$ 600,247.00	2251	\$ 377,694.00	2452	\$ 425,238.00	2303	\$ 184,824.50

**Peak period Sales- 12/22 through 1/6 (includes comps)**

	12/22/18-1/6/19		12/23/17-1/7/18		12/24/16-1/8/17		12/19/15-1/3/16	
	2018/19		2017/18		2016/17		2015/16	
	Quantity	Revenue	Quantity	Revenue	Quantity	Revenue	Quantity	Revenue
<b>DH</b>	562	80958	190	23465	236	29026	314	25093
<b>XC</b>	212	48490	130	22386	182	29969.5	229	22777
<b>Combo</b>	127	17795	27	8103	43	13832	15	2827
<b>Total</b>	901	\$ 147,243.00	347	\$ 53,954.00	461	\$ 72,827.50	558	\$ 50,697.00



# Pass Total Sales - 17/18, 16/17, 15/16

## XC / DSL Passes Sale- Total Season

Source: RTP | Customer Product Listing Complete

Page 1

	Total				%Pass	Total				%Pass	Total				%Pass
	2017/2018 Season					2016/ 2017 Season					2015/ 2016 Season				
	Qty	Net Amount	Yield	Issued	Qty	Net Amount	Yield	Issued	Qty	Net Amount	Yield	Issued			
<b>Spring Sale started 3/15/17</b>															
<b>DSL Member Season Passes</b>															
DSL Member AD Pass (169/174)10024   26426	197	\$ 37,989	\$ 192.84		183	\$ 34,338	\$ 187.64		109	\$ 20,507	\$ 188.14				
DSL Member AD Midweek Pass 20361   26433	0	-	-		0	-	-		0	-	-				
DSL Member CH Pass (7-12) (119/124)10025   26431	78	10,582	\$ 135.67		70	9,370	133.86		43	5,947	138.30				
DSL Member Junior Pass 29663/29664	12	2,043	\$ 170.25		11	1,879	170.82		10	1,725	172.50				
DSL Member SR Pass (119/124) 10026   26432	35	4,890	\$ 139.71		25	3,400	136.00		11	1,559	141.73				
DSL Member CH Midweek Pass	0	-	-		0	-	-		0	-	-				
DSL Member SR Midweek Pass	0	-	-		0	-	-		0	-	-				
DSL Member JR Midweek Pass	0	-	-		0	-	-		0	-	-				
Ski and Ride Super Pass	0	-	-		0	-	-		0	-	-				
DSL Member Recreational Ski Team Pass (460) 26475	13	6,113	470.21		15	7,335	489.00		6	2,874	479.00				
DSL Member Recreational SB Team Pass 26477	2	998	499.00		0	-	-		0	-	-				
Member Snowflakes Speedsters (460) 26474	11	5,479	498.09		7	3,423	489.00		5	2,395	479.00				
DSL Member TD Tykes Wed AM (325) 26469   20928	6	2,154	359.00		11	3,839	349.00		6	2,034	339.00				
DSL Member TD Tykes Wed PM 26470	3	1,077	359.00		2	611	305.38		0	-	-				
DSL Member TD Tykes Thu AM 26471   26462	5	1,606	321.10		5	1,735	347.00		5	1,695	339.00				
DSL Member TD Tykes Thu PM 26472	3	1,965	654.83		2	698	349.00		1	339	339.00				
DSL Member Kindergarten TD Tykes 26473	2	718	359.00		2	524	261.75		0	-	-				
DSL Member Rec Ski Team Pass 6&Under	0	-	-		0	-	-		0	-	-				
DSL Member Rec Ski Team 26478	4	3,896	974.06		4	4,116	1,029.00		3	3,087	1,029.00				
DSL Emp Rec Ski Team Pass	0	-	-		0	-	-		0	-	-				
DSL Emp Rec Snowboard Team Pass	0	-	-		0	-	-		0	-	-				
DSL Midweek Junior Racers	0	-	-		0	-	-		0	-	-				
Member Masters Race Program Season Long 25652	7	1,975	282.14		6	1,650	275.00		0	-	#DIV/0!				
Member Masters Race Program Drop in 25656	10	356	35.60		19	665	35.00		0	-	#DIV/0!				
