

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



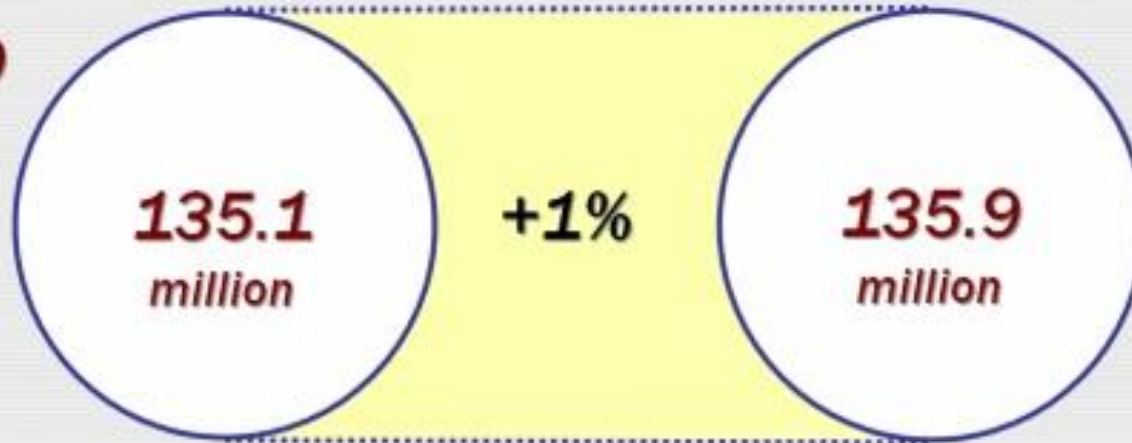
Presentation outline

- 1) The changing consumer
 - Demographics
 - Psychographics
- 2) Cutting through the clutter to reach that consumer



The “coveted” demographic?

18-49



50+



2006

2016



"Over the hill? I'm just beginning
to enjoy the view!"





©2004 Intercontinental, Inc. Michelob Ultra Light Beer. 26 grams of carbs, 95 calories, 2.6 grams of carbs and 95 calories of 12 oz. serving.

**IF THIS IS YOUR IDEA OF
A PLEASURE CRUISE,**

THIS IS YOUR BEER.

2.6 GRAMS CARBS AND 95 CALORIES
PER 12 OZ SERVING

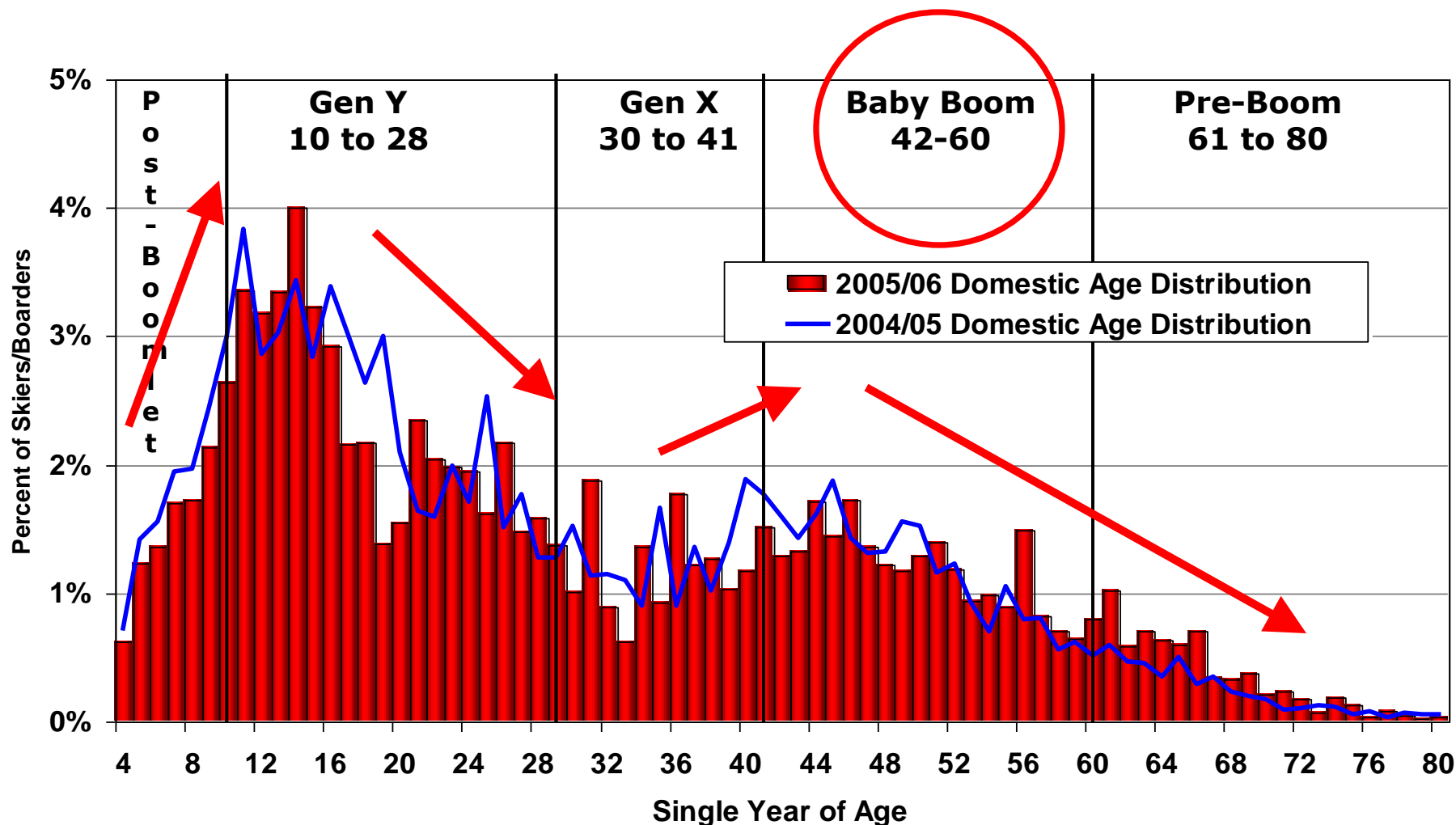
Lose the carbs. Not the taste.*

Visit us at www.michelob.com





2005/06 Canadian Ski Council's National Demographic Survey: Percent of Visitors by Age: 2004/05 to 2006/2006



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in
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Offensive
Marketing

