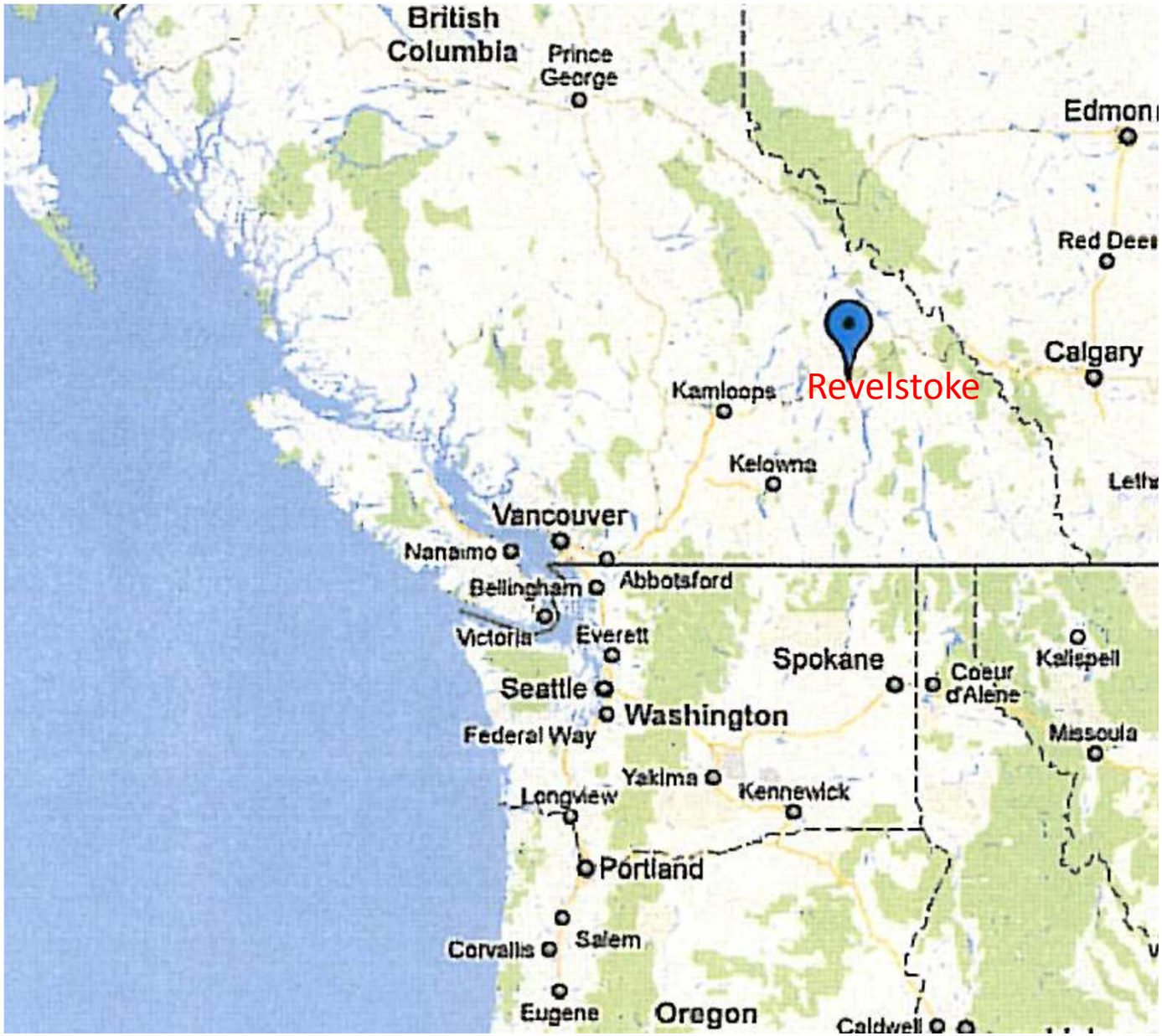
The positioning of a unique ski resort: Why is Revelstoke successful despite tough competition?

