

# Dynamic Pricing System Quick Guide

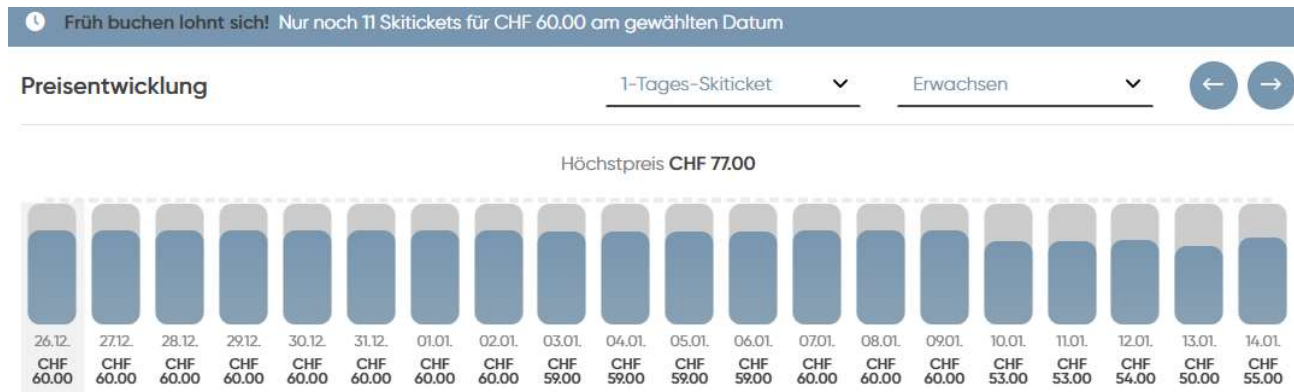
**GSTAAD**<sup>®</sup>  
COME UP  SLOW DOWN

# What is dynamic pricing?

More and more ski resorts in Switzerland are choosing to adopt a different pricing strategy for their ski pass sales, opting for dynamic pricing. With dynamic pricing, ski pass prices are no longer static. Instead, the cost of a ski pass changes daily based on a number of parameters.

## FACTORS

Prices are influenced by a variety of factors: season (high season or off-season), weekday, date of booking, and weather conditions. An algorithm uses multiple parameters to determine current prices. BDG has opted for a pricing model structured around moderate discounts and surcharges.



*Prices displayed in the Gstaad Online Shop*

# It pays to book early!

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With the new pricing system, it pays to book early! Ski pass prices are never cheaper than the price displayed at any given time. By way of illustration, an example for a family of 2 adults, 1 adolescent and 1 child, planning to go skiing in Gstaad for 5 days from February 07 to 11:

- With advance online booking:

|                               |                    |
|-------------------------------|--------------------|
| Adults (2 x 5-day pass)       | CHF 499.70*        |
| Adolescent (1 x 5-day pass)   | CHF 212.00         |
| <u>Child (1 x 5-day pass)</u> | <u>CHF 138.70</u>  |
| <b>Total</b>                  | <b>CHF 850.40*</b> |

- If purchased on site, in good weather conditions:

|                               |                     |
|-------------------------------|---------------------|
| Adults (2 x 5-day pass)       | CHF 726.00          |
| Adolescent (1 x 5-day pass)   | CHF 295.00          |
| <u>Child (1 x 5-day pass)</u> | <u>CHF 207.00</u>   |
| <b>Total</b>                  | <b>CHF 1,228.00</b> |

\* Price of September 2021

Total savings  
CHF 377.60  
+ Loyalty program  
CHF 20.00  
**Total CHF 397.60**

# Products for which pricing is dynamic:

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- **FULL-DAY SKI PASS**  
For Sector 1, as per ski slope map.  
*Static full-day passes: Wasserngrat, Lauenen and Heiti Lift.*
- **MULTI-DAY SKI PASSES (2 – 10 DAYS)**  
For Sector 1 incl. Wasserngrat, Lauenen/Heiti Lift and Glacier 3000.
- *Static prices remain in effect for toboggan day passes, group passes and full-day ski passes for Glacier 3000.*



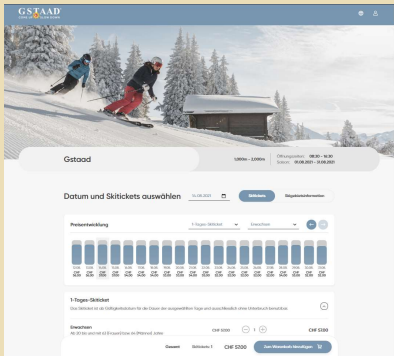
# Where can I buy my ski pass?

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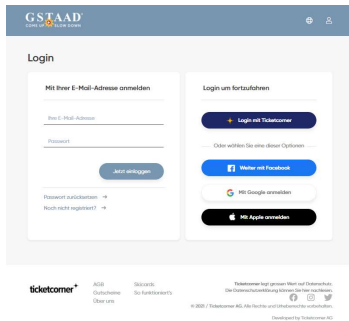
- **ONLINE (FROM 01 SEPTEMBER 2023)**  
Ski passes are available for purchase from September 01<sup>st</sup> at: [www.gstaad.ch/skitickets](http://www.gstaad.ch/skitickets)
- **SKI PASS COUNTERS (BDG VALLEY STATIONS / GSTAAD TOURIST OFFICE)**  
All ski passes are available for purchase at the valley stations (Wispile, Rinderberg & Horneggli) from October 01<sup>st</sup> .
- **HOTELS AND PARTNERS (OPERATING THE OPOS RETAIL SYSTEM)**  
From December 01<sup>st</sup>, ski passes can also be issued by partners with Skidata OPOS terminals.