<b>Total</b>	<b>388</b>	<b>\$ 81,840</b>	<b>\$ 210.93</b>	<b>14%</b>	<b>362</b>	<b>\$ 73,582</b>	<b>\$ 203.27</b>	<b>13%</b>	<b>199</b>	<b>\$ 42,162</b>	<b>\$ 211.87</b>	<b>9%</b>			
<b>DSL Public Season Passes</b>															
DSL Public AD Pass (279/289) 10064   26436	80	\$ 24,977	\$ 312.21		63	\$ 19,039	\$ 302.21		26	\$ 7,367	\$ 283.35				
DSL Public CH(7-12) Pass (139/144) 10065   26437	49	7,834	159.88		41	6,108	148.98		21	3,308	157.52				
DSL Public Junior Pass 29735   29736	7	1,548	221.14		10	1,851	185.10		6	1,369	228.17				
DSL Public SR Pass (139) 10066   26438	3	502	167.33		4	636	159.00		0	-	-				
DSL Public AD Midweek/Non-holiday Pass	0	-	-		0	-	-		0	-	-				
DSL Public CH Midweek/Non-holiday Pass	0	-	-		0	-	-		0	-	-				
DSL Public SR Midweek/Non-holiday Pass	0	-	-		0	-	-		0	-	-				
DSL Public Rec Ski Team Pass 26486	1	549	549.00		0	-	-		0	-	-				
DSL Public Rec SB Team Pass	0	-	-		0	-	-		0	-	-				
DSL Public Rec Ski Team Pass 6 & Under	0	-	-		0	-	-		0	-	-				
DSL Public AD Midweek/Non-holiday Pass	0	-	-		0	-	-		0	-	-				
DSL Public CH Midweek/Non-holiday Pass	0	-	-		0	-	-		0	-	-				
DSL Public TD Tykes Wed AM (375) 21615 26480	11	4,609	419.00		2	818	409.00		3	1,182	394.00				
DSL Public TD Tykes Wed PM (375) 26481	6	2,504	417.33		7	2,863	409.00		1	394	394.00				
DSL Public TD Tykes Thu AM 26482	11	4,589	417.18		10	4,090	409.00		2	788	394.00				
DSL Public TD Tykes Thu PM (375) 26483	13	5,447	419.00		8	3,272	409.00		4	1,576	394.00				
DSL Public TD Tykes Kindergarten 26484	7	2,933	419.00		1	409	409.00		2	778	389.00				
DSL Public Snowflakes Speedsters 26485	2	1,098	549.00		1	539	539.00		2	1,058	529.00				
Ski Skate Week Program Plus Pass	0	-	-		0	-	-		0	-	-				
Public Masters Race Program Season Long 25654	4	1,540	385.00		1	375	375		0	-	-				
Promo Race Fee	9	135	15.00		0	-	-		0	-	-				
Public Rec Ski Team 26486	2	1,098	549.00		5	2,695	539		5	2,620	524				
DSL Public Ski Race Team 26488	3	3,777	1,259.00		0	-	-		0	-	-				
<b>Total</b>	<b>208</b>	<b>\$ 63,140</b>	<b>\$ 303.56</b>	<b>8%</b>	<b>153</b>	<b>\$ 42,695</b>	<b>\$ 279.05</b>	<b>6%</b>	<b>72</b>	<b>\$ 20,440</b>	<b>\$ 283.89</b>	<b>3%</b>			
<b>DSL Comp Season Passes</b>															
DSL Member 70+ Pass 10027  26494	165	\$ -	-		142	\$ -	-		147	\$ -	-				
DSL Member Comp Pass 23087	8	\$ -	-		8	\$ -	-		71	\$ -	-				
DSL Member 6Under Comp Pass 24954 26493	78	\$ -	-		61	\$ -	-		78	\$ -	-				
DSL Public 6Under Pass 21732  26495	203	\$ -	-		161	\$ -	-		76	\$ -	-				
DSL 14/15 Rollerover Comp Pass 31143	0	\$ -	-		2	\$ -	-		223	\$ -	-				
DSL Public 70+ Pass 22976  26496	74	\$ -	-		46	\$ -	-		35	\$ -	-				
<b>Total</b>	<b>528</b>	<b>\$ -</b>	<b>\$ -</b>	<b>19%</b>	<b>420</b>	<b>\$ -</b>	<b>\$ -</b>	<b>15%</b>	<b>630</b>	<b>\$ -</b>	<b>\$ -</b>	<b>30%</b>			

