



Next year's season pass

- Available April 1 – May 31
- Expect a high renewal rate
- Pricing discussions begin this week





Midweek Pass replaces Spring Pass

- Usually start selling a Spring Pass right after President's Weekend access valid in mid-March
- We need to gauge weekend visitation – so we're offering a Midweek Pass





Midweek Pass replaces Spring Pass

- Advance sales have outpaced previous year's Spring Pass sales
 - We haven't offered season passes since last November, and we've received over 100 inches of snow the last three weeks.
- We are concerned about Spring Pass disruption
 - Last year this pass went on sale February 17. We pretty much refunded everyone because the pass became valid March 9, and we shut down due to COVID on March 15.
- So two seasons of Spring Passes are being disrupted by COVID.
 - The Spring Pass is our number one "gateway product" to a future Value or Season Pass purchase
 - We don't expect the same day of upsell to a midweek pass, the way we have upsold our Spring Pass in the past.





Predictive Modeling / Visitation Management


The forecasting of our All Access passholder behavior has been incredibly accurate.

- PAOT has become our main forecasting metric
- Value Pass successful (representing 40% of our pass sales) However ...



Predictive Modeling / Visitation Management

Forecasting off-peak days more difficult,
and off-peak powder days can be as busy
as peak days.

- Storm cycles preventing upper mountain access contribute to lower mountain congestion
 - 2 – 9 PM is the new 9 – 2 AM
 - Need to invest more in the night experience
 - A lot more pressure on our guest services communications team
 - More returning credit to stored value for future purchases
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A person in a red shirt is celebrating with their arms raised, holding a flag. They are surrounded by a shower of white confetti or snow. The background is a bright blue sky. In the foreground, there are some dark, possibly wooden, structures that look like bleachers or a stage.

What Sticks?

- Balancing All Access pass sales with Value Pass and Night pass sales.
- Reducing or eliminating advance sales of non-date specific tickets - this will shift to restricted time frames (nights & midweek)
- Advance purchases of rentals, lessons and tickets will continue.
- Day parting a huge winner