

Case Study: Zwei-Länder-Skiarena

- Company: Skipool Zwei-Länder-Arena (Nauders, Schöneben & Watles)
- Geography: Austria & Italy (Lake Reschen)
- Ticket revenue: EUR 7.5 million in total
- Size and capacity: 159 kilometres of slopes and 41 lifts
- Ticketing system: SKIDATA + Skiperformance & Starjack
- Pricing strategy: peak, high and low season



Key objectives

1

Raise the share of early online sales to more than 40 per cent.

2

Grow demand outside peak times and ease the load on peak days.

3

Increase the average revenue per ticket.

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“With Smart Pricer we were able to generate significant additional revenue while keeping our pricing consistent and customer-friendly.”

- Christian Maas, President of the Board of Directors of Schöneben AG



1. Analyse & simulate

Smart Pricer ticket analysis with simulations of different pricing scenarios



2. Define the strategy

Setting minimum and maximum prices as well as revenue targets

3. Go live

Automated price optimization for ski passes across the whole winter season



Three golden rules were applied to secure strong guest acceptance

1. Be transparent and tell your customers that you use dynamic pricing.
2. Always make sure that more than 20% of your tickets are cheaper than before, so your customers really do get a bargain.
3. Give recommendations on how to save money: "Buy tickets for low-demand events early to get the best deals."

Clear and transparent display of the cheapest rates in green.

April 2026						
Mo	Tu	We	Th	Fr	Sa	Su
		1	2	3	4	5
		115.00	117.50	113.50	109.00	109.00
6	7	8	9	10	11	
109.00	109.00	109.00	109.00	108.50		

Cheaper

> Early Winter prices Schöneben+ starting from:

> Daily ticket starting from:

> Multidaily Two Country Skiarena starting from:

> Multidaily Schöneben+ prices starting from:

> Early Winter prices Two Countries starting from:

Communicate starting prices

Proven results



+10.5%

Revenue increase
(1st year after DP)



+16%

Share of online
bookings
(1st year after DP)



14.5 days

Avg. booking lead time
for online bookings
(1st year after DP)



Good

acceptance
among guests

