

# SPRING SALE SKI SEASON PASSES 2023-2024

**PURPOSE – Inform the Board of the Spring Season Pass Sale Pricing**

**BOARD OF DIRECTORS MEETING**

**FEBRUARY 24, 2023**

# WHY THE INCREASE

- The International Monetary Fund predicts inflation in 2024 to be at 4%-5%
- We will continue to absorb higher than minimum wage rates to attract and retain staff
- Employee Housing rental costs remain high, having increased approximately 60% since COVID
- Anticipating a further 15%-20% increase in insurance costs in 2024



# RATES

3 highest volume products for each amenity

	Spring 2022	Fall 2022	Spring 2023	Spring to Spring Change		Fall to Spring Change	
				\$	%	\$	%
<b>Downhill</b>							
Member Child (0-6)	65	78	<b>81</b>	16	25%	3	4%
Member Youth (7-12)	226	248	<b>258</b>	32	14%	10	4%
Member Adult (18-59)	314	377	<b>395</b>	81	26%	18	5%
Public Child (0-6)	103	109	<b>113</b>	10	10%	4	4%
Public Youth (7-12)	329	369	<b>384</b>	55	17%	15	4%
Public Adult (18-59)	527	569	<b>595</b>	68	13%	26	5%
<b>Cross Country</b>							
Member Adult (18-59)	339	378	<b>395</b>	56	17%	17	5%
Member Senior (60-69)	294	321	<b>334</b>	40	14%	13	4%
Member Super Senior (70+)	294	321	<b>334</b>	40	14%	13	4%
Public Youth (7-12)	128	131	<b>136</b>	8	6%	5	4%
Public Adult (18-59)	483	504	<b>524</b>	41	8%	20	4%
Public Senior (60+)	411	428	<b>445</b>	34	8%	17	4%
<b>Combination Pass</b>							
Member Adult (18-59)	498	559	<b>581</b>	83	17%	22	4%
Member Senior (60-69)	344	382	<b>382</b>	41	12%	0	0%
Member Super Sr MIDWEEK (70+)	116	132	<b>137</b>	21	18%	5	4%
Public Child (0-6)	131	150	<b>129</b>	-2	-2%	-21	-14%
Public Youth (7-12)	411	425	<b>442</b>	31	8%	17	4%
Public Adult (18-59)	747	794	<b>825</b>	78	10%	31	4%

# OUTCOMES

- Generate additional revenue to offset continuing cost pressures, keep pace with inflation
- Average 4% increase on most products, Member Senior Combo and Super Senior Combo \$0 change to the Fall 2022 rate
- Be competitive in the marketplace and be able to provide a quality product
- Minimize pressure on the Annual Assessment



QUESTIONS?