



Digital Marketing for Ski Resort Partners



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Why use ski resort digital marketing?

Investing in the OnTheSnow Digital Marketing Program for Resorts allows you access to over 1,500 media outlets. Measurable benefits to the OnTheSnow Digital Marketing Program include:



- **Increasing traffic to your website**

Direct links from OnTheSnow and their 1,500+ media partners help drive new unique users to your website.



- **Increase your SEO ranking**

Direct links from OnTheSnow and their 1,500+ media partners also help drive organic search engine traffic to your website, increasing your page rank among popular search engines (Yahoo, Bing, MSN, Google).



- **Increase your social media presence**

With the use of the OnTheSnow social updates program, OTS will help showcase your Facebook Page, Twitter Feed, Flickr or YouTube Stream.



- **Distribute your content**

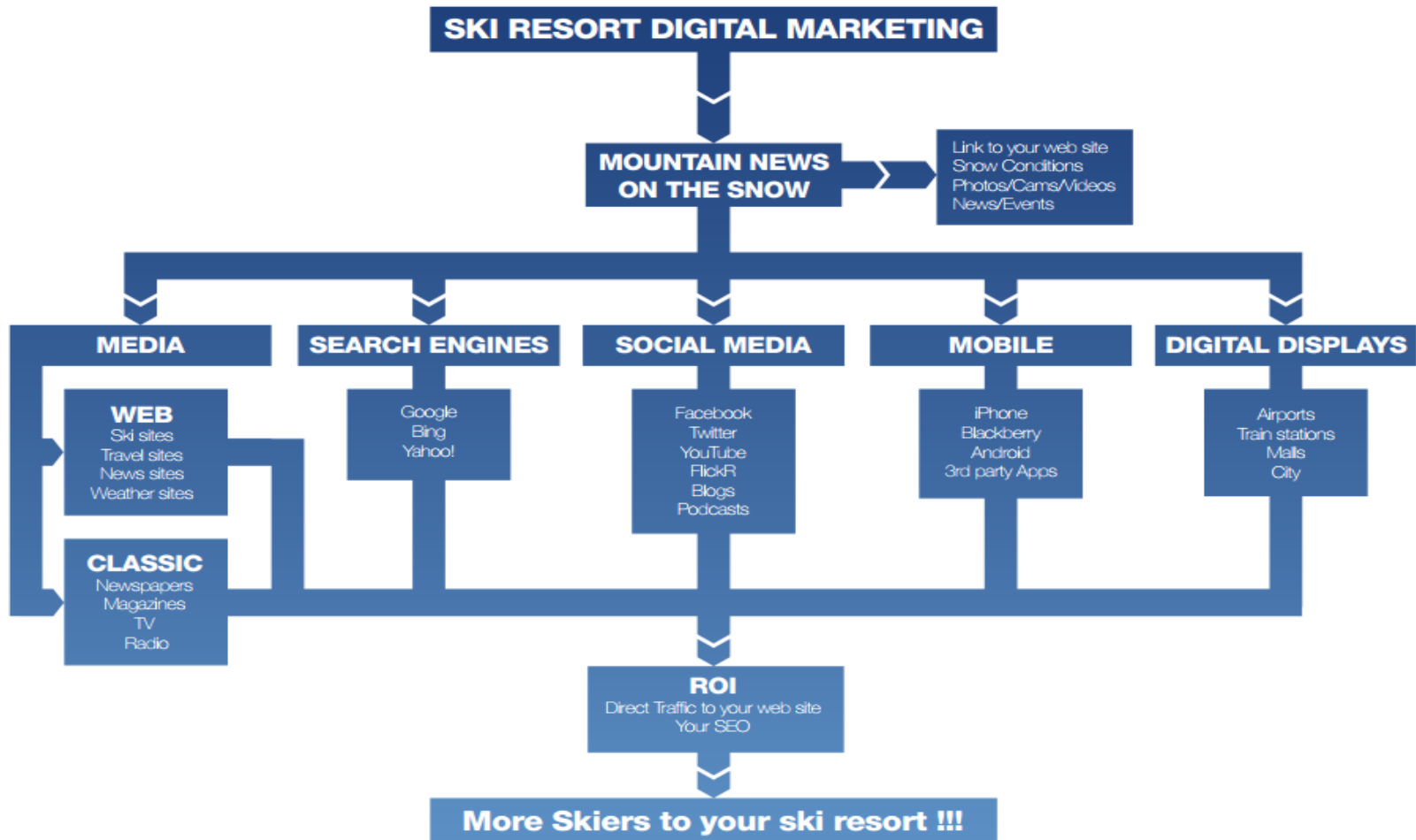
Distribute your press releases and resort profile to OnTheSnow and their 1,500+ media partners. Resort profiles include your hours of operation, cams & photos, on-mountain events, trailmaps and links back to your website.

