Avant Ski

Ski Resort Recommender

→

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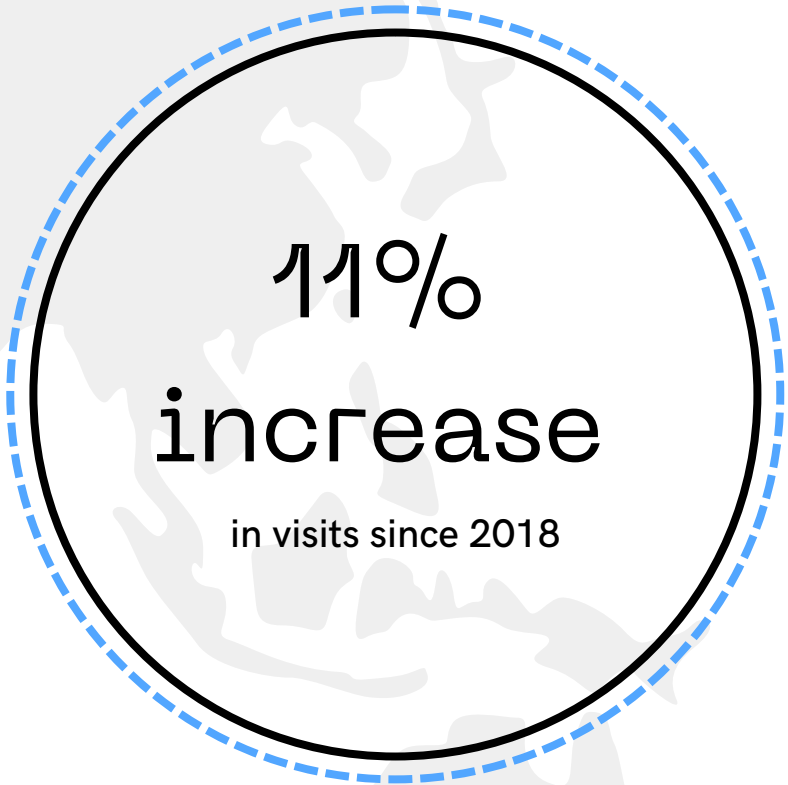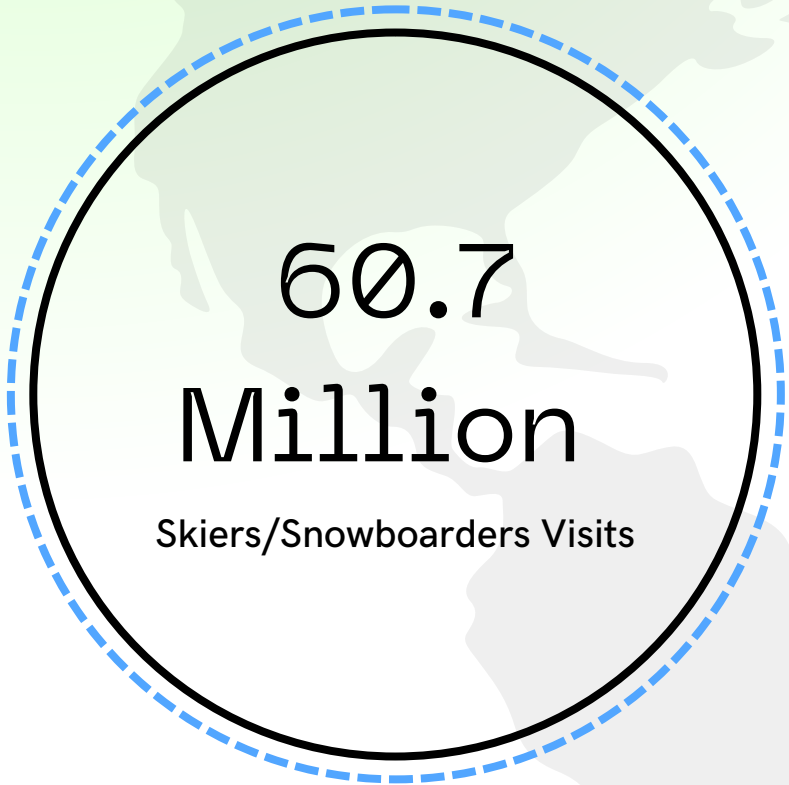# Agenda →

- Market Overview

- Business Problem

- Data

- Model

- Results + Next Steps

Avant Ski is on a mission to make planning ski trips easier with the power of data.

