



SMART  PRICER

The successful introduction of Dynamic Pricing in Ski resorts



Berlin, 2022

Background and challenges of the Zermatt Bergbahnen AG in Ticketing

Background



Company: Zermatt Bergbahnen AG



Geography: Switzerland – Valais



Ticket sales: +60 Mio. CHF



Kilometers of slopes: 322 km



Ticketing-system: Skidata



Pricing strategy: statically differentiated (3 seasons)

Challenges

Low online sales
(below 5%)

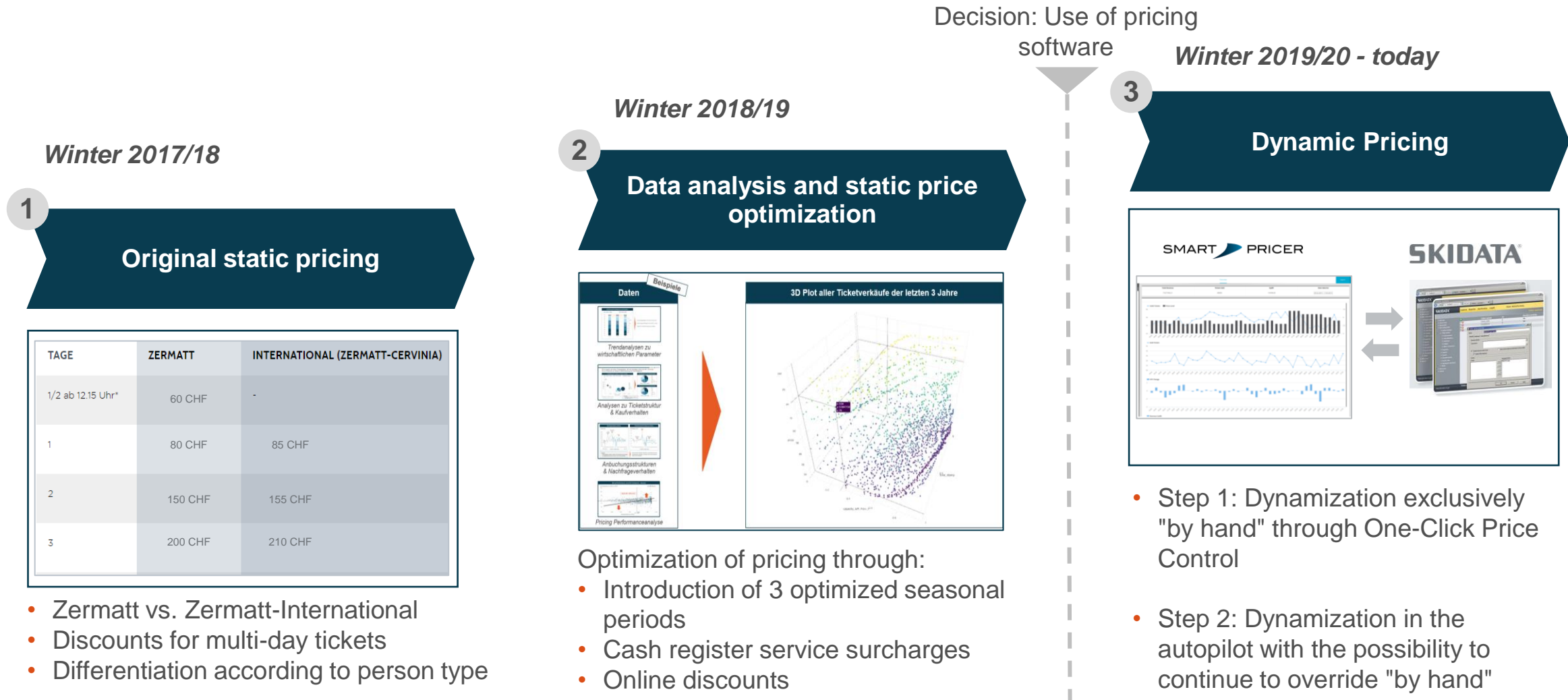
High proportion of short-term
bookings, high weather dependency



