

Towards a Better Understanding of Consumer Fairness Perceptions of Dynamic Ski Pass Prices: How Price-Setting Based on Weather Takes its Toll

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Abstract

Dynamic pricing policies are increasingly common in ski resorts, where the price of a ski pass is determined by variables such as the day of the week and weather conditions. However, consumers' hefty adverse reactions to these policies have led some resorts to backpaddle and return to static pricing models. Ski resorts face the choice of finding ways to make dynamic pricing more acceptable for consumers or avoid this practice altogether. The present research thus sets out to better understand which forms of dynamic pricing are perceived (un)fair and examines price complexity as the underlying process. The results suggest that weather-based pricing, not weekday-based pricing, is what drives price unfairness perceptions. These findings have important theoretical and practical implications for managers tasked with ski resorts' pricing policies.

Keywords: *Ski Resorts, Winter Tourism, Dynamic Pricing, Price Fairness*

Track: *Tourism Marketing*