The positioning of a unique ski resort: Why is Revelstoke successful despite tough competition?
WHERE IS REVELSTOKE?
Some Revelstoke Facts

• Population: 8,000
• Situated on Trans-Canada Highway and CPR rail line
• Diversified economy: Forestry, transportation, tourism, power production, public sector
• Focus not totally on tourism
Diversified Economy

- A bridge over a river with a train running on it.
- A logging truck loaded with timber.
- A snowy mountain landscape with a group of people.
- A dam structure in a river valley.
History of Winter Tourism in Revelstoke
Revelstoke Ski Club Circa 1891

Revelstoke Ski Club Circa 1914

Isabel Coursier from Revelstoke
Modern Winter Tourism Products

• Heliskiing
• Snowmobiling
• Backcountry skiing
• Cat Skiing
• Nordic Skiing
• Alpine skiing
Winter sports in Revelstoke

Snowshoeing

Nordic Skiing

Snowmobiling

Spectacular skiing of all types!
Development of Revelstoke Mountain Resort (RMR)

• 40 year history of trying to develop a major ski resort
• Agreement signed between Province, City and developer in 2005 to develop the resort at Mount Mackenzie
• Resort opened for 2007-08 season
Attraction of Revelstoke as a ski destination

- Snowfall (12 metres annually)
- Size of Mountain (12.63 square kilometers)
- Vertical: longest in North America, 4th longest in the world (1713 m)
- Variety of ski/board activities (alpine, heli, cat) at one location
- An authentic town
Competition
Ski Resorts in Western Canada
The Challenge

• Resort opened in 2007

• How to get consumers attention in a very competitive environment

• How to attract business during a period of economic downturn
Online Marketing Initiatives

• Create strong online presence for all RMR business units.
• Utilize Google Ad words to drive specific promotions
• Promote online sales through the RMR e-store
• Liaise with strategic online partners to stimulate sales growth in specific markets
• Search engine optimization
• Use of social media
Create strong online presence for all RMR business units

- RMR
- Selkirk Tangiers Heli Skiing
- Real estate division
Sutton Place Hotel At Revelstoke Mountain Resort

Selkirk Tangiers Heliskiing
Skiing at RMR
Create strong online presence
http://www.revelstokemountainresort.com
Utilize Google Ad words to drive specific promotions

www.revelstokemountainresort.com/specials/march-specials
Promote online sales through the RMR e-Store

http://estore.revelstokemountainresort.com
Liaise with strategic online partners to stimulate sales growth in specific markets

www.liftopia.com
Search engine optimization
Use of Social Media

www.facebook.com/RevelstokeMTN
Marketing Effectiveness

• Visitors to RMR website 30% ↑
• Visitors to RMR 18% ↑
• Visitors to community 12% ↑
  (overnight stays)
Contact Information

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