

BOYNE'S BIGGEST AI OPPORTUNITY ISN'T AI.

It's turning what Boyne already knows into better decisions for every guest and every operating day.

Boyne has already invested in the data foundation. The next opportunity is converting that foundation into measurable revenue, EBITDA, guest experience and risk outcomes.

WHERE BOYNE STANDS TODAY

BOYNE MAY HAVE ALREADY BUILT THE HARDEST PART.

WHAT BOYNE HAS BUILT

PUBLICLY OBSERVED

- 11 source systems
- 6 customer databases
- Customer 360
- Golden customer record
- Azure
- BoyneRewards
- Cross-property guest relationships



THE OPPORTUNITY

AI DECISION LAYER

Continuously answers: what to offer this guest, where demand will occur, how to staff, what may fail, where risk is rising.



WHAT THIS CAN DRIVE

ILLUSTRATIVE: VALIDATE

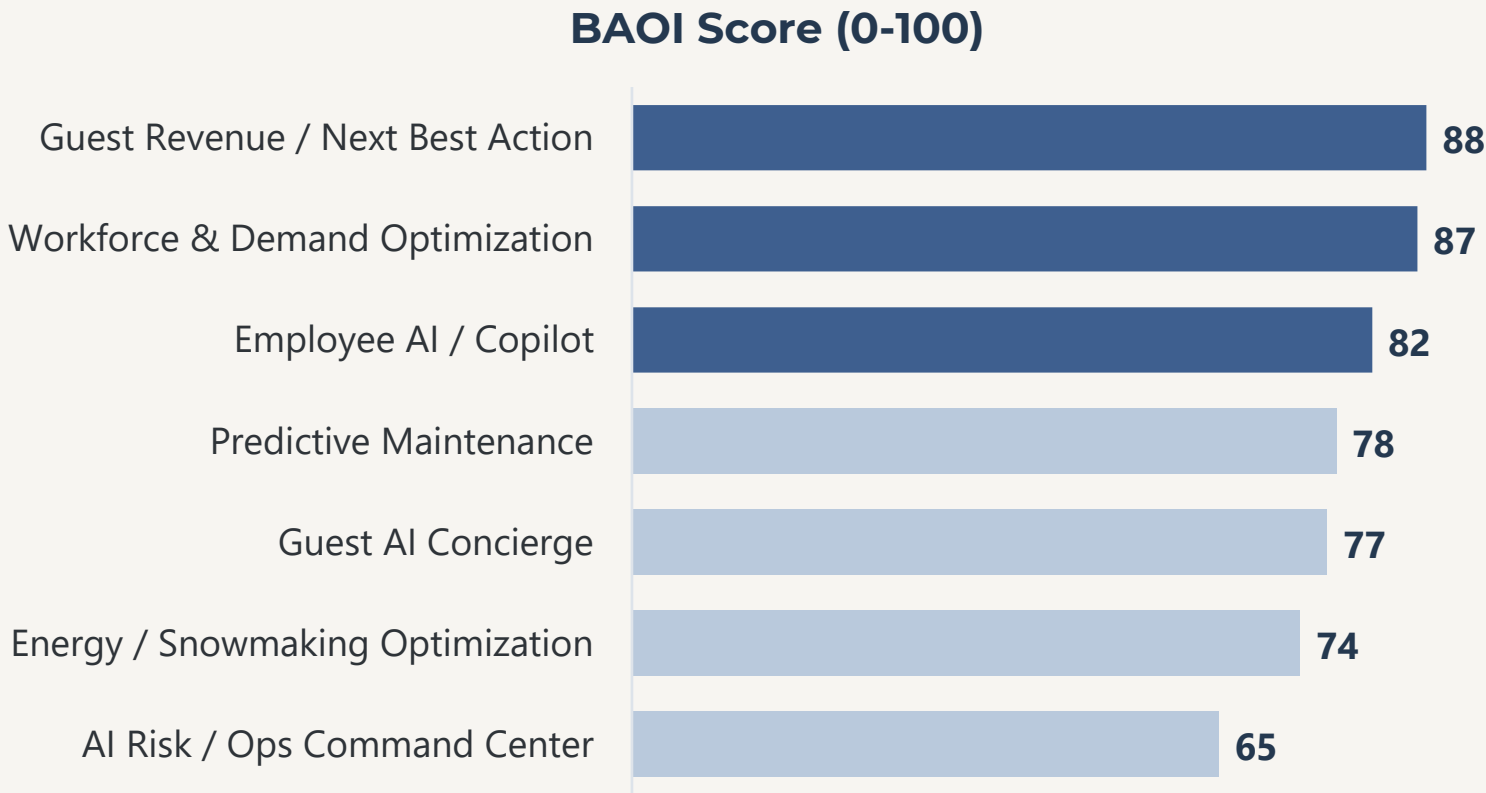
- Next Best Action
- Demand Forecasting
- Personalization
- Workforce Optimization
- Predictive Maintenance
- Revenue Optimization
- Operational Risk

“Data tells Boyne what happened. AI can help Boyne decide what to do next.”

