



SMART  PRICER

**The successful introduction
of dynamic pricing at ski
resorts**



Berlin, 2022

Background and challenges of Aletsch Bahnen AG in ticketing

Feature: family ski resort

Background



Company: Aletsch Bahnen AG



Geography: Bettmeralp, Switzerland



Ticket revenue: +38 Mio. CHF



Piste kilometers: 104 km



Ticket system: Skidata



Pricing Strategy: Static

Challenges

Low online sales (below 5%)

Ensuring family friendly dynamic prices



High proportion of 1-day tickets, although many guests are on site for several days

Case study Aletsch: The successful introduction of dynamic pricing for ski resorts



Valentin König
CEO
Aletsch Bahnen AG



“Dynamic pricing allows us greater flexibility and smoothing of demand. In addition, the reduction of sales at the cash registers in favor of increasing online sales leads to better and individual advice for guests.”

The introduction of dynamic prices can be done in three steps

1

Analyze & simulate data



- Smart Pricer Ticketing & Price Analysis
- Simulation of different settings (min / max prices, price levels etc.)

2

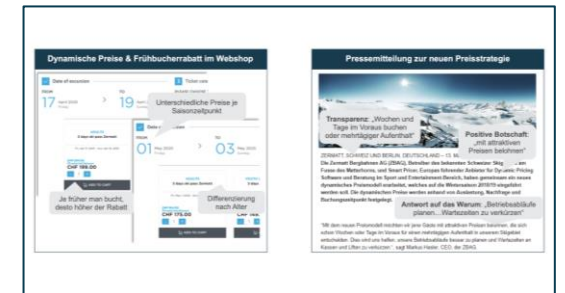
Define pricing strategy



- Joint definition of the pricing strategy
- Determination of price update process

3

Go-live & communicate



- Automatic ticket pricing incl. forecast & price recommendations
- Customization of customer communication

The effects since the introduction of "Smart Pricing" at Zermatt Bergbahnen

