AvantSki

Ski Resort Recommender

Stephanie Ciaccia

steph.ciaccia@gmail.com

Agenda →

- Introduction
- Market Overview
- Business Problem
- Data
- Model
- Results + Next Steps

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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

60.7 Million

Skiers/Snowboarders Visits

$4.6 Billion

Resort Revenue

11% Growth

In visits since 2018

Source: National Ski Areas Association Industry Stats

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Choice overload

473
Ski Areas

$100/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?

AllTrails
your guide to the outdoors

+

ON THE SNOW

Review + Content

Content Based

Data

User

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

Resort

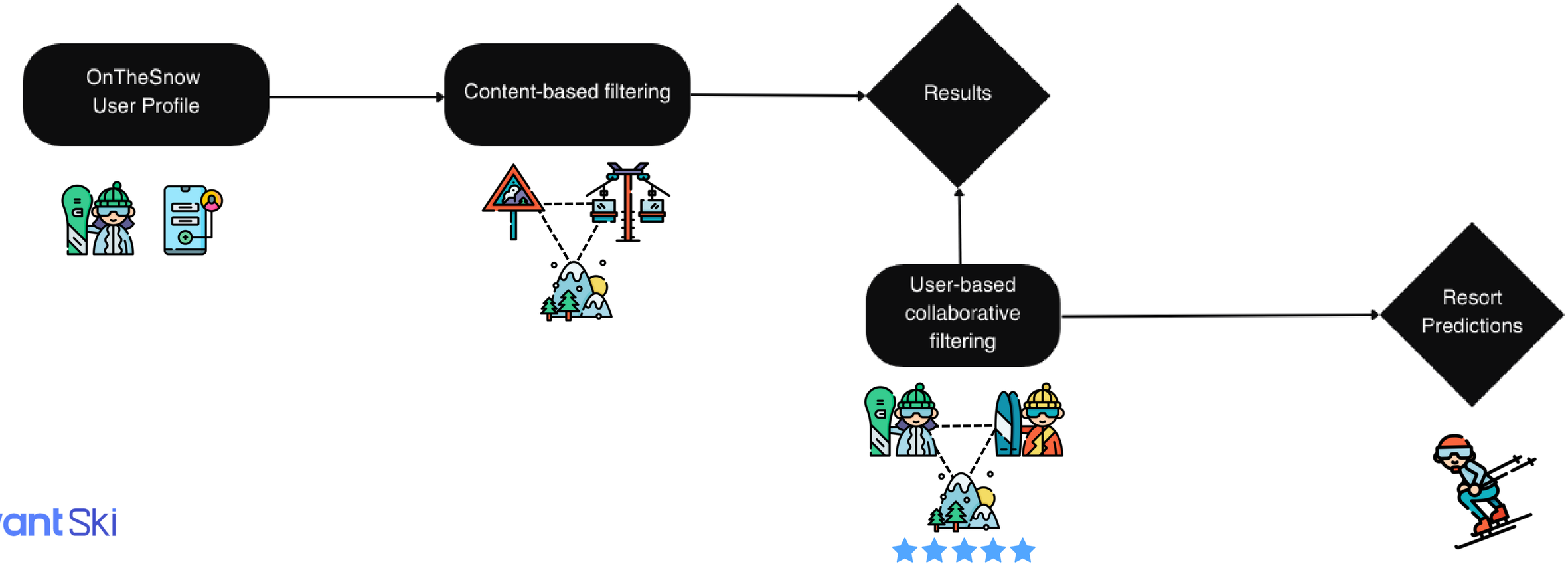
- 330 Resorts
    - 80+ Mountain Features
    - Airbnb and lift ticket prices