Alan Mason,
Director of Community Economic Development
Revelstoke, British Columbia, Canada

WHERE IS REVELSTOKE?


British Columbia
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Federal Way
Missoula
Yakima
Kennewick
Longview
Portland
Salem
Corvallis
Eugene
Oregon
Caldwell

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

Revelstoke City Centre

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

Development of Revelstoke Mountain Resort (RMR)

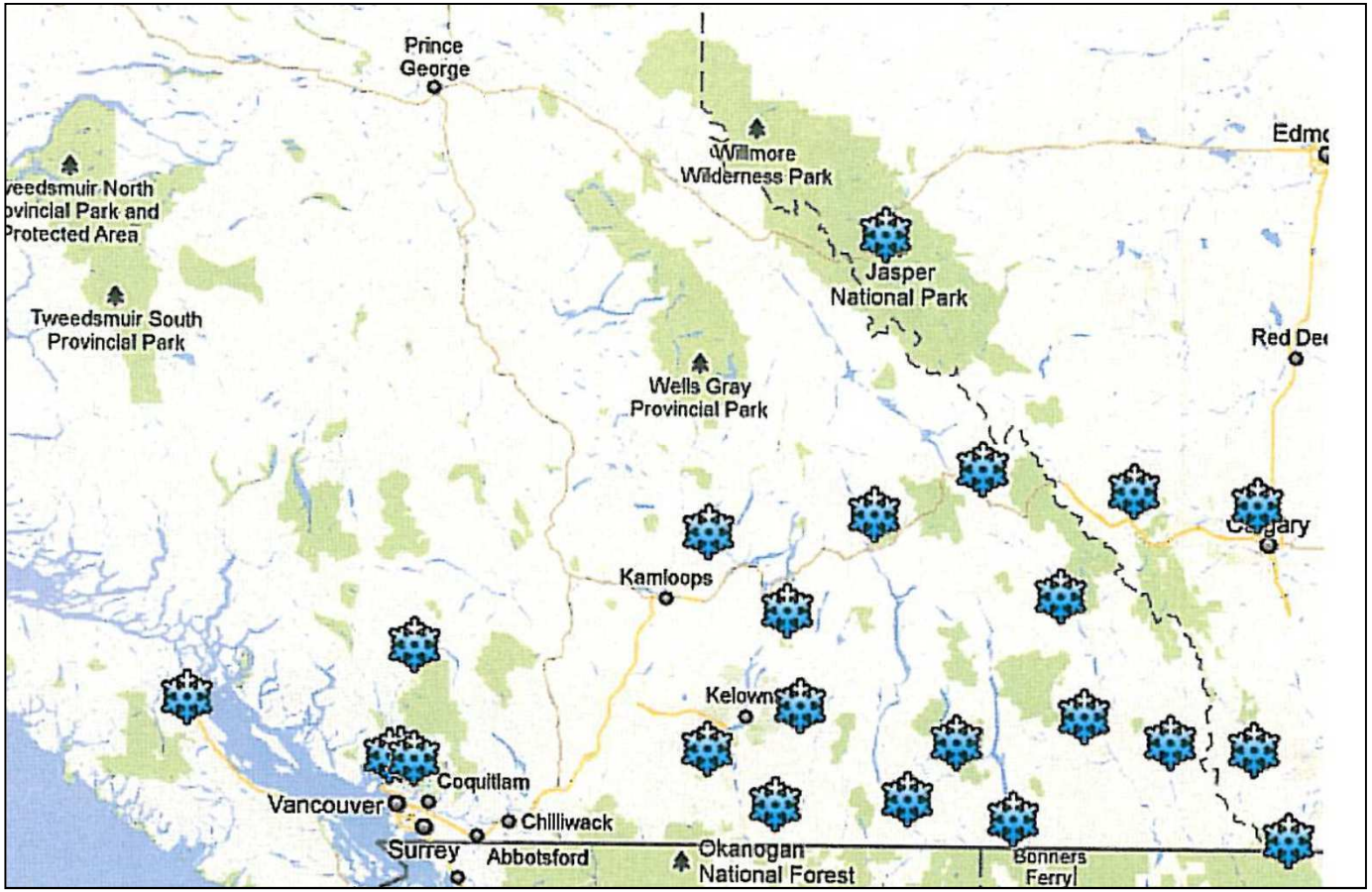
- 40 year history of trying to develop a major ski resort
- Agreement signed between Province, City and developer in 2005 to develop the resort at Mount Mackenzie
- Resort opened for 2007-08 season

