

Pass Powderkeg



Over the past year, Pass Powderkeg has undertaken a transformational operational change. These implemented changes are part of a 3-5 year plan that focus on the following strategic elements:

- Increasing utilization of the facility's core winter offerings.
- Diversifying the offerings to take advantage of our unique facility year-round.
- Developing a regional presence as an attractive tourist option, drawing broader economic impact to the Crowsnest Pass.
- Minimizing the annual subsidy required to operate the facility and safeguard its future (\$254,000 - 2018 Subsidy Budget).

Summary of 2017/18 Winter Season

- Pass Powderkeg had its earliest opening day and its longest season in its history.
- Post season survey indicates a significant increase in guest satisfaction (average NPS rating 9/10).
- Increased activity offerings including Snowshoeing, expanded Snow School and a diversity of new events.
- Reinvigorated branding/reputation through expanded web presence, social media and earned media coverage.
- The number of season pass holders increased by 90% over the previous year.
- 15% of all Crowsnest Pass residents aged 5-64 held a season pass and 38% of local youth aged 5-15.
- Estimated skier visits tripled from previous years to almost 15,000 visits.



Looking Ahead for Pass Powderkeg

- Implementation of tourist friendly summer products such as 'Hike & Dine', E-Bike Tours & Rentals and special events.
- Development of new business opportunities including early season ski racing facility rentals, expanding capacity to host school groups and facility advertising/sponsorship.
- Inward focus on organizational effectiveness and efficiency.
- Updating of the longer-term strategic plan for the facility.