USA ski resort market

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60.7 Million
Skiers/Snowboarders Visits

$4.6 Billion
Resort Revenue

11% increase
in visits since 2018

Too many choices

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473
Ski Areas

$127/day
Adult Weekend
Lift Ticket*

**$50 –
100/day**
Gear Rental

*Mean lift ticket price at Ikon, Epic, Indy, and Mountain Collective resorts

How are we different?

Review + Content   +   **Content Based**

Data

User

- 2,795 final reviews
- 662 Unique users
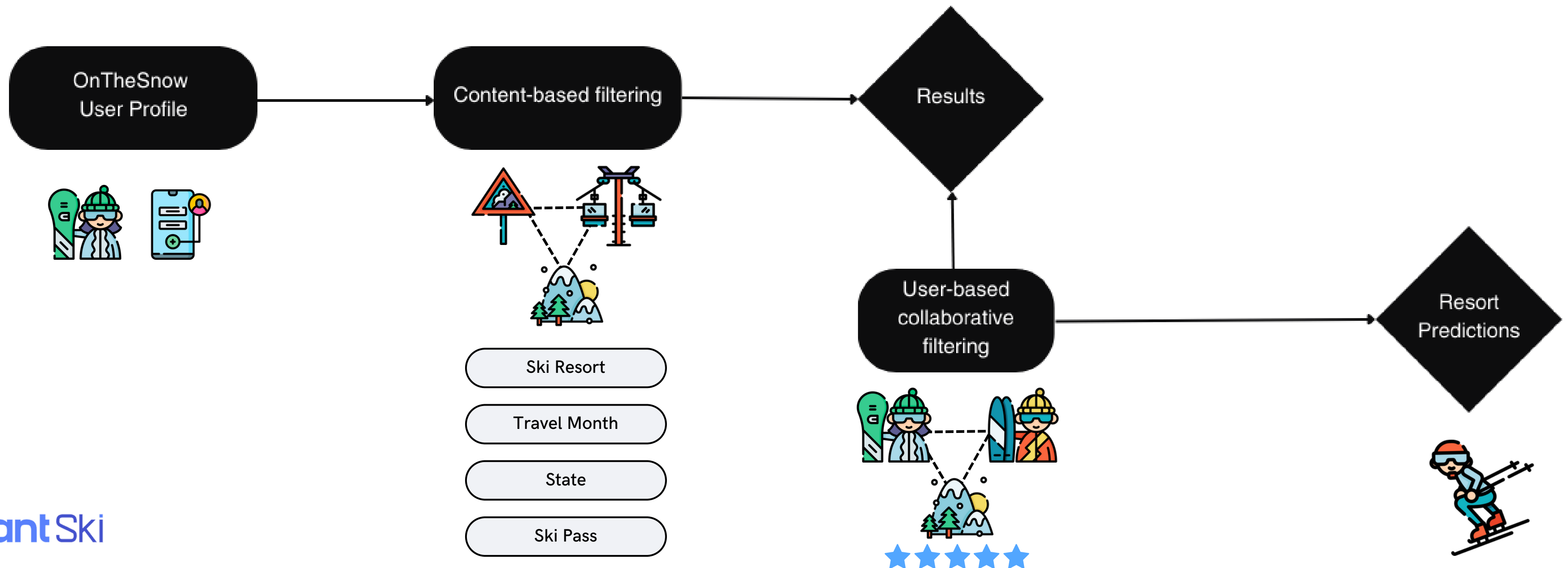 - > 2 reviews per user