Benefits of Digital Marketing



How does ski report digital marketing work?

Running the ski report digital marketing program increases your SEO and in-turn drives organic traffic to your website. The overall goal of the ski report digital marketing program is to drive more skiers and snowboarders to your resort.



Benefits to a Subscriber Profile



What does a subscriber profile look like?

When you become a subscriber, your profile on OnTheSnow includes:

- Direct links to your website
- Photos and live cam shots of your resort
- News and upcoming events for your resort
- Special and standard lift ticket and lodging prices
- Current snow conditions and total cumulative snowfall totals

PARK CITY MT RESORT SNOW REPORT

RELATED REGIONS: PARK CITY, UNITED STATES, UTAH

OVERVIEW | WEATHER | SNOW REPORT | MAP & DIRECTIONS | SOCIAL UPDATES | TICKETS & DEALS | NEWS | EVENTS | CAMS & PHOTOS | REVIEWS

RECORDED SNOWFALL: SAT 0 in., SUN 0 in., TODAY - Apr 2 4 in., TUE 0 in., WED 0 in.

WEATHERS: SAT 34° / 63° F Clear, SUN 21° / 41° F Cloudy, TODAY 20° / 41° F Clear, TUE 30° / 52° F Clear, WED 30° / 57° F Partly Cloudy

BASE DEPTH: UPPER ELEVATION 65in., MIDDLE ELEVATION 65in., LOWER ELEVATION 49in.

TERRAIN: TRAILS OPEN 95 of 114 (83%), SKI LIFTS OPEN 16 of 16, ACRES OPEN of 3300

PIPES LAST RESHAPED: Feb 23, 2012; PIPES LAST RECUT: Mar 30, 2012

SURFACE CONDITIONS: PRIMARY: Variable, SECONDARY: Spring

CAMS, PHOTOS & VIDEOS: LIVE CAM, PayDay Base Cam

NEWS/EVENTS: FEB 21 - APR 6 Grab Air Like Olympians at Park City Camps

REVIEWS: Park City is Amazing (4 stars) by Clayton

FIRST HAND REPORTS: View all reviews and submit your own first hand report

- 14 real hot today at bottom end of day. On top beautiful! 11 2 days ago at Park City Mountain Resort.
- 14 Two days ago. Snow held up. Had a great time! 11 2 days ago at Park City Mountain Resort.
- 14 great snow, gets a bit slushy towards the end of the day but it is excellent around noon... great sunny weather! 11 3 days ago at Park City Mountain Resort.
- 14 this place is sick! 11 6 days ago at Park City Mountain Resort.

TRAIL MAP: Trail Map

Sample (above): Subscriber profile on OnTheSnow.com



Who are OnTheSnow's 1,500+ trusted media partners?

OnTheSnow boasts over 1,500 global content syndication or media partners. By becoming a subscriber, your profile becomes accessible through all of the OTS media partner's websites as well as OnTheSnow.com. Some of our larger partners include:

- Endemic ski- industry websites
- Travel websites
- News websites
- Weather websites

Whistler Blackcomb, bc

Resort Information	
Updated: 4/3/12 07:10 PST	
New Snow:	17" (last 24 hours)
New Snow:	19" (last 48 hours)
New Snow:	27" (last 72 hours)
Base Snow:	140 - 160"
Conditions:	Packed Powder, Powder
Lifts Open:	35 (95%)
Runs Open:	200
Cross Country:	0 mi / 0 km
Park Reclt:	0/0/05
Park Reshapped:	0/0/05
Hours:	8:30 am - 3:00 pm
Notes:	!british-columbia/whistler-blackcomb/events.html
Resort Homepage:	Click Here
Resort Email:	wbres@whistlerblackcomb.com
Resort Camera:	Click Here
Ski Package:	Click Here
Trail Map:	Click Here

Ski & Snow Conditions provided by OnTheSnow.com.