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

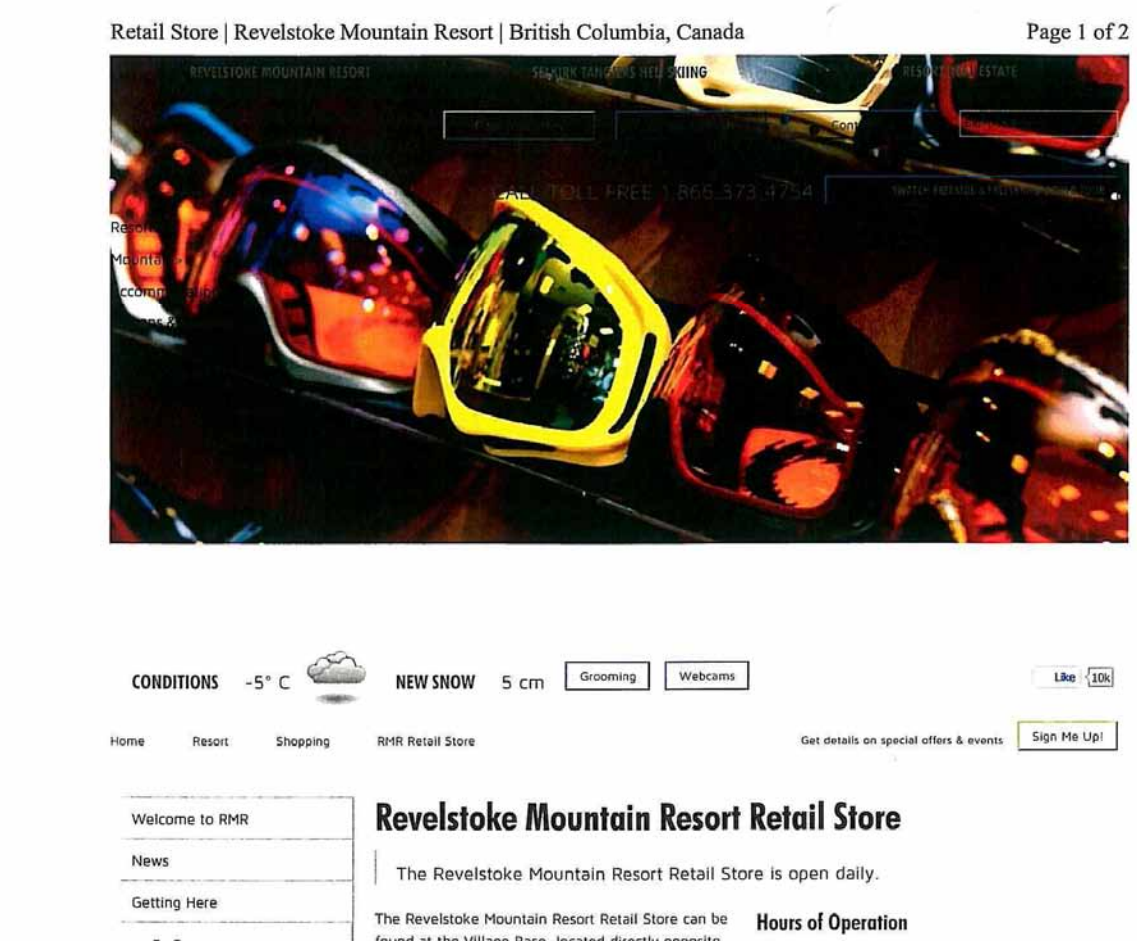
Skiing at RMR

Create strong online presence

