

Best Program to Grow the Sport to New Participants

500,000 Plus Skier Visits

Legacy Ski and Ride
Park City Mountain Resort, Utah



**Other Applicants: Aspen Skiing Company, Colorado • Mt. Bachelor, Oregon
Okemo, Vermont • North Lake Tahoe Resort Association • Inland Northwest Ski Association**

Any Utah child enrolled in K-12 is invited for a free ski or snowboard lesson, including a lift ticket and equipment rental. Lessons are held on 22 Friday and Saturday nights throughout the season. Following participation, Legacy Kids receive a packet that includes a commemorative photo and a family pass inviting them and their immediate family members to return during regular business hours for a second lesson, a beginner area lift ticket and rental equipment for \$10 per person or \$50 for a family of five or more. Participants also have the opportunity to purchase a season pass for \$99 and are sent invitations to attend World Cup and Olympic test events. This is the program's second year and 8,800 children have participated.

"This fully integrated program systematically introduces the sport to children in a positive controlled environment. It has all the legs of a successful promotion: strong corporate and media partners, a benevolent mission, strong follow up and proper program press exposure."
– Judge Fran Richards

250,000 - 500,000 Skier Visits

The Passport
Bogus Basin Ski Resort, Idaho

**Bogus' Passport
keeps getting better**

**Other Applicants: Loon Mountain, New Hampshire
Durango Mountain Resort, Colorado • Snowshoe Mountain, West Virginia**

Guests ages 12 and older paid \$199 for a series of four lessons, lift tickets and equipment rental. Guests between the ages of 6 and 11 paid \$149. Upon graduation of the four-lesson beginner program each guest was awarded a Passport that entitled them to a season pass and a season of rental privileges. If the guest signed up in February or March, the season pass and rental deal carried over into next season. Ski school managers conducted pre-lesson orientations so guests would know what to expect before arriving at the mountain. Nearly 1,600 guests participated and all sessions sold out.

"Bogus wants to make skiing and snowboarding easy and affordable for the first timer! AGAIN!"
– Judge Greg Stump

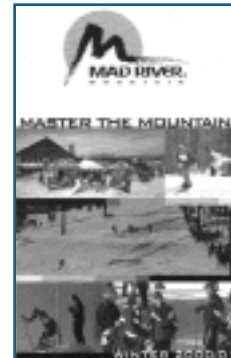
"Bogus Basin's "Passport Program" creates an irresistible offer that brings new participants to the slopes. This program was designed to capture beginners and keep them coming back all season."
– Judge Marian Friestad

Best Program to Grow the Sport to New Participants

100,000 - 250,000 Skier Visits

Master the Mountain
Mad River Mountain, Ohio

**Other Applicants: Bear Mountain, California • Mount Sunapee Resort, New Hampshire
Attitash Bear Peak, New Hampshire • Arapahoe Basin, Colorado**



Master the Mountain targeted new and beginning skiers by focusing on group leaders and enabling them to market learning to ski at Mad River to their friends, families and colleagues. By utilizing group leaders, the area was able to extend its marketing beyond traditional avenues, opening doors in previously unattainable areas like private companies, selected schools and government agencies. Special pricing was available to groups of 15 or more and the "Group 101 Kit," full of questions and answers and directions for selling the lesson programs, was distributed to the leaders. As a result, lesson participation, season pass sales and individual lift tickets sales increased, and dozens of new ski clubs were born.

"This program thinks outside the box, but actually connects emotionally to the proposition by focusing on the inherent aspect of the sport 'socializing'. Truly an enviable program."

– Judge Mary Rich

0 - 100,000 Skier Visits

Trailmarkers

Mt. Van Hoevenberg Nordic Ski Center, New York



**Other Applicants: Sunburst Ski Area, Wisconsin
Tahoe Donner Downhill Ski Area, California • Tyrol Basin, Wisconsin**

Every 3rd grade class in the local athletic section (approximately 7,500 square-miles) is offered a day of free skiing including a trail pass, equipment rental and instruction. Schools are allowed to bring up to 50 students per day, as well as teachers, administrators and chaperones, on any school day from January to March. To encourage students and their parents to return, each participant received a marketing packet that included a free trail pass for any child who returned with a parent, in addition to literature about the sport, local programs and all the Olympic venues. This season, participation increased by more than 50 percent to 1,100 students, school staff and chaperones. 20 schools visited over 25 days.

