ALPS North Italy Lombardy
Millions of possible clients
Near Milan (60), Monza (50), Bergamo, Lecco, Como, Varese
SKI AREA CHARACTERISTIC
Proximity ski area

**Negative points**
- No hotels
- No flexibility against weather conditions
- Possible no vacations feeling

**Positive points**
- Huge number prospective clients
- Fast and easy reaching the ski area
- Competition absence
- Feeling of family and easy ski resort

**What to do**
- Work on the “one-day ski” client
- Make the customer feeling like first choice resort
- Make the ski resort well known
- Efficiency in rental services
- Expand the working seasons from white to green
- Sized deals on low investments and high appreciation
TUTTA LA NEVE CHE VUOI A DUE PASSI DALLE GRANDI CITTÀ

Auguri: tutti da sciare!

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NEVE & BELLEZZE

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COMMUNICATIONS STRATEGIES

- In outsourcing a press office and PR, agency specialized in ADV, mkt and communication
- Corporate image and his declination
- Create mascots identifying areas with a linked family feeling
- Websites with an easy appeal with news and contest real time (6 sites and backoffice)
- Keep in contact with newsletter
- Efficient and high resolution webcams to feel the weather conditions and real snow conditions
- Presence with advertising on daily local and regional newspapers
- Radio spots and radio games on local networks
- Posta Target
- Guerriglia marketing
- Co-marketing for special editions and events

**What to communicate?**

- Full-equipped ski resort
- Not only a ski resort but all round resort
- Trekking, climbing, mountain bike and panorama one-day vacation
- How cheap is the proximity resort
- How similar is to the Alps well knows resorts
- How complete are our vacation packages for one day
- Family fun with no danger
- Mountains and lake
Piani d’Erna
Piani d'Erna

NATURA IN MOVIMENTO

Piani d'Erna: tapis ruotante gratuito

VIVERE LA NATURA

Al Piani di Artavaggio continua l'avventura di gran divertimento

Grande...
FROM WHITE TO GREEN
HOW TO EXPAND THE WORKING SEASONS FROM WHITE TO GREEN

• Try to have no extra big cost on summer season
• Use nearby free facilities to upgrade tourism offer like climbing and lake
• Improve people that are looking for activities vacancies + lake + Milan + art cities
• Expand the bike possibilities with downhill and all round slopes
• Link the cable car use with summer attractions like music concerts, Adventure Park, tubing, parties
• Make the city families in contact with the typical mountains “lost” animal world