NOT ALL AI IS EQUAL.

Where should Boyne place its first bets?

DIRECTIONAL EXECUTIVE-PLANNING SCORES: VALIDATE WITH BOYNE DATA



HOW THE BAOI IS WEIGHTED

- 45% Business Impact
- 20% Data Readiness
- 15% Speed to Value
- 8% Complexity
- 6% Security
- 6% Risk

Reverse scoring applies to complexity, security and risk. Scores are directional, based on public information.

The highest-value AI opportunity is not necessarily the easiest. The portfolio should balance quick wins with transformational bets.

OPTIMIZE REVENUE PER GUEST, NOT JUST PRICE PER PRODUCT.

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BAOI



AI INPUTS

ASSUMED: VALIDATE

Golden profile	Property capacity
BoyneRewards	Location
Purchase history	Inventory
Reservation	Guest behavior
Weather	Propensity history

AI NEXT BEST ACTION

Right offer · Right experience
· Right time · Right channel

POSSIBLE DECISIONS

Upgrade lodging	Lesson	Rental	
Dining	Activity	Retail	Spa
Additional night		Boyne Passport	
Another destination		Return offer	
No offer			

DO NOT OPTIMIZE CLICKS. OPTIMIZE:

REVENUE PER GUEST

CONTRIBUTION MARGIN / GUEST

LIFETIME VALUE

FROM CUSTOMER 360 TO CUSTOMER ACTION

BOYNEDEMANDIQ: TURN CUSTOMER 360 INTO REAL-TIME REVENUE DECISIONS.



Concept powered by Vibora
DemandIQ technology

Boyne has spent years building a unified understanding of the guest. BoyneDemandIQ turns that understanding into an intelligent decision at the moment it can create the most value.

WHO? Customer Intelligence	Customer 360	Golden Guest Record	Boyne ID	BoyneRewards	Reservation History
	Purchase History	Resorts Visited	Preferences	Digital Engagement	
WHERE + WHEN? Real-Time Context	Current Resort	Guest Location	Weather	Snow Conditions	Time of Day
	Events	Crowding	Trip Stage	Current Activity	Day of Week
WHAT TO SELL? Commercial Context	Dining capacity	Spa availability	Lesson inventory	Rental inventory	Activity capacity
	Lodging inventory	Retail promos	Operating hours	Revenue targets	Margin
				Staffing	

BOYNE | DemandIQ
AI DECISION ENGINE

Propensity · Relevance · Capacity · Margin · Timing · Guest Experience · Frequency · Risk

NEXT BEST ACTION
The smartest offer is sometimes no offer.

Recommend Experience

Offer Upgrade

Fill Capacity

Extend Stay

Book Next Visit

Cross-Sell Another Resort

Redirect Demand

Suppress Offer

DO NOTHING

ACTIVATE VIA Boyne App · Push · SMS · Email · Web · Paid Media · Digital Signage · Guest Services · Employee Copilot

Customer 360 tells Boyne who the guest is. BoyneDemandIQ determines what Boyne should do about it.

WHAT COULD BOYNEDEMANDIQ DO AT 3:42 PM ON A SATURDAY?

BOYNE
DemandIQ

THE GUEST

Family of four

- 2 adults · 2 kids
- Two-night stay
- Skied since 9:00 AM
- Purchased rentals
- BoyneRewards
- No dinner booked
- No evening activity
- Near the base area

RIGHT NOW

Real-time conditions

- 3:42 PM, ski day ending
- Avalanche Bay has capacity
- One dining outlet is full
- Another has open tables
- Weather turns after 5 PM
- Tomorrow is unbooked

TRADITIONAL MARKETING “20% OFF RETAIL”

Sent to 30,000 guests

Low context · Low relevance
Margin giveaway

BOYNEDEMANDIQ BEST NEXT ACTION

Action: Family evening plan
Bundle: Activity + dining
Timing: Now
Channel: Boyne App push
Discount: **None required**

Why: relevance + open capacity

BOYNE APP

Your ski day doesn't have to end yet. Avalanche Bay has availability, and we found a dinner option afterward. Want us to build your evening?

