



SMART  PRICER

Analysis of ticketing data & Price Optimization









Bad Kleinkirchheimer
BERGBAHNEN / THERMEN / GOLF

Berlin, 2021

Background and challenges of the Bad Kleinkirchheimer Bergbahnen in Ticketing

Background

-  **Company:** Bad Kleinkirchheimer Bergbahnen
-  **Geography:** Austria – Carinthia
-  **Ticket sales:** +10 Mio. EUR
-  **Kilometers of slopes:** 103 km
-  **Ticketing system:** Skidata
-  **Pricing strategy:** statically differentiated (2 seasons)



Challenges



Online sales below 5%

Stagnating ticket sales

Strong dependency on promotions

Prices only partially represent demand

Our core belief:
 Pricing allows to solve these challenges by i) steering visitor behavior (sales channel, timing of purchase and visit) and
 ii) driving revenues and profitability (willingness to pay of various customer segments)

Showcase Bad Kleinkirchheimer: Three steps towards a data-based pricing

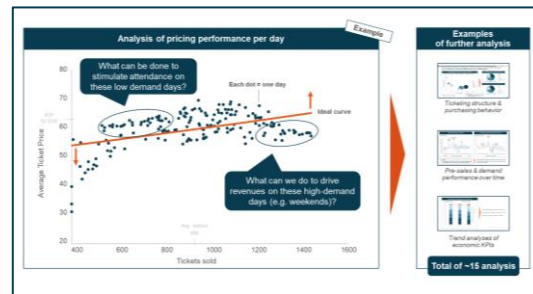


Hansjörg Pflauder
Board of Directors
Bad Kleinkirchheimer
Bergbahnen

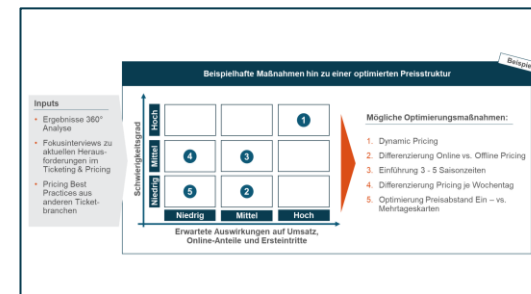


“Smart Pricer’s Analytics helped us better define our pricing strategy and showed us where we can improve our ticket sales.”

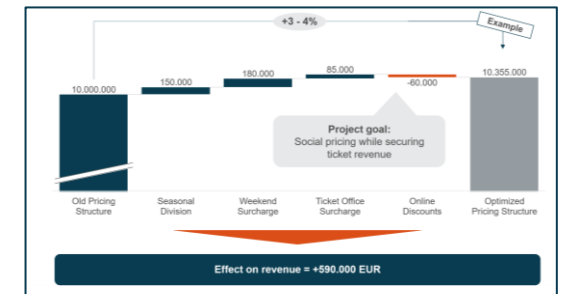
Our data analysis & Price Optimization can be conducted in three steps



- Analyze historical ticketing data with SP Analytics Toolkit
- Provide a “long-list” of 5-10 improvement measures
- Optional: Benchmark of ski-resort best-practices