Sample (above): WeatherUnderground.com ski report



Who are OnTheSnow's traditional media partners?

OnTheSnow's media partnerships go beyond New Media partnerships to include traditional media partners as well. By encompassing both traditional and new media partnerships, OnTheSnow offers subscription partners an affordable and turn-key advertising solution.

Traditional media partner platforms include:

- Newspapers
- Magazines
- Television
- Radio

San Francisco Chronicle



Los Angeles Times



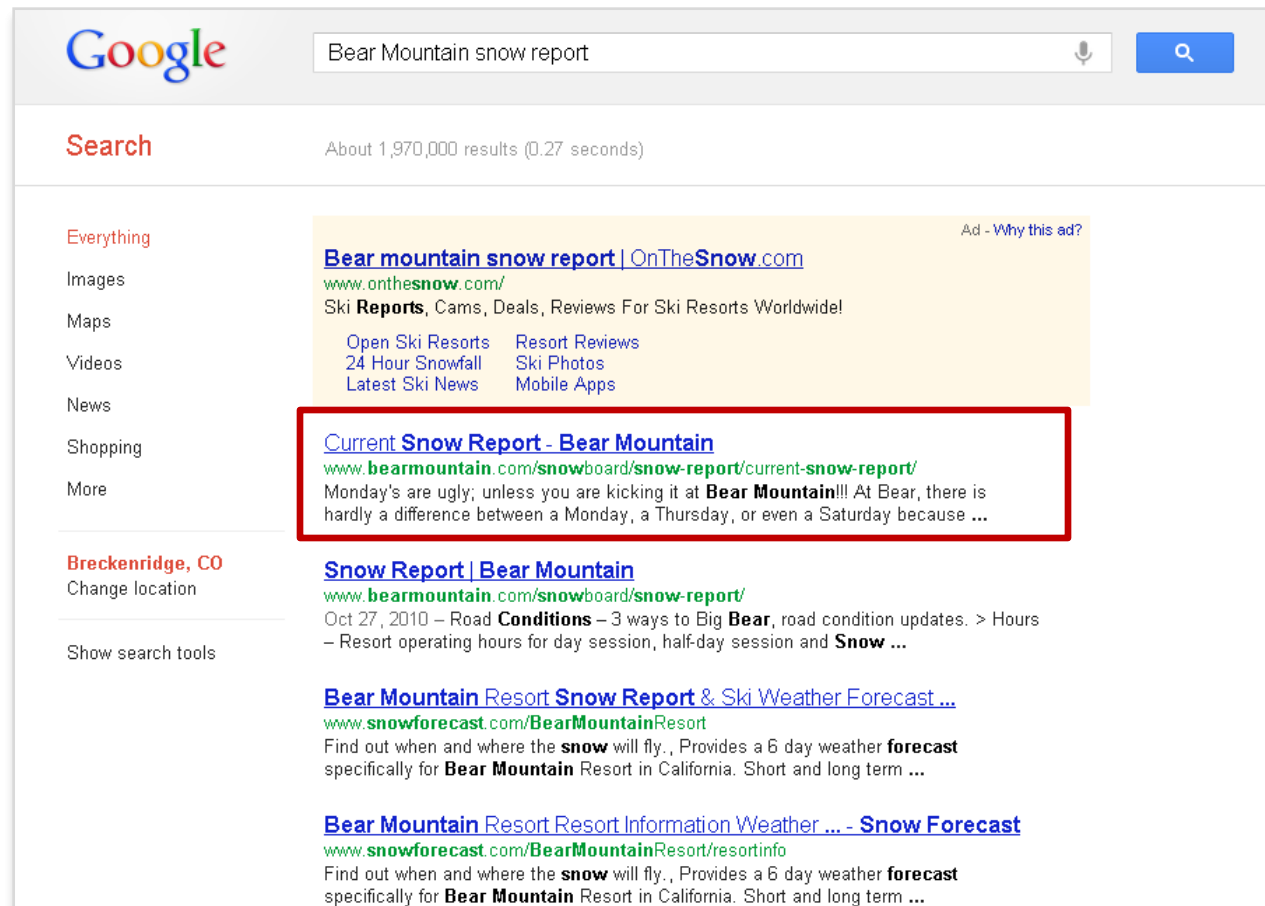
The Seattle Times





What popular search engines is OnTheSnow affiliated with?

To further diversify the OnTheSnow media partnerships, OTS is proud to be affiliated with the following search engines: Google, Yahoo! and Bing.



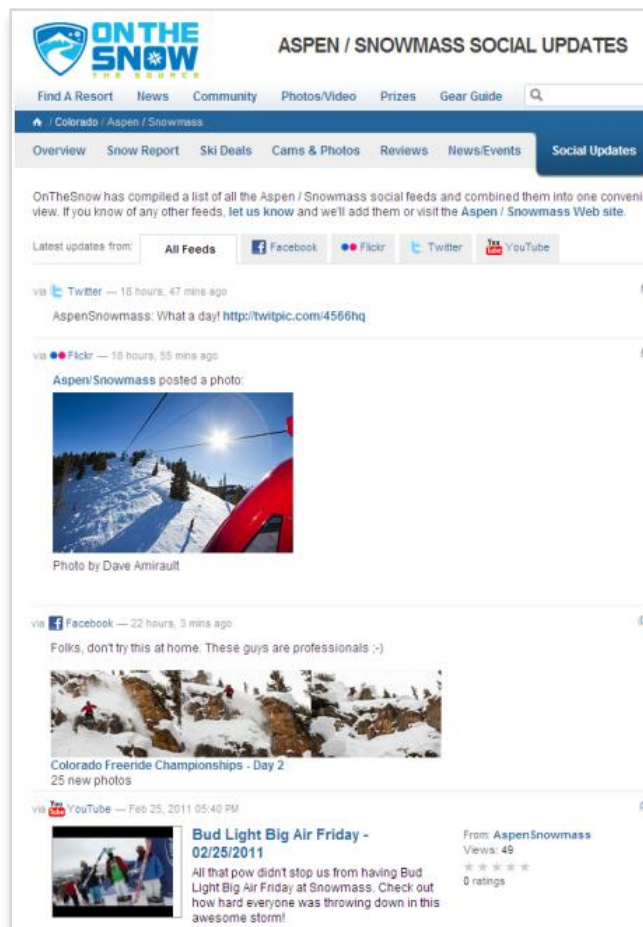
The screenshot shows a Google search interface with the query "Bear Mountain snow report". The search results page displays several links related to snow reports and resort information. A red box highlights the "Current Snow Report - Bear Mountain" result, which includes the URL www.bearmountain.com/snowboard/snow-report/current-snow-report/ and a snippet of text: "Monday's are ugly, unless you are kicking it at **Bear Mountain!!!** At Bear, there is hardly a difference between a Monday, a Thursday, or even a Saturday because ...". Other visible results include "Snow Report | Bear Mountain" from bearmountain.com, "Bear Mountain Resort Snow Report & Ski Weather Forecast ..." from snowforecast.com, and "Bear Mountain Resort Resort Information Weather ... - Snow Forecast" also from snowforecast.com.

Sample (above): Google search results for OnTheSnow subscription partner



What are the benefits to OnTheSnow's social update program?

As an added benefit to the subscription package, OnTheSnow editors will showcase subscription partner's social platforms. OnTheSnow will help in highlighting partner's Twitter Feed, Facebook Page, YouTube, and Flickr streams.



Sample (above): Flickr update for OnTheSnow subscription partner



What is the Ski & Snow Report mobile app?

