



DECISION PAPER

2018 / 2019 Winter Season – Fall Sale Prices

Downhill Ski (DH) & Cross Country Ski (XC) - Season Passes and Group Rates

Snowplay (SP) – Group Rates

August 10, 2018

ISSUE:

Management desires to launch the Fall season sale of winter 2018/2019 season pass rates on September 1st, to be on sale September 1st through November 30th. Group business rates for DH XC and SP also need to establish due to the typically longer-range planning by groups. These 2018/2019 winter prices need to be review and approved by the Board.

BACKGROUND:

Pricing tiers based upon how early the customer purchases the pass product is an industry and regional standard. Spring sale is complete, this Decision Paper is for Fall sale, and pricing for in-season, starting December 1st, we will seek Board approval at the October Board meeting.

Season Passes and season programs represent as a % of operation's total revenues, per 2018 Budget 2018 are as follows:

\$ 88,000 / 3% Downhill Ski - *to increase to ~\$120,000 for B2019*
\$240,000 / 26% Cross Country Ski – *to increase to ~300,000 for B2019*

Group business in minor for both, as well as, for Snowplay.

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%

In the spring of 2018, we sold \$89,000 in 2018/2019 season pass sale promotion, coming out of a lackluster season. In the spring of 2017, we sold \$103,000 in 2017/2018 season pass sale promotion, coming off a record season. We sold \$65,000 in spring 2016. These spring customers locking in the lowest price being offered.

The Spring/Fall/Winter pass sales mix varies by season, on average: 20% S / 35% F / 45% W

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. CURRENTLY:

Royal Gorge XC Adult (23-64) **\$239** currently on website through 10/31
Tahoe Donner XC Public Adult (18-59) \$329 fall price (17/18)
Tahoe Donner XC Public Adult (18-59) **\$339** Fall price (18/19 recommended)
Tahoe Donner XC Member Adult (18-59) \$244 Fall price (17/18)
Tahoe Donner XC Member Adult (18-59) **\$254** Fall price (18/19 recommended)

Royal Gorge XC Senior (65-74) **\$219** currently on website through 10/31
Tahoe Donner XC Public Senior (60-69) \$284 Fall price (17/18)
Tahoe Donner XC Public Senior (60-69) **\$294** Fall price (18/19 recommended)
Tahoe Donner XC Member Senior (60-69) \$209 Fall price (17/18)
Tahoe Donner XC Member Senior (60-69) **\$219** Fall price (18/19 recommended)

2. IN THE SPRING:

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.



3. 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.**
The Board approved a service fee of \$20 in April 2018.
4. 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 (FC) has been provided a copy of this decision paper and will review at FC August meeting; providing any feedback at the August Board meeting.

Season Pass rate recommendations are presented as **Attachment A** for Board review and approval. We estimate the net impact of these recommended season pass Fall price changes to generate an incremental \$20,000 in revenues for 2018/2019 season. This is in addition to the \$14,000 estimated for Spring sale (which includes comp service fee \$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 Fall Sale (9/1/2018 to 11/30/2018) as indicated on Attachment A.

