



DECISION PAPER

2018 / 2019 Winter Season – Spring Sale Prices

Downhill Ski - Cross Country Ski

Season Passes

April 20, 2018

ISSUE:

Management desires to launch winter 2018/2019 season pass rates on May 1st, to be on sale May 1st through June 15th. These 2018/2019 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. We gained significant goodwill loyalty with pass rollover in 14/15. 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

\$452,000 for 16/17 *record pass sales, large snow year*

\$467,000 for 17/18 *new record pass sales, despite low snow year*

% of Pass Sales Dollars in 17/18 and the variance of 17/18 versus 16/17:

25% XC Member passes down 9% quantity, down 8% sales

27% XC Public passes down 17% quantity, down 13% sales

17% XC/DH Combo passes up 23% quantity, up 27% sales (majority Member)

18% DH Member passes up 10% quantity, up 11% sales

13% DH Public passes up 20% quantity, up 44% sales

100%

Pricing tiers based upon how early the customer purchases the pass product is an industry and regional standard.

In the spring of 2017, we sold \$103,000 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 2018 (based on 3yr average 14/15 to 16/17 plus pricing changes/driver growth) to as follows:

\$ 88,000 / 3% Downhill Ski

\$240,000 / 26% 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.





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 Fall 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.

Competitive set notables include:

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

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

Lots of pro/cons to be higher/lower could be discuss here. TD and RG had challenging 17/18 season and competitor RG has 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. Recommendation is to hold TD pricing flat to last season's spring rate, for the spring sale period.

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.**
We recommend adding a service fee of \$20.
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. Royal Gorges' grooming has not been considered on par to TD the last few seasons.

The Finance Committee on 4/19 reviewed the draft decision paper and concurred with the recommendation presented in this decision paper.





Season Pass rate recommendations are presented as **Attachment A** for Board review and approval. We estimate the net impact of these recommended season pass price changes to generate an incremental \$14,000 in revenues for 2018/2019 season;

- XCSki passes, holding prices flat at spring 2017 prices for spring 2018 sale
- DHSki passes, on average 3% increase for Members and 6% for Public passes (\$4,000)
- Combo XC/DH passes, holding prices flat at spring 2017 prices for spring 2018 sale
- Complimentary Passes, new service fee \$20 (\$10,000)

Detailed pass sales report for 2017/2018 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 2018/2019 winter season pass pricing for Spring Sale (5/1/2018 to 6/15/2018) as indicated on Attachment A.