Customer
Acquisition

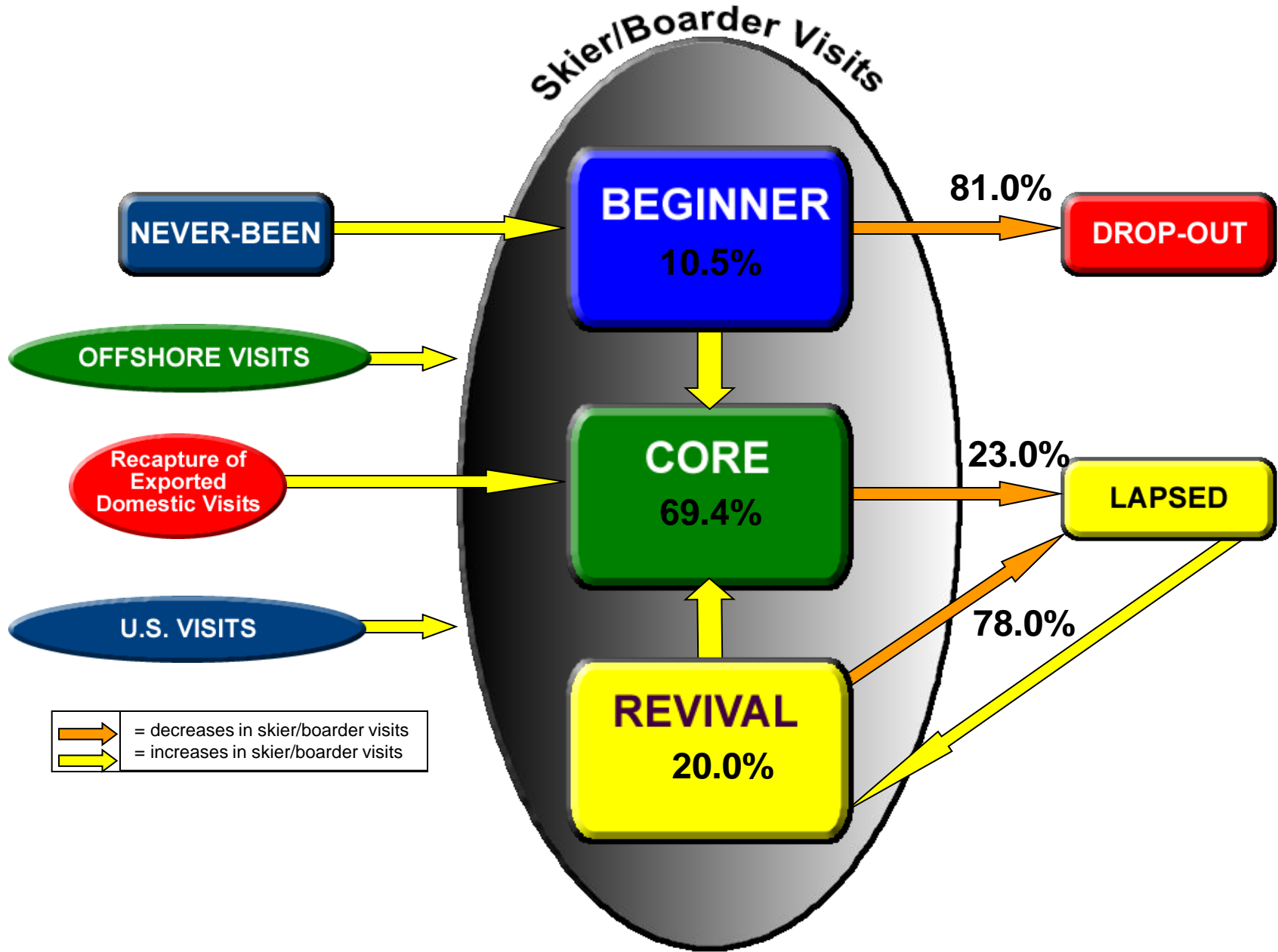


Customer Base

Defensive
Marketing

Customer
Retention

Canadian Model for Growth







THE NEW DEMOGRAPHICS OF CANADA

"WE ARE A' CHANGING"



WWW.SKICANADA.ORG



Psychographic Trends



a map of time and tide



1. Mental & Spiritual Enlightenment



Is it a
**spiritual
experience**

or
**oxygen
deprivation?**

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SKIMZAAR.COM

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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

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.

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.

Our Footprint Notre Empreinte

Environmental Impact Impact sur l'environnement

Energy to Produce: (per pair)*	3.1 kWh
Énergie utilisée (par paire)*	3.1 kWh
Renewable energy (Timberland-owned facilities):	5%
L'énergie renouvelable (sites appartenant à Timberland) :	5%

Community Impact Impact sur la communauté

Hours served in our communities:	119,776
Nombre total d'heures données :	119,776
% of factories assessed against code of conduct:*	100%
% d'usines évaluées pour leur conformité au code de conduite :*	100%
Child labor:*	0%
Main-d'oeuvre enfantine :*	0%

Manufactured Fabriqué à

OSI Vietnam, Vietnam OSI Vietnam, Vietnam

* metrics 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

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

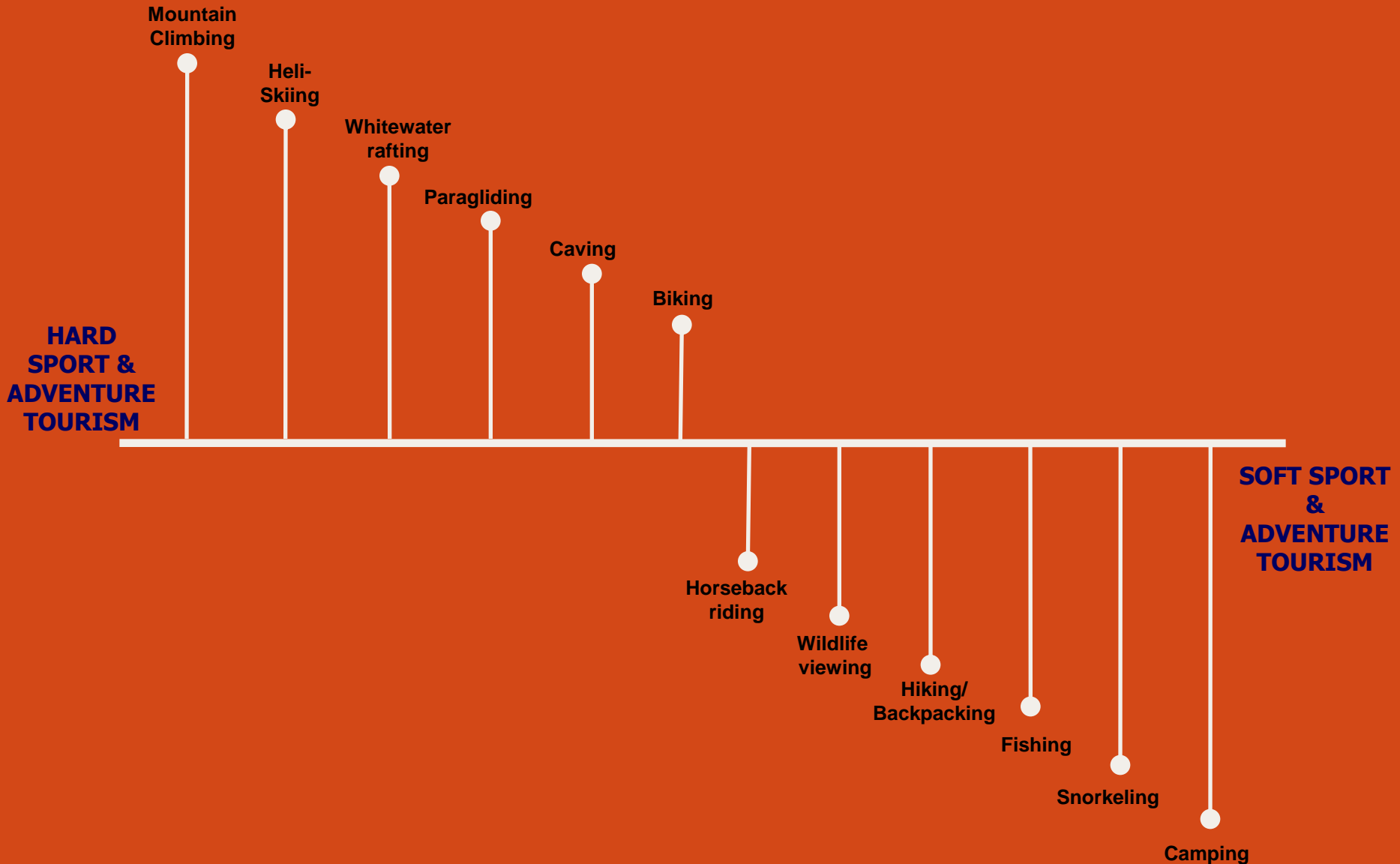
THIS REPRESENTS THE TOTAL NUMBER OF HOURS OUR 5,288 EMPLOYEES SERVED IN 2005. WE OFFER OUR EMPLOYEES 40 PAID HOURS A YEAR TO SERVE IN THEIR COMMUNITIES, IN LINE WITH OUR MISSION TO EQUIP PEOPLE TO MAKE THEIR DIFFERENCE IN THE WORLD.

ALWAYS THE SAME — ZERO.

3. Health Consciousness



Hard-Soft Sport & Adventure Tourism Continuum





**CANADIAN
MOUNTAIN HOLIDAYS**

CMH HELI-SKIING / CMH HELI-HIKING





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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.

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Lodging | [Activities](#) | [Shuttle](#)

Check In: Nights:

Check Out:

Adults: Children:

[Modify Existing Itinerary](#)

