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State of New Hampshire
 DEPARTMENT OF NATURAL & CULTURAL RESOURCES
 DIVISION OF PARKS & RECREATION

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January 31, 2025

The Honorable Ken Weyler, Chairman
 Fiscal Committee of the General Court
 State House
 Concord, New Hampshire 03301

REQUESTED ACTION

Pursuant to RSA 216-A:3-g, the Department of Natural and Cultural Resources, Division of Parks and Recreation (Division) requests approval of the attached fee package for Winter 2025/26 Season Pass products at Cannon Mountain Aerial Tramway & Ski Area, effective upon Fiscal Committee approval.

EXPLANATION

The Cannon Mountain Aerial Tramway & Ski Area management and marketing team conducts extensive market analysis when setting rates on both its marquee products and other products, seeking to implement contemporary practices in pricing strategy while maintaining its position as a value leader in New England and in furtherance of the mission of the NH State Park System.

This request, upon approval, will allow the Cannon team to introduce slight adjustments to Winter 2025/26 Season Pass pricing tiers, most notably in dates of sale, as well as modest rate increases in offseason and in-season pricing tiers – all of which further the ski area's general strategy to drive advance commitment.

This requested fee package on season pass products is forecasted to generate approximately \$109,548 in incremental revenue over the next twelve months, based upon projected unit sales in select pricing tiers.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "BJW".

Brian J. Wilson
 Director

Concurred,

A handwritten signature in black ink, appearing to read "Sarah Stewart", with a circular stamp containing the initials "LSM" next to it.

Sarah L. Stewart
 Commissioner

**State of New Hampshire // Department of Natural & Cultural Resources
Cannon Mountain Aerial Tramway & Ski Area - Winter 2025/26 Pass Products
Proposed Pricing and Comparative Data Submitted for Fiscal Committee Review (Winter 2025)**

Cannon Mountain 2025/26 Winter Pass Products (Incl charge for reusable RFID card)

	Cannon-Only Pass									
	Winter 2024/25		Early Bird ⁽³⁾	Offseason ⁽⁴⁾	In-Season ⁽⁵⁾	Winter 2025/26				
	Tier 1 ⁽¹⁾	Tier 2 ⁽²⁾				24/25 Units	24/25 Sales	25/26 Proj Units	25/26 Proj Sales	25/26 Proj Incr Sales
Adult (30-64)	\$799	\$899	\$799	\$899	\$999	601	\$476,817	621	\$498,674	\$21,857
U29 (18-29)	\$539	\$615	\$539	\$639	\$739	220	\$94,663	225	\$105,751	\$11,088
Teen (13-17)	\$479	\$569	\$479	\$579	\$679	150	\$72,399	155	\$78,123	\$5,724
Junior (6-12)	\$399	\$489	\$399	\$499	\$599	216	\$87,042	222	\$93,965	\$6,923
Senior (65+)	\$479	\$569	\$479	\$579	\$679	115	\$57,126	119	\$60,638	\$3,512
Military Adult (17-64)	\$399	\$399	\$399	\$399	\$399	46	\$18,354	47	\$18,837	\$483
Military Senior (65+)	\$235	\$235	\$235	\$235	\$235	23	\$5,405	23	\$5,501	\$96
Child 5 and Under	\$44	\$44	\$44	\$44	\$44	141	\$5,896	144	\$6,024	\$128
Uphill Only Pass	\$99	\$99	\$99	\$99	\$99	12	\$792	12	\$811	\$19
										\$49,831

- (1) Through May 31st, 2024
- (2) Through January 31st, 2025
- (3) March 1st, 2025 through April 30th, 2025. Includes access to skiing remainder of 24/25 season.
- (4) May 1st, 2025 through November 27th, 2025. To opening day.
- (5) November 28th, 2025 through January 31st, 2026. To pass sales deadline.

	NH Resident - Cannon-Only Pass									
	Winter 2024/25		Early Bird ⁽³⁾	Offseason ⁽⁴⁾	In-Season ⁽⁵⁾	Winter 2025/26				
	Tier 1 ⁽¹⁾	Tier 2 ⁽²⁾				24/25 Units	24/25 Sales	25/26 Proj Units	25/26 Proj Sales	25/26 Proj Incr Sales
Adult (30-64)	\$599	\$674	\$599	\$674	\$999	842	\$513,442	849	\$539,391	\$25,949
U29 (18-29)	\$404	\$461	\$404	\$479	\$739	261	\$110,767	247	\$125,482	\$14,715
Teen (13-17)	\$359	\$426	\$359	\$434	\$679	160	\$55,637	155	\$60,844	\$5,207
Junior (6-12)	\$299	\$366	\$299	\$374	\$599	248	\$72,669	247	\$78,628	\$5,959
Senior (65+) (No Blackouts)	\$359	\$426	\$359	\$434	\$679	126	\$46,739	128	\$49,989	\$3,250
Senior (65+) (Mid-Week)	\$44	\$44	\$44	\$44	\$44	968	\$42,592	1002	\$44,071	\$1,479
Military Adult (17-64)	\$299	\$299	\$299	\$299	\$399	80	\$23,920	83	\$26,514	\$2,594
Military Senior (65+)	\$176	\$176	\$176	\$176	\$235	31	\$5,456	32	\$6,022	\$566
										\$59,717

- (1) Through May 31st, 2024
- (2) Through December 14th, 2024. After, regular Tier 2 Cannon-Only rates.
- (3) March 1st, 2025 through April 30th, 2025. Includes access to skiing remainder of 24/25 season.
- (5) May 1st, 2025 through December 14th, 2025. To RSA deadline.
- (6) December 15th, 2025 through January 31st, 2026. To pass sales deadline.

Total Incremental sales on pass tier re-organization, offseason tier rate increase, and in-season tier rate increase on applicable products \$109,548

Cannon Mountain 2025/26 Winter Pass Products Perks

Benefits Schedule		
Early Bird ⁽³⁾	Offseason ⁽⁴⁾	In-Season ⁽⁵⁾
(1) Payment Plan Option	(1) 20% Off in Tuning Shop	(1) 20% Off in Tuning Shop
(2) (1) Early-Buy Ticket Bonus (\$49)	(2) 10% Off in Retail Shop	(2) 10% Off in Retail Shop
(3) 20% Off in Tuning Shop	(3) Free Uphill Armband	(3) Free Uphill Armband
(4) 10% Off in Retail Shop	(4) Appreciation Party	(4) Appreciation Party
(5) Complimentary Uphill Armband		
(6) Appreciation Party		