





Provision of a prediction system allowing for management and optimization of snow in Alpine ski resorts

Insights and experiences from assessing the added value of PROSNOW[®], a climate service to support the optimization of snow management in Alpine ski resorts

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PROSNOW[®] concept

PROSNOW® concept



Project consortium

PROSN*W





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PROSNOW[®] web-based user interface





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Assessing PROSNOW[®]'s added value

Simulation-based approach

(ex-ante valuation based on decision theory)





Survey-based approach (ex-ante & ex-post valuation elements)



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(E-)Valuation of PROSNOW[®] by the **pilot ski resorts** after real-time testing (2019/20):

- Expected maximum and PROSNOW[®] saving potential
- Perceived forecasting accuracy
- Experienced & expected usefulness
- Willingness to pay (WTP) based on direct and indirect stated preference methods (e.g. limit conjoint analysis)

Icons made by Freepik (www.flaticon.com)



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Some results (1)



Simulation-based approach

(all 9 pilot ski resorts considered)

Simulated saving potential under perfect knowledge ...



Survey-based approach

(8 respondents from pilot ski resorts)

Estimated saving potential under perfect knowledge ...



PROSNOW®'s expected saving potential ...





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Some results (2)

PECITORS FOR MARKET

Survey-based approach

(8 respondents from pilot ski resorts)

Pilot resorts' experienced or imagined usefulness of PROSNOW® (n=8)



🗌 no answer 🔳 not useful 📕 imagine usefulness 📕 experienced usefulness





Some results (3) & conclusions

Survey-based approach

(8 respondents from pilot ski resorts)

Pilot resorts' willingness to pay (WTP) for PROSNOW[®] [€ per season]



Conclusions

- Some ski resorts would strongly benefit from improved anticipatory capacity
- PROSNOW[®]'s added value seems to vary strongly between ski resorts
- PROSNOW[®]'s added value may change over time with users' ability to make most of the service



PROSN*

Thanks for your attention!

Any questions?



Further information: http://prosnow.org

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