Prepared by: Michael R. Salmon, Director of Finance 4/20/2018

Reviewed by: Miguel Sloane, Director of Operations 4/20/2018

Board Meeting Date: 4/28/2018

General Manager Approval to Place on the Agenda: _____



2018 2019 Season Pass Products - CROSS COUNTRY

Season >		2017 / 2018 Season							2018 / 2019 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 (5/1 to 6/15)		Fall (9/1 to 11/30)		Winter (12/1 +)		Spring'18 versus Spring '17		Fall'18 versus Fall '17		Win'18 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																																										
XC Member Pass Products																						na = not available in Spring sale																					
26497	24809	XC Unlim, CH Pass (Ages 6 & Under)		0			0		0	0	< subject to new \$20 service fee					-	-	-	-	-	-																						
29715	29714	XC Unlim, CH Pass (7-12)		49	66%	0	49	10	59	49	66%	-49		0		-	0%	(49)	-100%	(59)	-100%																						
29711	29712	XC Unlim, Jr Pass (13-17)		204	76%	5	209	15	224	204	76%	-204		0		-	0%	(209)	-100%	(224)	-100%																						
26442	10067	XC Unlim, AD (18-59) Pass		239	76%	5	244	20	264	239	76%	-239		0		-	0%	(244)	-100%	(264)	-100%																						
26443	10069	XC Unlim, SR Pass (60-69)		204	76%	5	209	15	224	204	76%	-204		0		-	0%	(209)	-100%	(224)	-100%																						
26498	20096	XC Unlim, Super Senior (70+)		0	NA	0	0	0	0	0	< subject to new \$20 service fee			0		-	-	-	-	-	-																						
		Snowshoe Only		150		4	154	25	179	150		-150		0		-	0%	(154)	-100%	(179)	-100%																						
		Fatbike Only		150		4	154	25	179	150		-150		0		-	0%	(154)	-100%	(179)	-100%																						
	new	Fatbike Add-On		40		4	44	5	49	40		-40		0		-	0%	(44)	-100%	(49)	-100%																						
TPDS	TPDS	Dog Season Pass		50		4	54	5	59	50		-50		0		-	0%	(54)	-100%	(59)	-100%																						
29730	29731	CH (7-12) Combined Pass		174	83%	5	179	15	194	174	83%	-174		0		-	0%	(179)	-100%	(194)	-100%																						
29732	29733	JR (13-17) Combined Pass		239	76%	5	244	20	264	239	76%	-239		0		-	0%	(244)	-100%	(264)	-100%																						
26448	10115	Adult (18-59) Combined Pass		334	81%	5	339	50	389	334	81%	-334		0		-	0%	(339)	-100%	(389)	-100%																						
26448	10117	Senior (60-69) Combined Pass		239	76%	5	244	20	264	239	76%	-239		0		-	0%	(244)	-100%	(264)	-100%																						
XC Public Pass Products																																											
29742	29745	XC Unlim, 6 & Under Pass		0		0	0	0	0	0	< subject to new \$20 service fee			0		-	-	-	-	-	-																						
29743	29746	XC Unlim, CH Pass (7-12)		74		10	84	10	94	74		-74		0		-	0%	(84)	-100%	(94)	-100%																						
29744	10109	XC Unlim, JR Pass (13-17)		269		15	284	20	304	269		-269		0		-	0%	(284)	-100%	(304)	-100%																						
26445	10108	XC Unlim, AD Pass (18-59)		314		15	329	30	359	314		-314		0		-	0%	(329)	-100%	(359)	-100%																						
26446	10110	XC Unlim, SR Pass (60-69)		269		15	284	20	304	269		-269		0		-	0%	(284)	-100%	(304)	-100%																						
29751	29759	XC Unlim, Super Senior (70+) Pass		79		5	84	10	94	79		-79		0		-	0%	(84)	-100%	(94)	-100%																						
		Snowshoe Only		200		4	204	30	234	200		-200		0		-	0%	(204)	-100%	(234)	-100%																						
		Fatbike Only		200		4	204	30	234	200		-200		0		-	0%	(204)	-100%	(234)	-100%																						
	new	Fatbike Add-On		60		4	64	5	69	60		-60		0		-	0%	na	-	na	-																						
TPDS	TPDS	Dog Season Pass		50		14	64	5	69	50		-50		0		-	0%	(64)	-100%	(69)	-100%																						
29747	29748	CH (7-12) Combined Pass		209		5	214	30	244	209		-209		0		-	0%	(214)	-100%	(244)	-100%																						
29749	29750	JR (13-17) Combined Pass		314		5	319	30	349	314		-314		0		-	0%	(319)	-100%	(349)	-100%																						
26450	10118	Adult (18-59) Combined Pass		414		15	429	40	469	414		-414		0		-	0%	(429)	-100%	(469)	-100%																						
26451	10120	Senior (60-69) Combined Pass		314		5	319	30	349	314		-314		0		-	0%	(319)	-100%	(349)	-100%																						
XC Programs / Other																																											
		After School youth program – Wednesday					129		139													includes rental & skiing																					
		After School youth program – Thursday					129		139														includes rental & skiing																				
		After School Biathlon Program					129		139														includes rental & skiing																				
		After School Junior Racers					129		139														includes rental & skiing																				
		Weekend Junior Racers					129		139														includes rental & skiing																				
		Masters Program (4 week)					104		120														4 sessions																				
MPG1	MPG	Masters Program 1 day/week					169		180														8 sessions																				
MPG2	MPG2	Masters Program 2 day/week					274		280														8 sessions																				
MPG3	MPG3	Masters Program 3 day/week					359		360														8 sessions																				
		Woman's skating group					169		180																																		
		Learn to skate group					169		180																																		
		Daily Program drop in rate - all programs					34		40																																		
		Race Team Pass					54		59																																		
		Senior Learn to Ski - Member					59		69														4 lessons, ticket, and rentals in Feb ? Mar																				
		Senior Learn to Ski - Public					79		89														475 lessons, ticket, and rentals in Feb ? Mar																				
	Member	Season Locker, Individual (qty 36 to sell)					169		179														OFFERED TO MEMBERS ONLY to 12/1																				
	Member	Season Locker, Family (qty 17 to sell)					229		239														OFFERED TO MEMBERS ONLY to 12/1																				
	Public	Season Locker, Individual (qty 36 to sell)					189		199														to offer to Public only if by Dec1, not sold out																				
	Public	Season Locker, Family (qty 17 to sell)					249		259														to offer to Public only if by Dec1, not sold out																				

Deferral Calendar: all season pass products listed above 17/18: Dec 9, 2017 to Apr 8, 2018, 18/19: Dec 8, 2018 to Apr 7, 2019

Snowshoeing is included in regular passes.