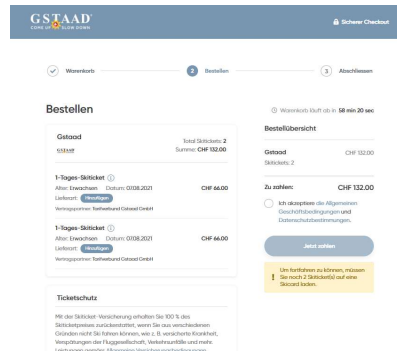
# How does online booking work?



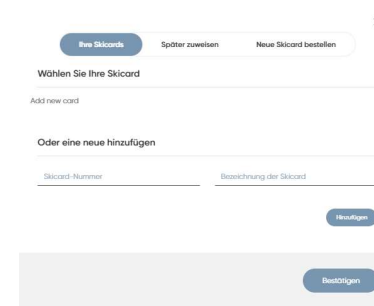
**STEP 1:**  
Select the ski pass for the day of your choice and the length of stay.



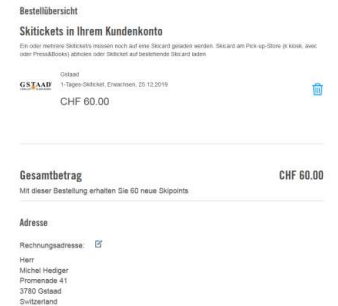
**STEP 2:**  
Create a user account for the Online Shop.



**STEP 3:**  
Check your order.



**STEP 4:**  
Upload the ski pass to an existing data carrier or order a Ski Card.



**STEP 5:**  
Check your order and pay.

# Step 1: Selecting a ski pass

Ski passes are available for purchase at [www.gstaad.ch/skitickets](http://www.gstaad.ch/skitickets) from September 01.

The bars (1) indicate the current price for each day for the selected product (2).

Use the date field (3) to change the date.

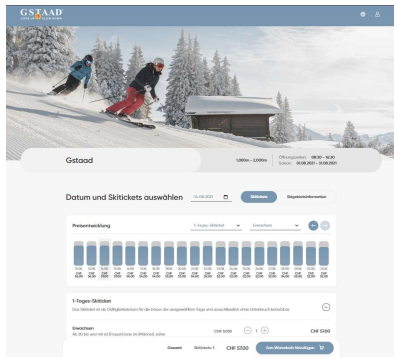
In field (4) you can check how many ski tickets are available for the chosen date.

In the field (5) you can see how many tickets you have already added to the shopping cart and you can proceed to the next step by clicking on the blue button.

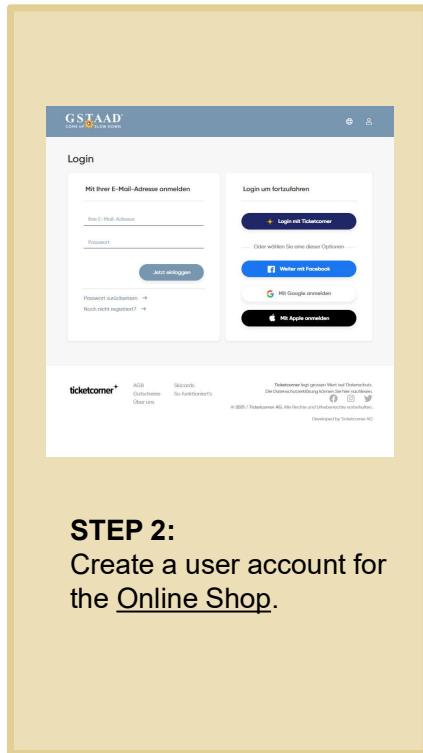
The screenshot shows the Gstaad website interface for purchasing ski tickets. The header includes the Gstaad logo and navigation icons. The main content area features a scenic image of skiers and a cabin. Below the image, there is a summary bar with the location 'Gstaad', altitude '1,000m - 2,000m', and opening hours '08:30 - 16:30' for the season '01.08.2021 - 31.08.2021'. The main section is titled 'Datum und Skitickets auswählen' and shows a date field set to '30.08.2021'. Below this, a 'Preisentwicklung' chart displays daily prices for a '1-Tages-Skiticket' for an 'Erwachsen' (adult). The chart shows prices ranging from CHF 52.00 to CHF 57.00. A blue button 'Zum Warenkorb hinzufügen' is visible at the bottom right of the chart area. The interface also includes a shopping cart icon and a 'Skitickets' button.

| Date   | Price (CHF) |
|--------|-------------|
| 12.08. | CHF 56.00   |
| 13.08. | CHF 56.00   |
| 14.08. | CHF 57.00   |
| 15.08. | CHF 57.00   |
| 16.08. | CHF 56.00   |
| 17.08. | CHF 56.00   |
| 18.08. | CHF 56.00   |
| 19.08. | CHF 53.00   |
| 20.08. | CHF 53.00   |
| 21.08. | CHF 54.00   |
| 22.08. | CHF 55.00   |
| 23.08. | CHF 52.00   |
| 24.08. | CHF 52.00   |
| 25.08. | CHF 52.00   |
| 26.08. | CHF 52.00   |
| 27.08. | CHF 52.00   |
| 28.08. | CHF 54.00   |
| 29.08. | CHF 55.00   |
| 30.08. | CHF 52.00   |
| 31.08. | CHF 52.00   |

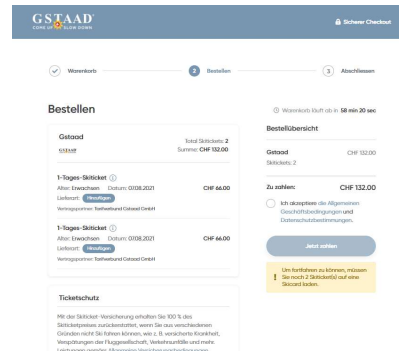
# Step 2: Creating a user account



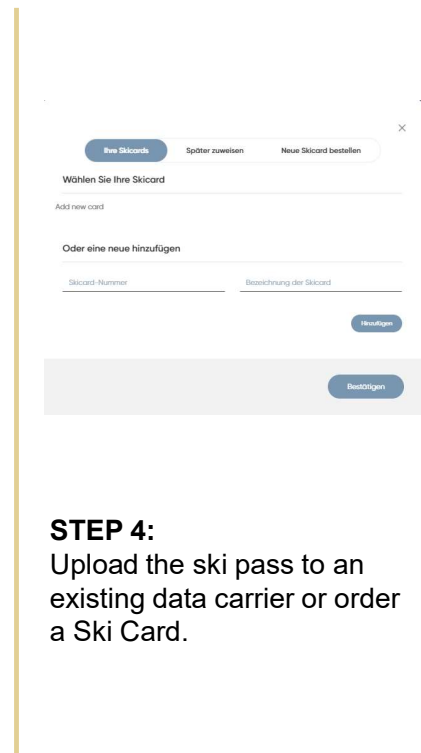
**STEP 1:**  
Select the ski pass for the day of your choice and the length of stay.



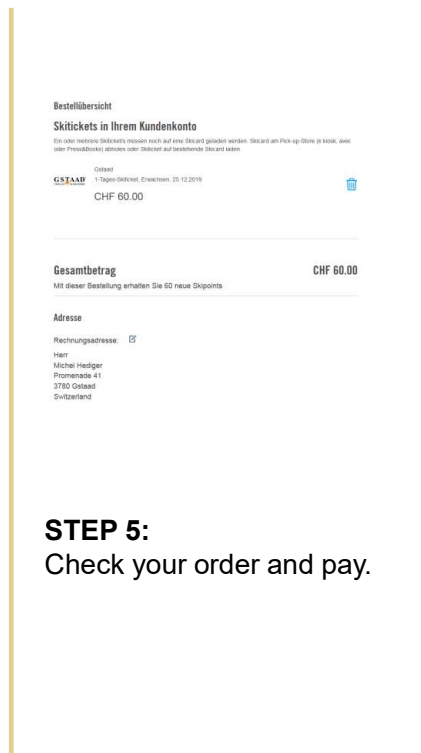
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Upload the ski pass to an existing data carrier or order a Ski Card.



**STEP 5:**  
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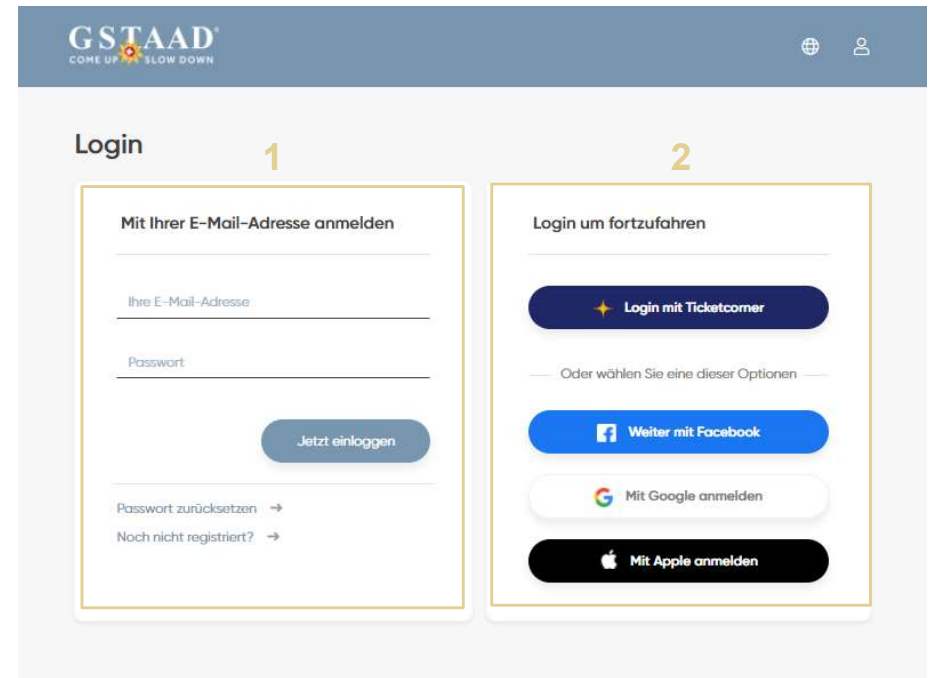


# Step 2: Creating a user account

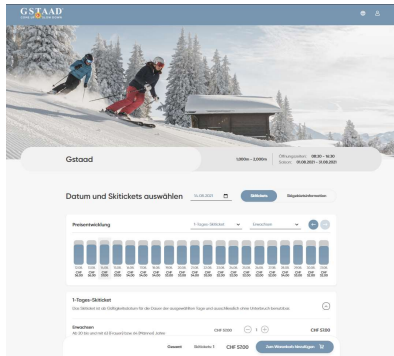
Register with a personal e-mail address and set a personal password for your account (1).

You will then receive an e-mail confirming your registration sent to the above e-mail address. You must confirm the email address once before logging in.

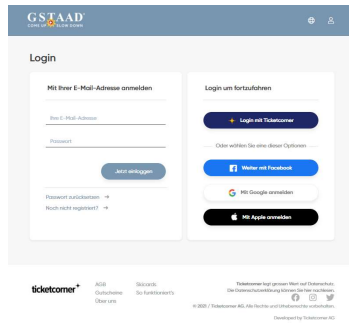
Or simply log in with your existing Facebook account, Google profile or Apple ID(2).



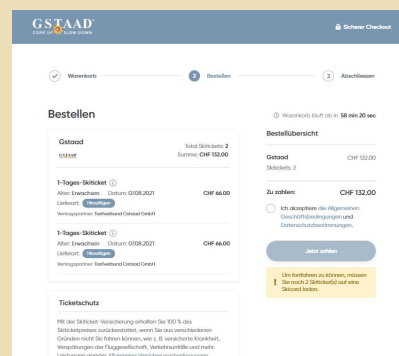
# Step 3: Checking your order



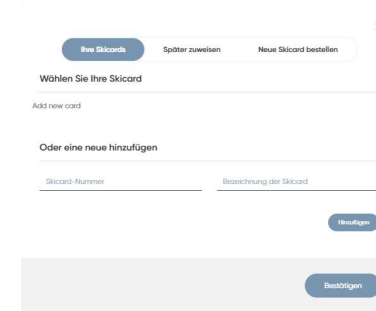
**STEP 1:**  
Select the pass for the day of your choice and the length of stay.



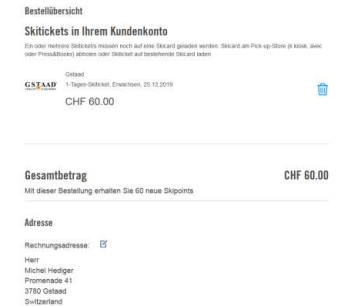
**STEP 2:**  
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**STEP 3:**  
Check your order.



**STEP 4:**  
Upload the ski pass to an existing data carrier or order a Ski Card.



**STEP 5:**  
Check your order and pay.

# Step 3: Checking your order

Check your order:

- Does your list contain all the ski passes you want to order? (1)
- Is the age category correct for each ski pass you want to order? (2)
- Is the ski pass validity correct? (3)
- Add more ski passes to your booking if required (4)
- Select a delivery method (5) -> go to step 4

**Please note that ski passes cannot be exchanged or cancelled once they have been ordered and paid for!**

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Sicherer Checkout

Warenkorb — 2 Bestellen — 3 Abschliessen

Warenkorb läuft ab in 56 min 35 sec

### Bestellen 1

**Gstaad** Total Skitickets: 2  
Summe: CHF 692.00

2 6-Tages-Skiticket 3  
Alter: Erwachsen Datum: 26.12.2021 CHF 346.00  
Lieferart: Hinzufügen  
Vertragspartner: Tarifverbund Gstaad GmbH  
Preisausschüttung

2 6-Tages-Skiticket 3  
Alter: Erwachsen Datum: 26.12.2021 CHF 346.00  
5 Lieferart: Hinzufügen  
Vertragspartner: Tarifverbund Gstaad GmbH  
Preisausschüttung

### Bestellübersicht

Gstaad CHF 692.00  
Skitickets: 2

Zu zahlen: CHF 692.00

Ich akzeptiere die Allgemeinen Geschäftsbedingungen und Datenschutzbestimmungen.

Jetzt zahlen

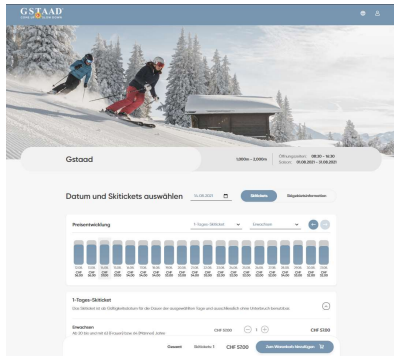
! Um fortfahren zu können, müssen Sie noch 2 Skiticket(s) auf eine Skicard laden.

### 4 Ticketschutz

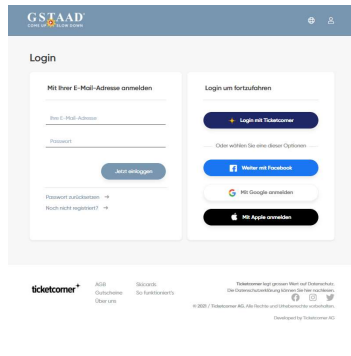
Mit der Skiticket-Versicherung erhalten Sie 100 % des Skiticketpreises zurückerstattet, wenn Sie aus verschiedenen Gründen nicht Ski fahren können, wie z. B. versicherte Krankheit, Verspätungen der Fluggesellschaft, Verkehrsunfälle und mehr. Leistungen gemäss Allgemeine Versicherungsbedingungen.

Ticketschutz hinzufügen CHF 4.00 / Skitag

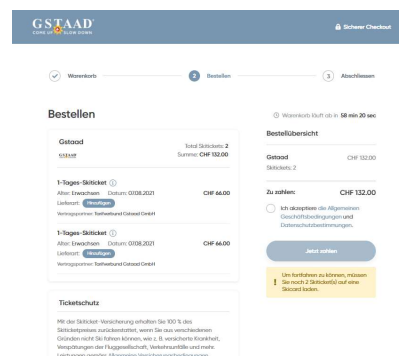
# Step 4: Loading your ski pass



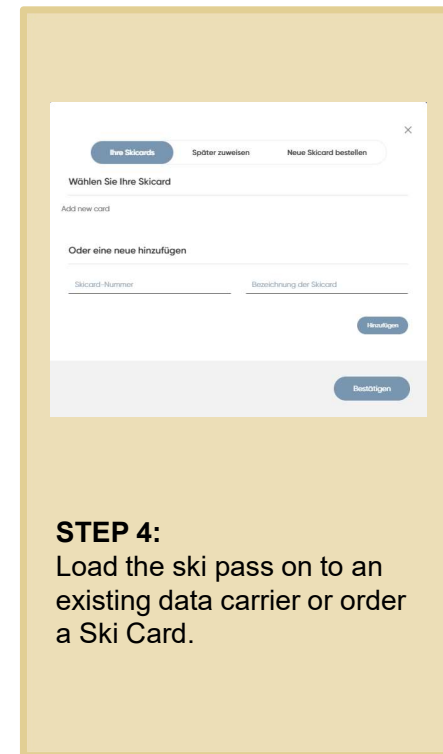
**STEP 1:**  
Select the pass for the day of your choice and the length of stay.



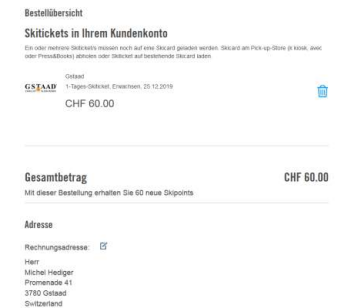
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**STEP 4:**  
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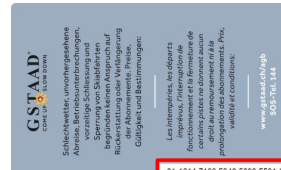


**STEP 5:**  
Check your order and pay.

# Step 4: Loading your ski pass

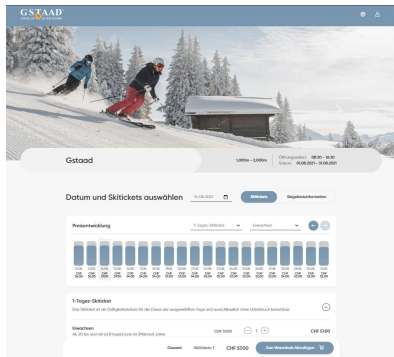
There are various options to choose from:

- Load your ski pass purchased on to an existing data carrier (Skidata KeyCard / SwissPass or Ticketcorner Ski Card) **(1)**.
- Order a Ticketcorner Ski Card **(2)**, which will then be sent to you (within 3 working days). Make sure you assign the Ski Card in the Online Shop before the date on which your day's skiing is due to begin.
- Select Ski Card Pick-up **(3)** to purchase a Ticketcorner Ski Card from the nearest k-kiosk or Press&Books Store and load your ski pass on to the Ski Card.

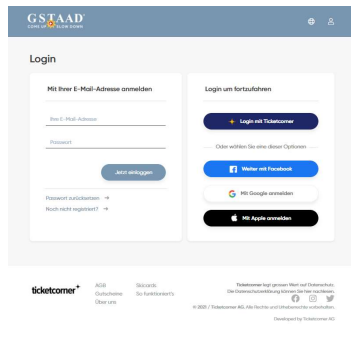


The screenshot shows a user interface for loading a ski pass. At the top, there are three numbered steps: 1. Ihre Skicards, 2. Später zuweisen, and 3. Neue Skicard bestellen. Below this, there is a section titled 'Wählen Sie Ihre Skicard' with a sub-section 'Add new card'. Under 'Add new card', there are two input fields: 'Skicard-Nummer' and 'Bezeichnung der Skicard'. A 'Hinzufügen' button is located below these fields. At the bottom of the interface, there is a large 'Bestätigen' button.

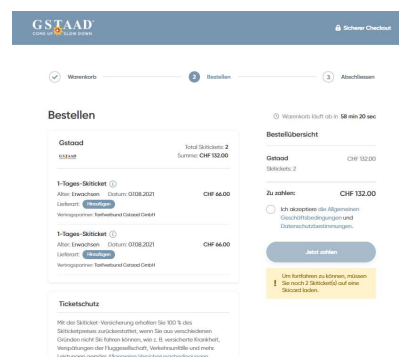
# Step 5: Booking & payment



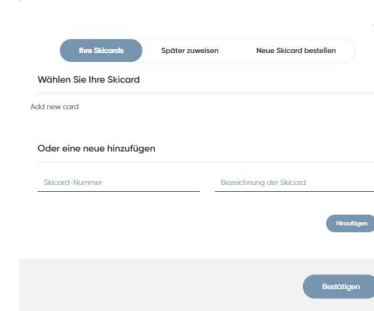
**STEP 1:**  
Select the ski pass for the day of your choice and the length of stay.



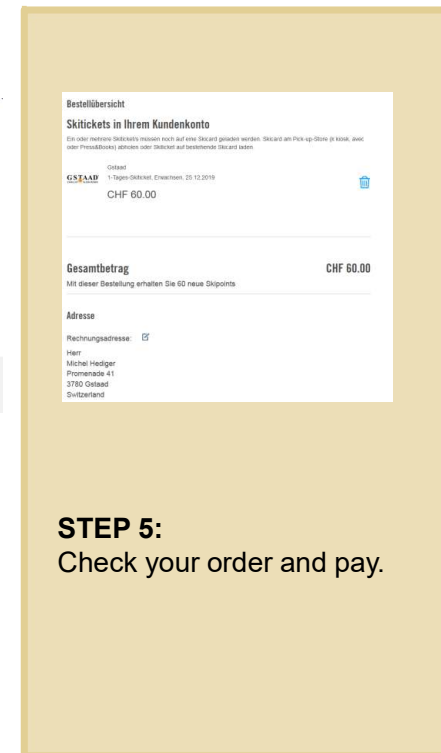
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Check your order.



**STEP 4:**  
Upload the ski pass to an existing data carrier or order a Ski Card.



**STEP 5:**  
Check your order and pay.

# Step 5: Booking & payment

Check your ordered tickets again (1).

If you have not already done so, add the ticket insurance (2).

Note that tickets ordered and paid for cannot be exchanged or cancelled!

Accept the terms and conditions and pay for your order by credit card (3).

Accepted credit cards: Mastercard, Visa, American Express, Diners, Postfinance Card, Jelmoli, Swiss Pass on account.

**GSTAAD**  
COME UP SLOW DOWN

Sicherer Checkout

Warenkorb — **2** Bestellen — 3 Abschliessen

Bestellen

Warenkorb läuft ab in 58 min 20 sec

**Gstaad** Total Skitickets: 2  
Summe: CHF 132.00

**1-Tages-Skiticket** ⓘ  
Alter: Erwachsen Datum: 07.08.2021 CHF 66.00  
Lieferart: [Hinzufügen](#)  
Vertragspartner: Tarifverbund Gstaad GmbH

**1-Tages-Skiticket** ⓘ  
Alter: Erwachsen Datum: 07.08.2021 CHF 66.00  
Lieferart: [Hinzufügen](#)  
Vertragspartner: Tarifverbund Gstaad GmbH

**Bestellübersicht**

**Gstaad** CHF 132.00  
Skitickets: 2

Zu zahlen: **3** CHF 132.00

Ich akzeptiere die Allgemeinen Geschäftsbedingungen und Datenschutzbestimmungen.

[Jetzt zahlen](#)

**2**

**Ticketschutz**

Mit der Skiticket-Versicherung erhalten Sie 100 % des Skiticketpreises zurückerstattet, wenn Sie aus verschiedenen Gründen nicht Ski fahren können, wie z. B. versicherte Krankheit, Verspätungen der Fluggesellschaft, Verkehrsunfälle und mehr. Leistungen gemäss Allgemeine Versicherungsbedingungen.

Ticketschutz hinzufügen CHF 4.00 / Skitag

**GSTAAD**  
COME UP SLOW DOWN

# Confirmation of order

Shortly after you have completed your order you will receive an email with the following order confirmation.

You will also receive an email informing you about the loaded Ski Cards:

Sehr geehrter Herr Test User

Vielen Dank für Ihre Zuweisung. Bitte drucken Sie diese Bestätigung aus und nehmen Sie sie mit oder stellen Sie sicher, dass Sie sie vor Ort auf Ihrem Smartphone verfügbar haben. Sie müssen sie auf Anfrage zusammen mit der Skicard vorweisen können. Um ins Skigebiet zu gelangen, halten Sie die Skicard für fünf Sekunden ans Drehkreuz. Falls die Skicard nicht erkannt wird, wenden Sie sich bitte ans Personal und weisen Sie diese Bestätigung vor.

#### Skitickets auf Skicards

Gstaad, gültig ab 12.12.2019  
1-Tages-Skiticket, Erwachsene  
TC-Card No. 4500000054  
Accesskey: 01-16147133534869886165-0

Viel Vergnügen auf der Piste wünscht Gstaad!  
Ihr Gstaad Ski-Team

Bei Fragen kontaktieren Sie uns bitte über das Kontaktformular  
<http://www.ticketcomer.ch/tickets.html?affiliate=TCS&fun=contact&doc=feature/helpContact/contact>  
Für weitere Informationen gehen Sie auf:  
<https://intgstaad.ticketcomer.ch>

Dies ist eine automatisch generierte E-Mail.  
Anfragen auf diese E-Mail-Adresse werden uns nicht erreichen.

Guten Tag,  
Vielen Dank für Ihre Bestellung. Sie finden unten eine Übersicht über Ihren Auftrag.

#### Bestellübersicht

|                       |  |
|-----------------------|--|
| Buchungsdatum         | 19.08.2021, 15:11  |
| Bestellnummer         | 2011   |
| Kunde                 | <a href="mailto:max@mustermann.com">max@mustermann.com</a> |
| Verkaufskanal         | Gstaad   |
| Gesamt                | CHF 194.60   |
| Per Gutschein bezahlt | CHF 0.00   |

Gstaad



|                   |           |
|-------------------|-----------|
| 1-Tages-Skiticket | CHF 61.00 |
| Alter: Erwachsene |           |
| Datum: 2021-12-26 |           |

Originalpreis: CHF 60.00  
Ticketschutz: + CHF 4.00



# Insuring your ski pass

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Ski passes for the Destination Gstaad Mountain Railways & Cableways cannot be exchanged or refunded. You do however have the option of taking out insurance on your ski pass to insure against risks such as accident, illness or bad weather (closure of the mountain railways & cableways). Options available:



- **SKIEASY**

**CHF 4.00 per ski pass per day**

Pro-rata refund of the ski pass/skiing lesson/hire of sports equipment in the event of: illness, accident, closure of the mountain railways & cableways due to bad weather. As per ERV General Terms & Conditions of Insurance.

- **SKIPLUS**

**CHF 6.00 per ski pass per day**

Pro-rata refund of the ski pass/skiing lesson/hire of sports equipment in the event of: illness, accident, closure of the mountain railways & cableways due to bad weather. Plus a range of mountain rescue services. As per ERV General Terms & Conditions of Insurance. Available only at cash desk.

# Loading your ski pass 1/3

Once you have purchased a ski pass from the Online Shop, you need to load it on to a data carrier. To do so, proceed as follows:

1. Log in to our Online Shop using your login data.



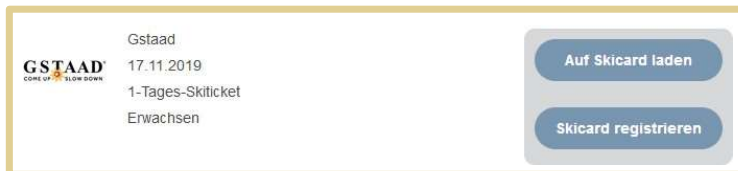
2. From the menu, click 'My Ski Passes':



3. From the list select the ski pass you want to allocate:

Meine Skitickets

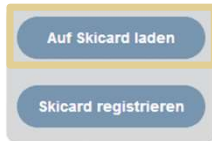
Nicht zugewiesene Skitickets



# Loading your ski pass 2/3

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1. Select 'Load to Ski Card' if you have already stored a Ski Card (Keycard, Ticketcorner Ski Card or Swisspass):

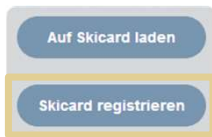


2. A list with all the Ski Cards you have registered will then pop up; select the appropriate card from the list:



# Loading your ski pass 3/3

1. If you haven't yet stored a data carrier in your customer profile, click 'Register Ski Card'.



2. Enter the number of your data carrier into field (1) as instructed. Give your card a name (2). Complete the process by clicking 'Register Ski Card and Assign' (3):

**Neue Skicard hinzufügen**

Geben Sie hier Ihre Kartenummer ein  
(Ticketcorner Skicard: TC-Card-Nr. ohne  
Leerzeichen | SwissPass: «S»-Nummer |  
Skidata-/Skigebiets-Karten: 23-stellige Nr. mit  
Bindestrichen, ohne Leerzeichen | Team Axess-  
Karten mit WTP-Nummer können nicht  
registriert werden).

1 Skicard-Nummer

2 Bezeichnung der Skicard

3 **Bestätigen**

*The registered Ski Cards are now stored for your next booking and do not need to be re-registered.*

# Family Discount

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The Destination Gstaad mountain railways & cableways offer families an extra discount on the ski pass purchase in the [Online Shop](#).

|   |   |  |
|---|---|--|
|  Gstaad<br>1-Tages-Skiticket, Erwachsene, 14.12.2019 |  Gstaad<br>1-Tages-Skiticket, Kind, 14.12.2019 |  Gstaad<br>1-Tages-Skiticket, Jugendlich, 14.12.2019 |
| CHF 55.00   | CHF 30.00   | CHF 44.00  |
| Family discount Gstaad 5.00%<br>- CHF 2.75  | Family discount Gstaad 5.00%<br>- CHF 1.50  | Family discount Gstaad 5.00%<br>- CHF 2.20   |

## REQUIREMENT

Family discount conditional on simultaneous purchase of at least 3 ski passes (incl. 1 or 2 ski passes for adults / senior citizens and at least 1 or 2 children / adolescents).



# Collecting Snowflakes for daily or multi daily Cards

Every booking for daily cards you make in the Online Shop tops up your Snowflake total:

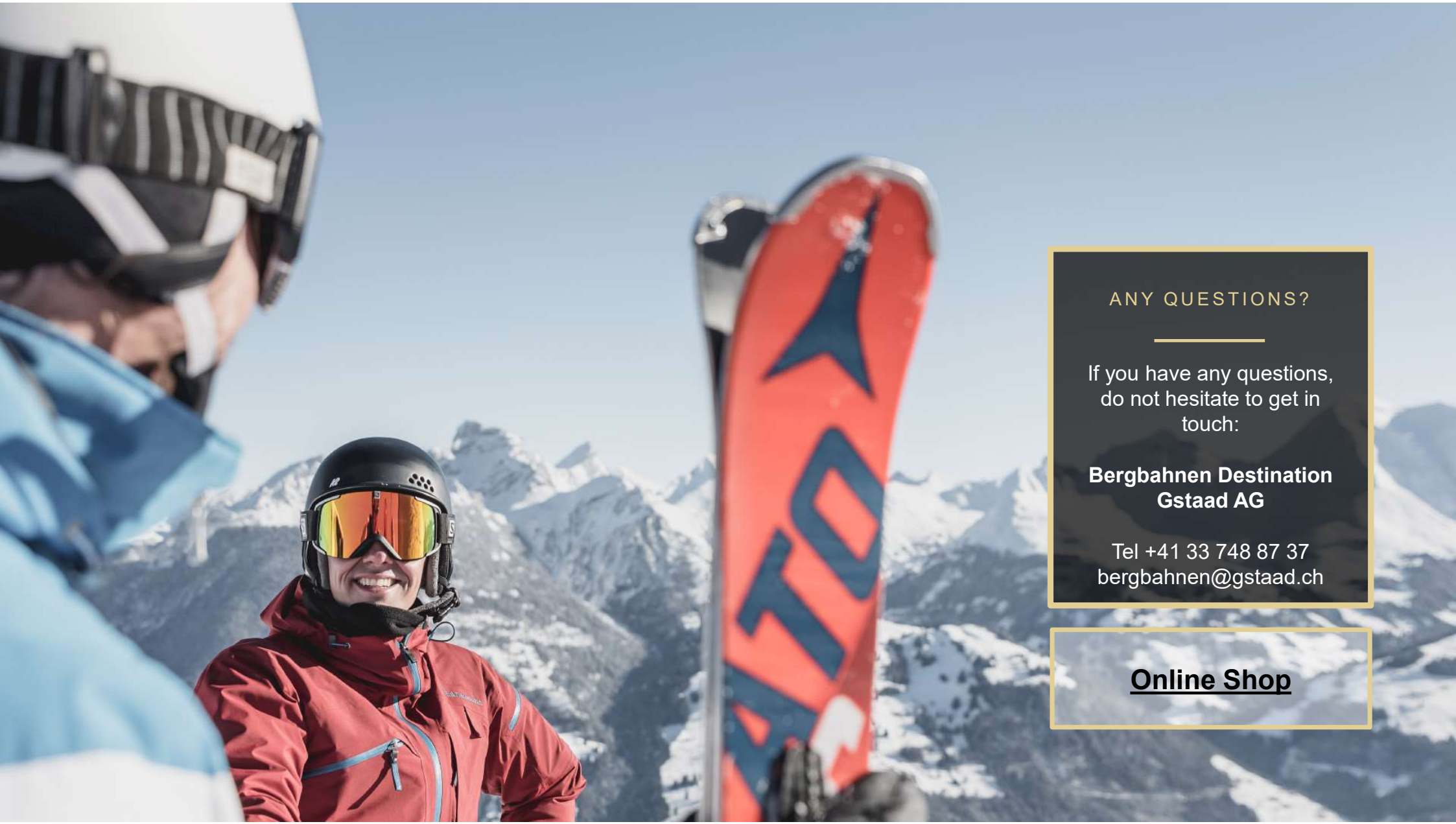


*Snowflakes display, topped up with every purchase.*

## REWARDS

Once you reach a purchase value of CHF 600.00, you will receive an email voucher with a voucher code worth CHF 20.00 towards your next purchase in the Online Shop.

A screenshot of the Gstaad Online Shop account page. The header shows the Gstaad logo and navigation links: Konto, Adressen, Newsletter, Schneeflocken Punkte (highlighted with a yellow box), Skicards, Skitickets, Bestellungen, Zahlarten. The main content area is titled 'Schneeflocken Punkte' and contains the following text: 'Bei jedem Einkauf im Online-Shop sammeln Sie Gstaader Schneeflocken. Sobald sich die 6 untenstehenden Schneeflocken gefüllt haben, erhalten Sie einen Gutschein im Wert von CHF 20.00 für Ihre nächste Bestellung bei uns. Die Schneeflocken sind jeweils während 2 Jahren bis Ende Wintersaison gültig.' Below this, it shows 'Aktueller Stand Schneeflocken Punkte: 0' and '0 Schneeflocken Punkte wird/werden am Ende der Saison (31.05.2022) verfallen.' There are six snowflake icons, with the first one filled. A section titled 'Schneeflocken einlösen' explains that 6 snowflakes earn a CHF 20.00 voucher. A table shows 'Schneeflocken Punkte: 600' and 'Gutscheinwert: 20 CHF'. A button at the bottom says 'Nicht genug Schneeflocken Punkte'.



ANY QUESTIONS?

If you have any questions,  
do not hesitate to get in  
touch:

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**[Online Shop](#)**