Prepared by: Michael R. Salmon, Director of Finance 8/10/2018

Reviewed by: Miguel Sloane, Director of Operations 8/10/2018

Board Meeting Date: 8/18/2018

General Manager Approval to Place on the Agenda: *Robb Etnyre, General Manager*



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	20	service fee	0	20			20	-	-	-	-		
29715	29714	XC Unlim, CH Pass (7-12)		49	66%	0	49	10	59	49	66%	10	59	-59		-	0%	10	20%			
29711	29712	XC Unlim, Jr Pass (13-17)		204	76%	5	209	15	224	204	76%	15	219	-219		-	0%	10	5%			
26442	10067	XC Unlim, AD (18-59) Pass		239	76%	5	244	20	264	239	76%	15	254	-254		-	0%	10	4%			
26443	10069	XC Unlim, SR Pass (60-69)		204	76%	5	209	15	224	204	76%	15	219	-219		-	0%	10	5%			
26498	20096	XC Unlim, Super Senior (70+)		0	NA	0	0	0	0	20	service fee	5	25	-25		20	-	25	-			
		Snowshoe Only		150		4	154	25	179	150		9	159	-159		-	0%	5	3%			
		Fatbike Only		150		4	154	25	179	150		9	159	-159		-	0%	5	3%			
	new	Fatbike Add-On		40		4	44	5	49	40		9	49	-49		-	0%	5	11%			
TPDS	TPDS	Dog Season Pass		50		4	54	5	59	50		9	59	-59		-	0%	5	9%			
29730	29731	CH (7-12) Combined Pass		174	83%	5	179	15	194	174	83%	15	189	-189		-	0%	10	6%			
29732	29733	JR (13-17) Combined Pass		239	76%	5	244	20	264	239	76%	15	254	-254		-	0%	10	4%			
26448	10115	Adult (18-59) Combined Pass		334	81%	5	339	50	389	334	81%	15	349	-349		-	0%	10	3%			
26448	10117	Senior (60-69) Combined Pass		239	76%	5	244	20	264	239	76%	15	254	-254		-	0%	10	4%			
XC Public Pass Products																						
29742	29745	XC Unlim, 6 & Under Pass		0		0	0	0	0	20	service fee		25	-25		20	-	25	-			
29743	29746	XC Unlim, CH Pass (7-12)		74		10	84	10	94	74		20	94	-94		-	0%	10	12%			
29744	10109	XC Unlim, JR Pass (13-17)		269		15	284	20	304	269		25	294	-294		-	0%	10	4%			
26445	10108	XC Unlim, AD Pass (18-59)		314		15	329	30	359	314		25	339	-339		-	0%	10	3%			
26446	10110	XC Unlim, SR Pass (60-69)		269		15	284	20	304	269		25	294	-294		-	0%	10	4%			
29751	29759	XC Unlim, Super Senior (70+) Pass		79		5	84	10	94	269		25	294	-294		190	241%	210	250%			
		Snowshoe Only		200		4	204	30	234	200		9	209	-209		-	0%	5	2%			
		Fatbike Only		200		4	204	30	234	200		9	209	-209		-	0%	5	2%			
	new	Fatbike Add-On		60		4	64	5	69	60		9	69	-69		-	0%	na	-			
TPDS	TPDS	Dog Season Pass		50		14	64	5	69	50		19	69	-69		-	0%	5	8%			
29747	29748	CH (7-12) Combined Pass		209		5	214	30	244	209		20	229	-229		-	0%	15	7%			
29749	29750	JR (13-17) Combined Pass		314		5	319	30	349	314		20	334	-334		-	0%	15	5%			
26450	10118	Adult (18-59) Combined Pass		414		15	429	40	469	414		20	434	-434		-	0%	5	1%			
26451	10120	Senior (60-69) Combined Pass		314		5	319	30	349	314		20	334	-334		-	0%	15	5%			
XC Programs / Other										new for 18/19 - Public XC Senior (age 60+) (ie no SS rate)												
Youth Programs: After School Wed or Thu, AS Biathlon, AS Junior Racers, and Weekend Jr Racers - MEM				129			139			includes rental & skiing		139	0	139					10	8%		
Youth Programs: After School Wed or Thu, AS Biathlon, AS Junior Racers, and Weekend Jr Racers - PUBL				129			139			includes rental & skiing		149	0	149					20	16%		
		Masters Program (4 week) - MEMBER		104			120			4 sessions		139	0	139				35	34%			
		Masters Program (4 week) - PUBLIC		104			120			4 sessions		149	0	149				45	43%			
MPG1	MPG	Masters Program 1 day/week		169			180			8 sessions		179	11	190				10	6%			
MPG2	MPG2	Masters Program 2 day/week		274			280			8 sessions		294	25	319				20	7%			
MPG3	MPG3	Masters Program 3 day/week		359			360			8 sessions		379	20	399				20	6%			
		Woman's skating group		169			180					179	10	189				10	6%			
		Learn to skate group		169			180					179	10	189				10	6%			
		Daily Program drop in rate - all programs		34			40					na		39								
		Race Team Pass - MEMBER		54			59					69	0	69				15	28%			
		Race Team Pass - PUBLIC										94	0	94				94	-			
		Senior Learn to Ski - Member		59			69					69	10	79								
		Senior Learn to Ski - Public		79			89					89	10	99								
	Member	Season Locker, Individual (qty 36 to sell)		169			179					179	10	189								
	Member	Season Locker, Family (qty 17 to sell)		229			239					239	10	249								
	Public	Season Locker, Individual (qty 36 to sell)		189			199					199	10	209								
	Public	Season Locker, Family (qty 17 to sell)		249			259					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 17/18: Dec 9, 2017 to Apr 8, 2018, 18/19: Dec 8, 2018 to Apr 7, 201!