Fall and Winter Prices to be set in August 2018 Board meeting.

2018 2019 Season Pass Products - DOWNHILL SKI

Season >		2017 / 2018 Season						2018 / 2019 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 (5/1 to 6/15)		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	< subject to new \$20 service fee				-	-								
26431	10025	CH Pass (7-12)																			134	84%	0	134	15	149	139	82%					5	4%								
29663	29664	Jr Pass (13-17)																			169	83%	0	169	15	184	174	79%					5	3%								
26426	10024	AD (18-59) Pass																			189	61%	5	194	10	204	194	59%					5	3%								
26432	10026	SR Pass (60-69)																			139	85%	0	139	15	154	149	83%					10	7%								
26494	10027	Super Senior (70+) Pass																			0	NA	0	0	0	0	0	< subject to new \$20 service fee				-	-									
Member, Combo (DH and XC)																																										
29730	29731	CH (7-12) Combined Pass																			174	83%	5	179	15	194	174	83%					-	0%								
29732	29733	JR (13-17) Combined Pass																			239	76%	5	244	20	264	239	76%					-	0%								
26448	10115	Adult (18-59) Combined Pass																			334	81%	5	339	50	389	334	81%					-	0%								
26448	10117	Senior (60-69) Combined Pass																			239	76%	5	244	20	264	239	76%					-	0%								
Public, Unlimited																																										
26495	21732	6 & Under Pass																			0		0	0	0	0	0	< subject to new \$20 service fee				-	-									
26437	10065	CH Pass (7-12)																			159		5	164	15	179	169					10	6%									
29735	29736	JR Pass (13-17)																			204		5	209	30	239	219					15	7%									
26436	10064	AD Pass (18-59)																			309		5	314	30	344	329					20	6%									
26438	10066	SR Pass (60-69)																			164		5	169	15	184	179					15	9%									
26496	22976	Super Senior (70+) Pass																			0		0	0	0	0	0	< subject to new \$20 service fee				-	-									
Public, Combo (DH and XC)																																										
29747	29748	CH (7-12) Combined Pass																			209		5	214	30	244	209					-	0%									
29749	29750	JR (13-17) Combined Pass																			314		5	319	30	349	314					-	0%									
26450	10118	Adult (18-59) Combined Pass																			414		15	429	40	469	414					-	0%									
26451	10120	Senior (60-69) Combined Pass																			314		5	319	30	349	314					-	0%									
DHSki Member Programs																																										
26475	10112	DSL Member Rec Ski & Snowboard Team																			489			499			499															C
26477	23813	DSL Member TD Tykes																			349			359			359														D	
26478	25876	DSL Member Race Ski and Snowboard Team																			1,029			1,039			1,039														E	
26470	26464	DSL Member Kindergarten TD Tykes																			349			359			359														D	
26474	26429	DSL Member Speedster																			489			499			499														C	
DHSki Public Programs																																										
26488	10114	DSL Public Rec Ski & Snowboard Team																			539			549			549															C
26489	23814	DSL Public TD Tykes																			409			419			419														D	
26480	21615	DSL Public Race Ski and Snowboard Team																			1,249			1,259			1,259														E	
26481	26466	DSL Public Kindergarten TD Tykes																			409			419			419													D		
26482	26467	DSL Public Speedster																			539			549			549														C	

Deferral Calendar: all season pass products listed above 17/18: Dec 9, 2017 to Apr 8, 2018, 18/19: Dec 8, 2018 to Apr 7, 2019

Fall and Winter Prices to be set in August 2018 Board meeting.

