



# 2023-2024 WINTER SEASON PASS RATES

AUGUST 25, 2023



TAHOE DONNER™



# OVERVIEW

- Process and cost pressures
- High-volume product examples
- Results





# PROCESS

## **Staff forecasted initial direct cost increases to Downhill and XC operations**

- Primary impacts for the upcoming season: employee labor and housing, but inflation continues to have nearly every expense increasing over last season
- Initial estimates for expense increases at both operations are approx. 6-7%

## **2023-24 Pass and Program Pricing Considerations**

- Cover the increased cost through revenue opportunities
- After three consecutive seasons with strong pass and program sales volume growth with rate increases, 2022-23 volumes plateaued, indicating that demand is showing to be elastic – especially with the combo passes
- Continue the effort to standardize member discounts from public pricing
- Increases to public rates are to be greater than increases to member rates

# HIGH-VOLUME PRODUCT EXAMPLES

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

PUBLIC		
Fall 2022 Price	Fall 2023 Price	Fall to Fall Change
\$504	\$535	\$31
\$428	\$459	\$31
\$428	\$459	\$31
n/a	n/a	n/a

MEMBER		
Fall 2022 Price	Fall 2023 Price	Fall to Fall Change
\$378	\$401	\$23
\$321	\$344	\$23
\$321	\$344	\$23
\$109	\$117	\$8

Members Save	
\$134	25%
\$115	25%
\$115	25%
n/a	n/a
Target Discount - 25%	

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

Fall 2022 Price	Fall 2023 Price	Fall to Fall Change
\$569	\$607	\$38
\$369	\$391	\$22
\$369	\$391	\$22
n/a	n/a	n/a

Fall 2022 Price	Fall 2023 Price	Fall to Fall Change
\$377	\$400	\$23
\$266	\$282	\$16
\$266	\$282	\$16
\$93	\$99	\$6

Members Save	
\$207	34%
\$109	28%
\$109	28%
n/a	n/a
Target Discount - 30%	

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

Fall 2022 Price	Fall 2023 Price	Fall to Fall Change
\$794	\$841	\$47
\$598	\$634	\$36
\$598	\$634	\$36
n/a	n/a	n/a

Fall 2022 Price	Fall 2023 Price	Fall to Fall Change
\$559	\$589	\$30
\$382	\$406	\$24
\$382	\$406	\$24
\$132	\$144	\$12

Members Save	
\$252	30%
\$228	36%
\$228	36%
n/a	n/a
Target Discount - 30%	



# RESULTS

The impact of the 2023-24 season pass rate changes, assuming a similar volume to last season, include:

- XC season pass forecasted revenue increase: ~7%
- DH season pass forecasted revenue increase: ~6%
- Combo season pass forecasted revenue increase: ~6%

## DISCOUNTS + COST COVERAGES

- 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 discount target rate
- Forecasted revenue increases from the changes are conservatively targeting **\$100,000-115,000**, leaving **\$235,000-\$250,000** in additional revenue to be captured through the daily lift ticket and trail pass fees to offset the forecasted total direct cost increase of ~\$350,000



# THANK YOU