Or Call 1-800-810-SNOW

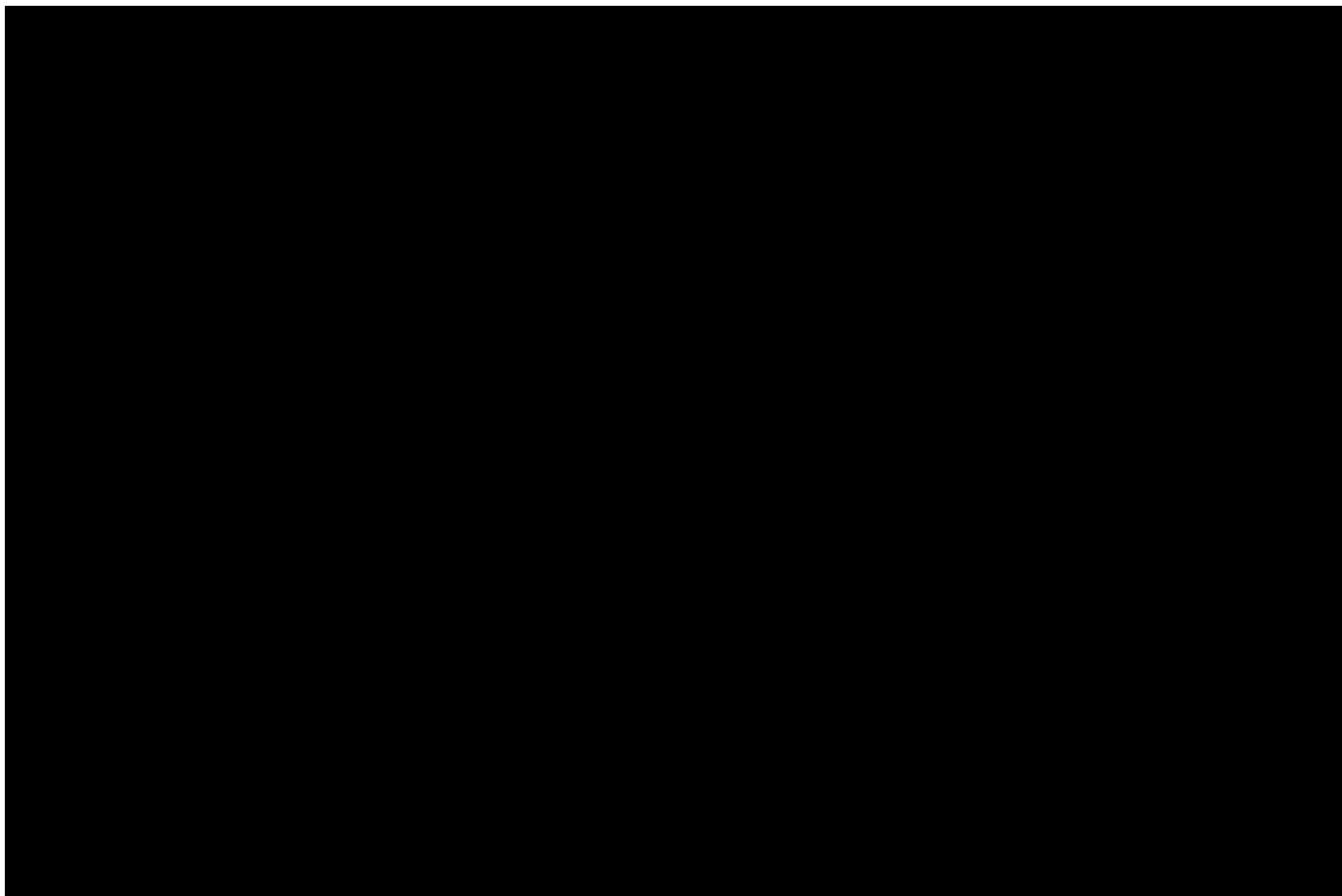
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4. Safety and Security

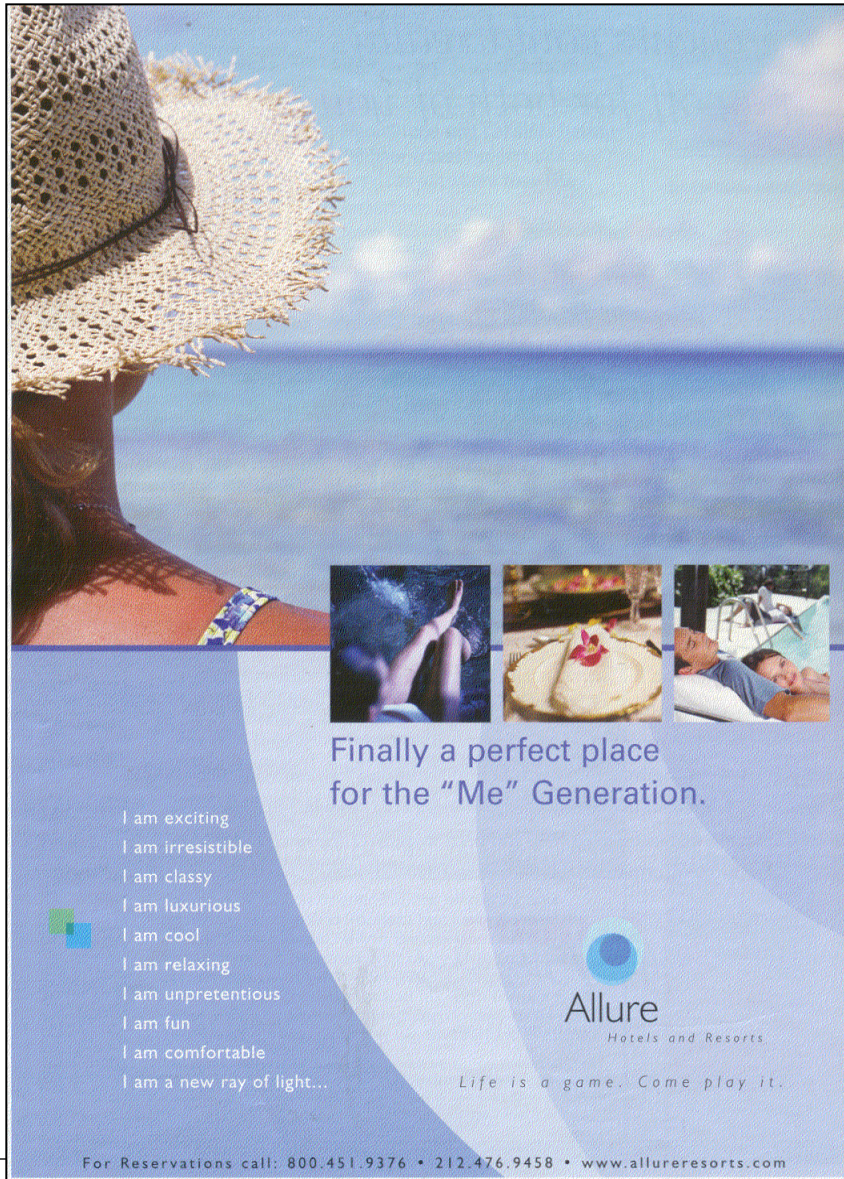


"No broken bones. You're lucky, looks like the tree helped break your fall."





5. Customization & Control



The advertisement for Allure Hotels and Resorts features a large background image of a woman wearing a straw hat, looking out over a tropical beach. Below this, there are three small inset images: a person's legs sticking out of the water, a plate of food, and a couple relaxing in a pool. The text 'Finally a perfect place for the "Me" Generation.' is centered below these images. To the left, a list of attributes is provided, and the Allure logo is at the bottom center.

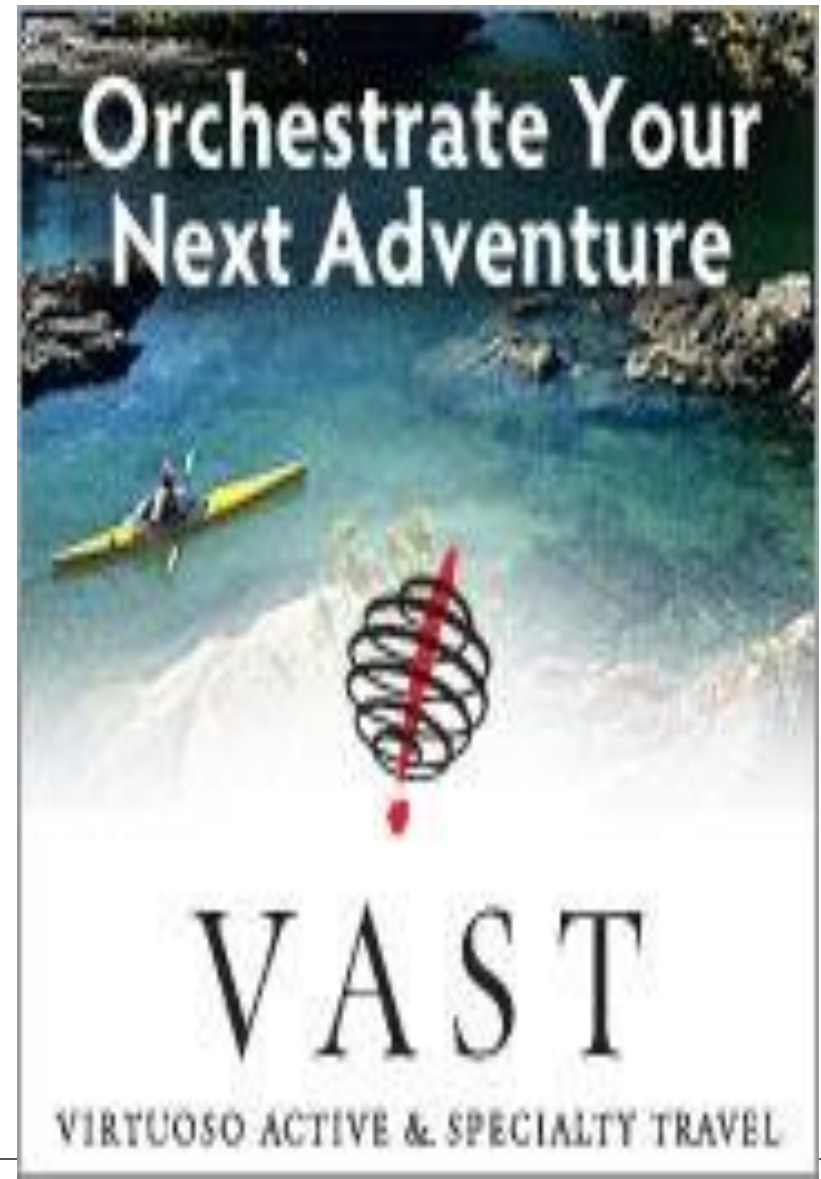
Finally a perfect place
for the "Me" Generation.