ON THE SNOW

airbnb

Google Maps

Hybrid Cascade Recommendation System



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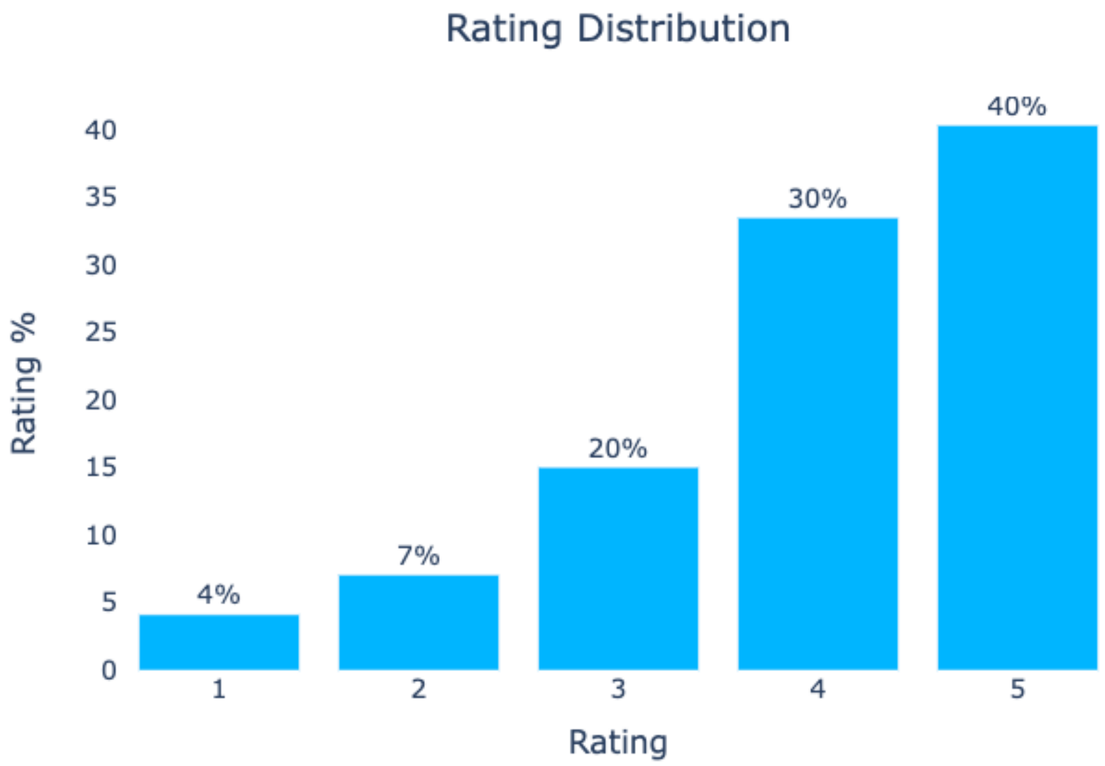
User-based model performance



.89 difference in predicted vs actual user ratings

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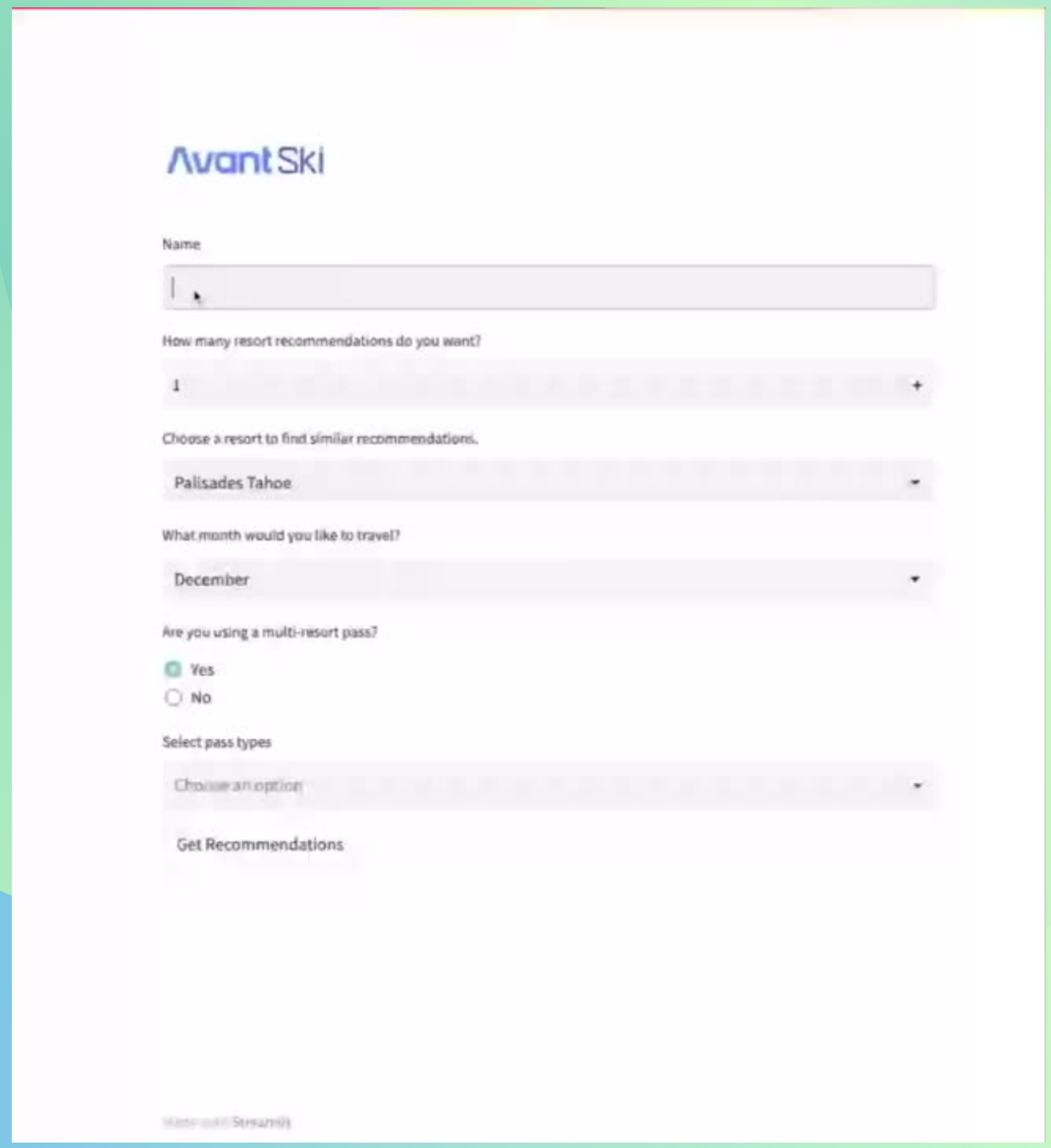
Demo

