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

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August 21, 2024

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 (on day tickets) for the marquee Winter 2024/25 and Summer 2025 seasons for products at Cannon Mountain Aerial Tramway & Ski Area, in addition to Flume Gorge entry products for summer 2025.

EXPLANATION

The Franconia Notch State Park (FNSP) and Cannon Mountain Aerial Tramway & Ski Area (Cannon) management and marketing team (collectively FNSP-Cannon) conducts extensive market analysis when setting rates on both its marquee products and other products, seeking to implement contemporary practices in pricing strategy and to better align its winter day ticket and season pass prices and summer rates with those of its competitors, 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 FNSP-Cannon team to introduce a few key adjustments to advance-buy rates, continue with a surcharge model for same-day online or on-site sales, and implement variable pricing strategies – all of which are consistent with ski and outdoor recreation industry standards.

This requested fee package on day ticket sales is forecasted to generate approximately \$388,206 in revenue over the next twelve months, based solely upon sales of the marquee items contemplated in this request.

Respectfully submitted,

Brian J. Wilson
Director

Concurred,

Sarah L. Stewart
Commissioner

(15M)

**State of New Hampshire // Department of Natural & Cultural Resources
Cannon Mountain Aerial Tramway & Ski Area // Franconia Notch State Park - Marquee Products
Proposed Pricing and Comparative Data Submitted for Fiscal Committee review (Fall 2024)**

Cannon Mountain Winter Ticket Products (Not incl. \$5 charge for reusable RFID card)

	Winter 2023/24		Winter 2024/25				FY24 Units	FY25 Proj Incr Sales
	Online	Window	Standard Advance Purchase	Standard Window Rate	Peak* Advance Purchase	Peak* Window Rate		
<u>General Public</u>								
Senior (65+) 1-Day	\$73	\$88	\$89	\$109	\$104	\$124	716	\$20,136
Adult (18-64) 1-Day	\$96	\$111	\$99	\$119	\$114	\$134	11,569	\$259,317
Teen (13-17) 1-Day	\$83	\$98	\$89	\$109	\$104	\$124	1,707	\$31,845
Junior (6-12) 1-Day	\$68	\$83	\$69	\$89	\$84	\$104	1,417	\$16,632
Child (5 & under) 1-Day	Free	Free	Free	Free	Free	Free	1,072	N/A
Adult (13+) Beginner Area 1-Day	\$49	\$64	\$54	\$74			1,297	\$4,592
Junior (6-12) Beginner Area 1-Day			\$34	\$54				
<u>Special Users</u>								
Military 1-Day ^(*)	\$58	\$73	\$64	\$84	\$79	\$99	728	\$20,687
NH Senior (65+) Midweek 1-Day	Free	Free	Free	Free	Free	Free	2,408	N/A
NH Resident Wednesday 1-Day	\$45	\$60	\$54	\$74			1,831	\$4,866
NH State Employee 1-Day	\$48		\$50		\$57		61	\$607
<u>Winter Foot Passengers</u>								
Adult (13+) Tram Foot Passenger Round-Trip	\$25	\$28	\$29	\$34	\$34	\$39	2,965	\$16,955
Junior (6-12) Tram Foot Passenger Round-Trip	\$20	\$23	\$24	\$29	\$29	\$34	464	\$2,669
<u>Uphill Pass (Season Pass Card, RFID Card Incl)</u>								
All Ages (6+) Uphill Season Pass			\$99	\$99				\$9,900
<u>Peak Dates</u>								
High demand dates that feature peak pricing tier. Some product limitations apply. 12/26-12/31, 1/18-1/20, 1/25-1/26, 2/1-2/2, 2/8-2/9, 2/15-2/23, 3/1-3/2, 3/8, 3/15, 3/22, 3/29								

Incremental sales on marquee items @ 25% window // 75% online sales volume split **\$388,206**

Total RFID card sales on select item tickets **\$133,693**

Franconia Notch SP Summer Products

	Online Price in 2024	Window Price in 2024	Proposed Online Price in 2025	Proposed Window Price in 2025	5-yr avg vol ticket sales	Rev Inc
Adult (13+) Flume Gorge	\$18	\$21	no change	no change	no change	no change
Junior (6-12) Flume Gorge	\$16	\$19	no change	no change	no change	no change
Adult (13+) Aerial Tram	\$25	\$28	no change	no change	no change	no change
Junior (6-12) Aerial Tram	\$20	\$23	no change	no change	no change	no change

Incremental sales based solely on marquee items listed **\$0**

Net FNSP-Cannon incremental sales based solely upon marquee items and RFID Card sales \$521,799

Competitor Information

Adult one-day rate during peak season is used for comparison. No competitor rates listed for 2024/25 yet; most recent rates listed are from either the 2022/23 or 2023/24 season. Info from online sources.

Resort	Online sales % versus Window Sales %	Online-vs-Window Tiered or Dynamic/Variable Pricing?
Attitash	60% online -vs- 40% w indow	\$113 advance / \$120-130 w indow (last year's rate) Dynamic and Tiered
B-Woods	90% online -vs- 10% w indow	\$119 advance / \$130-140 w indow (last year's rate) Dynamic, No Tier
Loon Mtn	80% online -vs- 20% w indow	\$125 advance / \$130-150 w indow (last year's rate) Dynamic and Tiered
Sunapee	85% online -vs- 15% w indow	\$103 advance / \$120-125 w indow (last year's rate) Dynamic Pricing and Tiered
Waterville	80% online -vs- 20% w indow	\$109 advance / \$120-130 w indow (last year's rate) Dynamic and Tiered
Cannon	75% online -vs- 25% w indow	\$114 advance / \$134 w indow (this year's rate) Variable and Tiered Pricing

Competitor Information (Similar attractions to Tram & Flume Gorge)

	Bretton Woods Gondola	Polar Caves	Lost River Gorge
Loon Mtn Gondola	N/A	\$25	\$26
	N/A	\$15	\$26
	\$29	N/A	N/A
	\$24	\$19	N/A

Note: Prices listed are from 2023, unknown if increase in 2024 or 2025