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 3/1 launch.

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'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																				
Member, Unlimited																					
26493	24954	6 & Under Comp Pass	0			0	0	0	20	service fee	0	20			20	-	20	-			
26431	10025	CH Pass (7-12)	134	84%	0	134	15	149	149	83%	15	164			15	11%	30	22%			
29663	29664	Jr Pass (13-17)	169	83%	0	169	15	184	184	80%	15	199			15	9%	30	18%			
26426	10024	AD (18-59) Pass	189	61%	5	194	10	204	204	60%	15	219			15	8%	25	13%			
26432	10026	SR Pass (60-69)	139	85%	0	139	15	154	159	84%	15	174			20	14%	35	25%			
26494	10027	Super Senior (70+) Pass	0	NA	0	0	0	0	20	service fee	0	20			20	-	20	-			
Member, Combo (DH and XC)																					
tbd	tbd	CH (1-6) Combined Pass	0	#DIV/0!	0	0	0	0	20	100%	0	20			20	-	20	-			
29730	29731	CH (7-12) Combined Pass	174	83%	5	179	15	194	174	83%	15	189			-	0%	10	6%			
29732	29733	JR (13-17) Combined Pass	239	76%	5	244	20	264	239	76%	15	254			-	0%	10	4%			
26448	10115	Adult (18-59) Combined Pass	334	81%	5	339	50	389	334	81%	15	349			-	0%	10	3%			
26448	10117	Senior (60-69) Combined Pass	239	76%	5	244	20	264	239	76%	15	254			-	0%	10	4%			
Public, Unlimited																					
26495	21732	6 & Under Pass	0		0	0	0	0	20	service fee	5	25			20	-	25	-			
26437	10065	CH Pass (7-12)	159		5	164	15	179	179		20	199			20	13%	35	21%			
29735	29736	JR Pass (13-17)	204		5	209	30	239	229		20	249			25	12%	40	19%			
26436	10064	AD Pass (18-59)	309		5	314	30	344	339		20	359			30	10%	45	14%			
26438	10066	SR Pass (60-69)	164		5	169	15	184	189		20	209			25	15%	40	24%			
26496	22976	Super Senior (70+) Pass	0		0	0	0	0	189	new for	20	209			189	-	209	-			
Public, Combo (DH and XC)																					
tbd	tbd	CH (1-6) Combined Pass	0		0	0	0	0	20		5	25			20	-	25	-			
29747	29748	CH (7-12) Combined Pass	209		5	214	30	244	209		20	229			-	0%	15	7%			
29749	29750	JR (13-17) Combined Pass	314		5	319	30	349	314		20	334			-	0%	15	5%			
26450	10118	Adult (18-59) Combined Pass	414		15	429	40	469	414		20	434			-	0%	5	1%			
26451	10120	Senior (60-69) Combined Pass	314		5	319	30	349	314		20	334			-	0%	15	5%			
DHSki Member Programs																					
new for 18/19 - Public XC Senior (age 60+) (ie no SS rate)																					
26475	10112	DSL Member Rec Ski & Snowboard Team	489			499		499				514					15	3%			
26477	23813	DSL Member TD Tykes	349			359		359				374					15	4%			
26478	25856	DSL Member Race Ski and Snowboard Team	1,029			1,039		1,039				1,054					15	1%			
26476	26464	DSL Member Kindergarten TD Tykes	349			359		359				374					15	4%			
26473	26427	DSL Member Kindergarten TD Tykes	349			359		359				374					15	4%			
26474	26429	DSL Member Speedster	489			499		499				514					15	3%			
DHSki Public Programs																					
26488	10114	DSL Public Rec Ski & Snowboard Team	539			549		549				569					20	4%			
26489	23814	DSL Public TD Tykes	409			419		419				439					20	5%			
26480	21615	DSL Public Race Ski and Snowboard Team	1,249			1,259		1,259				1,279					20	2%			
26481	26466	DSL Public Kindergarten TD Tykes	409			419		419				439					20	5%			
26482	26467	DSL Public Kindergarten TD Tykes	409			419		419				439					20	5%			
26486	23817	DSL Public Race Ski and Snowboard Team	1,249			1,259		1,259				1,279					20	2%			
26487	26465	DSL Public Kindergarten TD Tykes	409			419		419				439					20	5%			
26484	26428	DSL Public Kindergarten TD Tykes	409			419		419				439					20	5%			
26485	26430	DSL Public Speedster	539			549		549				569					20	4%			