"Trailmarkers program is designed to attract youngsters (3rd graders) to the life-long sport of cross-country skiing. The materials are well done and clearly demonstrate their overall strategy."

– Judge Marian Friestad

Best Program to Convert New Participants to Core Participants

500,000 Plus Skier Visits

Legacy Ski and Ride
Park City Mountain Resort, Utah



**Other Applicants: Aspen Skiing Company, Colorado • Okemo, Vermont
Vail Resorts, Colorado • Winter Park Resort, Colorado**

The Legacy Ski & Ride program was introduced to Utah kids and their families as an approach to get more kids involved in winter sports. Park City Mountain Resort's goal was not only to introduce kids to skiing and snowboarding, but help them develop a passion for these sports and keep them coming back. More than 2000 Legacy Kids and their families have returned for a second lesson/lift ticket/rental for \$10 per person or \$50 for a family of five or more. Due to overwhelming response to the bounce back offer, the dates were extended into the first month of next season. The bounce back program for this winter season has had an amazing redemption rate of 40 percent. The resort is successfully converting new participants into core participants as is evidenced by the 25 percent of the 2000-2001 bounce back kids accepting the \$99 full season passes. More than 700 of those who participated in the Legacy Bounce Back offer have been adults.

"It's about the kids, stupid . . ." – Judge Greg Stump

"By launching a great first-timers program and offering a too-good-to-pass-up return package, Park City has done an excellent job of converting new participants to core participants." – Judge Kathy O'Neal

250,000 - 500,000 Skier Visits

GET (Guaranteed Easy Turn)
Wachusett Mountain Ski Area, Massachusetts



**Other Applicants: Mountain Creek, New Jersey • Sierra-at-Tahoe, California
The Canyons, Utah**

Regular one-day beginner package cost \$55 for a beginner class lesson, equipment and a beginner lift ticket. A two-day GET package cost \$85 for a beginner class lesson, equipment and an all-area lift ticket. Two-day participants also had the option of receiving a complimentary "Passport to Skiing" discount card for \$7 off all future visits. Ski school instructors were provided with business-card sized coupons to give one-day beginner package participants encouraging them to upgrade to a second-day package.

1,416 second-day GET packages sold through mid-March, a 72 percent increase over the same period last season. 531 second-day GET packages redeemed through mid-March, a 56 percent increase over last season. 262 instructor incentive cards redeemed through mid-March, a 70 percent increase over last season.

"Program targets new participants with an enticing offer to return and enlists the ski instructors to help personalize the invitation to return. Great idea to offer staff incentives for generating repeat business!" – Judge Kathy O'Neal

Best Program to Convert New Participants to Core Participants

100,000 - 250,000 Skier Visits

Snowcountry Passport
Waterville Valley, New Hampshire



**Other Applicants: Bear Mountain, California
Attitash Bear Peak, New Hampshire • Jiminy Peak/Brodie Mountain, Massachusetts**

The Passport offers first time visitors two lessons, rental equipment and lower mountain lift tickets for \$63 a day. Third and fourth lessons are \$49 each and participants receive a free season pass after four visits. The Passport has additional offers from the lodges, restaurants and shops of Waterville Valley ranging from \$25 off a one-night stay, 10 percent off the bill at Diamond's Edge Restaurant and 10 percent off any purchase at Town Square shops. Ski Market and Underground Snowboard offer \$40 off any purchase of skis or snowboards. Ski coaches were rewarded with a bonus for every skier or snowboarder who completed the Passport.

"I love Waterville Valley's TOTAL commitment to get folks excited about skiing and snowboarding. Their four day graduated reward passport program is the most innovative resort promotion I've seen. The concept of offering a free pass to beginners who purchase multi day lesson/rental packages will make for an avid new group of skiers/riders for life. These guys aren't just providing lip service to new people but creating new customers. In total, these customers pay more for their pass dollars than a discounted early season pass. This is a program the industry should adopt! This could be a resort's new customer 'best practice.' Plus they have great follow up to renew them annually at regular pass prices."
– Judge Fran Richards

0 - 100,000 Skier Visits

"6:1" by Tahoe Donner
Downhill Ski Area, California

Other Applicants: Sunburst Ski Area, Wisconsin



Tahoe Donner made the decision to limit all group lessons to six students with one instructor. The limitation of the number of students had two positive attributes that would help convert new participants to core participants: 1) created a favorable environment for first-time skiers 2) increased personalized attention to each student, which gave the students an increased sense of accomplishment and improved the likelihood of them becoming a core participant. The relationship developed between the instructors and individual students created a loyalty that led to an increase of frequency to the area – an added benefit.