Resort

- 330 Resorts
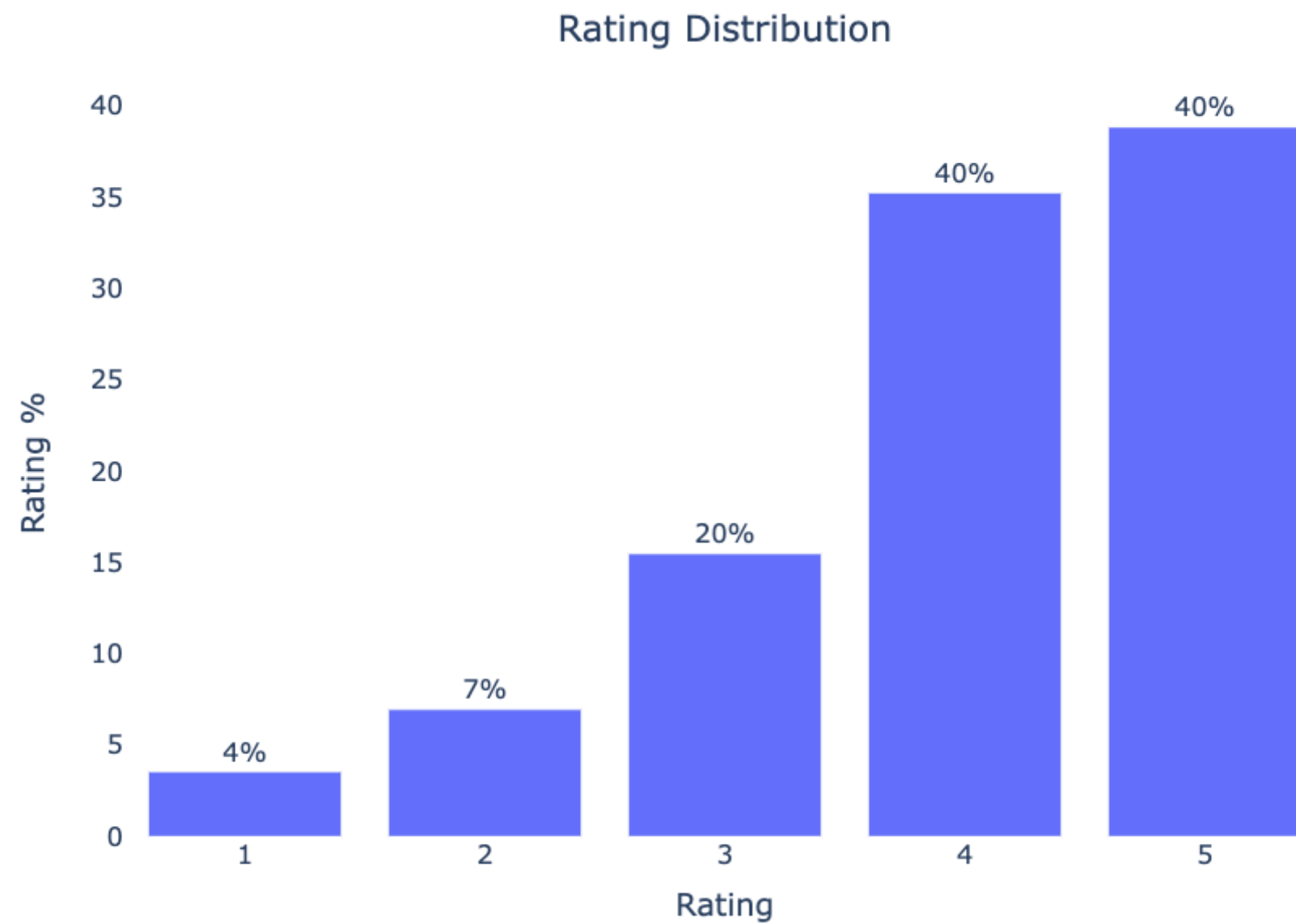 - 80+ Mountain Features
  - Airbnb and lift ticket prices

Hybrid Cascade Recommendation System

OnTheSnow User Profile

Content-based filtering

Results

User-based collaborative filtering

Resort Predictions

Ski Resort

Travel Month

State

Ski Pass

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User-based model performance

Rating Distribution

.89 difference in predicted vs actual user ratings

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User #1 – Feedback

Snowbird | February | Epic Pass

Slope Seeker

- Dislikes "bougie" resorts
- Travels to shred
- Looks for expert runs and accessible transportation
- Buys the Epic pass but dislikes corporate ski vibes
- Budget-friendly planning

Feedback:

I would not go to Wildcat, but Kirkwood I would. I have been to Breckenridge, which I did not rate in the survey and I do like the mountain.