http://www.revelstokemountainresort.com

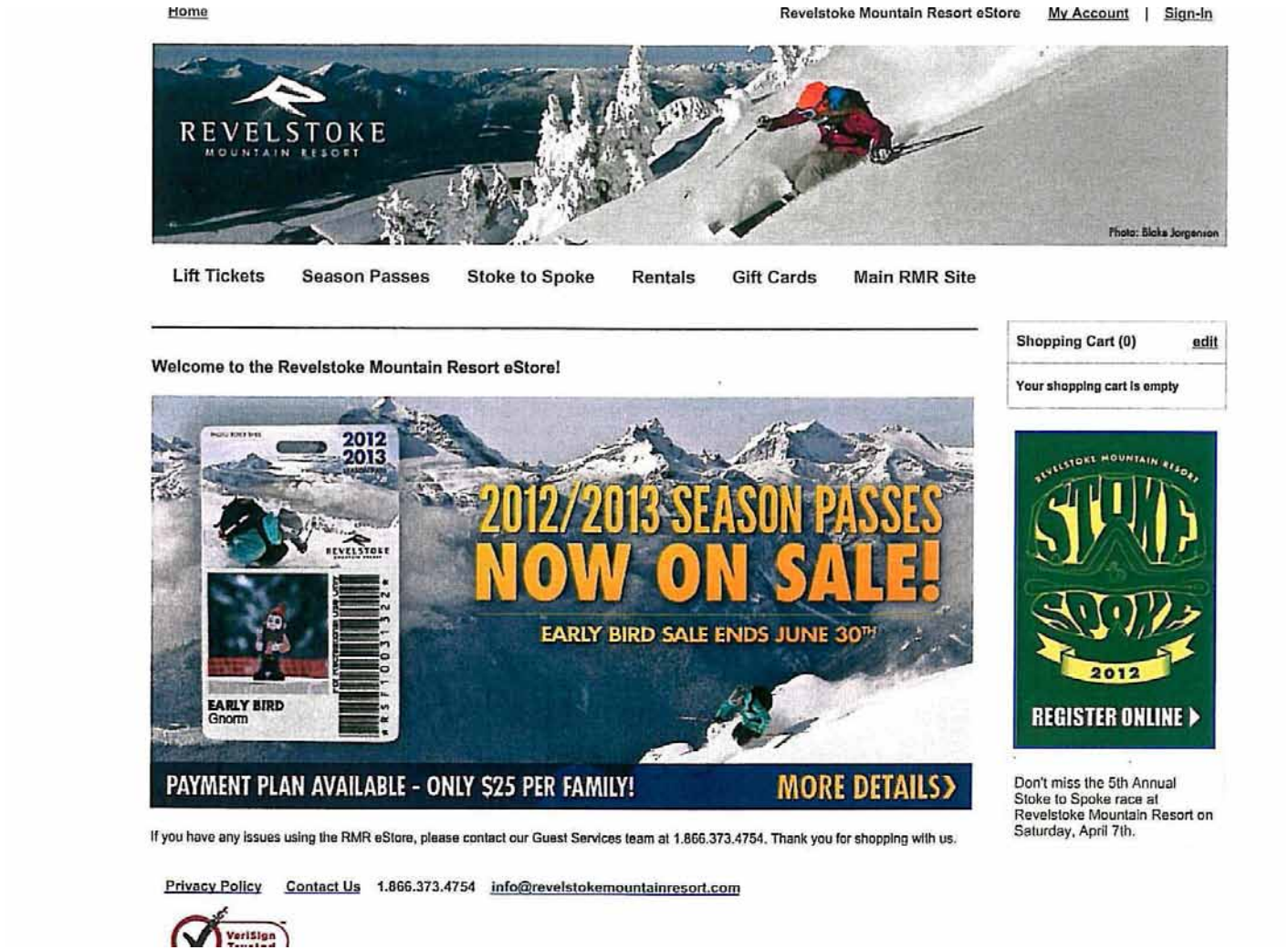
Utilize Google Ad words to drive specific promotions

