

Dynamic Pricing FAQ – Guests

Why is the Montafon Brandnertal Pool introducing dynamic pricing?

- Those who book their ticket early will benefit from real price savings, making for an extremely fair, family-friendly price model. Guests who book online in advance will always get the best price. For those who prefer complete flexibility, tickets can still be purchased at the resort, but for a higher price compared to booking earlier online.
- In the future, tickets will increasingly be sold online—at demand-based prices that are in line with the market.
- The straightforward, customer-friendly online booking process and shorter waits at the cash desks will significantly improve the quality of service for our guests.
- Controlling prices based on demand will optimize capacity utilization over the winter. Skiing in off-peak seasons and during the week will become more appealing. This means that we can ensure every single visitor has the best-possible experience.

How does dynamic pricing work in the Montafon Brandnertal Pool?

- As the base price, various seasons are defined with corresponding “from” prices. Price changes are dependent on a range of factors. Guests’ booking behavior is the main criterion. The price for a given day changes depending on demand and the number of bookings. The price is also dependent on vacation periods and, at very short notice, the weather forecast. However, as a general rule, those who book early are guaranteed to get the best price!
- The price displayed in the cable car operators’ web shops, at cash desks, and at ticket machines is always the best price for that day—it cannot go any lower. If booked immediately, this price is always the best offer for the current day.
- The prices are recalculated daily, but the prices do not change during operating hours.

What makes dynamic pricing a fair, family-friendly price model?

- Because ski vacations, especially with family, are often planned in advance, winter sport enthusiasts can book their ski passes in advance—just like their accommodation—and in doing so benefit from an early-bird discount. As a result, some ski passes will be cheaper in the online ticket shops than in previous years. Although the prices can rise in peak season, a lot of ski resorts with fixed prices also put their rates up during vacation periods.

Will skiing be more expensive during fine weather or at weekends?

- The prices of ski tickets are constantly being recalculated by an algorithm. However, the following principle always applies: Those who book early will benefit from attractive ticket prices.
- That means that, even on fine-weather days, early bookers may still be able to go skiing for less than before. But if demand for the day in question increases substantially, the price may also be higher.

Can the displayed price fall again?

- No. The price displayed is always the best price for the day in question—it will not drop any further. If booked immediately, this price is always the best offer for that day.
- The prices are recalculated daily, but the price displayed on the day does not change during operating hours.

What is the surcharge for fine weather, peak season, weekends, etc.?

- That's impossible to say. The prices of ski tickets are constantly being recalculated by an algorithm. The price is dependent on a range of factors. Guests' booking behavior is the main criterion. The price for a given day changes depending on demand and the number of bookings.
- The price is also dependent on vacation periods and, at very short notice, the weather forecast.
- However, the following principle always applies: Those who book early will benefit from attractive ticket prices.

Why should our guests book via the web shop?

- In the future, tickets will increasingly be sold online—at demand-based prices that are in line with the market.
- The straightforward, customer-friendly online booking process and shorter waits at the cash desks will significantly improve the quality of service for our guests.
- Those who book their ticket early will benefit from real price savings.

Do guests need to have/create a customer account to make a booking?

- No. However, we recommend registering so that the relevant information is already stored the next time they visit the web shop and they don't have to enter it again.

Which tickets are priced using the dynamic pricing model?

- Currently, the winter day and multi-day ski passes for adults, senior citizens, and children are priced using the dynamic pricing model.
- There will continue to be discounts for senior citizens and children.
- Season tickets and annual passes will still have fixed prices (advance booking price and regular price).
- Experience tickets such as sled and pedestrian tickets and tickets for evening rides will also continue to be offered at fixed prices.

Is it even still worth buying a season ticket or annual pass?

- Absolutely. A season ticket or annual pass remains the cheapest and most convenient option for frequent skiers.

Will there still be day pass vouchers?

- As the price of a day pass is highly dependent on various factors such as the time of booking, demand, and the season, it is no longer possible to offer day pass vouchers at a fixed price.
- There will still be vouchers available that can be redeemed for a day pass at the current price at any time at all sales outlets.

Will the introduction of dynamic pricing make skiing more expensive overall?

- No! Compared to the previous, very static price model (pre-season, peak season, low season, post-season, etc.), skiing will be cheaper on many days. Early bookers are rewarded with lower prices. Likewise, skiing at quieter times (e.g., during the week or outside of vacation periods) will be cheaper, but prices may be higher during peak season or at weekends. Regardless, the following principle always applies: Book early to benefit!

How do guests get the best price?

- As a general rule, those who book early are guaranteed to get the best price. Advance bookings are normally made via the web shop, but guests can of course also buy their ski pass in advance from a sales outlet if they are already at the resort. The same prices are valid everywhere.

Where can the prices be found?

- The prices are listed in the Montafon Brandnertal Pool web shop and in the web shops of the individual cable car operators. Simply enter the desired date and categories of person to view the current price. However, the price may go up if the booking is not made straight away.

Does the early-bird benefit also apply if the ticket is purchased at a sales outlet/cash desk?

- Yes, the price is the same in the web shop and at all sales outlets. The only deciding factor is the time when the booking is made.

Can purchased tickets be exchanged or canceled?

- No, as a general rule, it is not possible to exchange or cancel a ticket that has already been purchased.
- In certain, exceptional cases (e.g., illness, injury), cancellation may be possible. Detailed information is provided in our General Terms and Conditions.

How and where can ski tickets be bought in the future?

- Tickets can still be purchased from the relevant cable car operator cash desks and at ticket machines.
- For ticket purchases made in one of the web shops, guests receive a voucher with a QR code. This QR code (on a smartphone or printed out) can be used to quickly and easily collect the ski ticket directly from a ticket machine or pick-up box at one of the valley stations.
- Tickets purchased online can also be exchanged for a valid ski ticket using the voucher at many partner hotels (provided that the hotel has a ticket printer) and tourism offices.
- Guests can also continue to buy cable car tickets directly from partner hotels and tourism offices (provided that they have a ticket printer) at the current, dynamic daily price.
- No matter where guests buy their tickets, the prices are the same at all points of sale. And the following fundamental principle always applies: Book early to get the best price!

Is dynamic pricing new?

- No. This system has long been the standard practice for flights and hotel bookings in particular, where guests are used to the fact that prices are based on demand.