
Avant Ski

Ski Resort Recommender



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Agenda →

- Introduction
- 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 and we need your resort data.

USA ski resort market



Too many choices



473
Ski Areas

\$127/Day
Adult Weekend
Lift Ticket*

Lodging,
flight, and
equipment
decisions

*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

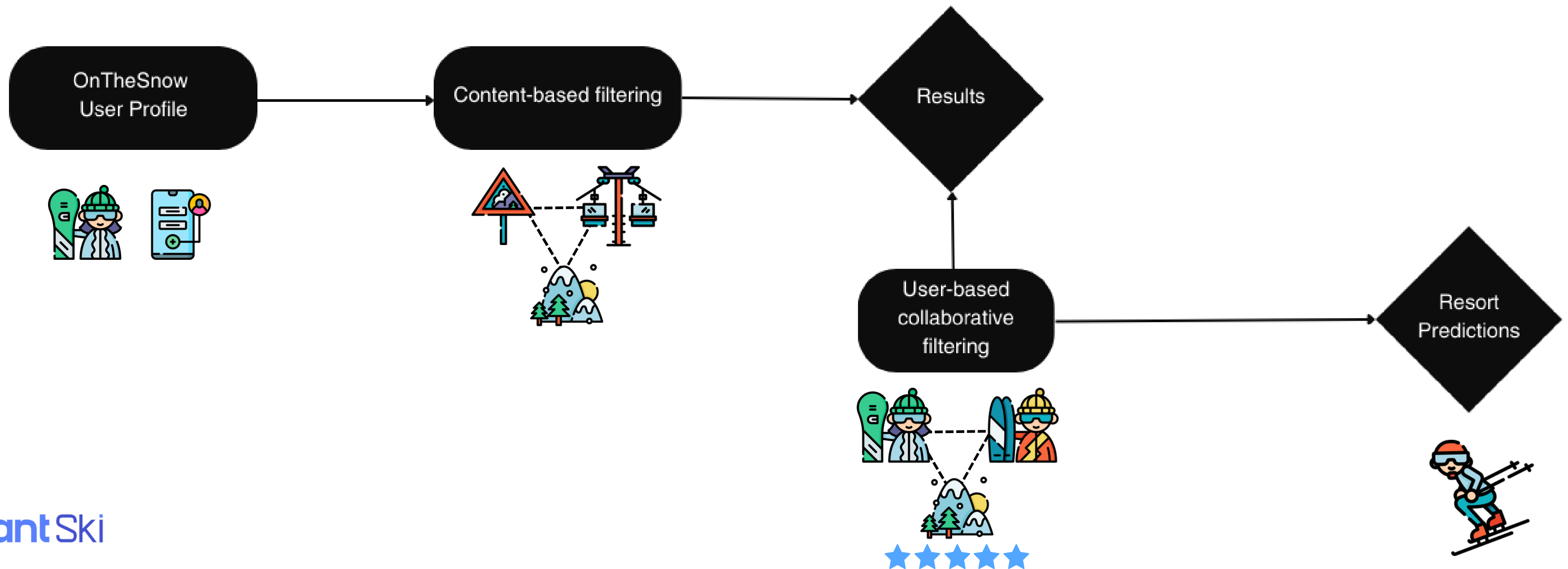
- 330 Resorts
 - 80+ Mountain Features
 - Airbnb and lift ticket prices



