

Growing Lift and Activity Ticket Yield

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Why Dynamic Pricing?

Perfect Fit: Ski Industry

Price Ceiling!

Non-Date-Specific Alternatives

Virtually Unlimited Supply

Elastic Supply, Elastic Demand

ROI vs Other Strategies

Demo Mountain: Static Pricing

Days from Access	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7+	\$ 65.00	\$ 65.00	\$ 65.00	\$ 65.00	\$ 75.00	\$ 75.00	\$ 75.00
0	\$ 79.00	\$ 79.00	\$ 79.00	\$ 79.00	\$ 89.00	\$ 89.00	\$ 89.00

Demo Mountain: Variable Pricing

Days from Access	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
15+	\$ 55.00	\$ 55.00	\$ 55.00	\$ 55.00	\$ 62.00	\$ 62.00	\$ 62.00
14	\$ 61.00	\$ 61.00	\$ 61.00	\$ 61.00	\$ 69.00	\$ 69.00	\$ 69.00
7	\$ 68.00	\$ 68.00	\$ 68.00	\$ 68.00	\$ 77.00	\$ 77.00	\$ 77.00
3	\$ 75.00	\$ 75.00	\$ 75.00	\$ 75.00	\$ 85.00	\$ 85.00	\$ 85.00
0	\$ 79.00	\$ 79.00	\$ 79.00	\$ 79.00	\$ 89.00	\$ 89.00	\$ 89.00

Demo Mountain: Dynamic Pricing

Qty sold	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
0	\$ 55.00	\$ 55.00	\$ 55.00	\$ 55.00	\$ 62.00	\$ 62.00	\$ 62.00
4	\$ 61.00	\$ 61.00	\$ 61.00	\$ 61.00	\$ 69.00	\$ 69.00	\$ 69.00
8	\$ 68.00	\$ 68.00	\$ 68.00	\$ 68.00	\$ 77.00	\$ 77.00	\$ 77.00
12	\$ 75.00	\$ 75.00	\$ 75.00	\$ 75.00	\$ 85.00	\$ 85.00	\$ 85.00
15+	\$ 79.00	\$ 79.00	\$ 79.00	\$ 79.00	\$ 89.00	\$ 89.00	\$ 89.00

Demo Mountain: Advanced Dynamic Pricing

				Historical Elasticity	
Static Configuration		Resort Specific Variables		1.45	0.45
Qty sold	Days from Access	Weather Forecast	Lodging Pace	Wednesday	Saturday
0				\$ 49.00	\$ 77.00
	15+			\$ 49.00	\$ 77.00
		25% chance rain		\$ 47.00	\$ 74.00
			Ahead of Goal	\$ 47.50	\$ 74.50
4				\$ 61.00	\$ 80.00
	14			\$ 61.00	\$ 80.00
		5% chance rain		\$ 59.00	\$ 77.00
			At Goal	\$ 59.00	\$ 77.00
8				\$ 68.00	\$ 83.00
	7			\$ 68.00	\$ 83.00
		1-2 inches		\$ 69.00	\$ 84.00
			Behind Goal	\$ 68.50	\$ 83.50
12				\$ 75.00	\$ 88.00
	3			\$ 75.00	\$ 88.00
		6-12 inches		\$ 77.00	\$ 89.00
			Significantly Behind	\$ 75.00	\$ 87.00
15+				\$ 79.00	\$ 89.00
	0			\$ 79.00	\$ 89.00

The Story of Demo Mountain

- As the attention to pricing strategy is increased the immediate return on that investment is seen.
- When looking at what it took to accomplish these results the same increases would be questionable from a marketing effort, or capital investment in the product. For ROI investment in pricing is hard to beat.
- Dynamic Pricing is accepted in the ski industry since prices are always at a discount for the advanced commitment vs window price. Some guest will get a larger discount, some will value the flexibility of saving less to purchase later. All guest are showing a savings over window rate.
- With a strong understanding of the factors on the market Demo Mountain is able to leverage those to it's advantage.

Ancillary Benefits:

- Advanced sale tickets streamline the ticket window experience.
- The more Demo Mountain sells in advance the better their view of the customer gets through data collection, elasticity testing and segmentation.
- The better Demo Mountain gets at owning their online ticket sales, the less they need to depend on 3rd parties or convoluted partnerships.

