

*Dynamic pricing can be a powerful tool to grow revenue, manage demand, and enhance guest satisfaction, and you don't need a complex strategy to get started. Whether you're just beginning to explore dynamic pricing or already using it at your resort, use this checklist as a practical resource to ensure you're following key best practices. And remember, starting simple or revisiting the basics is often the smartest step toward long-term success.*

We've created this checklist to assist ski operators looking to leverage a dynamic pricing model. Prior to tackling each best practice, first, take time to build a thoughtful pricing strategy. Consider the nature of your ski area; do you cater to destination travelers, local riders with schedule flexibility, or a mix of both? Understanding your guests' behavior, motivations, and booking patterns is essential to crafting an effective pricing approach.

Once your strategy is defined, document a clear pricing policy that outlines your goals, considers legal compliance, operational impact, and a continuous feedback loop. By laying this foundation, you can ensure your dynamic pricing strategy aligns with your business objectives and your guests' expectations.

*Let's get started!*

BEST PRACTICES:	POSSIBLE CHALLENGES:	SOLUTIONS CHECKLIST:
<p><b>Ensure Transparent Communication with Guests</b></p> <p><i>Dynamic pricing only works when guests understand it. Transparency builds trust and prevents confusion.</i></p>	<p>Overcoming customer resistance due to perceived unfairness</p> <p>Ensuring price consistency across all touchpoints</p> <p>Managing confusion over post-purchase price changes</p>	<div><input type="checkbox"/> Clearly explain how the pricing model works and how guests can take advantage of savings</div> <div><input type="checkbox"/> Create a website FAQ section explaining factors that influence price changes</div> <div><input type="checkbox"/> Train customer service staff in pricing policies</div> <div><input type="checkbox"/> Highlight savings opportunities in the purchase flow and in pre-arrival emails or app notifications</div> <div><input type="checkbox"/> Use explainer videos or infographics to simplify complex pricing concepts</div>

BEST PRACTICES:	POSSIBLE CHALLENGES:	SOLUTIONS CHECKLIST:
<p><b>Establish Guardrails to Prevent Pricing Errors</b></p> <p><i>Protect your pricing integrity with clear boundaries.</i></p>	<p>Algorithm complexity and oversight</p> <p>Risk of overpricing (lowering conversions) or underpricing (eroding profits)</p> <p>Need for continuous monitoring and adjustments</p>	<ul style="list-style-type: none"><li><input type="checkbox"/> Set price floors and ceilings to avoid extreme fluctuations</li><li><input type="checkbox"/> Prepare for peak sale days with real-time monitoring</li><li><input type="checkbox"/> Implement manual override protocols for exceptions</li></ul>
<p><b>Reward Early Purchases with Meaningful Discounts</b></p> <p><i>Encourage advanced purchases and create predictable revenue streams.</i></p>	<p>Managing guest expectations and behavior shifts</p> <p>Balancing early savings with profit margins</p>	<ul style="list-style-type: none"><li><input type="checkbox"/> Offer strong early-bird discounts to drive early commitment</li><li><input type="checkbox"/> Use tiered discount structures as the visit date approaches</li><li><input type="checkbox"/> Consider perks like early lift access for early buyers</li></ul>
<p><b>Use Midweek and Off-Peak Pricing to Spread Visitation</b></p> <p><i>Alleviate peak crowding and optimize underused days.</i></p>	<p>Predicting demand with accuracy</p> <p>Risk of cannibalizing peak period revenue</p>	<ul style="list-style-type: none"><li><input type="checkbox"/> Create pricing differentials between weekdays and weekends</li><li><input type="checkbox"/> Offer themed promotions for off-peak days</li></ul>
<p><b>Align Pricing with Demand and Capacity</b></p> <p><i>Let real-time data inform your pricing decisions.</i></p>	<p>Likely requires system integrations</p> <p>Real-time responsiveness</p> <p>Managing multiple variables simultaneously</p>	<ul style="list-style-type: none"><li><input type="checkbox"/> Factor in holiday shifts, school calendars, weather, competitor activities, and local events</li><li><input type="checkbox"/> Adjust pricing dynamically based on crowd levels</li></ul>
<p><b>Offer Alternatives to High Day Rates</b></p> <p><i>Make skiing more accessible and build loyalty.</i></p>	<p>Complexity in managing tiered and personalized pricing</p> <p>Technical infrastructure requirements</p>	<ul style="list-style-type: none"><li><input type="checkbox"/> Promote multi-day passes, loyalty programs, and group bundles</li><li><input type="checkbox"/> Use segmented pricing for families, youth, and seniors</li></ul>
<p><b>Monitor Guest Feedback and Social Sentiment</b></p> <p><i>Use feedback to refine your approach and improve perception.</i></p>	<p>Requires dedicated resources and systems</p> <p>Navigating negative sentiment and PR risks</p>	<ul style="list-style-type: none"><li><input type="checkbox"/> Monitor reviews and social media discussions</li><li><input type="checkbox"/> Establish KPIs for customer satisfaction</li><li><input type="checkbox"/> Proactively respond to questions or concerns</li></ul>