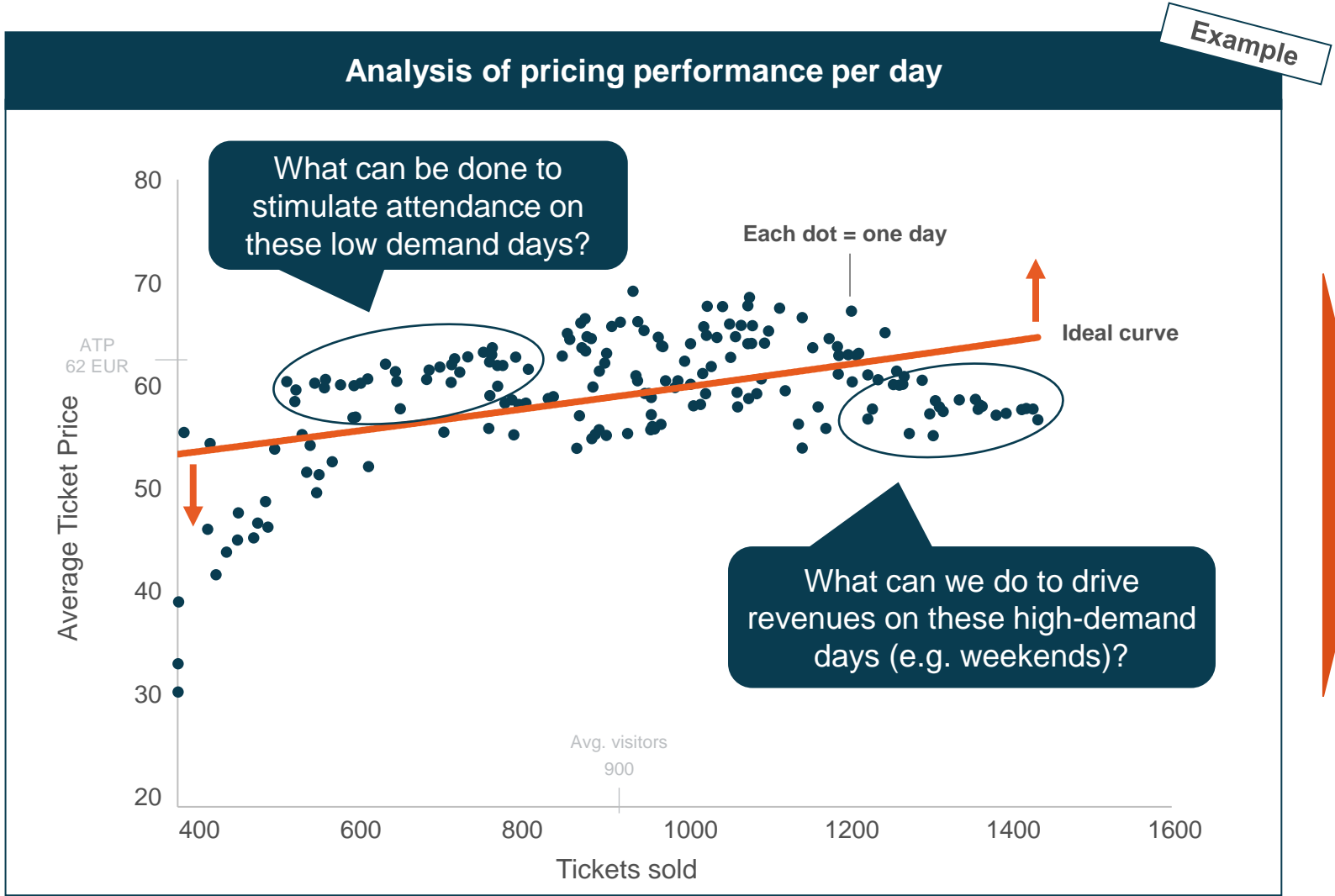


- Present results of data analysis and “long-list”
- Share best practices from other ticketing industries
- Joint discussion to derive a “short-list” of 3-5 measures



- Simulate revenue impact of 3-5 short-listed measures
- Create various scenarios with different price settings

1 At first we analyse historic data using our proprietary SP Analytics Toolkit



Examples of further analysis

Ticketing structure & purchasing behavior

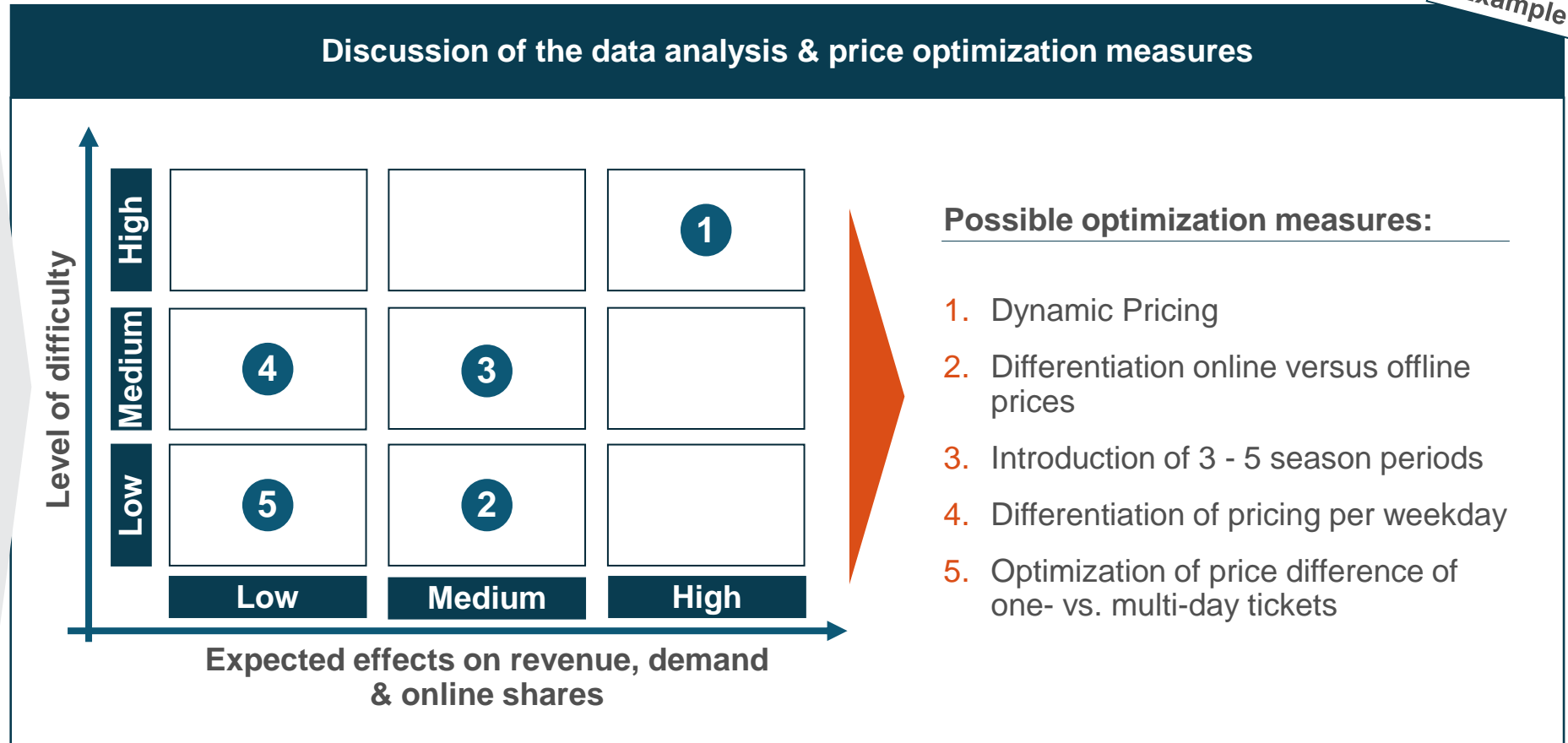
Pre-sales & demand performance over time