Pass Total Sales - 17/18, 16/17, 15/16

	2017/2018				2016/2017				2015/2016						
<b>Cross Country Member Season Passes</b>															
XC Member CH Pass 29715   29714	27	\$	1,331	\$	49.30	37	\$	1,705	\$	46.08	30	\$	1,312	\$	43.73
XC Member Junior 29711   29712	6		1,254		209.00	8		1,643		205.38	3		607		202.33
XC Member AD Pass (209/214)10067   26442	351		85,459		243.47	415		97,873		235.84	214		49,100		229.44
XC Member SR Pass (189/194)10069   26443	116		24,036		207.21	117		23,757		203.05	60		12,390		206.50
Dog Season Pass TPDSM	15		811		54.07	0		-		0		-		-	-
Youth & Junior Biathlon - Tuesdays	0		-		-	0		-		-		-		-	-
Member Fatbike Season Pass 32217   32374	2		308		154.00	5		770		154.00	0		-		-
Public Fatbike Season Pass 32233	0		-		-	0		-		-		-		-	-
Member Snowshoe Season Pass 32373   32216	9		1,403		155.89	3		450		150.00	0		-		-
<b>Total</b>	<b>526</b>	<b>\$</b>	<b>114,602</b>	<b>\$</b>	<b>217.87</b>	<b>585</b>	<b>\$</b>	<b>126,198</b>	<b>\$</b>	<b>215.72</b>	<b>307</b>	<b>\$</b>	<b>63,409</b>	<b>\$</b>	<b>206.54</b>
<b>Cross Country Public Season Passes</b>															
XC Public CH Pass 29743   29746	17	\$	1,378	\$	81.06	21	\$	1,652	\$	78.67	10	\$	757	\$	75.70
XC Public Junior Pass 10109   29744	3		812		270.67	4		1,086		271.50	4		1,156		289.00
XC Public AD Pass (279/289) 10108   26445	252		82,063		325.65	313		99,858		319.04	150		47,440		316.27
XC Public SR Pass 10110   26446	83		23,297		280.69	84		23,456		279.24	31		8,434		272.06
XC Public SR Pass +70 29759   29751	52		4,383		84.29	45		3,565		79.22	13		1,052		80.92
XC Public Race Pass 10121	100		5,576		55.76	103		5,667		55.02	41		2,009		49.00
XC 14/15 Rollover Public Race Pass	0		-		-	0		-		-	16		-		-
Member Season Long Individual Ski Locker Rental 31123	12		2,028		169.00	20		3,200		160.00	21		3,151		150.05
Member Season Long Family Ski Locker Rental 31122	17		3,893		229.00	19		3,971		209.00	10		2,070		207.00
Public Snowshoe Pass 32232	1		204		204.00	1		200		200.00	0		-		#DIV/0!
Public Dog Season Pass TPDS	38		2,093		55.08	99		4,500		45.00	40		2,000		50.00
Public Fatbike Season Pass 32233   32372	0		-		-	3		600		200.00	0		-		#DIV/0!
TD Nordic Kids Wed	0		-		-	0		-		-	0		-		-
TD Nordic Kids Thur	0		-		-	0		-		-	0		-		-
<b>Total</b>	<b>575</b>	<b>\$</b>	<b>125,727</b>	<b>\$</b>	<b>218.66</b>	<b>712</b>	<b>\$</b>	<b>147,755</b>	<b>\$</b>	<b>207.52</b>	<b>336</b>	<b>\$</b>	<b>68,069</b>	<b>\$</b>	<b>202.59</b>
<b>Cross Country Comp Season Passes</b>															
XC Member Adult Complimentary Pass 24801   35575	17	\$	-		-	24	\$	-		-	27	\$	-		-
XC Member Senior 70+ Comp Pass 20096   26498	209	\$	-		-	183	\$	-		-	174	\$	-		-
XC 14/15 Rollover Comp Pass	0	\$	-		-	2	\$	-		-	279	\$	-		-
XC Member 6 and under pass 26497   24809	21	\$	-		-	33	\$	-		-	17	\$	-		-
XC Public 6 and under pass 29745   31371	9	\$	-		-	26	\$	-		-	10	\$	-		-
<b>Total</b>	<b>256</b>	<b>\$</b>	<b>-</b>	<b>\$</b>	<b>-</b>	<b>268</b>	<b>\$</b>	<b>-</b>	<b>\$</b>	<b>-</b>	<b>507</b>	<b>\$</b>	<b>-</b>	<b>\$</b>	<b>-</b>
<b>XC/DSL Combo Season Pass</b>															
Member CH Comb Pass 29731   29730	13	\$	2,332	\$	179.38	15	\$	2,595	\$	173.00	5	\$	870	\$	174.00
Member Junior Comb Pass 29733   29732	2		488		244.00	2		468		234.00	1		234		234.00
Member AD Comb Pass (299/309) 10115   26448	108		36,772		340.48	98		33,412		340.94	22		7,393		336.05
Member SR Combo Pass (219/226) 10117   26449	69		16,667		241.55	61		14,590		239.18	14		3,328		237.68
DSL/XC Public AD Pass 10118   26450	39		16,202		415.44	21		9,059		431.38	12		5,043		420.25
DSL/XC Public CH Pass 29747   29748	9		1,682		186.89	4		821		205.25	4		232		58.00
DSL/XC Public SR Pass 10120   26451	11		3,489		317.18	7		2,288		326.86	1		309		309.00
DSL/XC Public SR 75+ Pass 29786   29785	10		855		85.50	10		805		80.50	9		726		80.67
<b>Total</b>	<b>261</b>	<b>\$</b>	<b>78,487</b>	<b>\$</b>	<b>300.72</b>	<b>218</b>	<b>\$</b>	<b>64,038</b>	<b>\$</b>	<b>293.75</b>	<b>68</b>	<b>\$</b>	<b>18,135</b>	<b>\$</b>	<b>266.68</b>
<b>XC Passes Total ( Includes Comps)</b>	<b>1618</b>	<b>\$</b>	<b>318,816</b>	<b>\$</b>	<b>737.25</b>	<b>1783</b>	<b>\$</b>	<b>337,991</b>	<b>\$</b>	<b>717.00</b>	<b>1218</b>	<b>\$</b>	<b>149,613</b>	<b>\$</b>	<b>675.81</b>
<b>Passes Total (includes COMPS)</b>	<b>2742</b>	<b>\$</b>	<b>463,796</b>	<b>\$</b>	<b>169.15</b>	<b>2718</b>	<b>\$</b>	<b>454,268</b>	<b>\$</b>	<b>167.13</b>	<b>2119</b>	<b>\$</b>	<b>212,215</b>	<b>\$</b>	<b>100.15</b>
<b>Paid Passes Total (excludes COMPS)</b>	<b>1958</b>	<b>\$</b>	<b>463,796</b>	<b>\$</b>	<b>236.87</b>	<b>2030</b>	<b>\$</b>	<b>454,268</b>	<b>\$</b>	<b>223.78</b>	<b>982</b>	<b>\$</b>	<b>212,215</b>	<b>\$</b>	<b>216.10</b>
						2691	\$	457,764	\$	170.11					