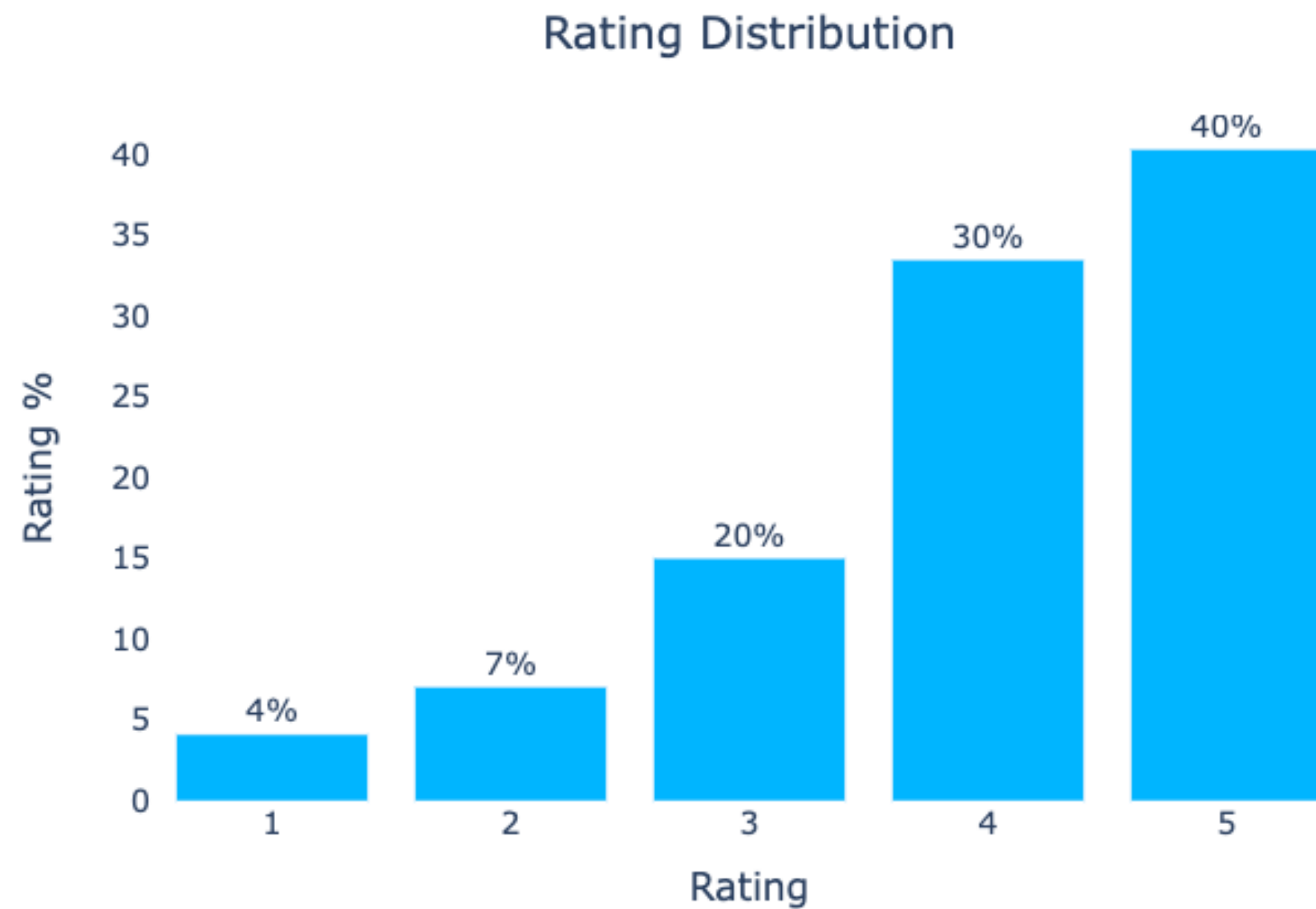
Google Maps



Hybrid Cascade Recommendation System



User-based model performance



.89 difference in
predicted vs actual
user ratings

User #1 – Feedback

Slope Seeker

- Dislikes "bougie" resorts
- Travels to shred
- Looks for expert runs and accessible transportation
- Buys the Epic pass but dislikes Vail and 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.



User #2 – Feedback

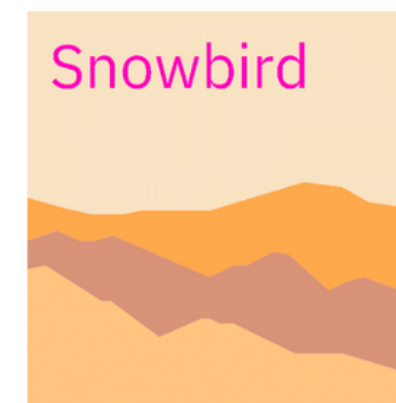
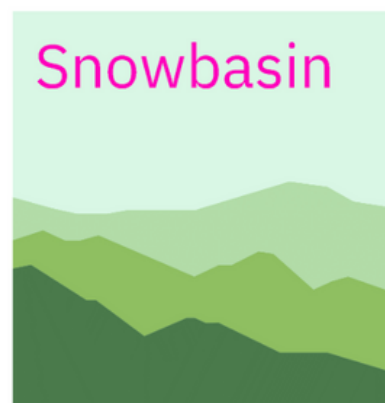