BEST PRACTICES:	POSSIBLE CHALLENGES:	SOLUTIONS CHECKLIST:
<b>Coordinate Pricing Strategy with Marketing and Operations</b>  <i>Ensure your entire organization is aligned.</i>	Cross-department coordination  Integration of systems and internal processes	<input type="checkbox"/> Align pricing plans with marketing campaigns and staffing  <input type="checkbox"/> Sync prices across all sales channels  <input type="checkbox"/> Review legal or compliance requirements
<b>Develop a Comprehensive Data Strategy</b>  <i>Data is the foundation of effective dynamic pricing.</i>	Cost of infrastructure and analytics tools  Ensuring privacy and security	<input type="checkbox"/> Collect historical data spanning 5-7 years on visits, weather, holidays, and pricing  <input type="checkbox"/> Allow customer created profiles to better understand visitor demographics and buying behavior  <input type="checkbox"/> Use data to personalize marketing and forecast demand
<b>Select the Right Technology</b>  <i>Choose systems that support your current needs and long-term growth.</i>	Possible high implementation and maintenance costs  Varying ease of use across departments	<input type="checkbox"/> Evaluate technology for automation, integration, and flexibility  <input type="checkbox"/> Ensure real-time syncing with POS, rentals, and lessons  <input type="checkbox"/> Prioritize platforms that allow both automated and manual controls
<b>Implement a Gradual Rollout Strategy</b>  <i>Start small, learn fast, and scale smart.</i>	Managing guest expectations during rollout  Measuring success during limited implementation	<input type="checkbox"/> Pilot pricing strategies with specific products or date ranges  <input type="checkbox"/> Refine processes based on early feedback  <input type="checkbox"/> Expand your rollout using data-driven insights

Dynamic pricing isn't a one-time setup; it's an evolving strategy. When done right, it can unlock new levels of efficiency, profitability, and guest satisfaction. Start simple, align with your goals, and continue refining based on results and guest feedback. Your mountain, your guests, and your bottom line will thank you.

### Ready to start dynamically pricing?

**accesso Paradox** is a purpose-built ski resort management platform trusted by 150+ ski areas. From ticketing and rentals to snow school, it unifies operations for faster, smarter, and more seamless experiences. The **accesso Paradox** dynamic pricing function allows resorts to automate price adjustments, monitor performance with real-time dashboards, and prepare for the future with predictive visitation forecasting.

Contact us today for an initial evaluation at [sales@accesso.com](mailto:sales@accesso.com)



At **accesso**, we understand that technology is critical to our clients' success and the happiness of their guests. Our patented and award-winning solutions help attraction, leisure, and live entertainment operators increase revenue, improve the guest experience, streamline operations, and harness the power of data to inform business and marketing decisions.

To schedule a demo, email [sales@accesso.com](mailto:sales@accesso.com) or visit [accesso.com](https://accesso.com) to learn more.