User Inputs

- Name
- Resort Preference
- Pass Information
- Travel Month

Outputs

- Mountain Features
- Airbnb Costs
- Location
- Airport Information



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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:

It worked! Based on my pick, I can see how my recs fit it, for sure. Two that I haven't been to, but one of them is high on my list, Telluride.

★★★★☆

★★★★☆

★★★★☆

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User #2 – Testing

Powder Party Pro

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

★★★★☆

★★★★☆

★★★★☆

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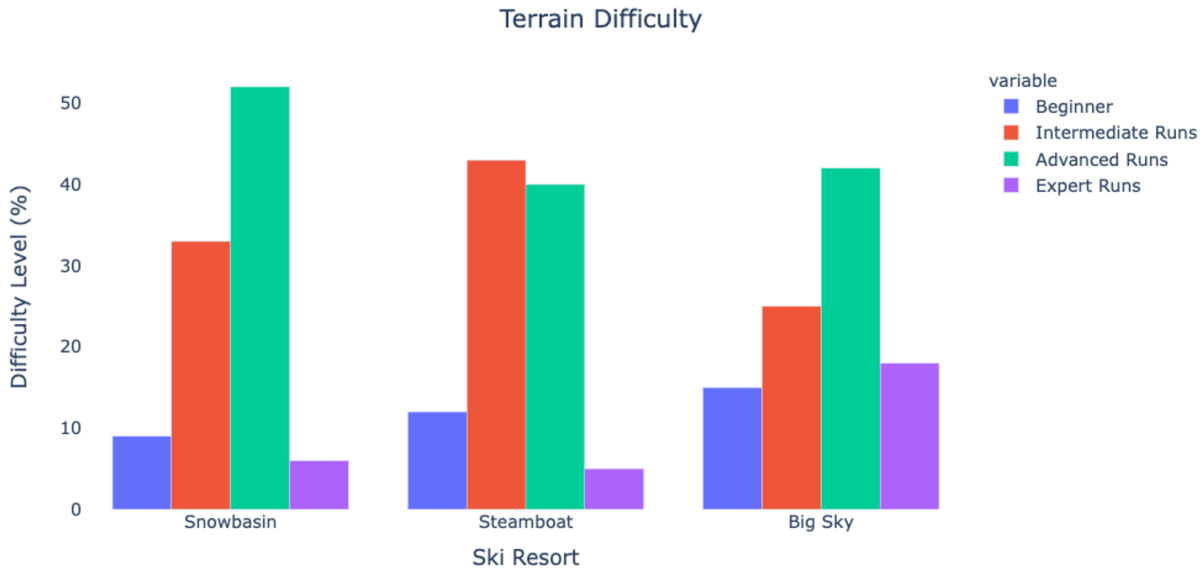
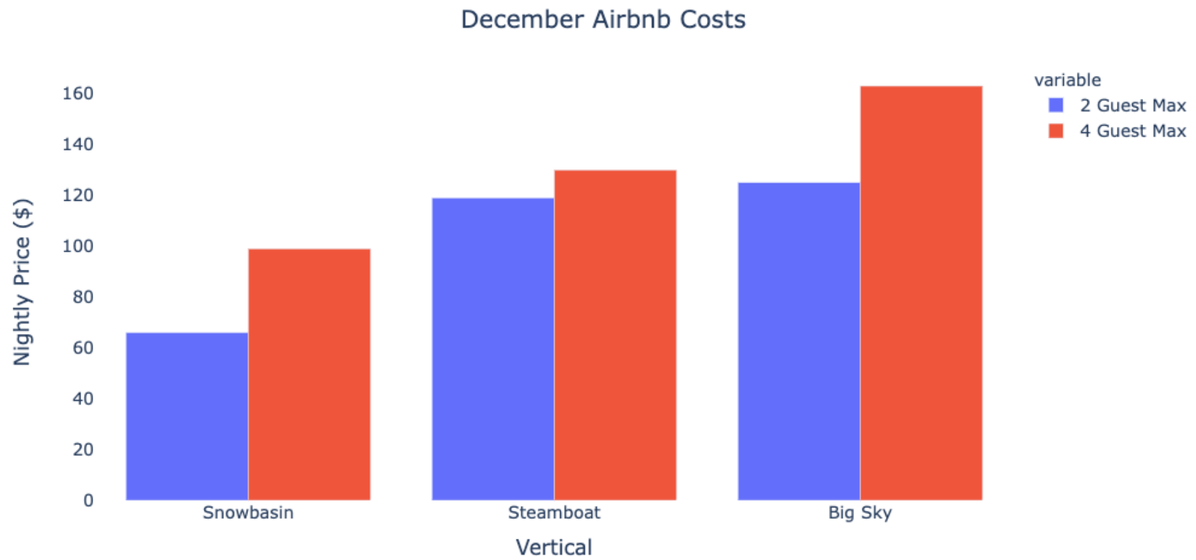
User #2 – Rec Analysis





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Conclusions

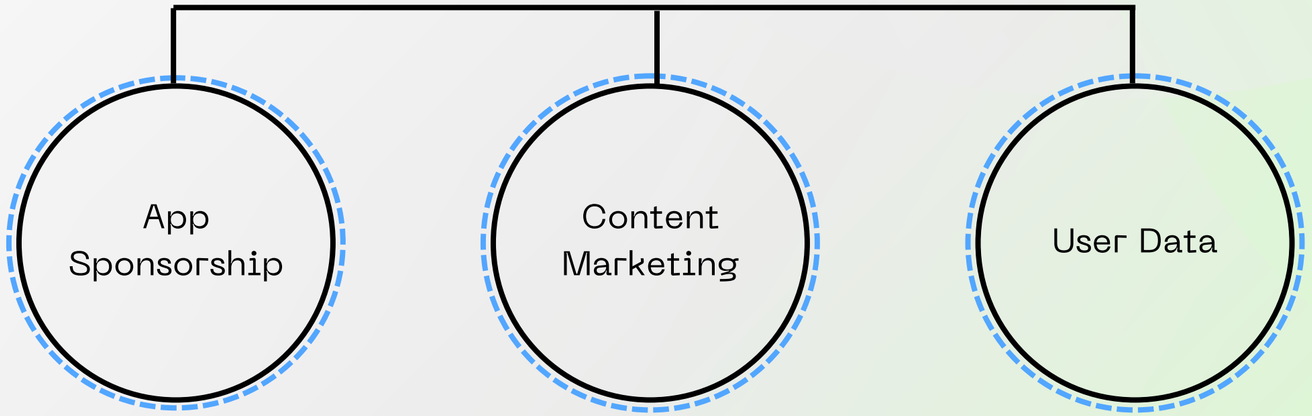
Collect more reviews & refine model

Add additional features

Aquire first party data

Next Steps

Resort/Brand Partnerships



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Questions?

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Contact

STEPHANIE CIACCIA

https://github.com/stephcia

https://www.linkedin.com/in/sciaccia/

steph.ciaccia@gmail.com