How To:

Price model confidence

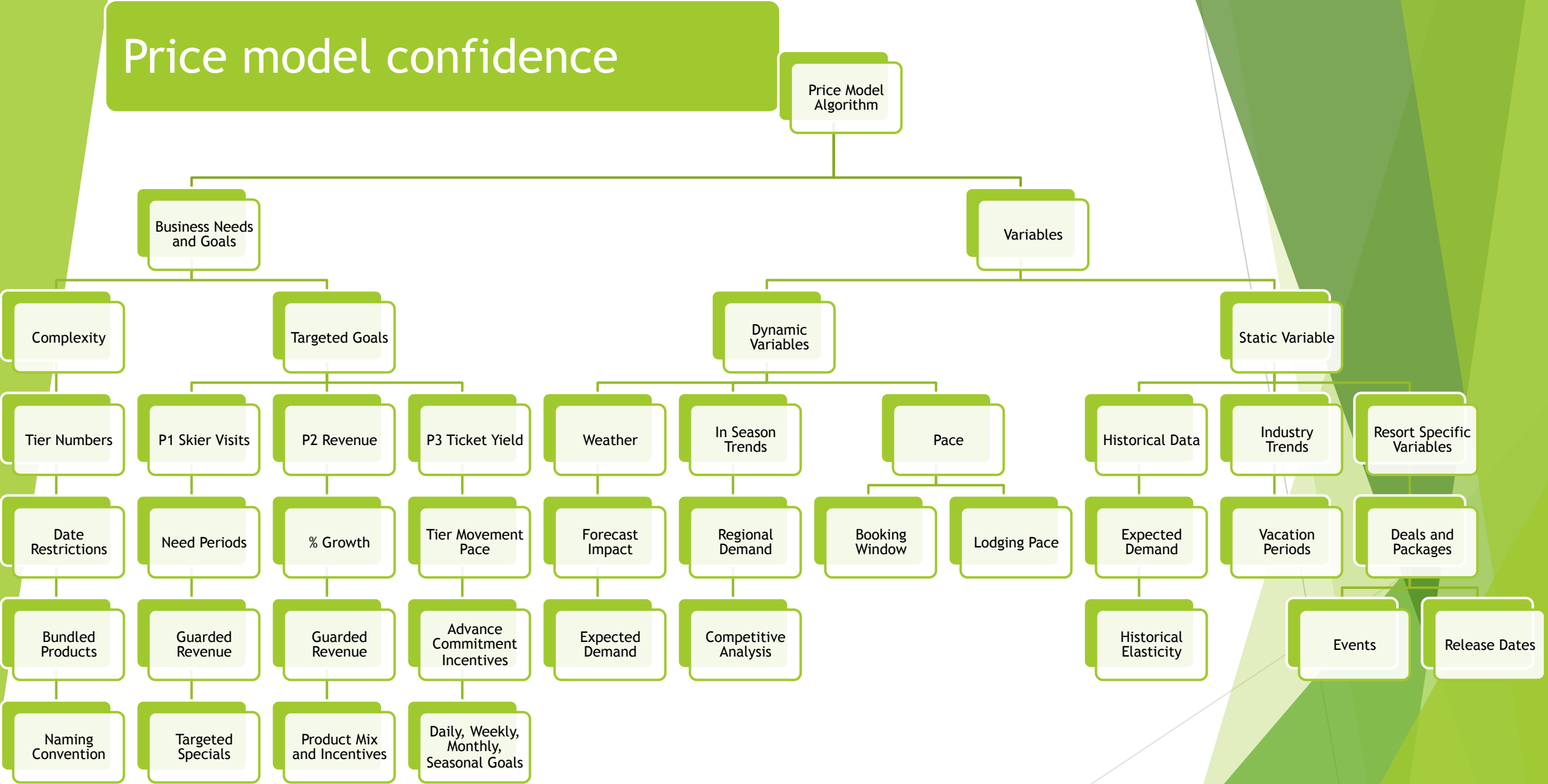
Price model flexibility

Configuration

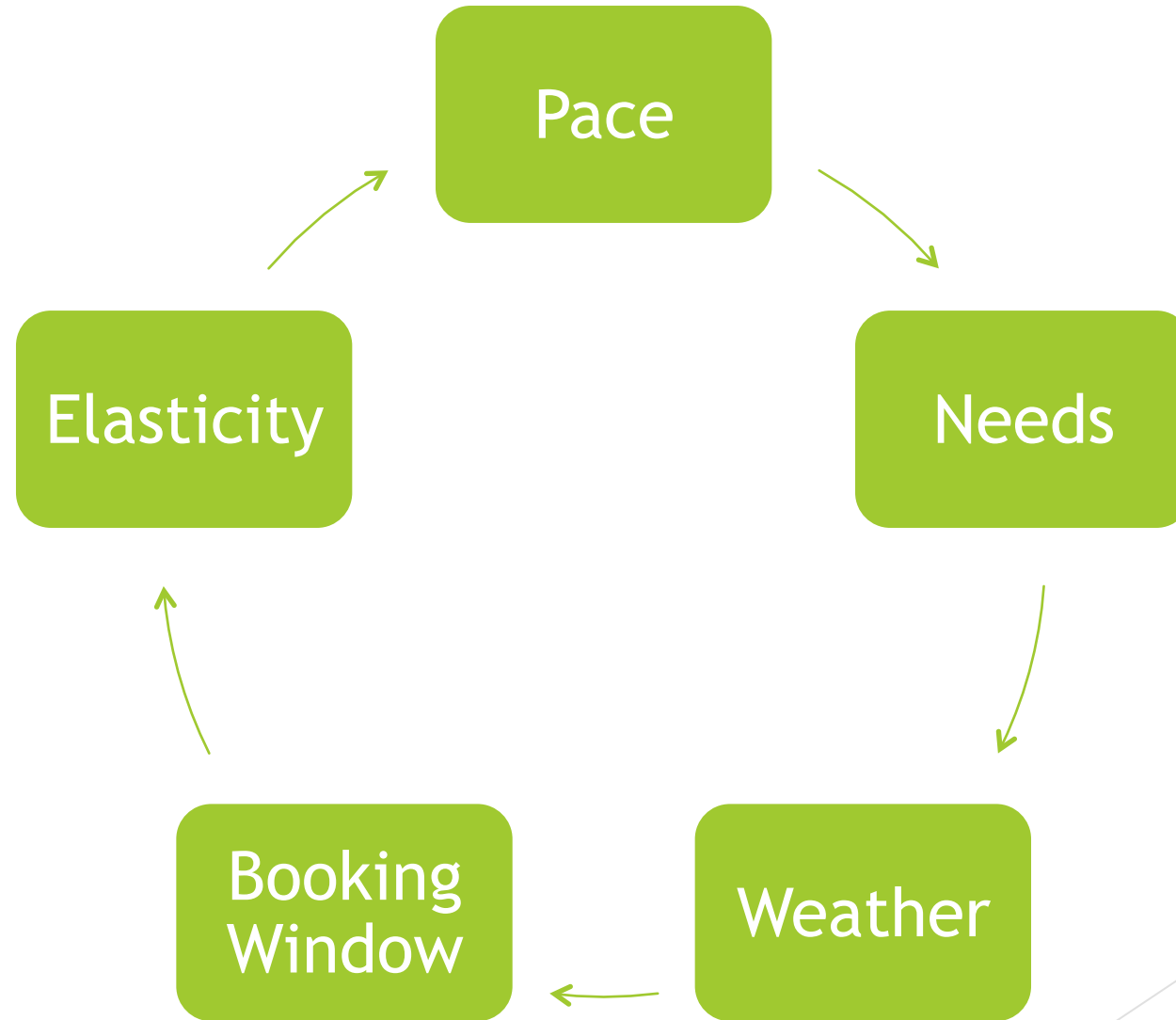
Monitoring

Marketing and Sales

Price model confidence



Price model flexibility



Configuration

Tier Structure

- Tiers Needed