www.revelstokemountainresort.com/specials/march-specials



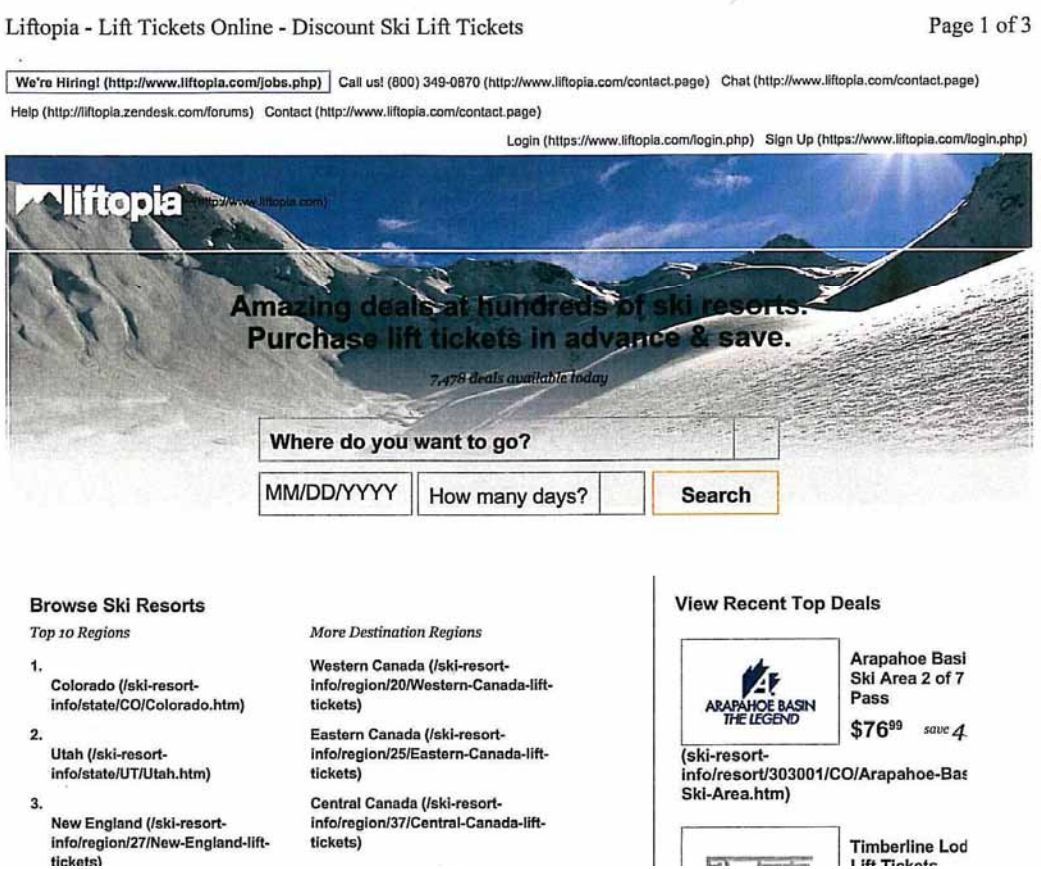
Promote online sales through the RMR e-Store

http://estore.revelstokemountainresort.com



Liaise with strategic online partners to stimulate sales growth in specific markets

www.liftopia.com



Liftopia - Lift Tickets Online - Discount Ski Lift Tickets Page 1 of 3

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Browse Ski Resorts

Top 10 Regions

1. Colorado (/ski-resort-info/state/CO/Colorado.htm)
2. Utah (/ski-resort-info/state/UT/Utah.htm)
3. New England (/ski-resort-info/region/27/New-England-lift-tickets)

More Destination Regions

Western Canada (/ski-resort-info/region/20/Western-Canada-lift-tickets)

Eastern Canada (/ski-resort-info/region/25/Eastern-Canada-lift-tickets)