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

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 3/1 launch

2018 2019 GROUP BUSINESS

RTP Product Numbers	Products	2016/2017 Rate	2017/2018 Rate	draft 7/31/2018	Change		Comments
				2018/2019 Rate	\$	%	

**Group Business = 20p+, other restrictions apply, including Blackout Dates: Dec 21 - Jan 5, Jan 18 to 20, and Feb 15 to 23, 2019
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	25	29	4	16%	
Tickets	Child 7-12 / Senior 60-69	12	13	15	2	15%	
Tickets	Child 6 and Under and Seniors 70+	Free	Free	Free			
Rental (ski or board)	Jr/Adult/Senior (13-69)	23	25	29	4	16%	
Rental (ski or board)	Child 6 and Under and Seniors 70+	17	19	22	3	16%	
Learn to Ski/Board Pkg	Jr/Adult/Senior (13-69)	47	49	54	5	10%	split
Learn to Ski/Board Pkg	Child 6 and Under and Seniors 70+	35	37	39	2	5%	split
Ski and Ride Children	ALL DAY, age 4-12, 10am to 3:15, inclds Lunch	99	109	119	10	9%	split
Ski and Ride Children	AM day, age 4-12, 10:00am to 11:45am	59	64	69	5	8%	split
Ski and Ride Children	PM day, age 4-12, 1:30pm to 3:15pm	59	64	69	5	8%	split

Cross Country Ski		Group XC Ski - \$3400 in 16/17 season					
Tickets	Adult 18-59	21	23	26	3	13%	
Tickets	Junior 13-17 and Senior 60-69	17	19	22	3	16%	
Tickets	Child 7-12 and Super Senior 70+	5	7	9	2	29%	
Tickets	Children age 6 and under	Free	Free	Free			
Rental Equip	Junior/Adult/Senior - 13+	22	24	27	3	13%	
Rental Equip	Child, 12 and under	11	12	14	2	17%	
Learn to Ski Lesson	any age	21	23	25	2	9%	
Learn to Ski Package (LLR)	Junior/Adult/Senior - 13+	47	51	55	4	8%	split
Learn to Ski Package (LLR)	Child, 12 and under	25	27	29	2	7%	split

Snowplay		Group Snowplay - in 16/17 season				
		16/17 MON-FRI	17/18 MON-FRI *	18/19 MON-FRI	18/19 SAT-SUN/HOL	< Snowplay has capacity constraints, even nonPeak dates already restricted
	Adult 18-59	12	13	13	Public Rate	
	Junior 13-17 and Senior 60-69	8	9	9	Public Rate	
	Children 4 - 12	6	7	7	Public Rate	
	Child, under 4 and Senior 70+	Free	Free	4	Public Rate	Beg. 17/18, no group discount on Sat/Sun/Holidays
			* 17/18 SAT-SUN/HOL			

