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Two parents, one pass for the slopes



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/Revelstoke Mountain Resort

Revelstoke in British Columbia, Canada, is among the resorts seeing an uptick in families with small children skiing. More resorts are offering passes that can be shared between two parents.

By LOUISE HUDSON

Special Contributor

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Sharing a ski pass has been a big no-no with resorts in the past. They have developed multiple monitoring tactics to prevent it. However, some savvy ski hills are actually endorsing sharing when it comes to new

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parents.

Marketers have figured out that skiers and snowboarders drop out at a high rate as they become parents. This can be cost-related, but it can also be a logistical problem; ski-hill day care usually starts around 18 months. Missing a season or two can be all it takes to get parents out of the habit of enjoying winter sports.

To tackle this, ski areas are increasingly setting up dual parent passes so that one parent can ski for part of the day while the other is baby-minding in the lodge. Using the same pass solves both the cost problem and the day care dilemma.

Bonnie Simpson's hours on snow were reduced dramatically after her daughter was born in 2011, and she struggles to fit in as much skiing as possible.

"The parent-pass idea to me seems kind of like a compromise between customer and resort," the skier from Calgary says. "It lets me continue skiing-riding and only pay for what I'm actually using, and in turn, the resort gets some goodwill."

She thinks resorts that offer the pass will attract more parent skiers and, as they get older, their kids.

Resorts jumping on the baby bandwagon are clustered in California, Oregon, the Canadian Rockies and European ski areas. Sierra, at Lake Tahoe, has even come up with a fitting phrase for the flexible pass: the Parent Predicament Pass. Sierra marketing director Stephen Hemphill thinks the tum-taking ticket is really working out.

"It is extremely popular, and, although the program has changed over the years, we've had it for over 10 years," he says.

Quick to respond to trends, Charlie Locke, owner of Lake Louise in Canada, just launched a new Parents'

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Two parents, one pass for the slopes

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“There are countless new families out there where both parents work and for whom putting the kids in day care on the weekend isn’t always the first choice,” Locke says. “This means they likely aren’t getting the chance to have the fun on the slopes they used to.” Shared day tickets could be available next season.

As a result of customer comments, Revelstoke in British Columbia adopted a similar scheme last season.

“The young family market in Revelstoke is growing,” says guest services manager Cat Malysh. “In order to accommodate new parents with tots, a shared pass makes the most economical choice.” Purchases of the Dual Parent Pass have risen 15 percent compared with last winter.

Louise Hudson is a freelance writer in South Carolina.

Where to find parent pass-sharing

U.S.

Sierra, Calif.: Parent Predicament day lift ticket, \$77 per day; sierraatah.com/tickets-passes/lift-ticket-rates

Dodge Ridge, Calif.: Parent Exchange day ticket, \$64; dodgeridge.com/site/deals.php

Diamond Peak, Calif.: diamondpeak.com/lessons_rentals/kid_tips/

Mount Rose, Calif.: skirose.com

Boreal Ridge, Calif.: rideboreal.com/winter/rates/lift-tickets

Mammoth, Calif.: Parent Tag Team ticket, \$99 per day; mammothmountain.com/MountainActivities/Tickets/FamilyDiscounts/

Canada

Lake Louise, Alberta: \$1,549 per season; skilouise.com



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Whistler-Blackcomb, B.C.: Parent pass, \$1,795; whistlerblackcomb.com/tickets-and-passes/season-passes/index.aspx

Revelstoke, B.C.: Dual parent pass, \$1,149; revelstokemountainresort.com/mountain/season-passes

Panorama, B.C.: Transferable parent season pass, \$1,049; panoramaresort.com/winter/season-passes

Fairmont Hot Springs, B.C.: Transferable parents pass, \$449 per season; fairmonthotsprings.com/activities/winter-sports/ski-season-pass

Europe

Andalo and Paganella, Italy: Skipass Dual 6 days, skiingitaly.net

Levi, Finland: Parent one-day pass, levi.fi

Yllas, Finland: Interchangeable day ticket for parents, sno.co.uk/ski-resort/yllas/ski-pass-yllas-lift-pass-prices/

Bjursas Ski Center, Sweden: Parent card, bjursas.com/

Sörenberg, Switzerland: Happy Family Skipass (four to 14 days, seasonal variations), soerenberg.ch/de/bergbahnen/bergbahn-preise/tarife-winter-skigebiet-soerenberg

Sedrun Disentis, Switzerland: Happy Family card (three to 30 days, seasonal variation, disentis-sedrun.com/en/winter/ski_areas/sedrun_andermatt/prices/familyoffer

New Zealand

Porters: Interchangeable parents pass, \$82 per day; skiporters.co.nz/passes-rates/porters-families/

Rainbow: 2 Parent 1 Pass (season), \$770; skirainbow.co.nz/prices/seasonmultidaypasses.aspx



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