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

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

- **Gen Y** 10 to 28
- **Gen X** 30 to 41
- **Baby Boom** 42-60
- **Pre-Boom** 61 to 80

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**2005/06 Domestic Age Distribution**

**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
The Canadian Model for Growth illustrates the dynamics of skier/boarder visits. The model categorizes visits into four segments:

- **BEGINNER** (10.5%)
  - 81.0% decrease, leading to DROP-OUT

- **CORE** (69.4%)
  - 23.0% decrease, leading to LAPSED

- **REVIVAL** (20.0%)
  - 78.0% increase

- **NEVER-BEEN**
  - ORANGE = decreases in skier/boarder visits
  - GREEN = increases in skier/boarder visits

Additional segments are:

- OFFSHORE VISITS
- Recapture of Exported Domestic Visits
- U.S. 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 (847-8488) ext 209 for a free travel planner. www.visithmt.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
2. Environmental Awareness

Snow: A Future Definition

Aspen Snowmass

[Image of a snowy mountain with a tree and the text "Snow: A Future Definition"]
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.

<table>
<thead>
<tr>
<th>Our Footprint</th>
<th>Notre Empreinte</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental Impact</td>
<td>Impact sur l'environnement</td>
</tr>
<tr>
<td>Energy to Produce: (per pair)*</td>
<td>Énergie utilisée (par paire)*</td>
</tr>
<tr>
<td>3.1 kWh</td>
<td>3.1 kWh</td>
</tr>
<tr>
<td>Renewable energy (Timberland-owned facilities):</td>
<td>L'énergie renouvelable (sites appartenant à Timberland) :</td>
</tr>
<tr>
<td>5%</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>Nombre total d'heures données :</td>
</tr>
<tr>
<td>119,776</td>
<td>119,776</td>
</tr>
<tr>
<td>% of factories assessed against code of conduct:*</td>
<td>% d'usines évaluées pour leur conformité au code de conduite:*</td>
</tr>
<tr>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Child labor:*</td>
<td>Main-d'oeuvre enfantine:*</td>
</tr>
<tr>
<td>0%</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

Always the same — zero.

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.

For more information visit www.timberland.com/csrreport
Pour plus d'informations : www.timberland.com/csrreport
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.
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.

Allure
Hotels and Resorts

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 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?

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

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

Imagine Bangkok was only a non-stop flight away.

Blurring of business/leisure travel

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 A340-500. 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-11.

A STAR ALLIANCE MEMORIAL
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-Visit-MT (847-8468) ext. 256 or log on to skiMT.com.
Mammoth, California

**Birds of Mammoth**

*A guide to creatures found above California’s Biggest Playground*

**Spotted Chickadee**
- The hatchet of this kaum-colored creature extends from the head to the pips. It exhibits fearless behavior. Its size is in fact bigger than many of its real counterparts.

**Yellow-Belly Pipper**
- Indigenous to half-pipe and trails. With its bright yellowing, this creature is easy to spot. It often occurs off to attract a mate.

**Sierra Rockscratcher**
- The creature exhibits wild flight patterns. While not fully documented, it does perform an assortment of unusual tricks.

**Little Jib Jokker**
- While this young skier has not yet reached its skiing muscles, its high-speed humorous stunts can be heard for miles.

**Black Diamondback**
- This lazy, aggressive bird is found slipping around the upper regions of the mountain. Often dropping into steep slopes. They are known to leave pits in the snow.

**Naked Pole Aler**
- This social bird is usually found in warm snow days and weekends. It maintains a constant body temperature by dipping its mouth in frozen melted.

**Big Eyed Blu**
- This creature travels downhill at high speeds. Its keen eyesight enables it to spot trees, terrain, jumps and the occasional piper.

**Red-Billed Shredder**
- Despite its smaller markings, this creature can be easily spotted. While it does possess an acute sense of hearing, it is often oblivious to its immediate surroundings.

**White-Tailed Yard Sizer**
- Discovered in terrain above its ability. Its diet consists of eating candy throughout the season and will later spring.

**California Winged Lion**
- Adorable. Also dangerous. It’s always mainting issues with this furry creature that enjoy sking her tail further.

**Long-Haired Knee-Dropper**
- When out in flights, this creature is commonly observed waving in the wind along the Eastern Slopes. It skis on a steady shot of gnar.

**Ten-Toed Floater**
- Native to deep powder, this early riser gracefully soars through the snow. It returns every year for the mild snow months and stays throughout the season.

**Western Flipper**
- This wild-billed creature makes lots of noise to perform its double backflip. Its buddies include Taftago, Guru and Hype.

**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
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 Whistler to your Bluetooth name
WAIT to see if you're an instant winner!

VISIT dreamskation.co.uk

(YES, IT'S THAT EASY.)

Detailed instructions:
STEP 1: Activate infrared or Bluetooth on your phone. Go to your menu and look for 'Connectivity', 'Intra-Aid', 'Bluetooth', 'Options' or similar. STEP 2: Point the infra-red port of the lights. If using Bluetooth, make sure the phone is 'discoverable' and hold near the lights. Add Whistler to your Bluetooth name. It takes a few seconds to connect to your phone. STEP 3: Wait to receive the content. The lights will change colour. You may have to press 'Book' or 'Call' if asked. If using infrared move away only when the lights are switching off again. STEP 4: To see if you are a winner, check 'Intra-Aid' on 'Intra-Aid'. 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 dreamskation.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 frost/snowed upon windscreen 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 Congratulations 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 in Summit Daily column

10 December 2009
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
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 delicious meal!
You’ve seen the film, Now visit the set.
Leverage events
Be ‘media friendly’

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 FBarrett@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 Bushtein
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