- Price Points Required to Accomplish Goals

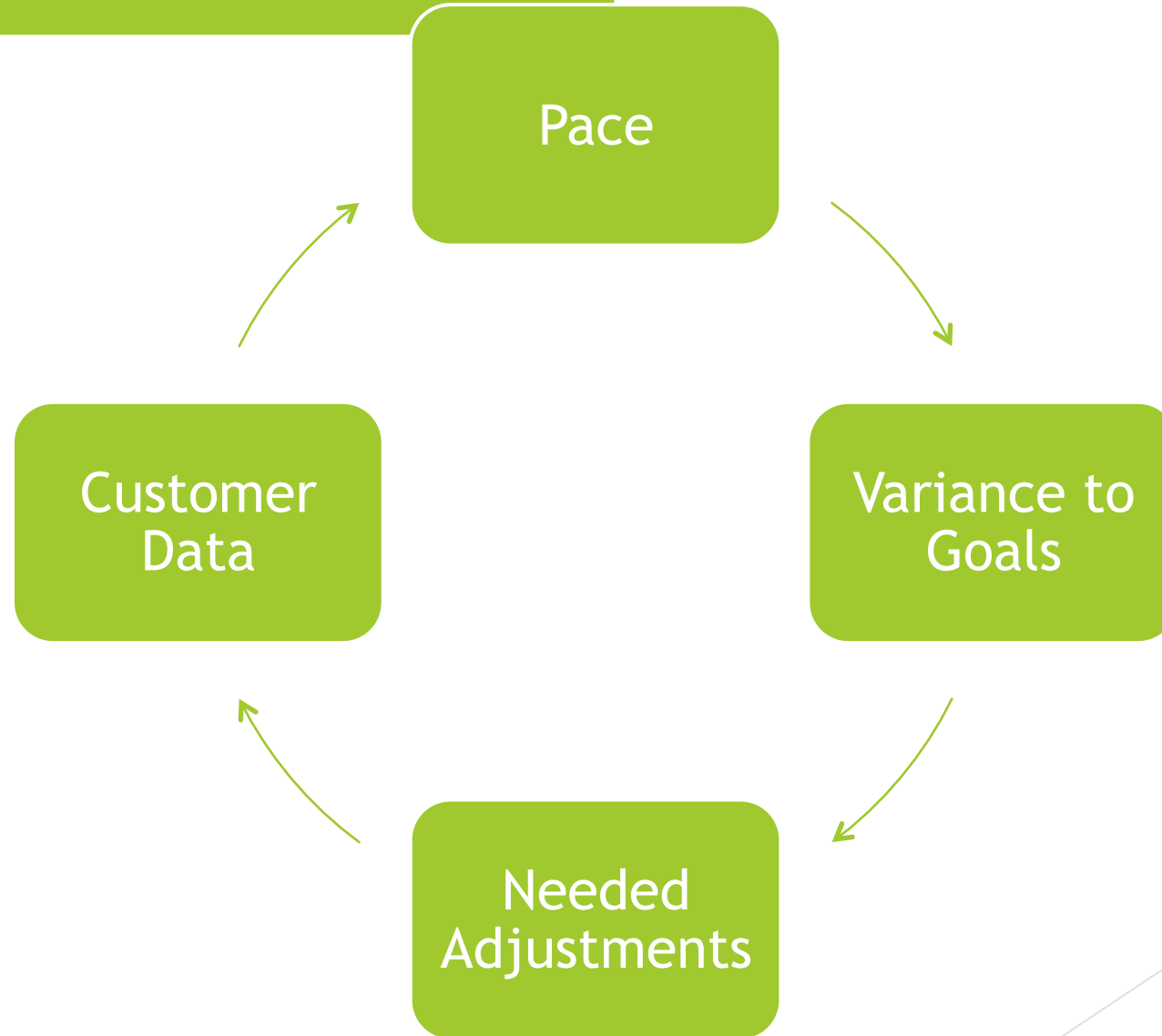
Naming Conventions

- Transparency
- CRS Needs
- Reporting

Complexity

- Bundled Products
- Flexibility Concerns
- Time Constraints

Monitoring





Marketing and Sales

Data

Message

Lowest price

CRM

Advance
Booking

Market
Research

Channels

Price model confidence

Price model flexibility

Configuration

Monitoring

Marketing and Sales

Future of the Pricing World.

Dissolution of the Window Rate

- Truly Dynamic with unlimited possibilities

Maximum Quantities

- President's Weekend open to the Highest Bidder!