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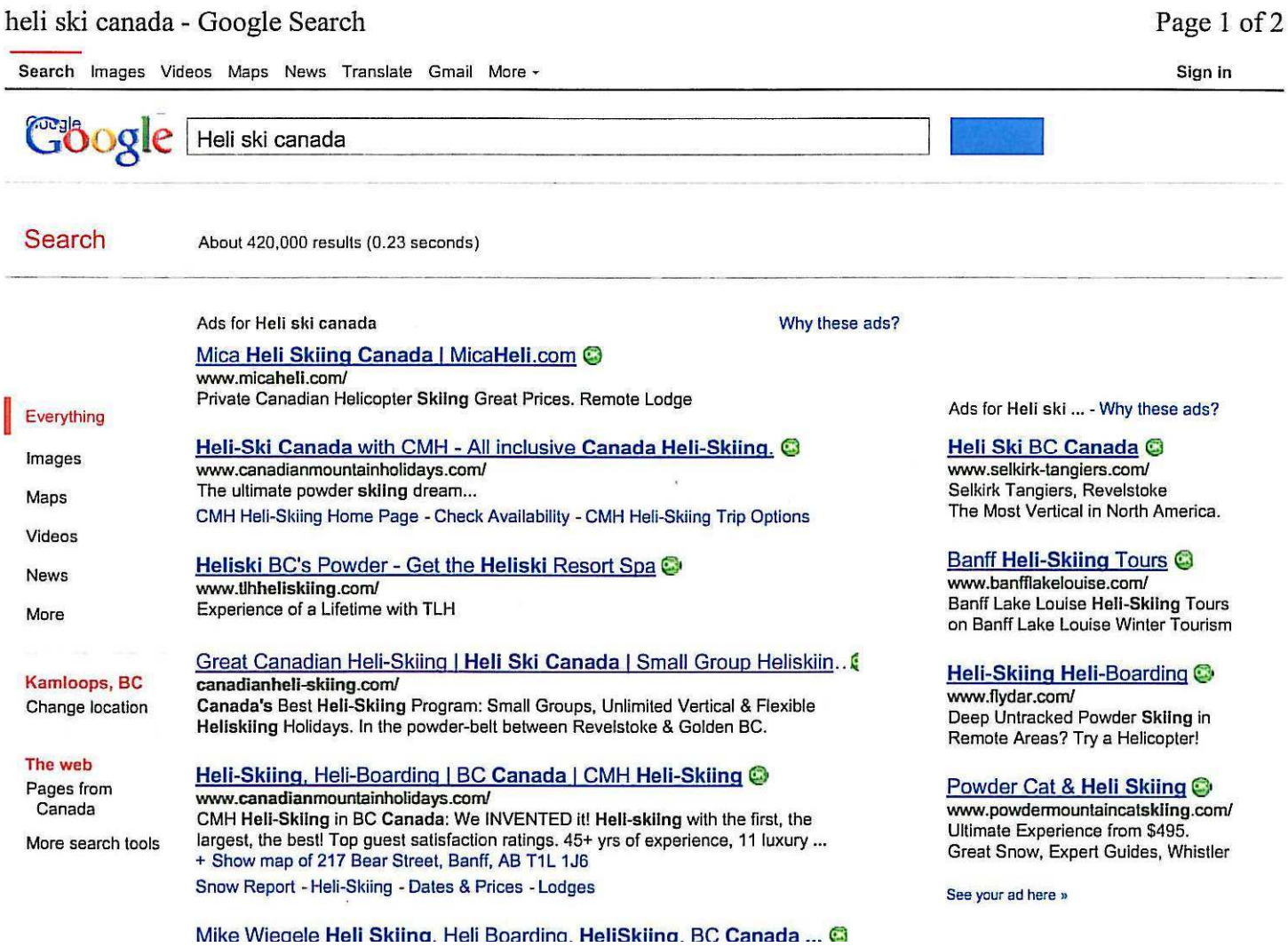
Arapahoe Basi Ski Area 2 of 7 Pass

$76.99 save 4

(ski-resort-info/resort/303001/CO/Arapahoe-Bas Ski-Area.htm)

Timberline Lod Lift Tickets

Search engine optimization



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Everything
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Ads for Heli ski ... - Why these ads?

