

NSAA Model For Growth: Focus on Conversion

Best Practices Resource Guide

Name of Ski Area: _____ State: _____

Ski Area Web Address: _____

Name of contact person
(for questions regarding program): _____

Title: _____

Phone (direct line of contact person): _____

Email (contact person): _____

Which departments does your resort conversion program include?

- Marketing
- Ski and/or Snowboard School
- Operations (specific changes on-mountain or base area)
- Guest Services
- Cultural change for your organization (human resources/training)
- Rental
- Snowmaking
- Lift Ops
- Other (please explain) _____

In bullet points, please give a brief overview of your program(s):

(Please be as specific as possible with regards to pricing, promotion, revision to lesson format, changes in facilities, changes in human resources/training or other important details.)

At this time, have you been able to measure any results of your program? If so, how?

**Do you track your lesson takers? For how long after they have taken a lesson?
(Weeks, months, following season, subsequent seasons?)**

**Do you make follow up contact with your guests? How soon after initial visit?
How long after initial visit? (Weeks, months, following season, subsequent
seasons?)**

If you have any question, please contact: **Member Services** at **(303) 987-1111**.

Please return completed survey via email, fax or mail to:

Member Services
NSAA
133 S. Van Gordon Street
Suite 300
Lakewood, CO 80228
memsvcs@nsaa.org
Fax: (303) 986-2345