



A Canadian Ski Council “Did you know?” Poll Bulletin – Pass Purchase Intentions¹

What are purchase intentions?

68% of respondents indicated they planned to purchase a season pass this season – 86% of whom have already done so. Among the 32% not planning to purchase a pass, 25% are undecided on the matter
Past ownership is a key indicator of future purchase –

- 87% of those who have already bought a pass (Purchasers) owned a pass last season – meaning 13% are ‘new’ passholders.
- Past pass ownership is much lower (57%) among those who intend to purchase but have yet to do so (Intenders).

Who is planning to purchase?

Pass purchasers:

- Are most likely to be intermediates/experts – you will find them on blue/ black diamond runs (51%) or solely black diamond runs (35%); less than 2% are beginners spending their time on green runs.
- Ski often – 65% intend to ski more than 15 days.
- All household types – 39% are Singles/Couples, 32% Family households with children at home and 30% are Empty Nesters. When comparing Purchasers v Intenders, Singles/Couples represent a higher share of Intenders (50% v 37% Purchasers; Empty Nesters a higher share of purchasers (32% v 16% Intenders). Family households are most likely to have a child over 10 years of age (70%); only 16% indicated having children under 6 years of age.
- Incomes reflect the full range – though 64% have household incomes of \$100,000 or more, and there is no significant difference in the incomes of Purchasers v Intenders.
- Predominately Caucasian/White – though marginally less so for Intenders (83% v 91% for Purchasers).

How much do they expect to spend?

There is a full range of prices people expect to pay

- 21% Spending at the low end of the scale (\$100-\$200) and 28% indicating they expect to spend \$900 or more.
- Those who already purchased spent more than those who intend to purchase with 31% spending \$900+ (v 12% of Intenders) while 30% of Intenders are at the low end of the scale (v 20% of Purchasers who spent \$100-\$200).
- As expected, spending on a pass is correlated with number of days intend to ski/board with 94% of those spending \$900+ skiing >15 times. As shown in Exhibit 1, there are key thresholds based on # times a skier/boarder intends to visit an area: <\$500 and ideally <\$300 for 1-5 visits; <\$700 and

¹ The information presented here is based on a poll in field 18-28 Oct 2017. The Canadian Ski Council’s Snow Sports Panel includes participants from all regions of Canada and is constantly being added to. Please contact us if you are interested in more information and how your resort can participate in this initiative.

ideally <\$500 for 6-10 visits; <\$900 and ideally <\$700 for 11-15 visits. Even for those making >15 visits, 59% expect to pay less than \$900.

Exhibit 1: Amount Spend on Pass Based on # Visits Made

# Visits	Amount Spent / Anticipate Spending				
	\$100 to \$300	\$301 to \$500	\$501 to \$700	\$701 to \$900	\$900+
1 to 5	53%	41%	0%	6%	0%
6 to 10	43%	38%	17%	2%	0%
11 to 15	24%	24%	24%	19%	8%
16+	15%	15%	13%	17%	41%

Key influences on decision to purchase

Respondents were asked to rate key factors influencing their decision to purchase a pass, in order of importance they are²:

- Value for money – 78% score of 8-10; Mean Score of 8.3.
- Ski area location close to home – 67% score of 8-10; Mean Score of 7.4.
- Family/friends purchasing – 37% score of 8-10; Mean Score of 4.9.
- Predicted snow conditions – 25% score of 8-10; Mean Score of 4.8. More important to Intenders (6.0) than Purchasers (4.6) and to those spending up to \$700.
- Status associated with ownership – 4% score of 8-10; Mean Score of 1.4. Marginally more important to those spending \$100-\$300.

When specifically asked about three factors related to value, most did not say it was all about price and only price, rather they seemed to consider their expected number of visit at full ticket price and run a break even assessment and/or time of visits and the implication of blackout dates.

- A breakeven assessment – 87% Yes. While still most important, it was of lesser import to those spending \$100-200 than those spending more than \$300.
- Lack of blackout days – 45% Yes. Of greater importance to Intenders (62%) than Purchasers (42%), of least importance (35%) to those spending \$900+.
- Price – and only price – 30% Yes. More important to those spending \$100-300 (45% Yes) especially compared with those spending \$900+ (20% Yes). Marginally more important to Intenders (37%) than Purchasers (29%).

Now what? Ask yourself ...

- How does the cost of your pass and the benefits and limitations fit with what skiers/boarders are likely to spend?
- Is the marketing positioning of your pass products aligned with how skiers/boarders assess value?
- Do you have a product mix that addresses the range of skier/boarder visit intentions?

² Percentages are the share of respondents that gave a score of 8-10 on a 0-10 scale.

- What are you doing to help those from non-traditional ski/boarder backgrounds to become more engaged with the sport and your area?