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www.selkirk-tangiers.com/
Selkirk Tangiers, Revelstoke
The Most Vertical in North America.

Banff Heli-Skiing Tours
www.banfflakelouise.com/
Banff Lake Louise Heli-Skiing Tours on Banff Lake Louise Winter Tourism

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Ultimate Experience from $495.
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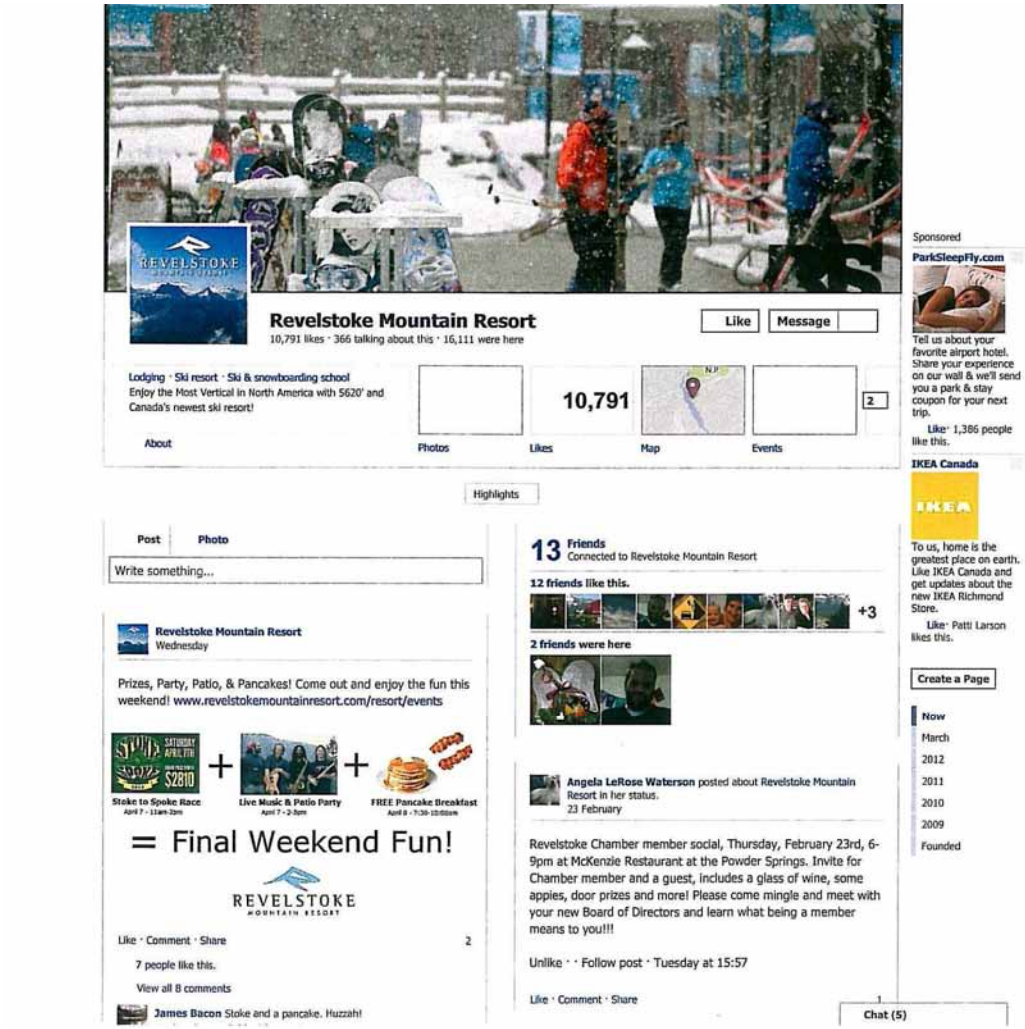
Use of Social Media

