NEW MARKETING TOOLS FOR MOUNTAIN DESTINATIONS

WORLD CONGRESS FOR SNOW & MOUNTAIN TOURISM

2ND MARCH 2016 - ANDORRA
Content

What is Cluster Montagne?

New marketing tools

Some French best practices

Questions? Results?
WHAT IS CLUSTER MONTAGNE?
FRANCE: 250 VARIOUS MOUNTAIN RESORTS IN 6 DIFFERENT MASSIFS
CLUSTER MONTAGNE?

- since 2012
- a network for mountain planning development & mountain management: studies, equipments, services
- a non profit public-private organization
- 181 members

MISSIONS:
- represent French expertise worldwide
- accompany mountain tourism worldwide
181 MAJOR FRENCH ACTORS IN MOUNTAIN DEVELOPMENT

- Companies
- Education & Training
- Institutions
7 EXPERTISES
- Urban planning & architecture
- Winter development
- Summer development
- Natural hazards
- Environment
- Governance & public policies
- Operation, training & services

7 CHALLENGES
- more sustainable
- more accessible
- safer
- more playful
- more interactive
- more effective
NEW MARKETING TOOLS
TRENDS & CONSUMERS’ ATTEMPTS

- Not only holidays BUT
  - Experiences
  - Emotion
  - Memories
  - Share
  - ...

UNWTO – Andorra Congress – 02 & 03 March 2016
MARKETING ANSWERS

Key figures 2015:

- **World:**
  - Internet users: 3 billion >> penetration rate **42%**
  - **Cell users:** 7 billion >> penetration rate **96%**

- **France:**
  - Internet users: 55 million >> 83% of the French population
  - More than 72 million cell phones >> **more than 1 cell phone/person**
MARKETING ANSWERS

Remember that...

People remember...

- 80% of what they see and do
- 20% of what they read
- 10% of what they hear

Infographics are more engaging and more convincing.
New tools for tourist destinations:

- To offer a new experience
- To give information about the resort: weather, events, activities...
- To maintain and personalize a link
- ...

E-marketing, digital tools = solution?
SOME FRENCH BEST PRACTICES

Laser scanning for land surveys

Altide

System MYE1

Trail Running Park

Aten Altitude

Ski+

www.cluster-montagne-innovations.com/en
VAL D’ISÈRE HACKATON
VAL D’ISERE HACKATHON

What? December 2014: 3 days of ski – 3 days of coding to:
  ▶ Imagine the best app for the ski resort
  ▶ Develop a tool covering the entire customer experience
  ▶ Challenge application developers from all over the world

How? December 2015: official launch of the final app #AppValdisere:
  ▶ Discover & Search
  ▶ Find your way
  ▶ Play & win

More about
SKI+: CONNECTED SKI
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What? Customer experience reinforcement throughout discovering & emotion:
- New activities
- New sites
- Games

How? SKI+ tools:
- Tracking system: app included into official resort app
- Web services
- Community tools: photos, videos, challenges, social networks

More about
MHIKES: HOW TO MAKE YOU LOVE WANDERING?
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What? Connected hikes for:

- A new experience (summer & winter)
- Resorts promotion: services, entertainment, local treasures
- Customer loyalty management

How? Mhikes tools:

- Personalized customer link before, during and after the stay
- Community interactions: advices, evaluations, self promotion
- Teaser on web and social networks

More about
TRAIL RUNNING STATIONS NETWORK
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What? Trailrunning Station Network advantages:

- A tool to serve athletes for territories’ touristic development
- Allows one to benefit from nation-wide communication and shared clients’ flows and feedbacks

How? Trailrunning Station Network tools:

- Marked courses: “hiking-trail” and “Trail-running workshops”
- Lodge
- Community tools: website www.trailrunningstation.com and smartphone application

More about
RESULTS? QUESTIONS?

Some questions:

- How much does it cost?
- Is there any ROI to wait for?
- Big data treatment?

Advices:

- Mix strategy and resort project: federate the whole stake holders
- Adapt techno tools to strategy and not the inverse
> SEE YOU AT MOUNTAIN PLANET
13-15 APRIL 2016
GRENOBLE
> THANK YOU FOR YOUR ATTENTION