Powder Party Pro

- Loves expert terrain and well-marked trails
- All about the apres-ski life
- Travels to shred but wants to have fun while doing it
- Uses both Epic & Ikon passes

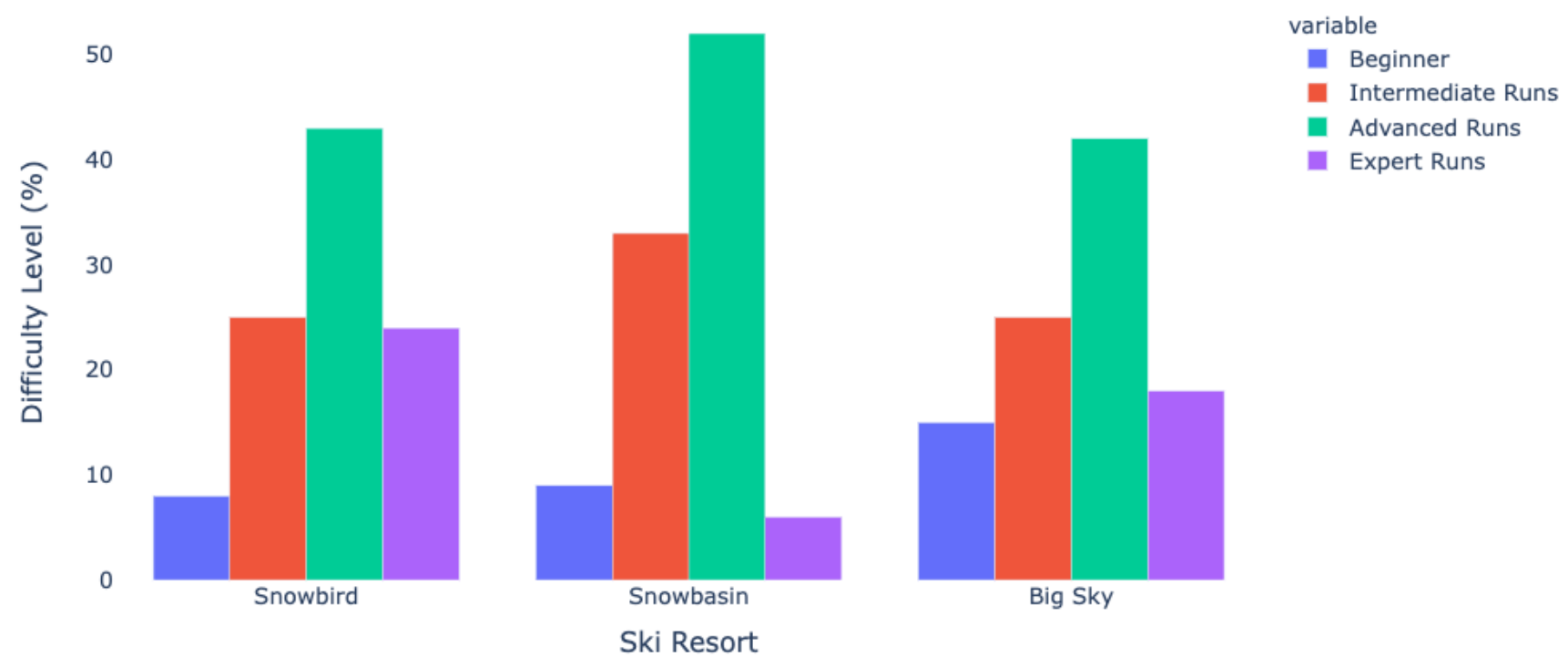
Feedback:

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.