XC / DSL Passes Sale

Source: RTP | Customer Product Listing Complete

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as of 02/25/2018

2017/2018 Season				%Pass
Qty	Net Amount	Yield	Issued	
DSL Member Season Passes				
DSL Member AD Pass (169/174) 10024 26426	198	\$ 38,173	\$ 192.79	
DSL Member AD Midweek Pass 20361 26433	-	-	-	
DSL Member CH Pass (7-12) (119/124) 10025 26431	77	10,733	139.39	
DSL Member Junior Pass 29663 29664	12	2,043	170.25	
DSL Member SR Pass (119/124) 10026 26432	36	5,029	139.69	
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	
DSL Member Recreational SB Team Pass 26477	2	998	499.00	
Member Snowflakes Speedsters (460) 26474	11	5,479	498.09	
DSL Member TD Tykes Wed AM (325) 26469 20928	6	2,154	359.00	
DSL Member TD Tykes Wed PM 26470	3	1,077	359.00	
DSL Member TD Tykes Thu AM 26471 26462	5	1,606	321.10	
DSL Member TD Tykes Thu PM 26472	6	1,965	327.42	
DSL Member Kindergarten TD Tykes 26473	2	718	359.00	
DSL Member Rec Ski Team Pass 6&Under	-	-	-	
DSL Member Rec Ski Team 26478	4	3,896	974.06	
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	
Member Masters Race Program Drop in 25656	9	319	35.44	
Total	391	\$ 82,277	\$ 210.43	14%

2017/2018 Season				%Pass
Qty	Net Amount	Yield	Issued	
DSL Public Season Passes				
DSL Public AD Pass (279/289) 10064 26436	79	\$ 24,633	\$ 311.81	
DSL Public CH(7-12) Pass (139/144) 10065 26437	49	7,834	159.88	
DSL Public Junior Pass 29735 29736	7	1,548	221.14	
DSL Public SR Pass (139) 10066 26438	4	666	166.50	
DSL Public AD Midweek/Non-holiday Pass	-	-	-	
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	
DSL Public TD Tykes Wed PM (375) 26481	6	2,504	417.33	
DSL Public TD Tykes Thu AM 26482	11	4,589	417.18	
DSL Public TD Tykes Thu PM (375) 26483	13	5,447	419.00	
DSL Public TD Tykes Kindergarten 26484	7	2,933	419.00	
DSL Public Snowflakes Speedsters 26485	2	1,098	549.00	
Ski Skate Week Program Plus Pass	-	-	-	
Public Masters Race Program Season Long 25654	4	1,540	385.00	
Promo Race Fee	9	135	15.00	
Public Rec Ski Team 26486	3	1,647	549.00	
DSL Public Ski Race Team 26488	3	3,777	1,259.00	
Total	208	\$ 62,960	\$ 302.69	8%

2017/2018 Season				%Pass
Qty	Net Amount	Yield	Issued	
DSL Comp Season Passes				
DSL Member 70+ Pass 10027 26494	156	-	-	
DSL Member Comp Pass 23087	7	-	-	
DSL Member 6Under Comp Pass 24954 26493	80	-	-	
DSL Public 6Under Pass 21732 26495	197	-	-	
DSL 14/15 Rollerover Comp Pass 31143	2	-	-	
DSL Public 70+ Pass 22976 26496	64	-	-	
Total	504	-	-	18%

as of 02/25/2017

2016/ 2017 Season				%Pass
Qty	Net Amount	Yield	Issued	
183	\$ 34,338	\$ 187.64		
70	9,370	133.86		
11	1,879	170.82		
25	3,400	136.00		
-	-	-		
-	-	-		
-	-	-		
-	-	-		
-	-	-		
15	7,335	489.00		
-	-	-		
7	3,423	489.00		
11	3,839	349.00		
2	611	305.38		
5	1,650	330.05		
2	698	349.00		
4	1,222	305.38		
-	-	-		
4	4,116	1,029.00		
-	-	-		
-	-	-		
6	1,650	275.00		
10	350	35.00		
355	\$ 73,881	\$ 208.11	13%	

2016/ 2017 Season				%Pass
Qty	Net Amount	Yield	Issued	
65	\$ 19,617	\$ 301.80		
42	6,248	148.76		
10	1,851	185.10		
6	954	159.00		
-	-	#DIV/0!		
-	-	-		
-	-	-		
-	-	-		
-	-	-		
-	-	-		
-	-	-		
4	1,636	409.00		
6	2,454	409.00		
9	3,681	409.00		
8	3,272	409.00		
1	409	409.00		
1	539	539.00		
-	-	-		
1	375	375		
15	75	5		
5	2,695	539		
-	-	-		
173	\$ 43,806	\$ 253.21	6%	

