



2022/23 Winter Season Pass Rates

AUGUST 26, 2022

OVERVIEW

- **Process and Cost Pressures**
- **High-Volume Product Examples**
- **Results**



PROCESS + COST PRESSURES

Staff forecast direct cost increases to Downhill and XC operations:

- Primary impacts for the upcoming season include labor and fuel, but inflation has nearly every expense materially increasing over last season
- Initial percentage estimates for expense increases at these operations are well into double digits

In developing the 2022/23 pricing, staff used the following considerations:

- Cover the increased cost through revenue opportunities
- Account for three consecutive seasons with strong pass and program sale volume growth with rate increases – demand is showing to be inelastic
- Standardize member discounts from public pricing
- Create logic around the combination pass prices – discounted combined prices of the individual season pass products
- Understand member price increases will be less than public price increases

XC PASSES	
Age	
18-60	
60-69	
70+	
70+ midweek	

PUBLIC		
Fall 2021 Price	Fall 2022 Price	Fall to Fall Change
\$439	\$504	\$65
\$374	\$428	\$54
\$374	\$428	\$54
n/a	n/a	n/a

MEMBER		
Fall 2021 Price	Fall 2022 Price	Fall to Fall Change
\$329	\$378	\$49
\$289	\$321	\$32
\$279	\$321	\$42
\$94	\$109	\$15

Members Save	
\$126	25%
\$107	25%
\$107	25%
n/a	n/a
Target Discount - 25%	

DH PASSES	
Age	
18-60	
60-69	
70+	
70+ midweek	

Fall 2021 Price	Fall 2022 Price	Fall to Fall Change
\$479	\$569	\$90
\$304	\$369	\$65
\$304	\$369	\$65
n/a	n/a	n/a

Fall 2021 Price	Fall 2022 Price	Fall to Fall Change
\$299	\$377	\$78
\$239	\$266	\$27
\$239	\$266	\$27
\$84	\$93	\$9

Members Save	
\$192	34%
\$103	28%
\$103	28%
n/a	n/a
Target Discount - 30%	

COMBO PASSES	
Age	
18-60	
60-69	
70+	
70+ midweek	

Fall 2021 Price	Fall 2022 Price	Fall to Fall Change
\$679	\$794	\$115
\$544	\$598	\$54
\$544	\$598	\$54
n/a	n/a	n/a

Fall 2021 Price	Fall 2022 Price	Fall to Fall Change
\$474	\$559	\$85
\$334	\$382	\$48
\$314	\$382	\$68
\$114	\$132	\$18

Members Save	
\$235	30%
\$216	36%
\$216	36%
n/a	n/a
Target Discount - 30%	

RESULTS

The impact of the 2022/23 season pass rate changes, assuming similar volume to last season, includes:

- Forecast revenue increases for XC season pass prices at approximately 8%
- Forecast revenue increases for DH season pass prices at approximately 12%
- Forecast revenue increases for combination pass prices at approximately 6%
- Discount targets are the end goal, and while many product prices are right on target, some products will require a few years to transition to the discounted target rate

THANK YOU