

# SEASON PASSES 2022-2023

**PURPOSE – Inform the Board of the Spring Season Pass sale plan**

**BOARD OF DIRECTORS MEETING, FEBRUARY 25, 2022**





# COST PRESSURES

- *Challenging labor market with extremely competitive wages in the region*
- *Exorbitant housing costs in the region*
  - *J1 housing cost increase*
- *Inflation impact*
  - *All expenses increasing*
  - *Fuel costs at \$5/gallon*
  - *Cost of goods increases*

# OUTCOMES

- **Generate additional revenue to address cost pressures**
- **Minimize the increase to our membership by considering opportunities on public rates**
- **Be competitive in the market-place**
- **Consider our higher cost centers when addressing increases – Downhill then Cross Country**



# RATES

3 highest volume products for each operation

	Spring 2021	Fall 2021	Spring 2022	Spring to Spring Change		Fall to Spring Change	
				\$	%	\$	%
<b>Downhill</b>							
Mem Child (0-6)	54	64	<b>65</b>	11	21%	1	2%
Mem Youth (7-12)	209	219	<b>223</b>	14	7%	4	2%
Mem Adult (18-59)	289	299	<b>308</b>	19	7%	9	3%
Pub Child (0-6)	79	94	<b>103</b>	24	31%	9	10%
Pub Youth (7-12)	284	299	<b>329</b>	45	16%	30	10%
Pub Adult (18-59)	464	479	<b>527</b>	63	14%	48	10%
<b>Cross Country</b>							
Mem Adult (18-59)	319	329	<b>339</b>	20	6%	10	3%
Mem Senior (60-69)	279	289	<b>294</b>	15	5%	5	2%
Mem Super Senior (70+)	279	289	<b>294</b>	15	5%	5	2%
Pub Youth (7-12)	119	124	<b>128</b>	9	7%	4	3%
Pub Adult (18-59)	424	439	<b>483</b>	59	14%	44	10%
Pub Senior (60+)	359	374	<b>411</b>	52	15%	37	10%
<b>Combination Pass</b>							
Mem Adult (18-59)	454	474	<b>498</b>	44	10%	24	5%
Mem Senior (60-69)	314	334	<b>341</b>	27	8%	7	2%
Mem Super Sr MIDWEEK (70+)	114	114	<b>116</b>	na	-	2	2%
Pub Child (0-6)	89	119	<b>131</b>	42	47%	12	10%
Pub Youth (7-12)	344	374	<b>411</b>	67	20%	37	10%
Pub Adult (18-59)	649	679	<b>740</b>	91	14%	61	9%

**QUESTIONS?**