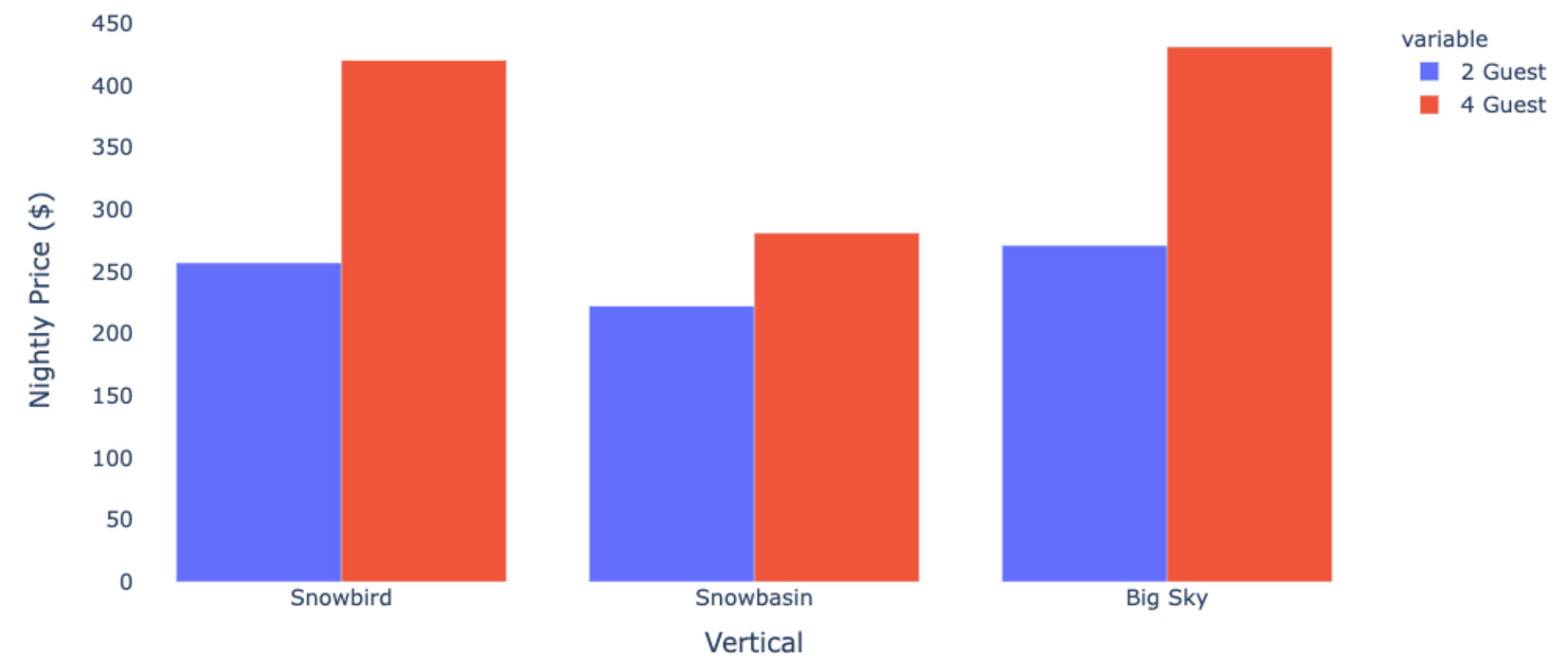


User #2 – Trip Planning

Terrain Difficulty



February Airbnb Costs

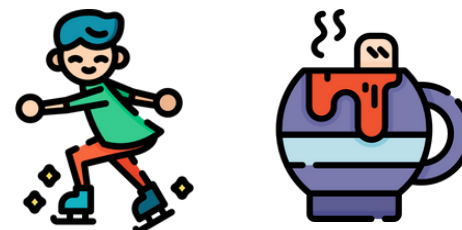


Conclusions

Collect more
reviews &
refine model



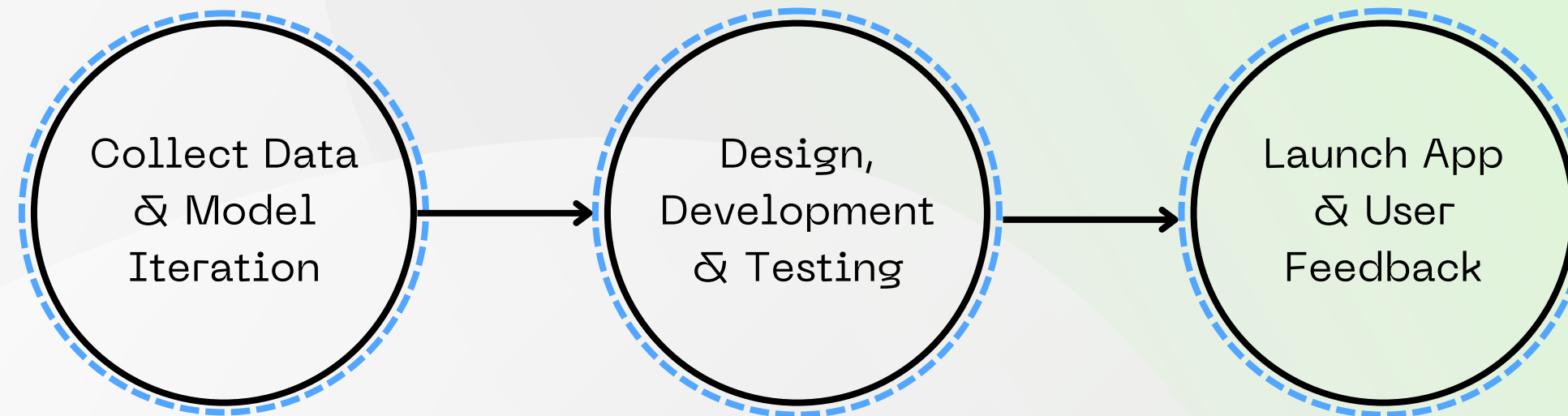
Add
additional
features