DEC	DEC
JAN	JAN
FEB	FEB
MAR	MAR
APR	APR

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XC / DSL Passes Sale

Source: RTP | Customer Product Listing Complete

Page 1

as of 02/25/2018				as of 02/25/2017			
2017/2018 Season				2016/ 2017 Season			
Product	Qty	Net Amount	Yield	Qty	Net Amount	Yield	%Pass Issued
Spring Sale started 3/15/17							
DSL Member Season Passes							
DSL Member AD Pass (169/174)10024 26426	198	\$ 38,173	\$ 192.79	183	\$ 34,338	\$ 187.64	
DSL Member AD Midweek Pass 20361 26433	-	-	-	-	-	-	
DSL Member CH Pass (7-12) (119/124)10025 26431	77	10,733	139.39	70	9,370	133.86	
DSL Member Junior Pass 29663 29664	12	2,043	170.25	11	1,879	170.82	
DSL Member SR Pass (119/124) 10026 26432	36	5,029	139.69	25	3,400	136.00	
DSL Member CH Midweek Pass	-	-	-	-	-	-	
DSL Member SR Midweek Pass	-	-	-	-	-	-	
DSL Member JR Midweek Pass	-	-	-	-	-	-	
Ski and Ride Super Pass	-	-	-	-	-	-	
DSL Member Recreational Ski Team Pass (460) 26475	13	6,113	470.21	15	7,335	489.00	
DSL Member Recreational SB Team Pass 26477	2	998	499.00	-	-	-	
Member Snowflakes Speedsters (460) 26474	11	5,479	498.09	7	3,423	489.00	
DSL Member TD Tykes Wed AM (325) 26469 20928	6	2,154	359.00	11	3,839	349.00	
DSL Member TD Tykes Wed PM 26470	3	1,077	359.00	2	611	305.38	
DSL Member TD Tykes Thu AM 26471 26462	5	1,606	321.10	5	1,650	330.05	
DSL Member TD Tykes Thu PM 26472	6	1,965	327.42	2	698	349.00	
DSL Member Kindergarten TD Tykes 26473	2	718	359.00	4	1,222	305.38	
DSL Member Rec Ski Team Pass 6&Under	-	-	-	-	-	-	
DSL Member Rec Ski Team 26478	4	3,896	974.06	4	4,116	1,029.00	
DSL Emp Rec Ski Team Pass	-	-	-	-	-	-	
DSL Emp Rec Snowboard Team Pass	-	-	-	-	-	-	
DSL Midweek Junior Racers	-	-	-	-	-	-	
Member Masters Race Program Season Long 25652	7	1,975	282.14	6	1,650	275.00	
Member Masters Race Program Drop in 25656	9	319	35.44	10	350	35.00	
Total	391	\$ 82,277	\$ 210.43	355	\$ 73,881	\$ 208.11	14%
DSL Public Season Passes							
DSL Public AD Pass (279/289) 10064 26436	79	\$ 24,633	\$ 311.81	65	\$ 19,617	\$ 301.80	
DSL Public CH(7-12) Pass (139/144) 10065 26437	49	7,834	159.88	42	6,248	148.76	
DSL Public Junior Pass 29735 29736	7	1,548	221.14	10	1,851	185.10	
DSL Public SR Pass (139) 10066 26438	4	666	166.50	6	954	159.00	
DSL Public AD Midweek/Non-holiday Pass	-	-	-	-	-	#DIV/0!	
DSL Public CH Midweek/Non-holiday Pass	-	-	-	-	-	-	
DSL Public SR Midweek/Non-holiday Pass	-	-	-	-	-	-	
DSL Public Rec Ski Team Pass	-	-	-	-	-	-	
DSL Public Rec SB Team Pass	-	-	-	-	-	-	
DSL Public Rec Ski Team Pass 6 & Under	-	-	-	-	-	-	
DSL Public AD Midweek/Non-holiday Pass	-	-	-	-	-	-	
DSL Public CH Midweek/Non-holiday Pass	-	-	-	-	-	-	
DSL Public TD Tykes Wed AM (375) 21615 26480	11	4,609	419.00	4	1,636	409.00	
DSL Public TD Tykes Wed PM (375) 26481	6	2,504	417.33	6	2,454	409.00	
DSL Public TD Tykes Thu AM 26482	11	4,589	417.18	9	3,681	409.00	
DSL Public TD Tykes Thu PM (375) 26483	13	5,447	419.00	8	3,272	409.00	
DSL Public TD Tykes Kindergarten 26484	7	2,933	419.00	1	409	409.00	
DSL Public Snowflakes Speedsters 26485	2	1,098	549.00	1	539	539.00	
Ski Skate Week Program Plus Pass	-	-	-	-	-	-	
Public Masters Race Program Season Long 25654	4	1,540	385.00	1	375	375	
Promo Race Fee	9	135	15.00	15	75	5	
Public Rec Ski Team 26486	3	1,647	549.00	5	2,695	539	
DSL Public Ski Race Team 26488	3	3,777	1,259.00	-	-	-	
Total	208	\$ 62,960	\$ 302.69	173	\$ 43,806	\$ 253.21	6%
DSL Comp Season Passes							
DSL Member 70+ Pass 10027 26494	156	-	-	142	\$ -	\$ -	
DSL Member Comp Pass 23087	7	-	-	9	\$ -	\$ -	
DSL Member 6Under Comp Pass 24954 26493	80	-	-	64	\$ -	\$ -	
DSL Public 6Under Pass 21732 26495	197	-	-	154	\$ -	\$ -	
DSL 14/15 Rollerover Comp Pass 31143	2	-	-	2	-	-	
DSL Public 70+ Pass 22976 26496	64	-	-	45	\$ -	\$ -	
Total	504	-	-	416	-	-	15%

