




iPaasKi

Innovative Pricing Approaches in the Alpine Skiing Industry



Which of the following Ski lift tickets would you choose?

	Product A	Product B	Product C	
Number of ski parks	0	2 or more	0	
Waiting time (main lifts)	1 min	5 min	10 min	
Total length of slopes (km)	10 km	45 km	20 km	
Weather conditions	Rain falling 	50% to 75% of slopes are open 	Air temperature below -15°C 	None of the above
Day of the week	Saturday-Sunday	Thursday-Friday	Saturday-Sunday	
Lift ticket price	NOK 350	NOK 300	NOK 400	

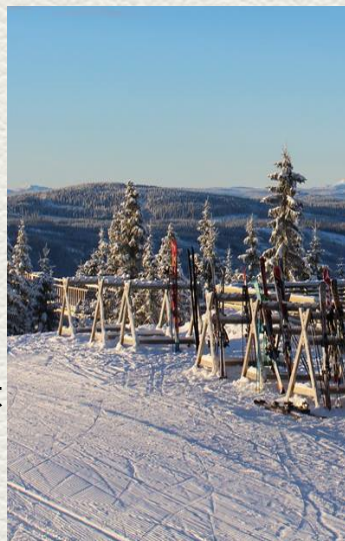
Example of survey

What?

- What is the status, and “best practice”, of ski resorts’ use of variable/dynamic pricing globally and locally?
- What are the views and prospects of ski resort managers and alpine skiers on the future of variable/dynamic pricing in the skiing industry?
- How can the alpine industry use new pricing schemes to attract new and young skiers?
- How can the alpine industry use new pricing schemes to increase re-visit frequency among existing skiers?

How?

- Interviews
- Surveys
- Real life implementation
- Training of ski resort managers



Who?

- Local ski resorts
- HINN & ENRI
- Skioo
- Hinterhuber & Partners

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And also:

- How can ski resorts combine pricing schemes with environmental consideration to make alpine skiing more sustainable?
- What is the actual- vs. modelled change in skiing demand and profits from some of the variable pricing schemes proposed at earlier stages of the project?
- How should ski resort managers utilize our research results when implementing new pricing strategies?



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