Tourism Marketing for Ski & Mountain Resorts: Crucial Issues for the Future

Simon Hudson, University of South Carolina
Presentation outline

1) The changing consumer
   - Demographics
   - Psychographics

2) Cutting through the clutter to reach that consumer
The “coveted” demographic?

18-49

135.1 million +1% 135.9 million

50+

89.3 million +25% 111.3 million

2006 2016

Source: US Census
“Over the hill? I’m just beginning to enjoy the view!”
IF THIS IS YOUR IDEA OF A PLEASURE CRUISE,

THIS IS YOUR BEER®
2.6 GRAMS CARBS AND 95 CALORIES
PER 12 OZ SERVING

Lose the carbs. Not the taste.

Visit us at www.michelob.com

- Post-Boomer (10 to 28)
- Gen X (30 to 41)
- Baby Boom (42-60)
- Pre-Boomer (61 to 80)

Legend:
- Red: 2005/06 Domestic Age Distribution
- Blue: 2004/05 Domestic Age Distribution
You don't need a shot of courage to ski moguls. You need a new approach.

Bumps for Boomers®
ski for life.

Book your Mogul Ski Lesson
Call 970-989-2529

MOGUL SKIING + POWDER SKIING LESSONS
in
ASPEN, COLORADO

Best Deals on Lodging
We Highly Recommend
Aspen Central Reservations

- Aspen Staff With Local Knowledge
- Largest Choice of Rooms
- Discounts on Lodging and Airfare
Canadian Model for Growth

Skier/Boarder Visits

NEVER-BEEN

OFFSHORE VISITS

Recapture of Exported Domestic Visits

U.S. VISITS

BEGINNER
10.5%

CORE
69.4%

REVIVAL
20.0%

DROP-OUT

81.0%

23.0%

78.0%

= decreases in skier/boarder visits

= increases in skier/boarder visits
THE NEW DEMOGRAPHICS OF CANADA

"WE ARE A' CHANGING"

WWW.SKICANADA.ORG
Psychographic Trends
1. Mental & Spiritual Enlightenment
Is it a spiritual experience or oxygen deprivation?

PUT YOURSELF IN MONTANA

Call 1-800 VISIT MT (847-8466), ext. 209 for a free travel planner - www.visithtn.com
A religious tour to Qozhaya Monastery, the Cedars' forest and Gibran Khalil Gibran Museum

The Qozhaya Monastery, or the Monastery of Saint Anthony the Great, has special significance for both Christians and Muslims. Besides the Monastery, you will get to see the cave, the museum, the library and other important sites. Later, you will explore the "Cedars of the Lord" reserve, which constitutes what remains of Lebanon's once vast cedar forest mentioned in the Old Testament. Last, you will visit the famous Gibran Khalil Gibran Museum. It was formerly a hermitage and monastery purchased by Gibran. He is entombed there, and the museum houses many of his paintings and drawings and personal effects.

Trip itinerary:
- Departure from hotel at 9h00
- Visit the Qozhaya Monastery
- Explore the "Cedars of the Lord" reserve
- Visit the Gibran Khalil Gibran Museum

Sites to visit:
- Qozhaya Monastery
- Cedars' Forest
- Gibran Khalil Gibran Museum

Learn more about...

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Visa requirements
Booking conditions
Convert currency
Need help? Call +961.70.103222 or email us
2. Environmental Awareness
**WHAT KIND OF FOOTPRINT WILL YOU LEAVE?**

Every Timberland shoebox now carries a nutrition label. So you know exactly what went into making the shoes you put on your feet.

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**Our Footprint  Notre Empreinte**

<table>
<thead>
<tr>
<th>Environmental Impact</th>
<th>Impact sur l'environnement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy to Produce: (per pair)*</td>
<td>3.1 kWh</td>
</tr>
<tr>
<td>Énergie utilisée (par paire)*</td>
<td>3.1 kWh</td>
</tr>
<tr>
<td>Renewable energy (Timberland-owned facilities):</td>
<td>5%</td>
</tr>
<tr>
<td>L'énergie renouvelable (sites appartenant à Timberland) :</td>
<td>5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Community Impact</th>
<th>Impact sur la communauté</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours served in our communities:</td>
<td>119,776</td>
</tr>
<tr>
<td>Nombre total d'heures données :</td>
<td>119,776</td>
</tr>
<tr>
<td>% of factories assessed against code of conduct:*</td>
<td>100%</td>
</tr>
<tr>
<td>% d'usines, évaluées pour leur conformité au code de conduite :*</td>
<td>100%</td>
</tr>
<tr>
<td>Child labor:*</td>
<td>0%</td>
</tr>
<tr>
<td>Main-d'oeuvre enfantine :*</td>
<td>0%</td>
</tr>
</tbody>
</table>