2016/ 2017 Season				%Pass
Qty	Net Amount	Yield	Issued	
142	\$ -	\$ -		
9	\$ -	\$ -		
64	\$ -	\$ -		
154	\$ -	\$ -		
2	-	-		
45	\$ -	\$ -		
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
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
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	\$	-	\$	-
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
Passes Total (includes COMPS)	2727	\$	467,119	\$	171.29	2693	\$	451,715	\$	167.74
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%

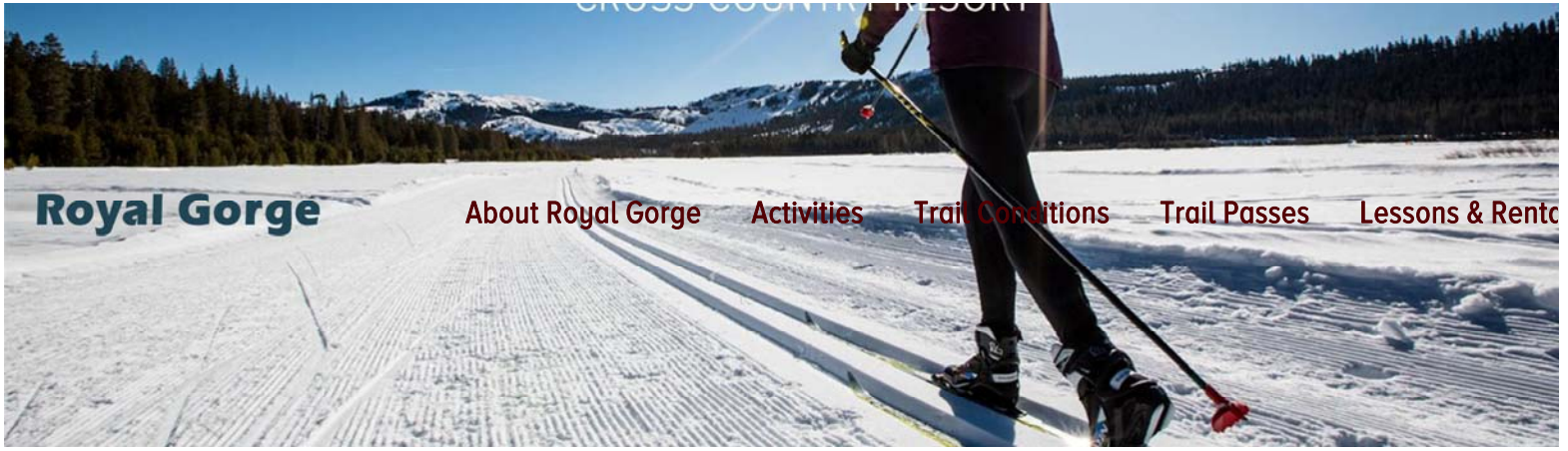
\$ Tot Sold 17/18 STD:	\$	467,119
\$ Tot Sold 16/17 STD:	\$	451,715
\$Var. 17/18 vs 16/17 STD:	\$	15,404
\$Var. % 17/18 vs 16/17 STD:		3.41%

# 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%



Royal Gorge

[About Royal Gorge](#) [Activities](#) [Trail Conditions](#) [Trail Passes](#) [Lessons & Rentals](#)

"Really the best, largest area around to do track x-country skiing."

Bill F. - MARTINEZ, CA

2019/18 Season Passes

Adult	Young Adult	Senior	Child	Super Senior
(13-64)	(13-22)	(65-74)	(0-12)	(75+)
\$239	\$219	\$219	Free	Free
			Daily Pass*	Daily Pass*

Rates above will increase after October 31, 2018. Buy your pass now to get the lowest available 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.

attachment C

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

Royal Gorge

Cross Country 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.

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FIRST TIME PASS PURCHASE

RENEW CURRENT PASS