Stagnating
ticket sales

High proportion of one-day tickets, although
many guests are on site for several days

The evolution of pricing at Zermatt ski resort since 2017/18 took place in 3 steps



Winter 2017/18

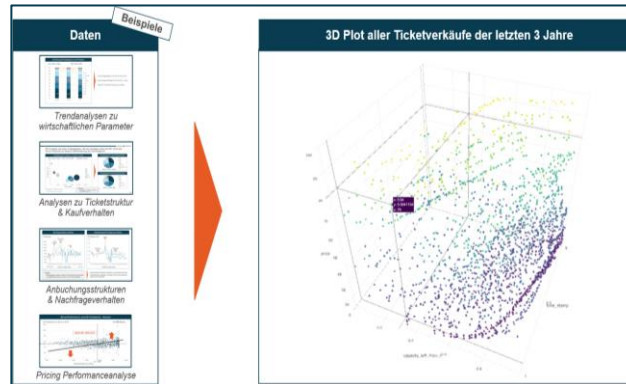
1 Original static pricing

TAGE	ZERMATT	INTERNATIONAL (ZERMATT-CERVINIA)
1/2 ab 12.15 Uhr*	60 CHF	-
1	80 CHF	85 CHF
2	150 CHF	155 CHF
3	200 CHF	210 CHF

- Zermatt vs. Zermatt-International
- Discounts for multi-day tickets
- Differentiation according to person type

Winter 2018/19

2 Data analysis and static price optimization



- Optimization of pricing through:
- Introduction of 3 optimized seasonal periods
 - Cash register service surcharges
 - Online discounts

Decision: Use of pricing software

Winter 2019/20 - today

3 Dynamic Pricing



- Step 1: Dynamization exclusively "by hand" through One-Click Price Control
- Step 2: Dynamization in the autopilot with the possibility to continue to override "by hand"

Showcase Zermatt: The successful introduction of Dynamic Pricing in ski resorts



Markus Hasler
CEO

Zermatt Bergbahnen AG



“Smart Pricer offers a unique combination of price consulting, analytics and software. They helped us develop a dynamic pricing scheme and customized their software to manage the new scheme effectively...”

Dynamic Pricing can be implemented in three steps

1

Analyse & simulate data



- Smart Pricer ticketing & pricing analysis
- Simulation of different price settings (min. / max. prices, price levels, etc.)