**Manufactured  Fabriqué à**

OSI Vietnam, Vietnam  OSI Vietnam, Vietnam

* methods based on global footwear production for 2005
* informations fondées sur production totale de chaussures en 2005

FOR MORE INFORMATION VISIT WWW.TIMBERLAND.COM/CSRREPORT
POUR PLUS D'INFORMATIONS : WWW.TIMBERLAND.COM/CSRREPORT

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**BECAUSE WE'RE AN OUTDOOR BRAND, WE HAVE A STRONG COMMITMENT TO ENVIRONMENTAL STEWARDSHIP. OUR EFFORTS ARE FOCUSED ON ENERGY, CHEMICALS, AND RESOURCES—AREAS THAT MOST AFFECT OUR COMPANY'S FOOTPRINT.**

**THROUGH OUR CODE OF CONDUCT, WE WORK WITH SUPPLIERS TO ENSURE THAT OUR PRODUCTS ARE MADE IN WORKPLACES THAT ARE FAIR, SAFE, AND NON-Discriminatory.**

**WHERE IN THE WORLD THE SHOES WERE MADE. FACTORY LIST.**

**AN AVERAGE 16 CUBIC FOOT REFRIGERATOR USES 17.4 KWH PER DAY.**

**THIS REPRESENTS THE TOTAL NUMBER OF HOURS OUR 5,288 EMPLOYEES SERVED IN 2005. WE OFFER OUR EMPLOYEES 40 PAID HOURS A YEAR TO SERVE IN THEIR COMMUNITIES. IN LINE WITH OUR MISSION TO EQUIP PEOPLE TO MAKE THEIR DIFFERENCE IN THE WORLD.**

**ALWAYS THE SAME – ZERO.**
3. Health Consciousness
Massage Therapy

Elevation Hotel Spa
Mt. Crested Butte, CO 81225

(800) 810-SNOW

Need a vacation from your vacation? Experience a revitalizing massage with a certified massage therapist at the Elevation Hotel Spa or the Wildflower Spa. Spend the day relaxing with specialized techniques that include Swedish relaxation, neuro-muscular and trigger point therapy, and pre- and post-sports massage. All methods are a great way to increase circulation, relieve stress, and enhance your mountain vacation.

Or Call 1-800-810-SNOW
4. Safety and Security

“No broken bones. You’re lucky, looks like the tree helped break your fall.”
5. Customization & Control

Finally a perfect place for the “Me” Generation.

Life is a game. Come play it.

Allure Hotels and Resorts

Orchestrating Your Next Adventure

VAST Virtuoso Active & Specialty Travel
新潟県・苗場スキー場グレンデに特製ドームテントが登場!!
冬季限定のカナディアンスタイルのカフェとして、
カナダ料理とウィンター情報を提供します。

「GOウィスラーキャンペーン」
1/20〜3/25 素敵な商品が当たる！

「金曜・土曜はCCナイト」
1/20〜3/24 の金曜・土曜
Canadian Club チャンピオンまたは
CCカクテルを1杯無料!!
6. Convenience and Speed

What are you doing to save time?
Vacation deprivation

Average number of vacation days left untaken:

- **Avg. = 4**
- **Avg. = 2**

<table>
<thead>
<tr>
<th>Country</th>
<th>Average Vacation Days Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>14</td>
</tr>
<tr>
<td>Australia</td>
<td>17</td>
</tr>
<tr>
<td>Canada</td>
<td>19</td>
</tr>
<tr>
<td>Great Britain</td>
<td>24</td>
</tr>
<tr>
<td>Germany</td>
<td>27</td>
</tr>
<tr>
<td>France</td>
<td>39</td>
</tr>
</tbody>
</table>

Source: Expedia.com's May 2006 Vacation Deprivation Survey
Seamless travel
Blurring of business/leisure travel

Imagine Bangkok was only a non-stop flight away.

Here's the good news. Come spring, that will become a reality. We will be introducing direct, non-stop flights from New York to Bangkok on our brand new Airbus A-340-500. It will be the only nonstop New York-Bangkok service and the fastest to South-east Asia of any other airline. In the meantime, you can catch our fastest service to Bangkok from Los Angeles with a quick stopover in Osaka.

For reservations, please call 1.877.THAI-88.
7. Authenticity
Last-chance tourism
Baffin Adventure

Our “Baffin Adventure” expeditions spend more time at uninhabited landing sites, including National and Territorial Parks. We explore this remote and exotic landscape with our go-anywhere zodiac landing craft.

These are expedition cruises in the truest sense of the word. If you like to know where you’ll start and end, but are willing to let nature call the shots in between, then our Baffin Adventure itineraries are just what you’re looking for. Sea ice in July can be very unpredictable. The ice has broken up but not yet melted, and it may drift in to cover vast areas. This is great for wildlife sightings but not so great if you’re on a set schedule and need to get some place in a hurry. For this reason, our expeditions may head north up the Baffin Island coast, or west to Cape Dorset. Either way we will be making remote landings to explore our surroundings, and using all eyes to hunt for wildlife in their natural habitats.
8. Service Quality
Customer service will increasingly outweigh price as a key differentiator.
9. Value for money
FREE $50 GAS CARD
Click here

Superior/Deluxe Room sale!
Incredible savings!

FROM ONLY $143 Per Person
Including Lift Ticket!

DELUXE ROOM
Ride Something New

End Mountain Monogamy and Come Get Some!

There’s no question of loyalty here. It’s just a day riding a mountain with easier access, free parking and fewer crowds. Any season pass holder worldwide: Sneak over to Copper Mountain for a day and pick up the Swinger’s Pass for the easy price of $39! Get to Guest Services or to the Ticket Windows of Copper Mountain to purchase this sexy deal.

Also, when you swing over to Copper, don’t forget to flash your Swinger’s Sticker for 10% off in all Copper operated food & beverage locations!

This product cannot be purchased online.

Don’t have a pass to anywhere? Check out the High Four.
10. Experiences
“Experience Caching”
Cutting through the clutter to reach skiers
1. Be creative with traditional media
Especially when it comes to unbelievable terrain, incredible snow, uncrowded slopes and spectacular scenery, Ski Montana - the only thing missing is the wait.

For your free Winter Guide call 1-800-Visitor (847-8468) ext. 256 or log on to skini.com.
Birds of Mammoth

A guide to creatures found above California’s Biggest Playground

**Spotted Chickadee**
The behavior of this voracious bird is an asset to the skiers. It exhibits fearless behavior, often seen chasing bigger vehicles than many of its male counterparts.

**Yellow-Belly Piker**
Indigenous to half-pipe and trail. With its height advantage, this creature is easy to spot. It often choses to avoid a mate.

**Sierra Backscratcher**
The creature exhibits wild flight patterns. The cash flow of its resident will often pay a premium to avoid it.

**Little Jib-John**
While this young skier has not yet reached his adult capacity, its high-pitched pubescent chatter can be heard in the woods.

**Black Diamondback**
This bird, aggressive, finds itself jumping around the upper regions of the mountains, often dropping into steep chutes. They are known to leave unique tracks.

**Naked Pale Aler**
This ritual is usually found on warm spring days and weekends. It maintains a consistent body temperature by breathing into its mouth.

**Big Eyed Blue**
This creature travels downhill at high speeds. Its keen eyesight enables it to spot gapers, locals, jumps and the occasional piper.

**Red-Billed Shredder**
Despite its sparrow camouflage, this creature can be easily spotted. While it does possess a keen sense of hearing, it is often oblivious to its immediate surroundings.

**White-Tailed Yard Sitter**
Discovered in terrain above its ability. Its diet consists of eating year-round throughout the season and will lose spring.

**California Winged Cougar**
Attractive. A dangerous. It’s always moving, unseen for this furry creature that exploits skating her tail on fur.

**Long-Haired Knee-Dropper**
When not in flight, this creature is commonly observed moving in snow along the Eastern Sierras. It sits on a steady start of groomed.

**Taxi Floater**
Native to deep powder, this early riser gracefully sails through the snow. It returns every year for the 400 mile meander and sips throughout the season.

**Western Flipper**
This cold-blooded creature wades into the air to perform the double jump in its habitat. Includes Trampoline, Cape and Hills.

**Horton Air**
A new species that is now commonly found flying to and from Mammoth. It originates from Los Angeles, Portland, Reno, Seattle and San Jose and migrates daily starting December 17, 2009.
Airola, Switzerland
Japan
WIN A DREAM VACATION TO WHISTLER, CANADA.

Plus win instant prizes too!

(YES, IT'S THAT EASY.)

Visit dreamskvacation.co.uk to win the Grand Prize.
The Brief
directski.com asked us to create an ambient campaign to promote their winter ski holidays reaching their target market in an untraditional way.

The Idea
We developed a windscreen flyer and targeted the car parks of dry ski slopes and holiday expos. We also targeted urban streets near adventure sports and ski shops. We placed these flyers on the windscreens for a week at the start of winter. In the morning the frosted/snowed upon windscreens would become like ski slopes. In approaching the vehicle, the image of the skier, which was die cut and bent at an angle, would appear to be skiing down the windscreen. Encouraging the person to engage with it by picking it up to investigate.
2. Use Social Media
Vail Resorts Congratulates Olympic Champion Lindsey Vonn and Celebrates Gold & Silver Medals for the U.S. Women in Olympic Downhill

17 February 2010

Tags:

lindsey vonn vail resorts vail skiing

Vail Resorts CEO sets the record straight on Summit Daily column

10 December 2009

Vail Resorts CEO sets the record straight about Summit Daily column

10 December 2009

Vail Resorts Tweets

Vail Daily’s editor Don Rogers: “Perfect morning at Beav” @beavercreekmtn: http://bit.ly/bSmnVI 2 days ago

@RickHackett 19” was the largest one-day snowfall for the month of April in the past decade! Hope you enjoyed it. 2 days ago

@daves_32 @vailmtn just announced expanded terrain offering for last week of season (closes 4/18): http://bit.ly/bnDpcT 4 days ago

follow VailResortsNEWS on Twitter »
3. Generate media exposure

Position Vacant: Island Caretaker
- Six-month contract AUD$150,000 package
- Living on Hamilton Island, Australia
- Get the full job description here

THE BEST JOB IN THE WORLD
Good friends, great food and a headlamp!

By Snow Bum, Admin

Since I arrived here in Sun Peaks I've joined various activities that the resort offers besides skiing. They were all breathtakingly fun – dog sledding, wine tasting, snowshoeing... and that just names a few!

Last Thursday I joined the Fondue Dinner and Evening Descent which takes place every Thursday at sunset. It was one activity I hadn't yet joined and I cannot believe I waited this long! Fondue matches perfectly with the winter season, as there is no better way of getting together with friends around a table to enjoy this fun and delicious dish.
YOU’VE SEEN THE FILM, NOW VISIT THE SET.

seeamerica.org.uk
Leverage events
Be ‘media friendly’

WELCOME TO

Vail
Beaver Creek
Keystone
Colorado

Vail Resorts Press Trip – Canada FAM
Monday, 7th March to Friday, 12th March 2010

Thank you for taking the time to visit Vail, Beaver Creek and Keystone. We have planned what we hope will be both an educational and fun visit. You will no doubt leave Colorado thinking Vail is ‘Like nothing on earth’; Beaver Creek is ‘Not exactly roughing it’ and at Keystone, ‘It’s all here’.

Your contacts while you are visiting Vail Resorts are:
Ann Gallery – 604-346-9540 cell phone agallery@highviewcommunications.com
May Lilley – 970 390 3829 cell phone MLilley@vailresorts.com
Pat Barrett – 970 470 0778 cell phone PBarrett@vailresorts.com

Please feel free to contact us with any questions or concerns you may have both during and after your visit.

Participating:

Aurora Bellin
Joanne Elves
Lesley Chesterman
Louise Hudson
Karen Burstein
4. Promote the experience and not the product
To stay on top of our game.....

- Be sensitive to the changing consumer (research!)
- Provide unique, tailored experiences delivered with exceptional service quality
- Use innovative ways to communicate those experiences
If you would like to know more.....

shudson@hrsm.sc.edu