



2024-2025 WINTER SEASON PASS RATES

AUGUST 23, 2024

OVERVIEW

NO ACTION

- Review rate development process and influences
- Introduce high-volume pass product side-by-side rate comparisons
- Revenue impact forecast



PROCESS

A variety of influences were considered when staff developed the winter season pass rates for the 2024-2025 season. These included:

- Member value consideration
- Price elasticity of demand
 - Stagnant to a slight decrease in volume for two seasons after significant post-COVID price and volume increases
- Anticipated expense increases - XC
 - Preliminary forecasted expense increase in 2025 for Cross Country is ~2%
- Market comparisons
- For the Downhill Ski Area, temporary operations with no ski lodge facility for patrons

Ultimately, relative to the 2023-2024 fall rates, the 2024-2025 fall rates are flat for members at the Downhill Ski Area and a 2% increase for public (DH and XC) and 2% for members at the Cross Country Ski Area.

HIGH-VOLUME PRODUCTS

XC PASSES

| Age |
|-------------|
| 18-59 |
| 60-69 |
| 70+ |
| 70+ midweek |

PUBLIC

| Fall 2023 Price | Fall 2024 Price | Fall to Fall Change |
|-----------------|-----------------|---------------------|
| \$535 | \$545 | \$10 |
| \$459 | \$468 | \$9 |
| \$459 | \$468 | \$9 |
| n/a | n/a | n/a |

MEMBER

| Fall 2023 Price | Fall 2024 Price | Fall to Fall Change |
|-----------------|-----------------|---------------------|
| \$401 | \$409 | \$8 |
| \$344 | \$351 | \$7 |
| \$344 | \$351 | \$7 |
| \$117 | \$119 | \$2 |

| Members Save | |
|-----------------------|-----|
| \$136 | 25% |
| \$117 | 25% |
| \$117 | 25% |
| n/a | n/a |
| Target Discount - 25% | |

DH PASSES

| Age |
|-------------|
| 18-60 |
| 60-69 |
| 70+ |
| 70+ midweek |

| Fall 2023 Price | Fall 2024 Price | Fall to Fall Change |
|-----------------|-----------------|---------------------|
| \$607 | \$619 | \$12 |
| \$391 | \$399 | \$8 |
| \$391 | \$399 | \$8 |
| n/a | n/a | n/a |

| Fall 2023 Price | Fall 2024 Price | Fall to Fall Change |
|-----------------|-----------------|---------------------|
| \$400 | \$400 | \$0 |
| \$282 | \$282 | \$0 |
| \$282 | \$282 | \$0 |
| \$99 | \$99 | \$0 |

| Members Save | |
|-----------------------|-----|
| \$217 | 35% |
| \$117 | 29% |
| \$117 | 29% |
| n/a | n/a |
| Target Discount - 30% | |

COMBO PASSES

| Age |
|-------------|
| 18-60 |
| 60-69 |
| 70+ |
| 70+ midweek |

| Fall 2023 Price | Fall 2024 Price | Fall to Fall Change |
|-----------------|-----------------|---------------------|
| \$841 | \$858 | \$17 |
| \$634 | \$647 | \$13 |
| \$634 | \$647 | \$13 |
| n/a | n/a | n/a |

| Fall 2023 Price | Fall 2024 Price | Fall to Fall Change |
|-----------------|-----------------|---------------------|
| \$589 | \$601 | \$12 |
| \$406 | \$414 | \$8 |
| \$406 | \$414 | \$8 |
| \$144 | \$147 | \$3 |

| Members Save | |
|-----------------------|-----|
| \$257 | 30% |
| \$233 | 36% |
| \$233 | 36% |
| n/a | n/a |
| Target Discount - 30% | |

RESULTS

The impact of the 2024-25 season pass rate changes include:

- Preliminary Cross Country season pass forecasted revenue decrease: ~2% (despite a 2% price increase)
 - Assumes a lower volume than last season (spring pass volume pace and 2-year trend)
- Preliminary Downhill season pass forecasted revenue decrease: ~30%
 - Assumes a reduction of pass sales volume due to temporary operations and spring pass sales pace



THANK YOU