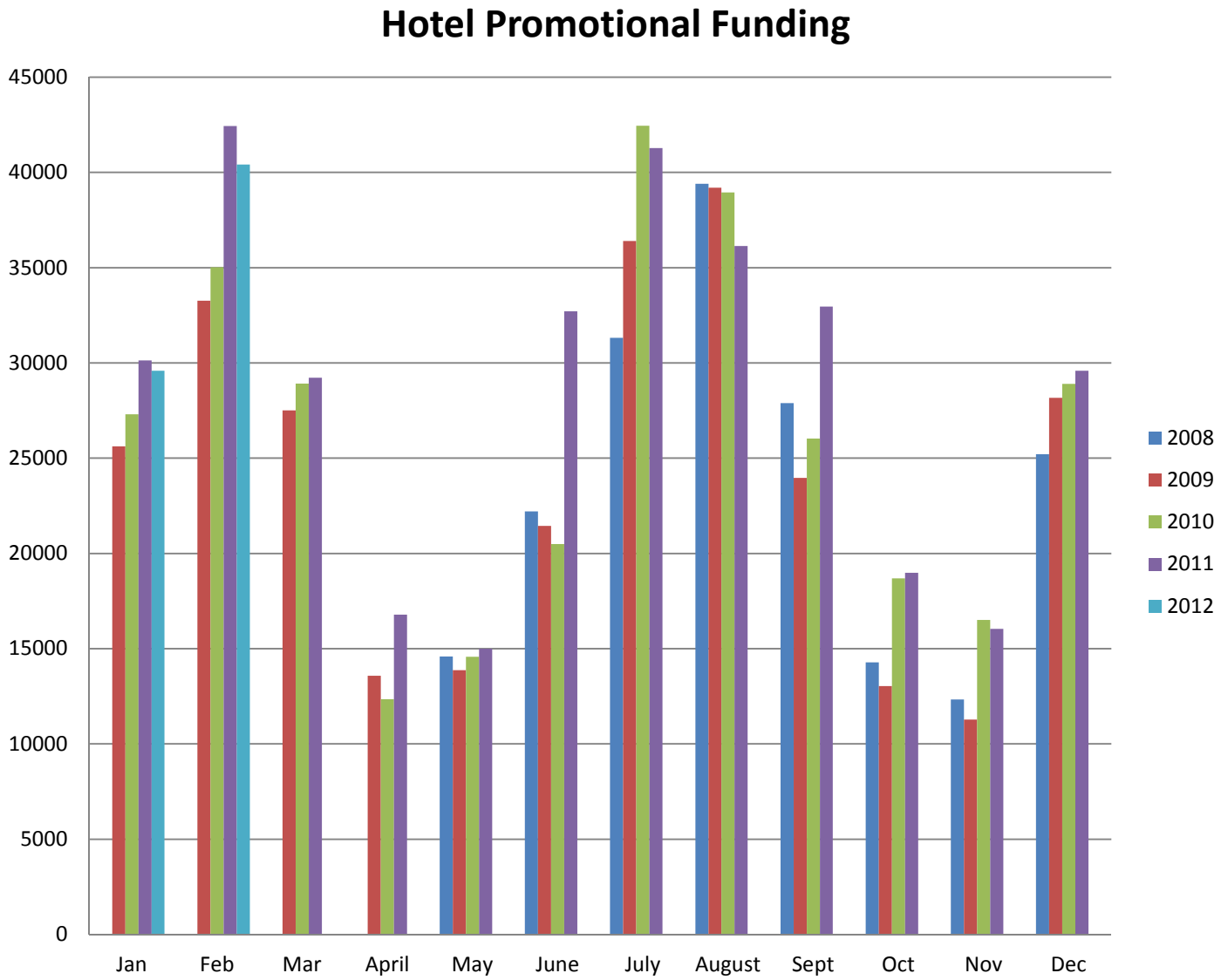
www.facebook.com/RevelstokeMTN



http://www.facebook.com/RevelstokeMTN 4/06/2012

Marketing Effectiveness

- Visitors to RMR website 30% ↑
- Visitors to RMR 18% ↑
- Visitors to community (overnight stays) 12% ↑


Hotel Promotional Funding
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Contact Information

- www.revelstokemountainresort.com
- www.seerevelstoke.com
- www.cityofrevelstoke.com
- amason@revelstoke.ca