"Whether it is a big budget, multi-media program or a flier. What matters is the idea and Donner has plenty of them."
– Judge Mary Rich

Best Program to Increase Frequency of Core Participants

500,000 Plus Skier Visits

Value Gold Season Pass
Mammoth Mountain, California



**Other Applicants: Killington Resort, Vermont • Aspen Skiing Company, CO • Okemo, Vermont
Keystone, CO • Quebec Ski Areas Association, Canada • Vail Resorts, CO • Winter Park Resort, CO**

This new season pass offered new buyers, current pass holders and members of a discount club up to a 75 percent discount off of the regular season pass prices. In order to take advantage of the Value pass, guests had to purchase it between May 4 and July 4, 2000. The Value Pass was received extremely well by existing pass holders (converted 90 percent of them), existing club card holders (converted 75 percent of them), and guests that didn't belong to either program (gained 10,700 new pass holders).

"A very strong Internet conversion of existing discount card members to the Value Gold discount season pass. Simplicity is key and Mammoth has figured this out. They had a 75 percent remit and did business early in the season. Also tied this to their annual sweepstakes."

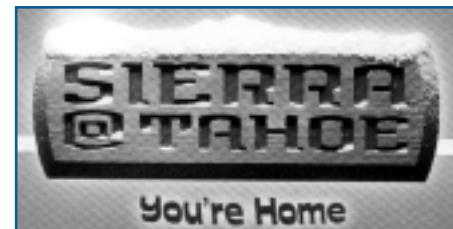
– Judge Fran Richards

"Very impressive marketing program - good offering, widespread implementation using cost-effective media and best of all, it exceeded the targeted response goals!"

– Judge Kathy O'Neal

250,000 - 500,000 Skier Visits

You're Home
Sierra-at-Tahoe, California



Other Applicants: Snowshoe Mountain, Virginia

Sierra decided that the key to increasing the frequency of visits was bringing back the fun in snowsporting. So the resort leveraged its unique position in the market as a "laid back" ski area and broke down the barriers to a hassle-free day of snowsporting. Research revealed that consumers view Sierra as a friendly place that is easy to maneuver, convenient and provides something for everyone. The campaign reinforced these beliefs through radio, print and outdoor advertising, consumer brochures, trail maps and a press kit.

"Grass-roots advertising campaign targeting core skiers using cost-effective media and producing greater-than-anticipated results!"

– Judge Kathy O'Neal

Best Program to Increase Frequency of Core Participants

100,000 - 250,000 Skier Visits

Super Sundays
Whiteface Mountain, New York



**Other Applicants: Bear Mountain Resort, California • Mt. Rose - Ski Tahoe, Nevada
Attitash Bear Peak, New Hampshire**

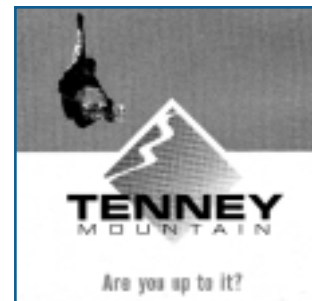
Five specific Sundays with historically poor attendance were selected to offer 50 percent off of lift ticket rates. Along with the discounted lift tickets, each Sunday was assigned a theme such as Island Madness, Sombrero Sunday and Shamrock Sunday. Theme parties included live entertainment, give-a-ways, ski school specials and food and beverage specials.

"Simple, razor sharp, extremely strategic program from Whiteface."
– Judge Mary Rich

"This is an innovative program of theme days with a focus on keeping their slopes filled on Sundays."
– Judge Marian Freistad

0 - 100,000 Skier Visits

Are You Up To It?
Tenney Mountain, New Hampshire



Other Applicants: Tahoe Donner Downhill Ski Area, California

After being closed for several years, Tenney's comprehensive advertising campaign was created to establish an image that would separate Tenney from the competition so that the area could reach consumers beyond its loyal market that resides within a 50-mile radius. To grow and remain viable Tenney needed to tap into the Boston market, which is very competitive among New England ski areas. Advertising vehicles included newspaper, weekly tabloid, radio, television and Internet. Tenney's campaign communicated that the area has an atmosphere, trail network and level of challenge that will keep everyone happy. It offers value through competitively priced tickets and 2-for-1 Fridays, and it is close enough to Boston to be a day trip.