Summary 1 - Quantity			
Pace as of:	as of 02/25/2018	as of 02/25/2017	Var 17/18 vs 16/17
DSL Member Passes	391	355	36 10%
DSL Member Comps	243	217	26 12%
DSL Public Passes	208	173	35 20%
DSL Public Comps	261	199	62 31%
XC Member Passes	529	581	(52) -9%
XC Member Comps	224	232	(8) -3%
XC Public Passes	575	695	(120) -17%
XC Public Comps	30	25	5 20%
DSL/XC Member Passes	196	175	21 12%
DSL/XC Public Passes	70	41	29 71%
TOTAL:	2727	2693	34 1%
DSL Passes:	599	528	71 13%
DSL Comps:	504	416	88 21%
XC Passes:	1104	1276	(172) -13%
XC Comps:	254	257	(3) -1%
DSL/XC Passes:	266	216	50 23%
TOTAL:	2727	2693	34 1%

Summary 2 - Excludes Comps (Q/S/Y)			
Pace as of:	as of 02/25/2018	as of 02/25/2017	Var 17/18 vs 16/17
Quantity			
DSL	599	528	71 13%
XC	1104	1276	(172) -13%
DSL/XC Combo	266	216	50 23%
Total:	1,969	2020	(51) -3%
Sales \$			
DSL	145,237	117,687	27,551 23%
XC	241,566	270,575	(29,009) -11%
DSL/XC Combo	80,316	63,454	16,862 27%
Total:	\$ 467,119	\$ 451,715	\$ 15,404 3%
Yield \$			
DSL	242	223	20 9%
XC	219	212	7 3%
DSL/XC Combo	302	293.77	8 3%
Total:	\$ 237	\$ 224	\$ 14 6%

	Member	Public	Total	% of Total Passes	% of Total Revenue
Combo (DH&XC) Passes	196	70	266	10%	17%
Cross Country Passes	753	605	1358	50%	52%
Downhill Passes	634	469	1103	40%	31%
TOTAL	1583	1144	2727	100%	100%