BUILD MY EVENING

NOT NOW

Illustrative UX only

FROM batch campaigns and generic promotions → TO individual, real-time, margin-aware decisions

Measured on incremental revenue per guest · contribution margin · capacity utilization · attach rate · guest satisfaction · lifetime value. Not open rate or clicks.

DON'T MEASURE THE MESSAGE. MEASURE THE ECONOMIC DECISION.

PREDICT TOMORROW'S DEMAND BEFORE TOMORROW ARRIVES.

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DEMAND SIGNALS

ASSUMED: VALIDATE

Weather	Visitation trend
Bookings	Day of week
Occupancy	School calendars
Ticket sales	Dining bookings
Pass patterns	Activity inventory
Events	



AI DEMAND ENGINE

Forecasts demand by property and daypart



RECOMMENDED OPERATING DEMAND

Lifts	Food & Beverage
Guest Services	Parking
Rentals	Housekeeping
Retail	Activities

REDUCE OVERSTAFFING

Labor Cost / Guest

Overtime

Schedule Accuracy

PREVENT UNDERSTAFFING

Capacity Loss

Wait Time

Guest Satisfaction

One of the rare AI opportunities capable of improving cost, revenue and guest experience simultaneously.

BUILD AI MUSCLE INSIDE BOYNE FIRST.

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BAOI

Not the largest strategic opportunity, but likely the best first enterprise deployment. It builds capability where the risk is lowest.

WHERE IT APPLIES

Finance

HR

Marketing

Operations

IT

Legal

Procurement

Property Leadership

Guest Services

WHAT EMPLOYEES DO WITH IT

- Find information
- Summarize
- Analyze
- Create
- Automate
- Prepare decisions
- Reduce administrative work

NORTH STAR METRIC

HOURS RETURNED TO EMPLOYEES

SECONDARY METRICS

Adoption

Task completion time

Employee satisfaction

Support reduction

Use internal AI to establish governance, adoption and trust before scaling high-value guest-facing AI.

THE PORTFOLIO

THREE HORIZONS. THREE DIFFERENT BUSINESS OUTCOMES.



Pilots can overlap. Horizons describe enterprise maturity, not permission to start.

START WITH PRODUCTIVITY. PROVE EBITDA. TRANSFORM GUEST ECONOMICS.

THE END STATE

AN INTELLIGENT OPERATING LAYER FOR BOYNE.

EXPERIENCES

Guest App Web Email / SMS Resort Employees Operations Leadership Digital Channels



BOYNE AI DECISION LAYER

Guest Revenue Agent Guest Concierge Demand Agent Workforce Agent Maintenance Agent Operations Agent Risk Agent



BOYNE DATA FOUNDATION

ILLUSTRATIVE: VALIDATE DURING DISCOVERY

Customer 360 Golden Customer Record BoyneRewards Salesforce Azure Reservations POS Lodging
RFID Mobile Weather Operations Equipment / IoT

Boyne does not need seven disconnected AI projects. It needs a common intelligence layer that turns enterprise data into coordinated decisions.

THE PATH TO PROOF

DON'T START WITH AN AI ROADMAP. START WITH MEASURABLE VALUE.

BOYNE AI VALUE
ACCELERATOR

90 DAYS

01 FIND

Identify the highest-value opportunities.



02 MODEL

Validate data, economics, risk and feasibility.



03 BUILD

Put one high-value use case into a working pilot.



04 MEASURE

Create a CEO / CFO-level value scorecard.

BOYNEDEMANDIQ 90-DAY REVENUE PILOT

Employee Copilot cohort

100-250 employees

BoyneDemandIQ pilot

Boyne Mountain · 2-4 categories

Workforce Demand Model

Same property, if appropriate

Pilot design: control group vs. BoyneDemandIQ group · primary metric: incremental contribution margin per guest

AT THE END OF 90 DAYS BOYNE WILL KNOW

- Which AI opportunities deserve investment
- Which should be stopped
- What measurable economic value is achievable
- What data and security gaps exist
- What the enterprise AI operating model should be
- What should scale next

THE GOAL IS NOT TO DO MORE AI. THE GOAL IS TO MAKE BETTER DECISIONS THAT PRODUCE MEASURABLE BUSINESS VALUE.