XC Pass Metrics	2017/2018		2016/2017		2015/2016	
Total Member Passes	994	\$ 176,782	1040	\$ 184,434	598	\$ 80,455
% of Total Passes	61%	55%	58%	55%	64%	54%
Total Public Passes	624	\$ 142,034	741	\$ 153,557	341	\$ 69,158
% of Total Passes	39%	45%	42%	45%	36%	46%

Menu

# Passes

Passes

Rentals

Promotions

## Adult

19-59

\$299 Season Pass

\$32 Day Pass

\$28 after 12:30pm

## Senior

60-69

\$209 Season Pass

\$32 Day Pass

\$28 after 12:30pm

Menu

## Senior

70 and over

Free Season Pass\*

Free Day Pass

## Youth

under 19

Free Season Pass\*

Free Day Pass

## Dog\*\*

Any Age, ruff!

\$59 Season Pass

\$5 Day Pass

Season pass includes ski trail access to Tahoe Cross-Country Ski Area and [Tahoe City Winter Sports Park](#), 20-punch cookie/coffee card (10 of each, \$20 value), 2 transferable Trail Pass vouchers (\$64 value), and special discounts on events.

[Buy Season Pass](#)

\* \$5 processing fee.

Menu

\*\* Dogs are only permitted on designated dog trails. See the [Trail Map](#) for more information on rules and allowable trails, days and times.

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