Kirkwood
★★★★☆

Wildcat Mountain
★★★★☆

Breckenridge
★★★★☆

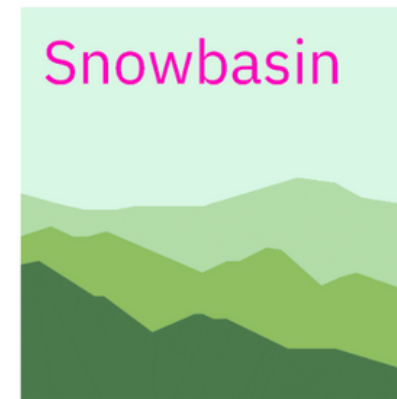AvantSki

User #2 – Feedback

Alta | February | Ikon Pass

Powder Party Pro
- Loves expert terrain and well-marked tails
- About the apres-ski life
- Travels to shred but wants to have fun while doing it
- Uses both Epic & Ikon passes

Feedback:
I think these recs are great! I have been to all of them and like them a lot, and I think someone who loves Alta and has an Ikon pass would also enjoy these resorts.
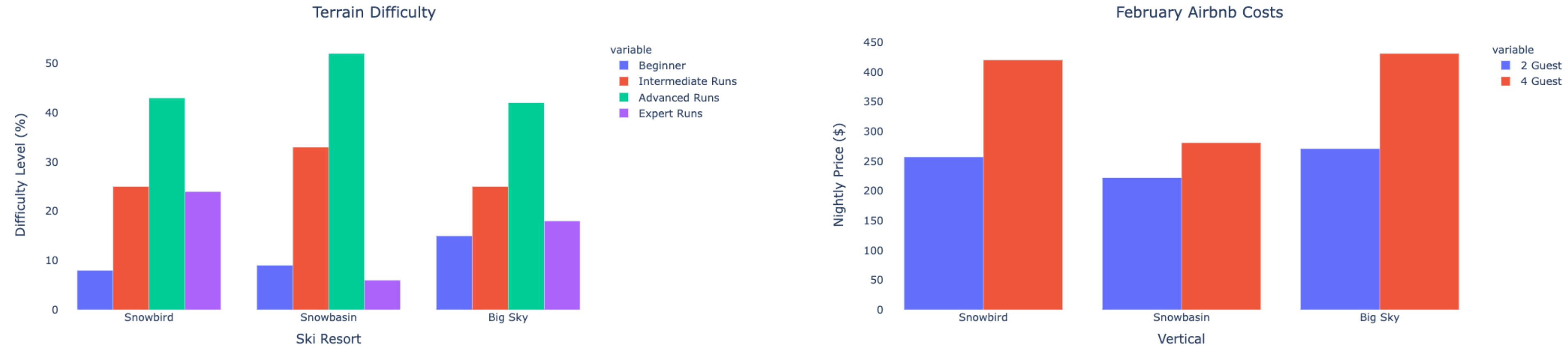
Snowbasin

Snowbird

Big Sky

★★★★☆ ★★★★☆ ★★★★☆

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User #2 – Trip Planning

Terrain Difficulty

variable
- Beginner
- Intermediate Runs
- Advanced Runs
- Expert Runs
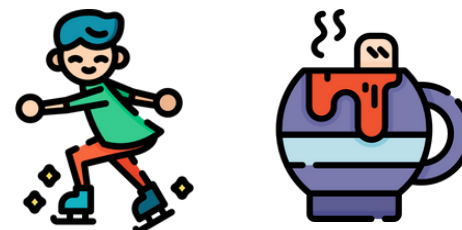
February Airbnb Costs