- I am exciting
- I am irresistible
- I am classy
- I am luxurious
- I am cool
- I am relaxing
- I am unpretentious
- I am fun
- I am comfortable
- I am a new ray of light...

Allure
Hotels and Resorts

Life is a game. Come play it.

For Reservations call: 800.451.9376 • 212.476.9458 • www.allureresorts.com



The advertisement for VAST Virtuoso Active & Specialty Travel features a background image of a person kayaking in turquoise water. The text 'Orchestrate Your Next Adventure' is at the top. Below it is a logo consisting of a black spiral with a red arrow pointing upwards. The word 'VAST' is written in large, bold, serif letters, and 'VIRTUOSO ACTIVE & SPECIALTY TRAVEL' is at the bottom in a smaller, sans-serif font.

Orchestrate Your
Next Adventure

VAST

VIRTUOSO ACTIVE & SPECIALTY TRAVEL

新潟県・苗場スキー場ゲ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。



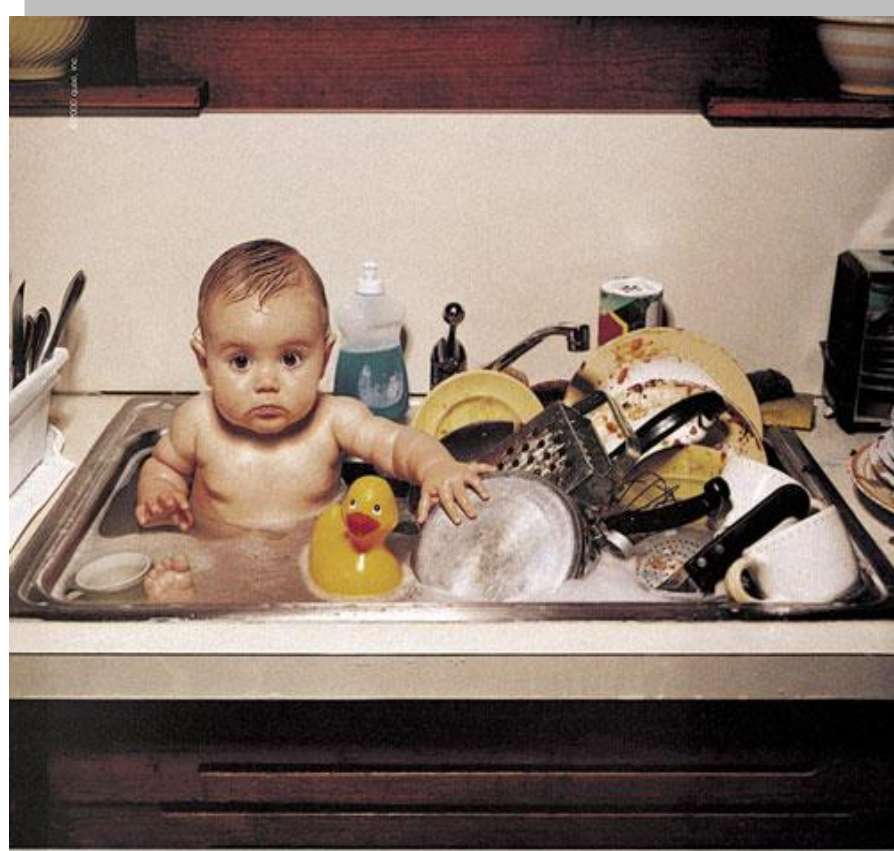
「GOウィスラーキャンペーン」
1/20～3/25 素敵な商品が当たる!

「金曜・土曜はCCナイト」
1/20～3/24 の金曜・土曜
Canadian Club. カナディアンクラブまたは
CCカクテルを1杯無料!!

Control



6. Convenience and Speed



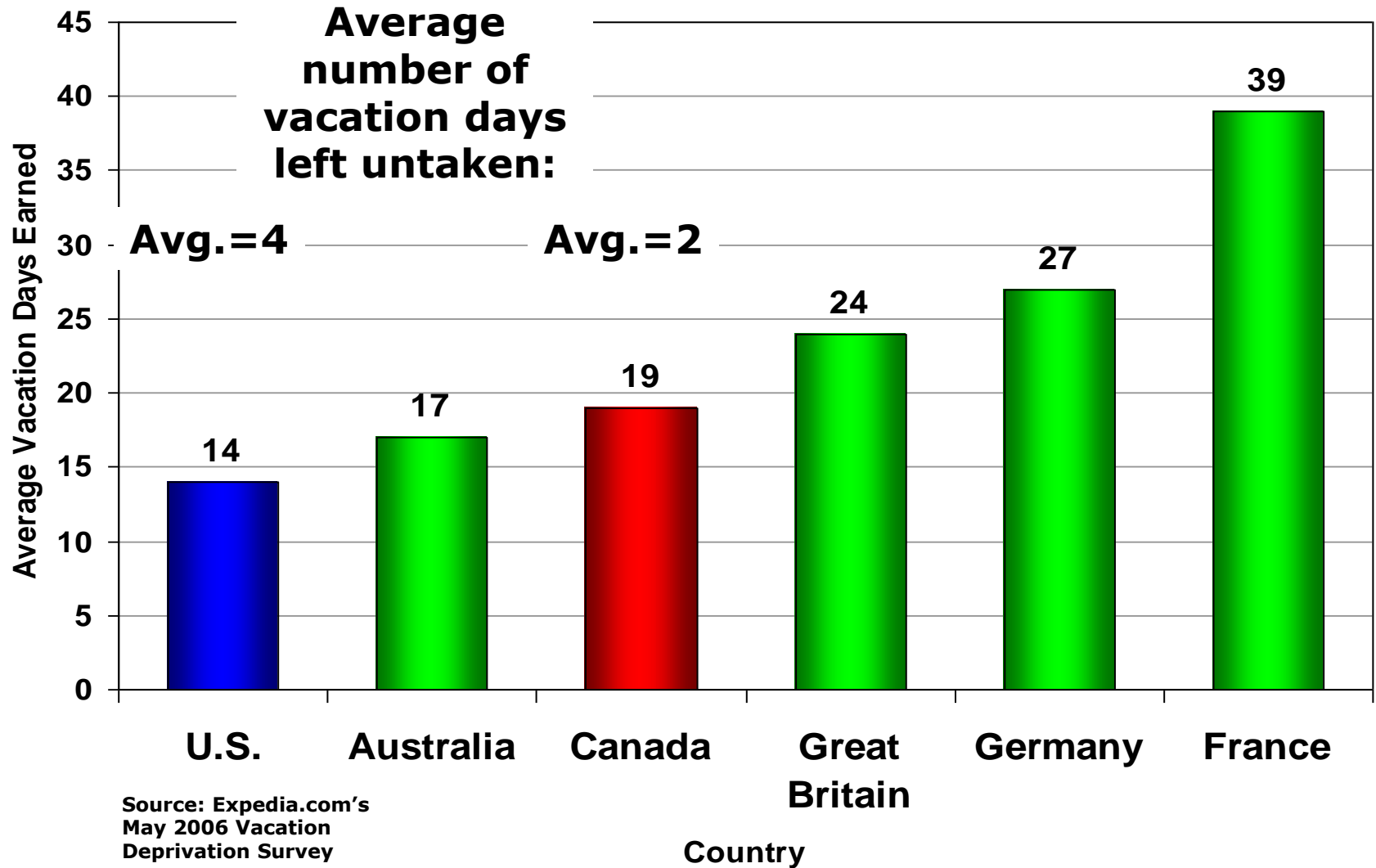
What are you doing to save time?

quixi*

Let quixi do what you don't have time to do. Reach us by phone or on the web and our live helpers will shop online for you, give you movie times, directions or connect you to the people you need to reach. **Help is standing by.**

www.quixi.com

Vacation deprivation



Seamless 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 non-stop 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.

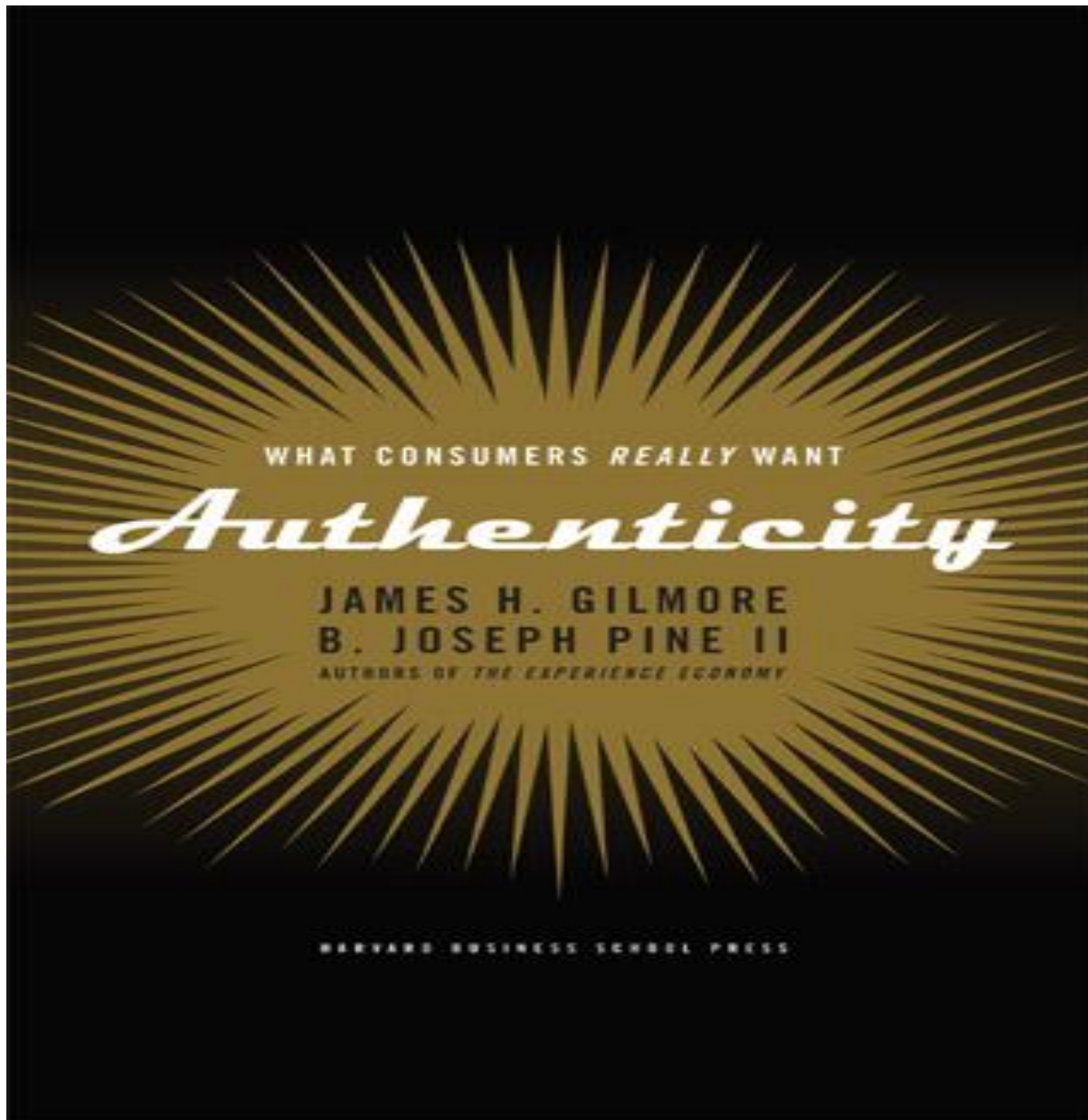
For reservations, please call 1-877-THAI-1R

A STAR ALLIANCE MEMBER  Thai

Blurring of business/leisure travel



7. Authenticity



Last-chance tourism



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Baffin Adventure

The High Arctic

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Baffin Adventure

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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.



Travel + Leisure Magazine
35 Leading Innovators
In Travel today - April 2006

CRUISE



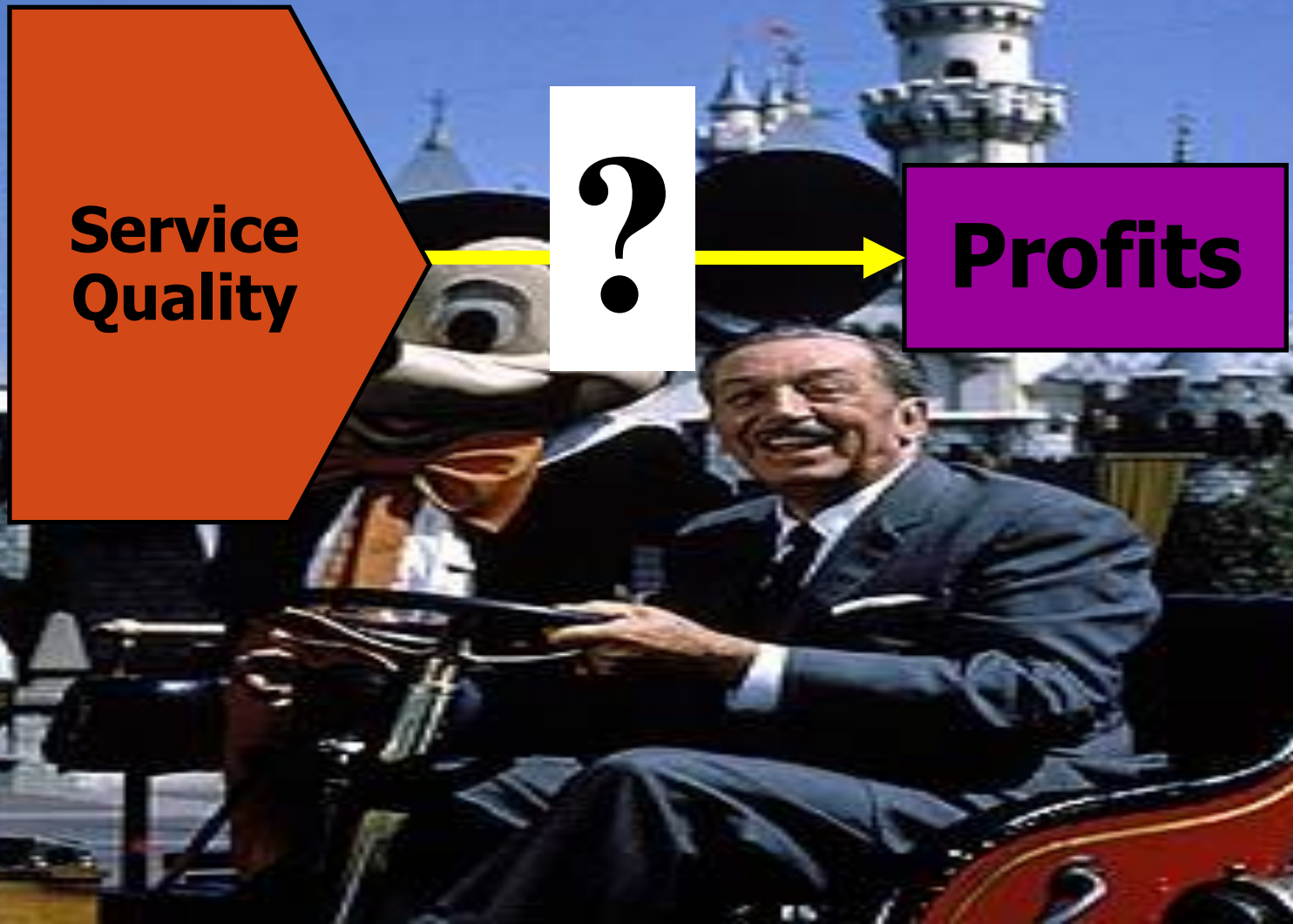
EXPEDITIONS INC.

NORTH



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8. Service Quality



Customer service will increasingly outweigh price as a key differentiator



9. Value for money





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Everyone Deserves A Snow Day

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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](#).

Booking

Lodging		Lifts	
Ski School	Car	Air	
Equipment	Activities	Shuttle	

Start Date:

Days:

End Date:

Adults:

Children:



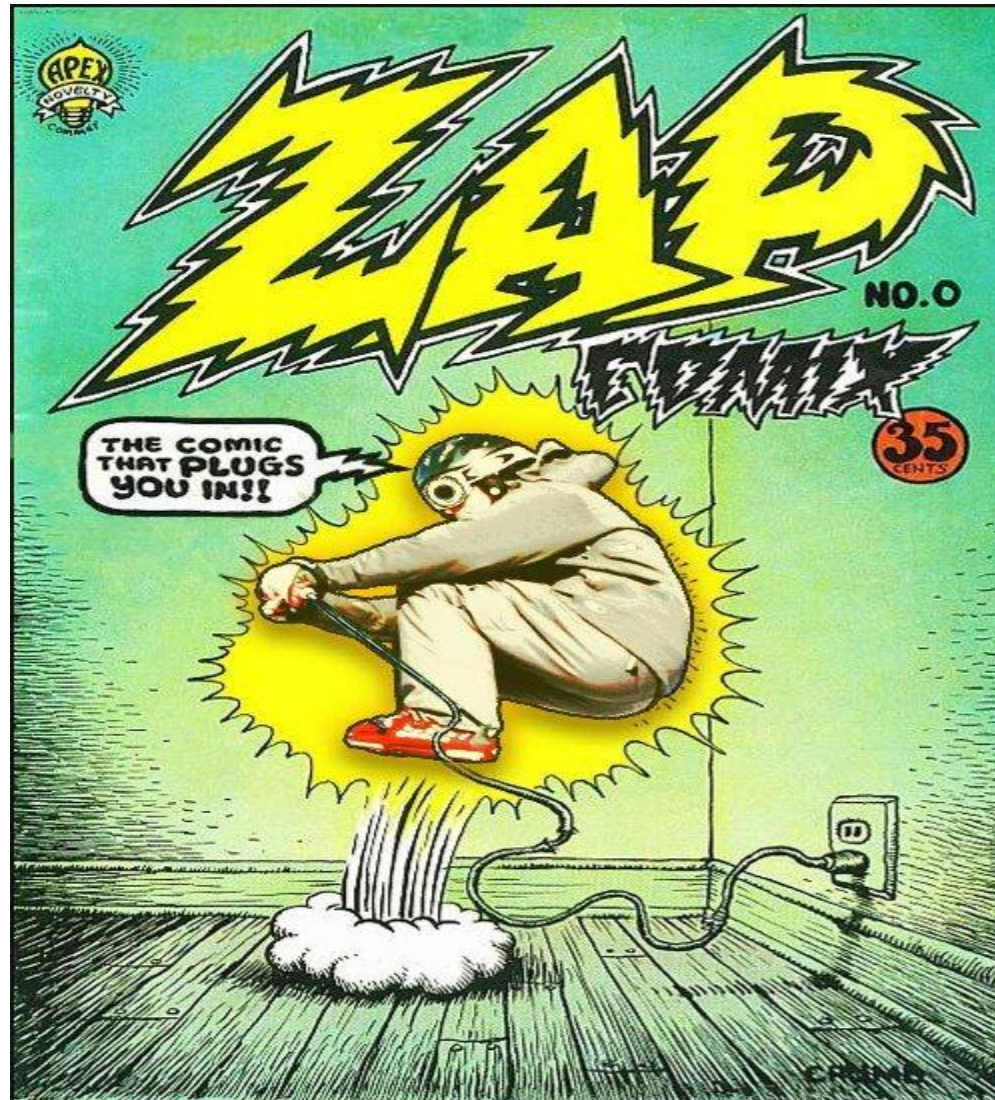
10. Experiences

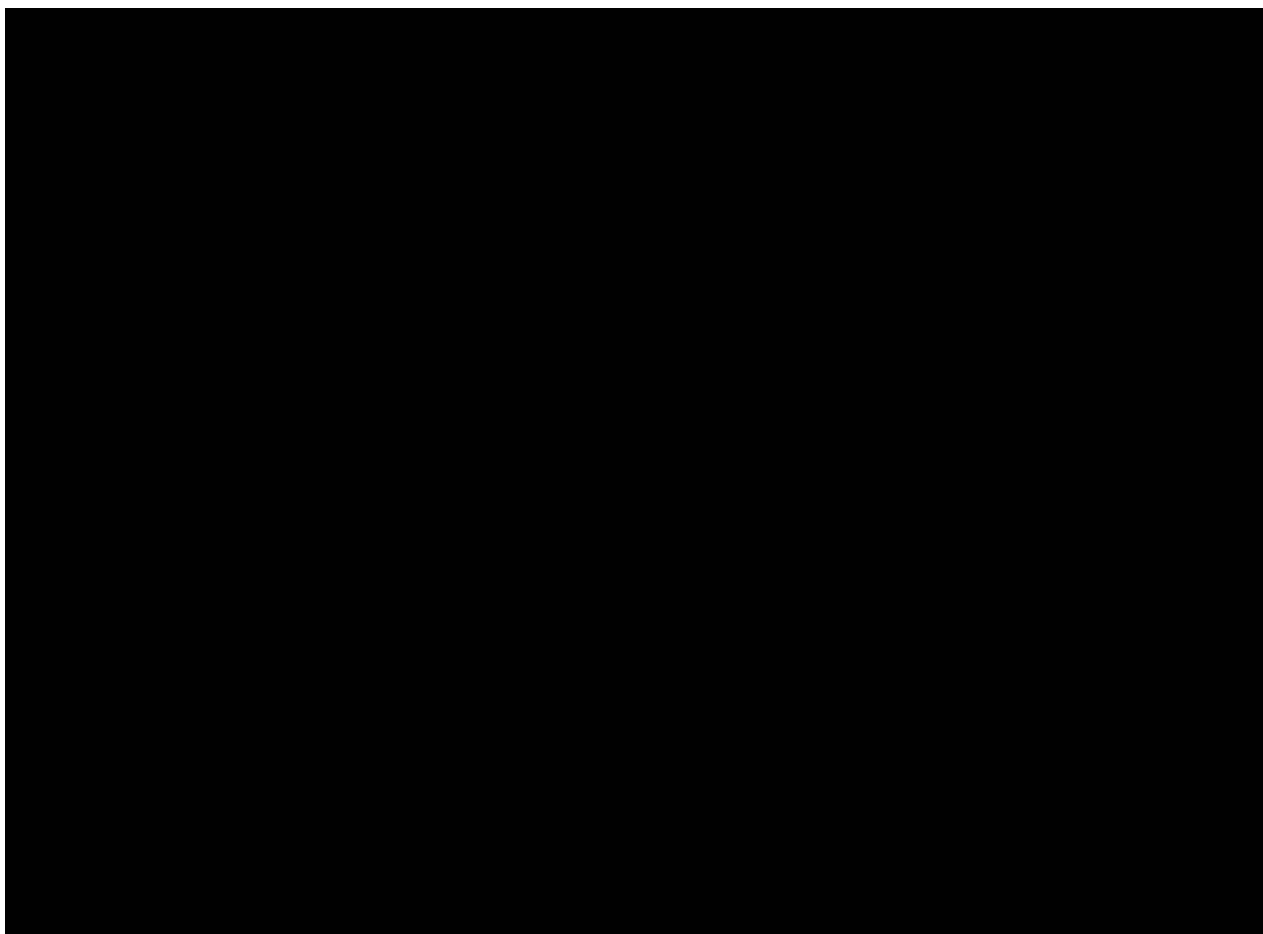


“Experience Caching”



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-Visit-MT (847-4868) ext. 256
or log on to skimont.com.

Mammoth, California

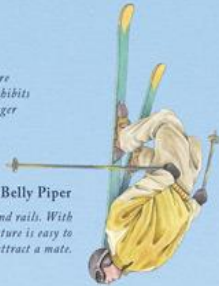
BIRDS of MAMMOTH

A guide to creatures found above California's Biggest Playground



Spotted Chickadee

The habitat of this warm-blooded creature extends from the bowls to the pipes. It exhibits fearless behavior. Her spine is in fact bigger than many of her male counterparts.



Yellow-Belly Piper

Indigenous to half-pipes and rails. With its bright coloring, this creature is easy to spot. It often shows off to attract a mate.



Little Jib Jabber

While this young skier has not yet reached its skiing maturity, its high-pitched pubescent shriek can be heard for miles.



Naked Pale Aler

This social bird is usually found on warm sunny days and weekends. It maintains a consistent body temperature by dipping its mouth in frosty nectar.



Big Eyed Blur

This creature travels downhill at high speeds. Its keen eyesight enables it to spot gates, turns, jumps and the occasional gaper.



Sierra Backscratcher

The creature exhibits wild flight patterns. While not fully domesticated, it does perform an assortment of unusual tricks.



Black Diamondback

This local, aggressive, bird is found zipping around the upper regions of the mountain, often dropping into steep chutes. They are elusive but leave perfect tracks.



Red-Billed Shredder

Despite its partial camouflage, this creature can be easily spotted. While it does possess an acute sense of hearing, it is often oblivious to its immediate surroundings.



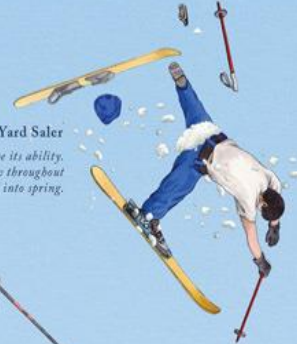
Long Haired Knee-Dropper

When not in flight, this creature is commonly observed nesting in old vans along the Eastern Sierra. It lives on a steady diet of granola.



Western Flipper

This cold-blooded creature needs lots of air to perform the double-cork 9. Its habitat includes Tabletops, Gaps and Hips.



White-Tailed Yard Saler

Discovered in terrain above its ability. Its diet consists of eating snow throughout the season and well into spring.



California Winged Cougar

Attractive. But dangerous. It's always mating season for this furry creature that enjoys shaking her tail feather.



Ten-Toed Floater

Native to deep powder, this early riser gracefully sails through the snow. It returns every year for the 400 inch snowfall and stays throughout the season.



Horizon 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



Israel

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Japan



Canada





WIN A DREAM VACATION TO WHISTLER, CANADA.

Plus win instant
prizes too!

ACTIVATE Infrared or
Bluetooth on your phone.*

POINT Infrared or hold
Bluetooth phone here.

ADD Whiskier to your
Bluetooth name

WAIT to see if you're
an instant winner!

VISIT dreamskivacation.co.uk.

Detailed
instructions
below



(YES, IT'S THAT EASY.)

Detailed instructions: STEP 1. Activate Infra-red or Bluetooth on your phone. - go to your menu and look for 'Connectivity', 'Infra-red', 'Bluetooth', 'Options' or similar. STEP 2. Point the infra-red port at the lights. If using Bluetooth, make sure the phone is 'discoverable' and held near the lights. Add Whiskier to your Bluetooth name. If asked for a pin code enter 0000. Bluetooth may take up to 30 seconds to connect to your phone. STEP 3. Wait to receive the constant - the lights will change colour. You may have to press 'Accept' or 'Yes' if asked. If using Infrared move away only when the lights are scrolling red again. STEP 4. To see if you are a winner, check 'Inbox', 'Gallery' or 'Favourites' STEP 5. Check your code on the website to redeem your prize or visit the website for a chance to win the grand prize.

Visit dreamskivacation.co.uk
to win the Grand Prize.

fly2go.com

CANADA

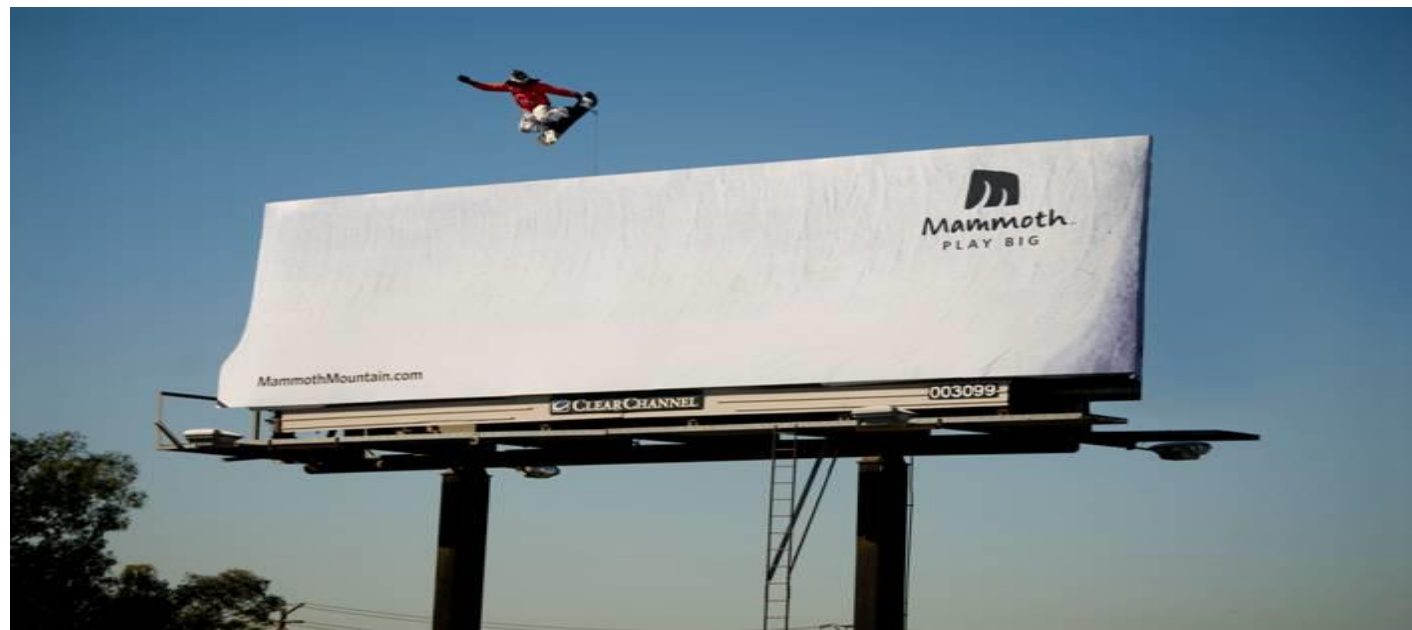
WINDY HILLS

WHISTLER
WINDY HILLS CANADA

*Subject to phone compatibility.

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directski.com
THE WINTER HOLIDAY COMPANY



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.



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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](#)

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Vail Resorts CEO sets the record straight on Summit Daily column

10 December 2009

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Vail Resorts CEO sets the record straight about Summit Daily column

10 December 2009

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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

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Vail Resorts Blog

Recent Postings:

Last Day of Summer = Colorado Snow

Tis the season

Driving 150 mph. Skiing 75 mph.

3. Generate media exposure





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Good friends, great food and a headlamp!

By Snow Bum, Admin

16. March 2010 07:08

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!

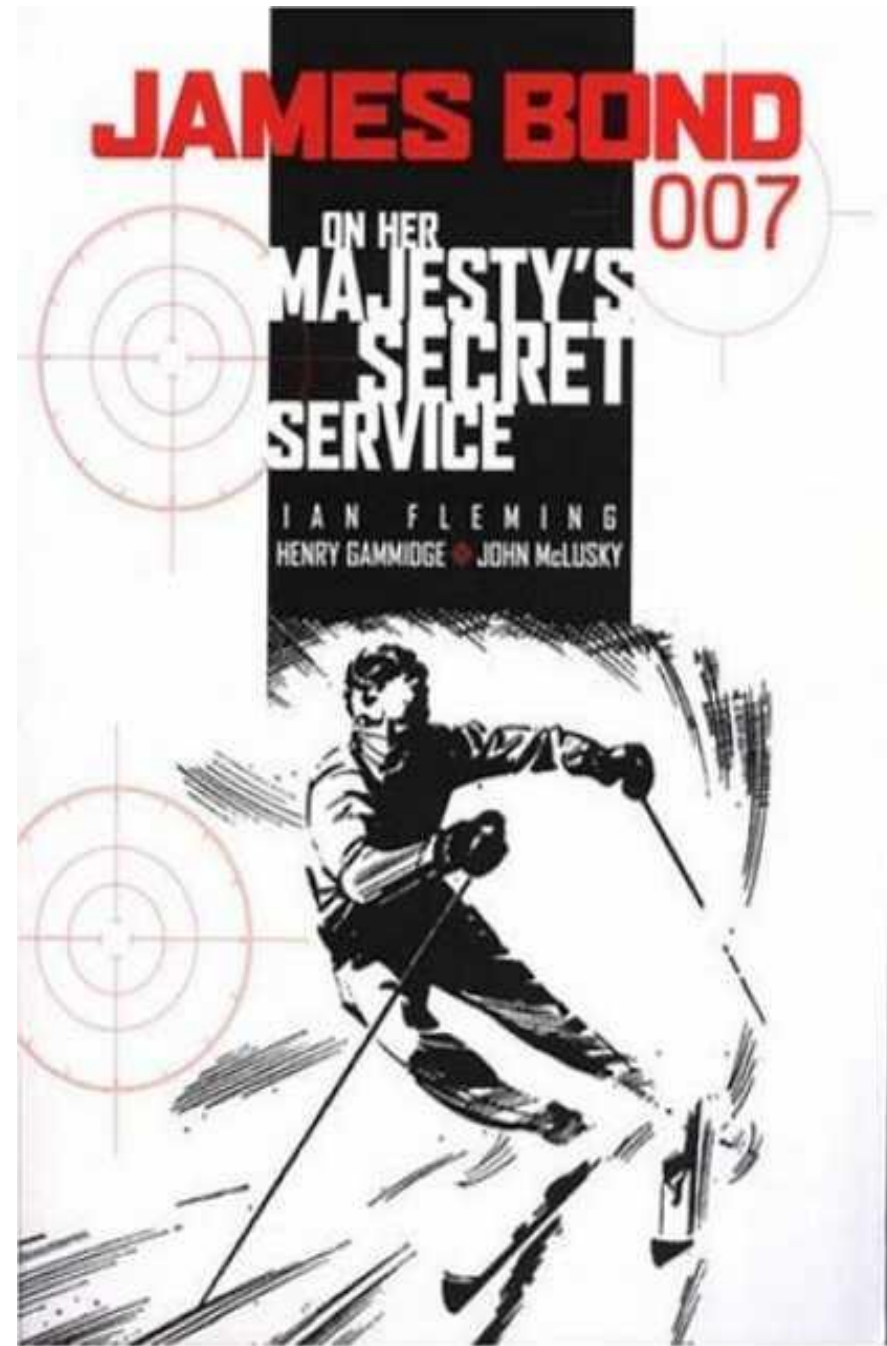
Last Thursday I joined the [Fondue Dinner and Evening Descent](#) which takes place every Thursday at sunset. It was one activity I hadn't yet joined and I cannot believe I waited this long! Fondue matches perfectly with the winter season, as there is no better way of getting together with friends around a table to enjoy this fun and

Tag cloud

1971 1984 Accommodation
Alaskan Husky Adventures Aspen
Aspen Extreme Austrian Ski
Team Bear Country Lodging
Birthday Blue River Brazil Bridge
Gate Brie Cahilty Lodge Cariboo
Create Cross Country Skiing
Culinary Delta Residences Delta
Sun Peaks Disabled Skiers

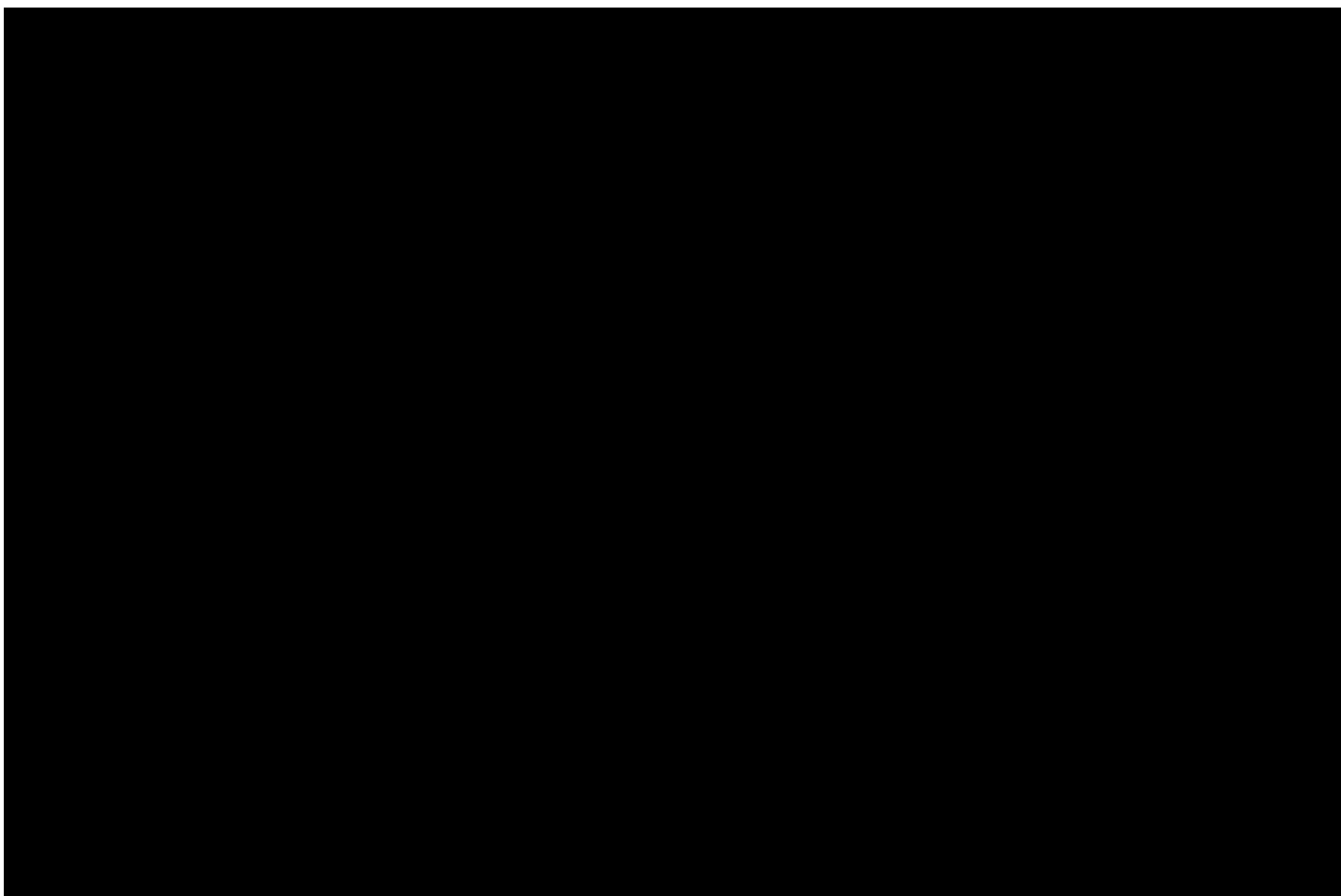
Destination Placement





Leverage events







Be 'media friendly'

Screen 1 of 2

WELCOME TO



*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:

Aura Bellin

Joanne Elves

Lesley Chesterman

Louise Hudson

Karen Burshtein

4. Promote the experience and not the product



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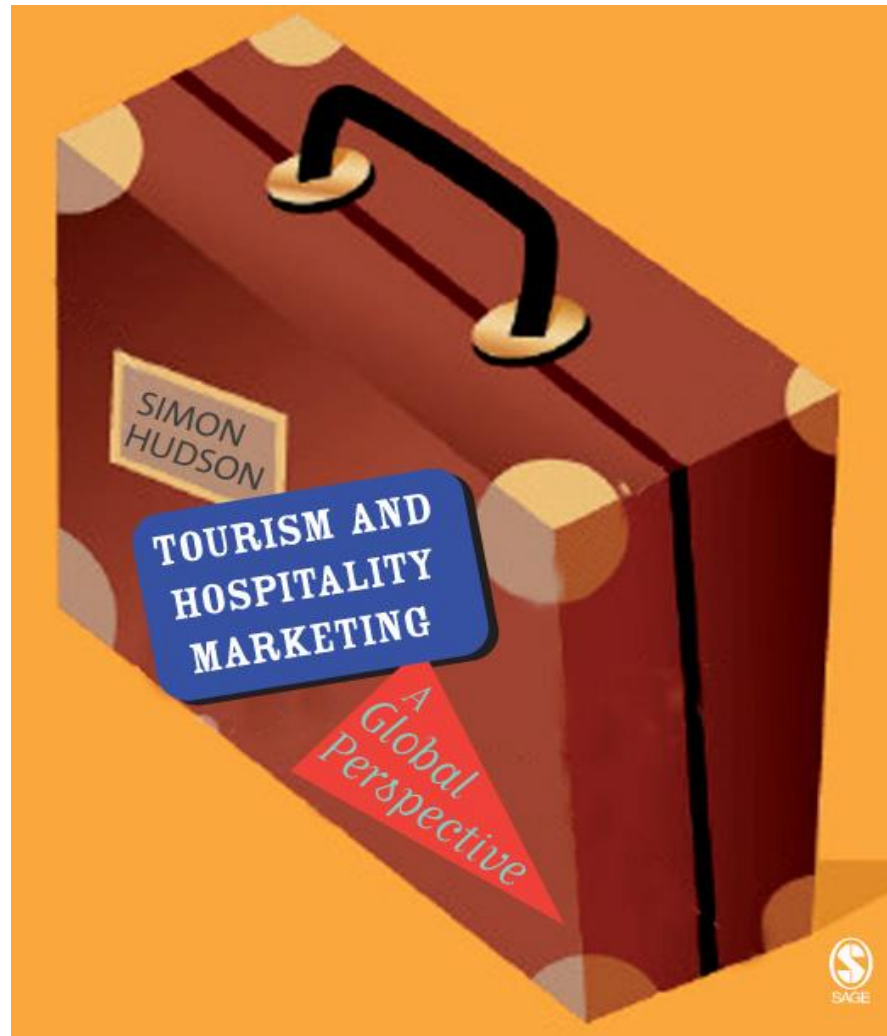
- Be sensitive to the changing consumer (research!)
- Provide unique, tailored experiences delivered with exceptional service quality
- Use innovative ways to communicate those experiences

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If you would like to know more.....



shudson@hrsm.sc.edu