



## About the Canadian Lift Pass

The **Canadian Lift Pass** program is the only multi-ski area lift pass program owned and operated by and for the Canadian ski industry. With this program, all profits are utilized in Canada with the direct benefit going to ski areas.

The CLP product is available to customers at the **Go Skiing Go Snowboarding storefront**. With the CLP, purchasers can travel freely between participating ski areas to use the passes within their category. Research has shown that many of our customers use the CLP in conjunction with their local season pass, allowing for day trips and extended excursions across Canada. Sold in packs of 5 (five), 10 (ten) and 20 (twenty) the CLP has become known as an incredible offer allowing customers to pre-book their destinations through our online storefront.

## How Does the CSC Determine Category Levels?

Your ski area ticket price from FY24 was collected from your website to determine the price of a Regular Adult weekend lift ticket price.

Ticket Prices determined as follows:

- Adult Regular Weekend pricing – No Peak Dates
- Window pricing – not on-line or pre-purchase pricing
- 6-8 hour day

From these price points we have created six categories that are divided in \$20 – \$24 increments. Your category consists of “like-priced” ski areas.

## Categories and Pricing

<b><u>Category Name</u></b>	<b><u>Regular Adult Weekend Ticket Price</u></b>
Platinum	\$149 - \$169
Diamond	\$124 - \$144
Gold	\$95 - \$116
Silver	\$70 - \$94
Bronze	\$48 - \$68
Fun	\$25 - \$47

Payout: Ski areas allow the CSC to openly market availability and receive payment based on the total redemptions made at their location. Payout is monthly, starting in December for November redemptions. The ski area will be compensated 60% of the selling price.

## Benefits to Ski Areas

- The only lift ticket program that returns money and services to the Canadian Ski Industry.
- Respects peak profit days and allows ski areas the choice of using blackout days: limited to periods around Christmas and Family Day.
- Customers must review and agree to the Exclusion of Liability and Assumption of Risk notice prior to booking.
- Barcodes are redeemed and tracked in the SnowStorm software for accurate payout.



## Benefits to Customers

- Shareable: customers can use the passes and share them with family and friends.
- Flexible: customers can use their passes at any of the ski areas within that category AND any ski areas in the categories of lesser value.
  - For example – A customer who purchases a pack of Silver passes can use them at all the Silver, Bronze and Fun Pack ski areas.
- Bookings can be made in advance of the dates required.
  - On average we see a 2 (two) week window prior to their day on hill.

## Frequently Asked Questions

### How is a Canadian Lift Pass redeemed at my ski area?

The passes are scanned and tracked through SnowStorm (the proprietary software program of the CSC). This is the same software used for the SnowPass program and Never Ever Day program.

### How will I receive payment for the redeemed tickets?

The payout to ski areas begins in December for November redemptions and continues to the end of the season. Passes that are scanned through SnowStorm are eligible for payout. Payouts are done by Electronic Funds Transfer (EFT).

### How can I receive more information on SnowStorm and how it will integrate with the software at our ski area?

Ski areas can use [programsupport@skicanada.org](mailto:programsupport@skicanada.org) to get immediate support on CSC programs and software. This email is monitored regularly and was set up exclusively for ski areas. If you are new to the software, we are available to answer your questions and provide a demonstration.

### Will our staff be trained on how to use SnowStorm?

Yes, we provide Training Manuals and offer individual or group training before the season starts and during the season. Ski areas have access to support through the email [programsupport@skicanada.org](mailto:programsupport@skicanada.org) which is regularly monitored.

### Is there support for customers?

The CSC has a team of customer service agents using the robust Zendesk Help Desk software. Customers can contact us at [help@skicanada.org](mailto:help@skicanada.org). Our social media channels are also monitored to assist customers.

### Can ski areas restrict customers from using the Canadian Lift Passes during our peak periods (higher lift ticket prices) of Christmas, New Years and Family Day?

Ski areas have the option of using Blackout Days at two specific time periods. They are:

- Any days up to and including January 3, 2025, which takes care of the Christmas and New Year's period.
- Family Day and up to 7 days surrounding February 17, 2025

### How are we protected from credit card fraud?

If a customer purchases the Canadian Lift Pass using fraudulent credit cards, the risk is assumed at our end.

## What Customers are Saying?

**46%**

Better value than  
Multi-Mountain Passes

**79%**

Shared with friends  
and/or family

**77%**

Used out of province  
or on a day trip