variable
- 2 Guest
- 4 Guest

Conclusions

Collect more reviews & refine model

Add additional features

Aquire first party data

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Next Steps

```
Collect Data     →     Design,          →     Launch App
& Model                Development            & User
Iteration              & Testing              Feedback
```
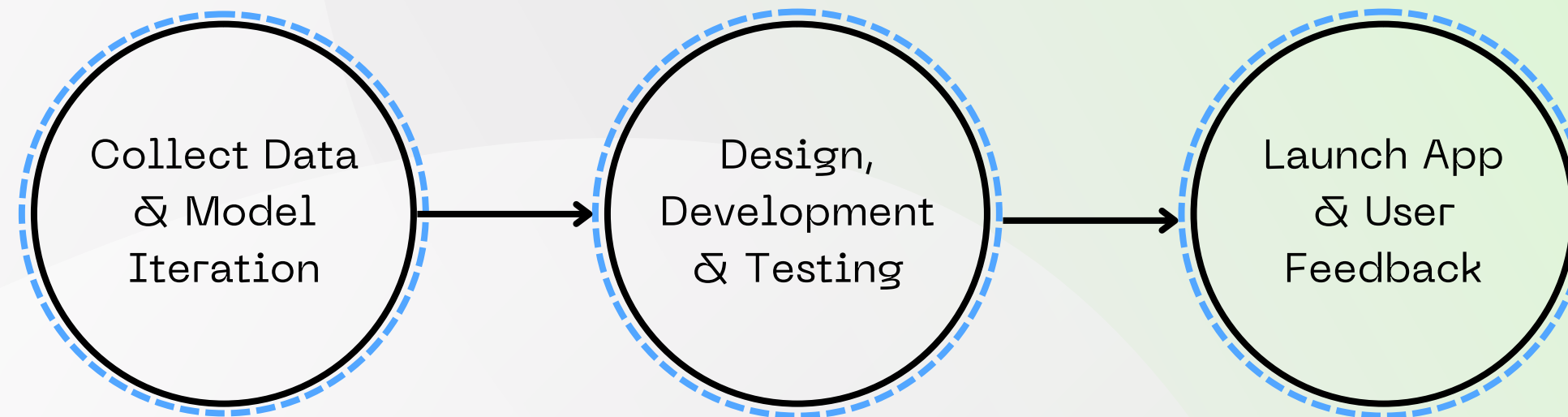
Resort/Brand Partnerships

```
App              Content                User Data
Sponsorship      Marketing
```
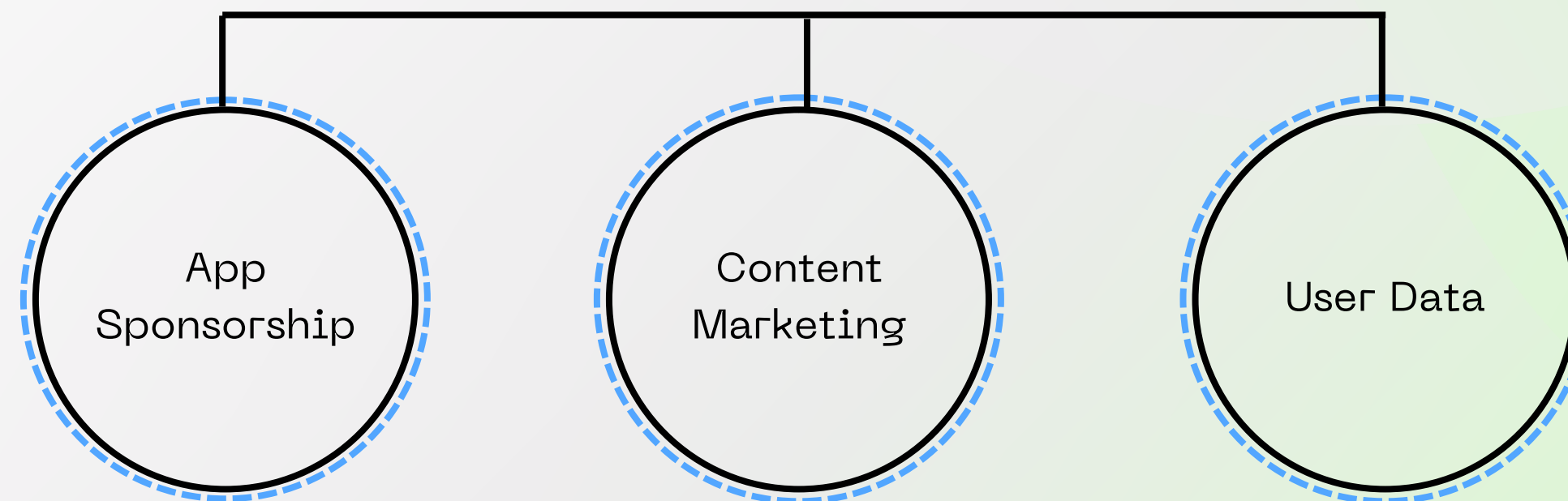
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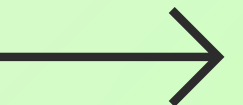
Questions?

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<u>TRY OUT THE DEMO APP</u>
and add my name Stephanie Ciaccia

<u>FILL OUT THE SURVEY</u>
to be added to the system

Contact

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