

Tango-Lowy, Torene

From: Peter Disch <PDisch@vailresorts.com>
Sent: Monday, August 1, 2022 12:18 PM
To: Stewart, Sarah
Cc: Bryce, Philip; Tango-Lowy, Torene
Subject: Mount Sunapee Ticket Sales Limits

Commissioner Stewart,

This email is a response to your request originally sent on June 30, 2022 and revised July 5, 2022, regarding the Mount Sunapee Resort Annual Operating Plan 2022-2023, specifically addressing item #3 on the list of approval conditions.

Mount Sunapee intends to limit lift ticket sales as needed during the 2022/2023 winter season. The goal of this is to maintain the guest experience on the highest volume days while prioritizing flexibility and access for season pass holders.

In service of this goal, lift ticket limits are set as needed based upon historical daily visitation. Any lift ticket limits balance predicted season pass holder visitation with a maximum number of lift tickets for sale in advance or for walk up. These ticket limits are managed through an inventory system that connects to all points of sale (online, call center, in-person). In addition to this process, as the resort's general manager I will gauge the resort's operating conditions throughout the season and adjust ticket sales limits as needed based upon the conditions on the ground.

Lift ticket availability is visible on the resort website in real-time. If tickets are sold out online, guests will not be able to purchase them at ticket windows or through the call center. Our processes are being refined ahead of lift tickets going on sale in advance of the winter season and are reviewed throughout the winter season.

Season passes are on sale pre-season with the sales window for season passes ending prior to when any limitations of lift tickets apply.

Guests planning to visit the resort are strongly encouraged to purchase their lift access in advance, which is messaged on the website starting pre-season after lift tickets are on sale. Mount Sunapee utilizes social messaging to remind guests about ticket limits heading into the winter season.

Sincerely,
Peter Disch



Peter Disch
General Manager
603-763-3511
pdisch@vailresorts.com
We Are Sunapee.

The information contained in this message is confidential and intended only for the use of the individual or entity named above, and may be privileged. Any unauthorized review, use, disclosure, or distribution is prohibited. If you are not the intended recipient, please reply to the sender immediately, stating that you have received the message in error, then please delete this e-mail. Thank you.