	2017/2018				2016/2017			
Cross Country Member Season Passes								
XC Member CH Pass 29715 29714	32	\$ 1,790	\$ 55.94	37	\$ 1,705	\$ 46.08		
XC Member Junior 29711 29712	6	1,254	209.00	8	1,643	205.38		
XC Member AD Pass (209/214)10067 26442	351	85,459	243.47	412	97,174	235.86		
XC Member SR Pass (189/194)10069 26443	118	24,449	207.19	116	23,558	203.09		
Dog Season Pass TPDSM	10	516	51.60					
Youth & Junior Biathlon - Tuesdays			-					
Member Fatbike Season Pass 32217 32374	2	308	154.00	5	770	154.00		
Public Fatbike Season Pass 32233			-					
Member Snowshoe Season Pass 32373 32216	10	1,553	155.30	3	450	150.00		
Total	529	\$ 115,329	\$ 218.01	581	\$ 125,300	\$ 215.66	19%	22%
Cross Country Public Season Passes								
XC Public CH Pass 29743 29746	16	\$ 1,304	\$ 81.50	21	\$ 1,652	\$ 78.67		
XC Public Junior Pass 10109 29744	2	617	308.50	4	1,012	253.00		
XC Public AD Pass (279/289) 10108 26445	254	82,726	325.69	309	98,552	318.94		
XC Public SR Pass 10110 26446	83	23,297	280.69	82	22,843	278.57		
XC Public SR Pass +70 29759 29751	56	4,699	83.91	42	3,328	79.24		
XC Public Race Pass 10121	99	5,517	55.73	103	5,667	55.02		
XC 14/15 Rollover Public Race Pass			-					
Member Season Long Individual Ski Locker Rental 31123	13	2,207	169.77	20	3,200	160.00		
Member Season Long Family Ski Locker Rental 31122	17	3,893	229.00	19	3,971	209.00		
Public Snowshoe Pass 32232	1	204	204.00	1	200	200.00		
Public Dog Season Pass TPDS	29	1,453	50.10	91	4,250	47		
Public Fatbike Season Pass 32233 32372	5	320	64.00	3	600	200		
TD Nordic Kids Wed			-					
TD Nordic Kids Thur			-					
Total	575	\$ 126,237	\$ 219.54	695	\$ 145,275	\$ 209.03	21%	26%
Cross Country Comp Season Passes								
XC Member Adult Complimentary Pass 24801 35575	12			21				
XC Member Senior 70+ Comp Pass 20096 26498	191			176				
XC 14/15 Rollover Comp Pass				2				
XC Member 6 and under pass 26497 24809	21			33				
XC Public 6 and under pass 29745 31371	30			25				
Total	254	\$ -	\$ -	257	\$ -	\$ -	9%	10%
XC/DSL Combo Season Pass								
Member CH Comb Pass 29731 29730	13	\$ 2,332	\$ 179.38	15	\$ 2,595	\$ 173.00		
Member Junior Comb Pass 29733 29732	4	976	244.00	2	468	234.00		
Member AD Comb Pass (299/309) 10115 26448	108	36,772	340.48	98	33,412	340.94		
Member SR Combo Pass (219/226) 10117 26449	71	17,150	241.55	60	14,350	239.17		
DSL/XC Public AD Pass 10118 26450	40	17,060	426.50	21	9,059	431.38		
DSL/XC Public CH Pass 29747 29748	9	1,682	186.89	4	821	205.25		
DSL/XC Public SR Pass 10120 26451	11	3,489	317.18	6	1,944	324.00		
DSL/XC Public SR 75+ Pass 29786 29785	10	855	85.50	10	805	80.50		
Total	266	\$ 80,316	\$ 301.94	216	\$ 63,454	\$ 293.77	10%	8%
Passes Total (includes COMPS)	2727	\$ 467,119	\$ 171.29	2693	\$ 451,715	\$ 167.74	100%	100%
Paid Passes Total (excludes COMPS)	1969	\$ 467,119	\$ 237.24	2020	\$ 451,715	\$ 223.62		

Qty Sold, 17/18 excld comps	1969
Qty Sold, 16/17 excld comps	2020
Qty Sold Difference	-51
Year to Year Change, Qty	-3%
Year to Year Change, Price	5.93%

\$ Tot Sold 17/18 STD:	\$ 467,119
\$ Tot Sold 16/17 STD:	\$ 451,715
\$Var. 17/18 vs 16/17 STD:	\$ 15,404
\$Var. % 17/18 vs 16/17 STD:	3.41%

# Passes Issued 17/18 STD:	2727
# Passes Issued 16/17 STD:	2693
#Var. 17/18 vs 16/17 STD:	34
#Var. % 17/18 vs 16/17 STD:	1.26%

2691 \$ 451,816 \$ 167.90 Total Sold 16/17 Season

103% of Total passes sold for 16/17

100%

attachment C

"Loved our blue bird day on the perfectly groomed trails in the woods! Wonderful friendly staff to boot!"

Royal Gorge

County R. - YOUNTVILLE, CA [About Royal Gorge](#) [Activities](#) [Trail Condition](#)

Royal Gorge has reduced season pass prices by 30% this spring to reward our loyal followers to purchase next year's pass by May 31 and to attract more local and regional Nordic skiers to our wonderful facility. ---RG

2019/18 Season Passes

Adult (13-64)	Young Adult (13-22)	Senior (65-74)	Child (0-12)	Super Senior (75+)
\$219	\$199	\$199	Free	Free
			Daily Pass*	Daily Pass*

Rates above will increase after May 31, 2018. Buy your pass now to get the guaranteed lowest rate.

- *\$25 processing fee for printed season pass.
- All paid Royal Gorge passholders receive 1 lift ticket/lesson/rental package at Sugar Bowl (valid beginning opening day of 2018/2019 season)
- Combo passes are also available for downhill skiing at Sugar Bowl Resort, learn more at sugarbowl.com.

Royal Gorge season passes may be purchased on our sister resort's online shop. Click the link below to purchase your pass on Sugar Bowl's estore. Existing passholders can now simply renew their pass by clicking "Renew Current Pass". This allows you to keep the same card so you can head straight to the lifts next season.

FIRST TIME PASS PURCHASE

RENEW CURRENT PASS