

traffic grew 15 percent. With results like these, it's no surprise that Indianhead has tied for the marketing award in its category for the second consecutive year.

This is Indianhead's second Marketing Award, with a previous win in 2007/08.

"SKIconomic Stimulus" enhanced electronic marketing to drive season passes and ticket sales. With the program, Indianhead was able to target direct offers from electronic responses." – Christine Donovan

Best Overall Marketing Program: Up to 100,000 Visits

Mad River Glen, Vt.



Adhering to a long-held winning method helped Mad River Glen tie with Indianhead for the marketing award in this category. For 25 years the resort has promoted itself with little more than a widely recognized red and white bumper sticker emblazoned with the challenge, "Ski It If You Can."

Not to be confused with the resort's formal logo (a stylized snowflake), the "Ski It If You Can" sticker has achieved iconic status and has become a badge of honor for skiers everywhere, said Eric Friedman, marketing director. The tag line was the result of a 1984 collaborative effort between ad agency exec Gerald Muro and the area owner at the time, Betsy Pratt, who wanted to attract above-average skiers to the mountain's legendary and often intimidating terrain. When Mad River Glen changed hands in 1995, the new ownership recognized that the message had become entrenched in the lore of the resort, and they decided not to mess with a good

thing. That course has been instrumental in defining the niche Mad River Glen enjoys today, Friedman said.

Much of the Ski It If You Can fame comes from the appearance of the bumper sticker throughout the world – "and above it," said Friedman, alluding to a photo of an astronaut proudly displaying the familiar red and white sticker while aloft in the space shuttle. The key to the success of the campaign is the loyalty of Mad River Glen's skiers and the viral nature of the sticker campaign. The area constantly receives photos, most all of which are displayed in a dizzying wall collage at the resort's pub. The sticker crops up at the Great Wall of China, the Tower of London, in Vietnam and Kosovo, and even on the summits of Kilimanjaro and Mt. McKinley.

Beyond achieving iconic status, the sticker has helped generate considerable revenue, said Friedman. "We've seen consistent growth in every meaningful measurable: skier visits, revenues, per cap spending, no co-op shareholders, season passes, etc.," he noted. Further, the success of the campaign belies its low cost and distribution method. The resort spends only about \$1,000 each season to purchase the stickers, which are only available from an honor box in the base lodge for a suggested donation of \$1 to support the volunteer ski patrol.

A recent survey of 10,000 skiers indicated that due to the sticker, Mad River Glen had a "higher unaided recall" than any other resort marketing campaign. "Earning this recognition is tantamount to a Lifetime Achievement Award for Ski It If You Can," said Friedman. "In an age when ski area marketing efforts constantly change, the campaign has stood the test of time and remains Mad River Glen's calling card."

This is Mad River Glen's second Marketing Award, with a previous win in 2002/03.

"It's hard not to admire the branding power of Mad River Glen: small budget, good focus and a brand with an edge. Great job! Big Question? What to do next year?" – Margie Bootenhoff

Best Overall Marketing Program: 100,000-250,000 Visits

Jay Peak Resort, Vt.



Finishing an already successful formula from the prior season, Jay Peak focused its 2008/09 marketing efforts on a broad but core audience of people who prefer an unpretentious, straightforward skiing and riding experience.

During both seasons, while the creative execution differed, the overall objective remained the same: to focus on honest and direct communication with skiers and snowboarders about the



A recent survey of 10,000 skiers indicated that Mad River Glen's iconic sticker had a higher unaided recall than any other resort marketing campaign. Even this snowboarder went ape for it!

Jay Peak experience, said Marketing Director Steve Wright. “By having more meaningful conversations with our core audience, we keep in motion those viral conversations that skiers and riders have among themselves.”

Most of that discussion centered on the resort’s no-frills ambience – those things that are not at the resort as much as those things that are, said Wright. Jay Peak reached out to folks who place a premium on the mountains and snow, affordable lodging, and genuine experiences rather than “overly expensive wine, ski valets and an unnecessary level of pampering,” he said.

To convey that message, Jay Peak incorporated humorous scenarios and conversational copy into print and collateral materials instead of defaulting to more conventional powder and air imagery. Many of the ads incorporated a tiny photo of Jay Peak’s long-time president alongside a flippant quote (e.g., “I’m Bill Stenger – the only BS you can trust this winter.”) A popular figure in Eastern skiing and riding and a personality that exemplifies the Jay Peak brand, Stenger’s image is the perfect punctuation to each message or promotional offer, said Wright.

The area incorporated the same light-hearted tone into its newly revamped website as well as radio and TV spots promoting the Jay Peak experience.

A significant part of the marketing campaign entailed reaching out to Canadian skiers. Because half of Jay Peak’s visitors are Canadian, another important component of the 2008/09 campaign was to address this essential audience, even though that required conveying the resort’s philosophies and values in two languages. To prevent any nuances or meanings from being lost in translation, the area recruited a Montreal ad agency to help convert the campaign to a French-speaking audience.

These impressive efforts resulted in Jay Peak’s second-best season for skier/boarder visits despite a spiraling economy and depressed travel market, with the audiences clearly embracing the new direction in marketing. “We knew there’d be some folks who didn’t get it and also didn’t like it, but those that understand Jay Peak – the ones that have the best chance of turning others on – have shown that they believe in using messages that further separate and create distinction between Jay Peak and other resorts and experiences,” said Wright.

Using those like-minded guests as a reference, Jay Peak will continue to refine its experience, evolve its marketing campaigns and add skier/snowboarder visits in a responsible way.

This is Jay Peak’s third Marketing Award, with previous wins in 2007/08 and 2005/06.

“This program is awesome! It’s a really impressive and complete marketing package. Jay Peak is effective in activating a strong message through an exciting and clever campaign. Highlighting what they don’t do provides Jay Peak a unique angle to promote their unique experience.” – Andy Hawk

FURTHER UP. FURTHER OUT.
At another resort, they're questioning whether to tip the ski valet.
But up here, no one questions anything. **Move up.**

JAY PEAK
jaypeakresort.com

Winning its third Marketing Award, Jay Peak continues to focus its efforts on a core audience of people who prefer an unpretentious, straightforward skiing and riding experience. And ducks.

**Best Overall Marketing Program:
250,000-500,000 Visits**

**Telluride Ski Resort,
Colo.**



Telluride credits the success of its 2008/09 marketing campaign with an unprecedented community effort to help launch and promote the opening of a new bowl and quad lift on the east ridgeline at the area. “This wasn’t just a ski resort boasting its latest expansion but a community coming together to speak with one voice to make the most of an opportunity,” said Matt Skinner, sales and marketing executive director. The community spoke with dollars, resources and word of mouth to help tell the story of Revelation Bowl.

Defining the bowl as a sub-brand helped Telluride unify the destination and use its collective resources to continue to compete on a brand recognition level with much larger resorts, said Skinner. CEO Dave Riley took the lead in getting the area’s stakeholding entities and other local organizations on board, recruiting the

Telluride Montrose Regional Air Organization, the Telluride Mountain Village Homeowners Association, and the Telluride Tourism Board to help fund and implement the campaign. Global marketing initiatives included print, Internet and radio placements, as well as public relations and promotional components. Telluride promoted the opening of Revelation through appearances in London, Germany, Spain, Brazil, Mexico and Canada. The resort also printed German and Spanish versions of its brochure and advertised the opening of the new bowl in international and domestic publications.

With a website devoted entirely to Revelation Bowl, Telluride extended the news to Europe, South America and Japan. Vigorously promoted on the resort's home page, e-blasts and press releases, the site provided construction updates, images, videos, press releases, a new trail map and a link back to Telluride's blog, where Riley posted the latest news. Revelation was used as the core of campaigns on MountainNews.com, Colorado.com, Expedia, Travelocity, and many other partner and industry sites.

Ads containing an ethereal image of above-treeline skiing in the bowl were placed in the industry's major publications throughout the year, and also in all in-flight magazines for airlines serving Telluride. Supplementing various radio and TV promotions in various cities with core markets were newspaper campaigns in national and regional publications.

"In a year when discounting and cost-cutting is the norm, we feel that maintaining our resort's brand integrity both on and off the mountain, with promotion through the Revelation Bowl sub-brand, was critical for the destination's long-term success," said Skinner. The area stakeholders felt the same, and the unprecedented combined efforts led to Telluride's second-most successful season in history, behind only last year's record numbers. Skier/

snowboarder days, yield and revenues have all held strong in conjunction with the successful marketing campaign and extensive PR coverage, Skinner noted.

"From guest feedback and visit results, Revelation Bowl became the signature story of the winter in North American skiing and the driving force behind a successful winter for the Telluride destination in a difficult economy," he said.

This is Telluride's third Marketing Award, with previous wins in 2007/08 and 2005/06.

"Revelation Bowl Opening: Unified efforts always lead to a successful venture, and that is what Telluride accomplished in this program. No deep discounts here and still a successful program!" – Christine Donovan

Best Overall Marketing Program: 500,000 or More Visits

Mammoth, Calif.



Top honors in this category go to Mammoth Mountain, which infused its 2008/09 marketing campaign with a cohesive strategy to address a variety of objectives: raise brand awareness among various market segments, tout the introduction of one-hour flights from Los Angeles to Mammoth, increase on-property spending, and establish the resort as a summer vacation option with winter visitors.

Having experienced static visitation and revenue growth for two consecutive seasons, Mammoth recognized the need to broaden its reach by promoting new amenities as well as the new flight service to the resort – key ingredients for putting it on track to becoming a prominent vacation destination. An institution among Southern Californians, the resort has traditionally suffered from the assumption that it is hard to get to. Consequently, a key objective was to position Mammoth as an accessible world-class resort and eliminate stereotypes of the area as a rustic mountain hideaway, said Jessica Halter-Powell, marketing director.

The solution was to provide a strategic platform and creative campaign that communicated with different constituencies while remaining true to the brand's DNA, said Halter-Powell. The brand strategy had to represent the authentic experience loved by Mammoth loyalists while conveying the world-class offerings that would attract new guests to the resort, she said.

To help guide the process, Mammoth and its ad agency Dave & Goliath conducted extensive market segmentation research that led to significant insights about the resort's various target audiences. Coining its 2008/09 marketing campaign "Play Big," Mammoth



Telluride credits the success of its marketing campaign to the unprecedented community effort and support it gained in launching and promoting the opening of Revelation Bowl.

PHOTO BY BRETT SCHRECKENGOST

was able to tackle the wide range of objectives as well as speak to its equally diverse audience.

From brand-building ads to tactical promotions, retail-heavy e-blasts and a specialty loyalty campaign catered to Mammoth's VIPs, the Play Big campaign successfully accomplished all marketing and business objectives set forth in the 2008/09 plan. In a time when most consumers were cutting back on winter travel and other western resorts were seeing declines of 15-20 percent, Mammoth's Play Big marketing program increased visits and lift revenue more than 2 percent over the previous season's figures. Furthermore, the campaign improved top-of-mind consideration as brand awareness climbed to 96 percent and visit consideration increased 7 percent. In addition, surveying confirmed that the campaign increased familiarity with the resort among all segments. Responses indicated that past visitors were more likely to visit Mammoth again, and the Play Big tagline was associated with Mammoth among nearly half of those surveyed.

Clearly, the marketing campaign succeeded in motivating loyal guests as well as potential customers to "play big" in the tradition of California-mountain lifestyle.

This is Mammoth's fifth Marketing Award, with previous wins in 2005/06, 2001/02, 2000/01 and 1999/00.



Mammoth's "Play Big" campaign is great. From the larger-than-life trail map that season pass holders receive to the BIG images in the campaign, Mammoth nailed it! Billboards, websites and online video all support this BIG program. The program is effective, but not in-your-face. Really sweet!" – Andy Hawk ■

Close the Gap & Usher in the Next Ski "Boom" – Market to Boomers and their Gen Y Children

At 80 million strong, Gen Y's are the population segment that can fund the ski industry's next boom – and 67% of them were born to Boomer parents. Determined to "do parenting right," Boomer parents have a particularly significant influence in their children's lives. In fact, Gen Y's say that their parents are the #1 influencers of many of their decisions.

Without a doubt, Boomer parents will be a driving force in the trial and conversion of Gen Y's snowsports participation for years to come.

***Are you marketing to this generational bond?**

Get Boomer Smart



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