"Broad-based advertising program designed to create awareness and first-time users. Effective, efficient, productive program!" – Judge Kathy O'Neal

"Tenney used a solid, well-segmented mix of media to tell core skiers and snowboarders they are back in business." – Judge Fran Richards

Best Sales and Promotion Campaign Using New Media

500,000 Plus Skier Visits

Ford Mammoth Million Dollar Giveaway
Mammoth Mountain, California



**Other Applicants: Aspen Skiing Company, Colorado • Vail Resorts, Colorado
Winter Park Resort, Colorado**

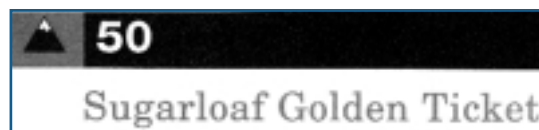
The Giveaway was a season-long, multi-tiered Internet-based marketing campaign and contest. Throughout the season Mammoth gave away 16,000 lift tickets, use of a slopeside condominium for a year, a 2001 Ford Escape XLT, two season passes and two 2001 Sierra Star Golf Club Cards. The campaign drove visitors to the website and boosted incremental skier visits during specifically defined slow periods. An average of 501 people entered the contest each day, with more than 70,000 having entered by mid-March.

"What is especially intriguing about the Mammoth web assault is the 'viral/game' nature of the participation. The synergy between Mammoth, NR5.com, and Ford is 'textbook' in a marketing world that has none (read the net!). The people came to them by referral from the 'converted-hard-core!' It was a game...The prizes! The numbers! The happy cyber-fans-o-Mammoth selling for you! And in the end it gave up the ultimate prize... 7,500 unknown before potential real estate customers... This is how you create and execute a word-of-mouth success story using the net!"
– Judge Greg Stump

250,000 - 500,000 Skier Visits

50th Anniversary Golden Ticket Campaign
Sugarloaf/USA, Maine

Other Applicants: Stratton Mountain, Vermont



The Golden Ticket promotion was a web-centric sales promotion modeled after Willy Wonka's Golden Ticket and designed to increase season-long participation of new and long-time guests. The Golden Ticket give-a-ways were promoted with a combination of radio and direct mail throughout northern New England. The campaign increased Sugarloaf's e-mail database by 508 percent – exceeding one of the program's main goals. The total number of opt-in registrants was 20,340.

"Finally a truly complete, multi-media, multi-dimensional program that uses the Internet to its fullest. The combination of print and radio advertisement, pinpointed direct one to one marketing with the Internet (what it's best for) and a huge call to action, 'Win the Golden Ticket' provided real measurable results and a ton of customer goodwill for Sugarloaf. Bravo! This is the best in show!"
- Judge Fran Richards

Best Sales and Promotion Campaign Using New Media

100,000 - 250,000 Skier Visits

2001: A Ski Odyssey
Bridger Bowl, Montana



**Other Applicants: Grand Targhee Ski and Summer Resort, Wyoming • Mad River Mountain, Ohio
Jiminy Peak Mountain Resort, Massachusetts • Attitash Bear Peak, New Hampshire**

Bridger Bowl chose to invest in the development and distribution of a CD-ROM in a marketing campaign conducted prior to the season and designed to increase destination skier visits of potential first-time customers. The multi-media "2001: A Ski Odyssey" was distributed to 2,500 names on the Bridger database based on the facts that they had never made a reservation through Bridger Bowl Central Reservations and they lived in the area's primary destination market.

"Bridger's quirky 2001: A Ski Odyssey CD-ROM and contest was a cool way to get people enthused about riding and skiing. The sweepstakes and call to action worked well for the small resort, getting to tell the story of its surroundings. A neat innovative program. The disc could have been a little bit more intuitive in its navigational set-up. Great collateral. I would have liked to have seen some more innovative list testing of potential new customers."

– Judge Fran Richards

0 - 100,000 Skier Visits

NO ENTRIES