2

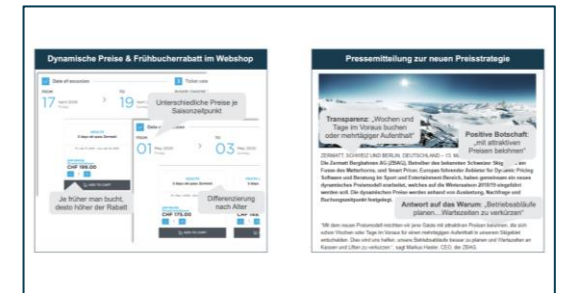
Define pricing strategy



- Definition of pricing strategy and rules
- Set-up price update process

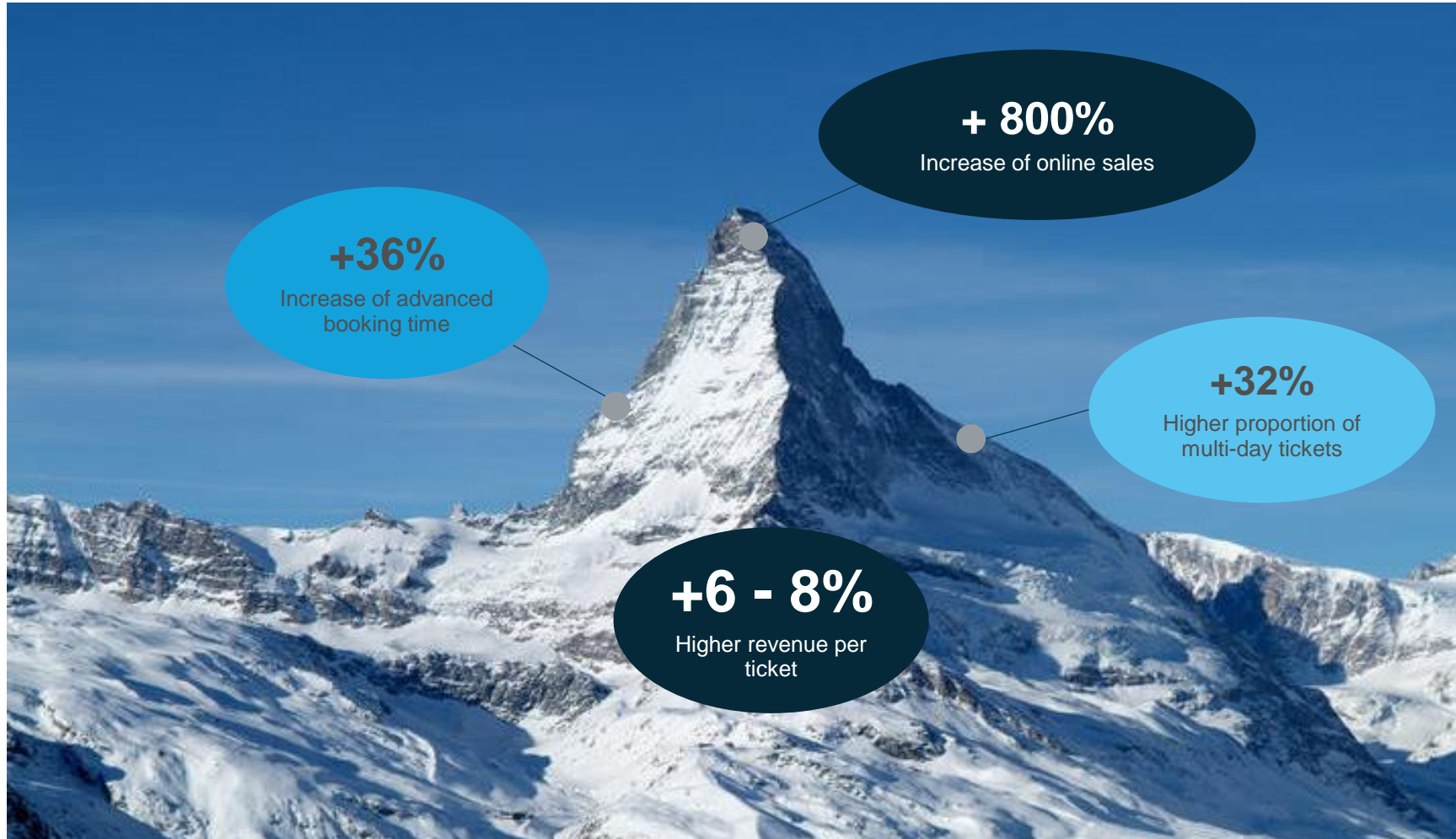
3

Go-live & communicate



- Automated ticket pricing incl. prediction & price recommendations
- Adjust customer communication

The effects since the introduction of "Smart Pricing" at the Zermatt ski resort



Results overview after two years of successful cooperation

- ✓ **Ticketing revenue:** +4 - 6% enhancement of ticketing revenue versus comparable seasons
- ✓ **Ticket price:** +3 - 5% increase of average ticket price/ revenue per skier day
- ✓ **Online share:** Improved more than +600% since cooperation
- ✓ **Ticket type distribution:** +30 - 40% increase in multi-day ticket sales
- ✓ **Steering attendance:** +2 - 3% more first-time admissions on weak days



Other Dynamic Pricing partners of Smart Pricer:

