



Axess SMART PRICING

Dynamic pricing strategy



Axess SMART PRICING is one of the most effective tools to increase sales and improve profits. Dynamic pricing is an ideal way to respond to changes in guest and consumer behavior and boost your ticket sales, increase revenue and efficiently utilize your ski area.

SMART PRICING is the dynamic pricing strategy that lets your company adjust its ticket prices according to demand. The pricing varies depending on factors such as the booking date, weather and season. Predicting the expected demand is the key to optimize your revenue.



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More skiers are drawn to the slopes on weekends and holidays than on weekdays and during the off-peak season. **SMART PRICING** lets you set your prices dynamically and attractively, increasing demand even on less popular days and boosting your revenue during the busiest times.

The prices in **SMART PRICING** are centrally defined and regularly synchronized with the desired points of sale (POS, Axess TICKET KIOSK, online). Factors such as historical data from the last season, holidays and vacation periods as well as the weather forecast for the coming weeks are automatically included in the price calculation to determine the current rates.

The prices are shown in the calendar preview, you can also adjust them manually. Defined threshold values for your contingent result in a dynamic adjustment of your prices in the system.

Features

- › Price categories are synchronized with the desired sales channels
- › A flexible and manual adjustment of the prices is possible
- › Increase in online sales and collection of customer data
- › Early-bird discounts for fast cash flow
- › Simple definition of discounts and promotional campaigns