Trend analyses of economic KPIs

Total of ~15 analysis

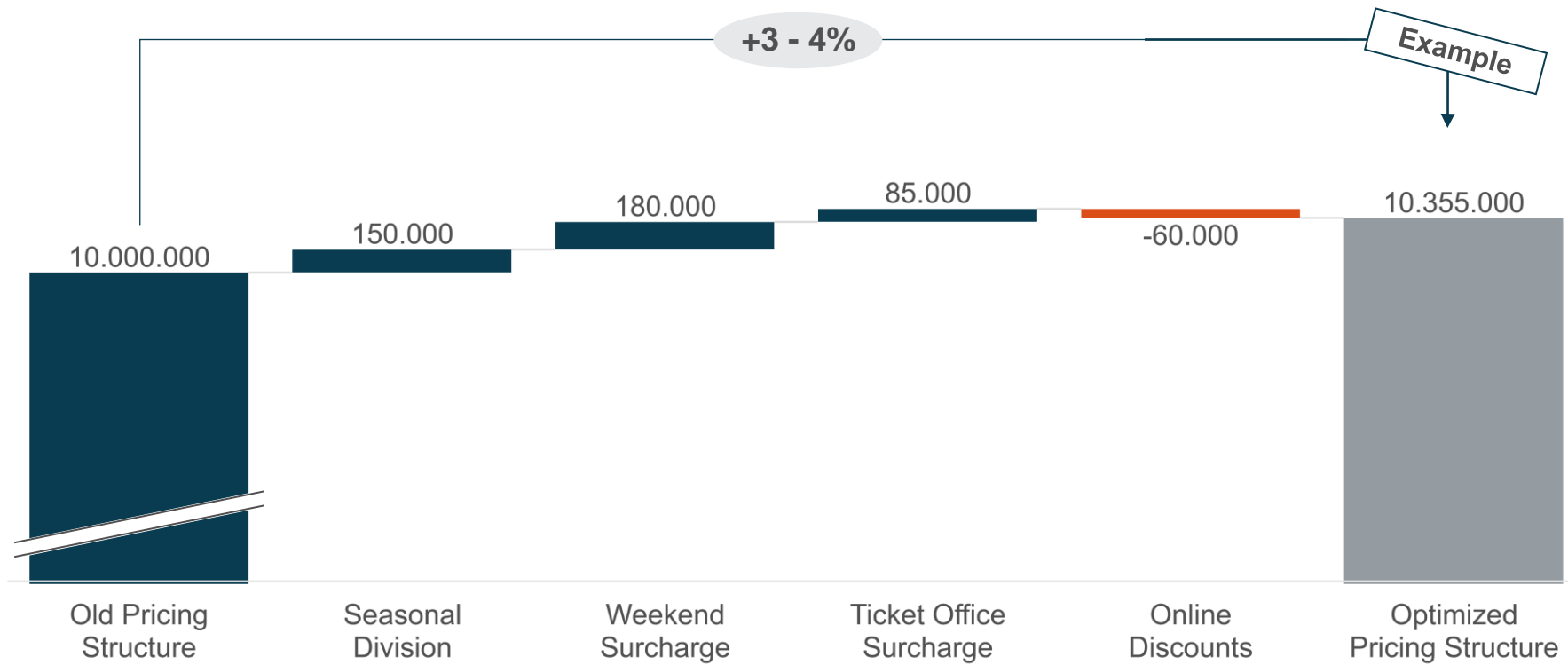
2 In a workshop a short-list of 3 – 5 price optimization measures are jointly derived from the results of the data analysis

Example



- Workshop content**
- Results of the data analysis
 - Focus interviews with different departments (sales, marketing, IT, etc.)
 - Pricing best practices from other ticketing industries

3 Based on a revenue simulation we can predict the effects each price optimization measure will have on the ticketing revenue



Effect on revenue = +590.000 EUR