OnTheSnow has the most consumed mobile platform for active wintersports travelers, topping 4,000,000 users and 18,000,000 impressions per month. In excess of 85% of OTS users consume mobile content while preparing for their trip, are en-route, or on-mountain.

Metrics:

- Unique Users: 4,841,346
- Pageviews: 18,292,954
- Downloads: 1,658,362

SOURCE: OAS Ad Server Report February 2012

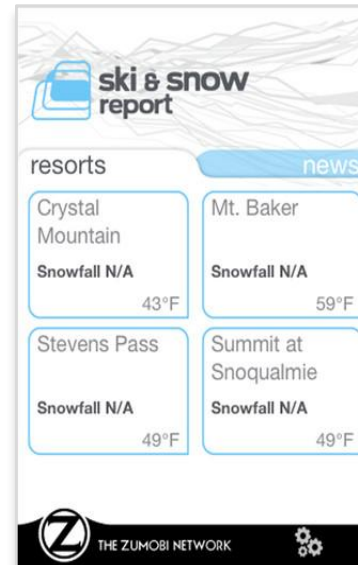


Sample (left to right): OnTheSnow Android app. OnTheSnow iPhone app



Who are OnTheSnow's mobile syndication partners?

Besides OnTheSnow's highly downloaded Ski & Snow Report mobile app, OTS has many mobile syndication partners including Snocru, Zumobi, The North Face and REI.



Sample (left to right): The North Face snow report mobile app screenshot. REI snow report mobile app screenshot. Zumobi Network snow report mobile app screenshot. Snocru snow report mobile app screenshot.



Besides media and mobile partners, where else will my resort information be?

Through longstanding partnerships, OnTheSnow can offer its subscription partners display time on digital displays at airports around the world.

RESORT	SNOWFALL PAST 48 HRS	BASE DEPTH	SURFACE CONDITION	STATUS
Davos	0CM	121CM	Powder	OPEN
Engadin - St. Moritz	0CM	170CM	Powder	OPEN
Grindelwald - Wengen	0CM	89CM	Powder	OPEN
Klosters	0CM	122CM	Powder	OPEN
Saas Fee Saastal	0CM	185CM	Hard Packed	OPEN

ON THE SNOW logo at the bottom.



Sample (left & right): Live snow report digital airport display.



Will there be positive ROI for my brand after I run the ski resort digital marketing package?

By becoming a subscriber of OnTheSnow your brand will be displayed on new and traditional media platforms, in airports, on the radio, on television, in newspapers and in magazines.

With multiple consumer touch points, the OnTheSnow ski resort digital marketing package offers resorts an opportunity to:

- Increase web traffic
- Better your SEO & page rank among popular search engines
- Showcase your social media efforts
- Distribute your resort data to over 1,500 global media partners
- Get more skiers to your resort



Image Courtesy of Chris McLellan

Contact Information



Austria

OnTheSnow, Austria
Maria-Theresien-Straße 4
A-6020 Innsbruck, Austria
T: 43.512.214201
E: europe@mountainnews.com

France

Skiinfo, France
2 Chemin de Beaulieu
74940 Annecy-le-Vieux, France
E: info@skiinfo.com

Germany

Skiinfo, Germany, NXN Gmbh
Winderthorststrasse 15, 48143
Münster, GERMANY
E: info@skiinfo.com

Italy

Skiinfo, Italy Srl
Skiinfo Italy, via Antonio
Fabro 3, 10122
Torino, Italy
E: info@skiinfo.com

North America

OnTheSnow, North America
P.O. Box 17895
Boulder, Colorado 80308 USA
T: 1.720.887.7726
E: sales@mountainnews.com

Norway

Skiinfo, Norway
Markveien 35C
0554 Oslo, Norway
T: +47 22 11 40 11
E: Info@skiinfo.com

Corporate Websites

<http://www.OnTheSnow.com>
<http://www.Skiinfo.com>
<http://www.MountainNews.com>
<http://www.Mountainnews.co.uk>
<http://www.Mountainnews.fr>
<http://www.Mountainnews.de>