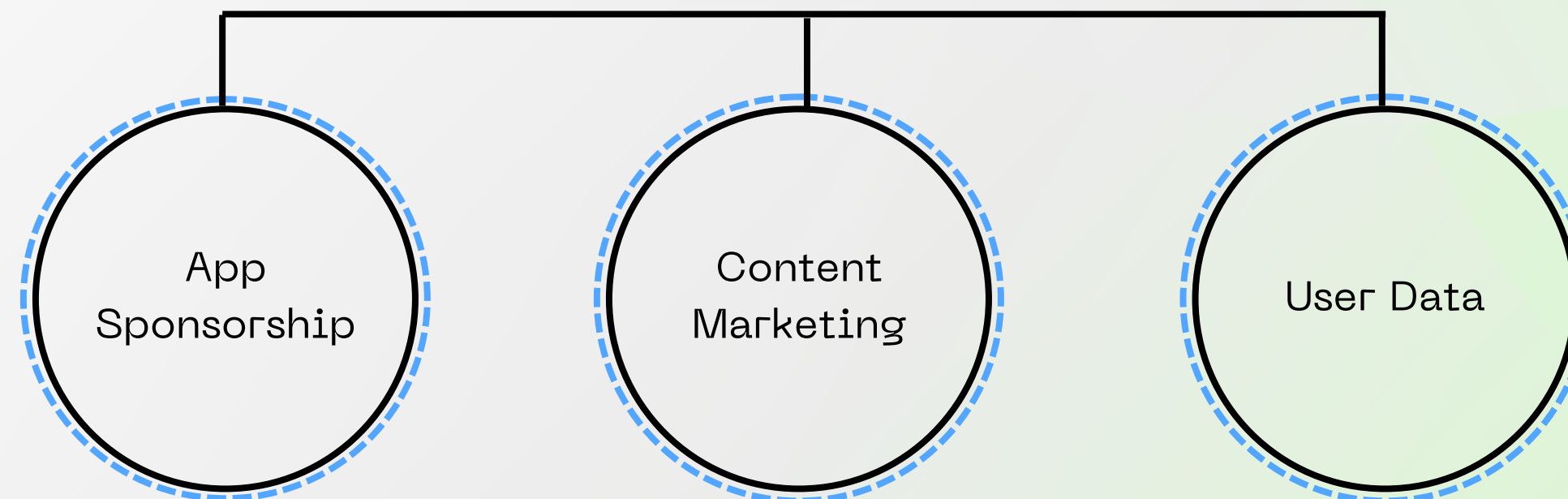
Acquire first
party data



Next Steps



Resort/Brand Partnerships



Questions?

AvantSki

TRY OUT THE DEMO APP

and add my name Stephanie Ciaccia

FILL OUT THE SURVEY

to be added to the system

Contact

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