

Vail Resorts/Vail Mountain Marketing Update



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Winter Solstice on Ice

<http://www.facebook.com/video/video.php?v=621821772419>

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VR / Vail Mountain Update

Capital Improvements

- Chair 5 High Noon Express
- EPIC Mix
- Children's Attractions
- New Mid-Vail Restaurant for 2011-2012
- Grooming, Snowmaking maintenance

Guest Service

- New company-wide Guest Service Initiative
 - A commitment to world-class guest service
 - Benchmarking Southwest, Nordstrom's, Ritz, et. al.

Safety Focus

- Yellow Jackets re-invigoration
 - More locations, more visible, more empowered
 - Speed control – increase in frequency and locations
 - Classes mandated for infractions; warning's and suspensions

12-29-09 Meeting Summary

- Improve skier visit mix by increasing destination business to 2007/08 levels
 - Leverage Euro/Dollar relationship in Europe
 - Pursue Latin American upside
 - 80/20 law; focus on top 7-8 volume domestic markets
- Media Plan re-vamped to address new consumer behavior
 - Flexibility to address dynamic market conditions
 - Substantial commitment to web and emerging social channel
 - Right Offer, Right Time, Right Audience
- Invest in process and resources to improve related channels:
 - Lodging
 - Air Channel via EGE
 - Groups

2009-2010 – Summary of Results

- U.S. Destination % of mix and growth objectives
- International growth
- SV target
- Objective achieved
- Objective achieved
- Objective achieved
 - #2 volume US Ski Resort
- Lodging
 - Top 2-3 resorts per 3rd party market-share measurement
 - Occupancy
 - REVPAR (Revenue Per Available Room)
- Air Channel
- Miami growth; Minneapolis reduction
- Groups
 - Stable – flat results

2010 – 2011 Marketing Objectives

- Increase overall skier visits
 - Increase out-of-state skier visits
 - Increase international skier visits
 - Maintain Front Range skier visits
- Increase revenue per skier:
 - ETP (effective lift-ticket price)
 - Ski School
 - F&B
- Establish Vail's brand as a travel industry leader
- Achieve digital media metrics:
 - Increase in content distribution AND consumption
 - Increase in online marketing ROI
 - Increase online conversion rates
- Achieve Guest-Satisfaction measurement goal

Innovation - New Initiatives

- Continuing innovative use of video in the digital domain
 - Targeted by audience/platform
 - Snow trigger media strategy; aligned with non-stop air markets
- Epic Mix Introduction
 - engagement, share of mind, loyalty
- New family Christmas event
 - Vail: Destination December Campaign (Snow Daze and Vail Family Holiday)
- International focus: digital, events, promotion, language localization, exclusive packages, in country promotion
- New Vail.com Home Page; clarity, video, Int'l, Social access, content refresh strategy
- Begin road to Vail's 50th Anniversary; film investment, CO Museum integration etc.
- Aggressively communicate new assets: Solaris, Ritz, Four Seasons et. al.

Key Destination Strategies

Increase Skier Visits

- Focus on key domestic markets
- Select focus on Int'l growth
- Leverage Air, Snow, Lodging Process

Achieve Brand Leadership

- Commission research, tracking and benchmark/objective metrics
- Continue disproportionate commitment to video production and usage
- Continue commitment to event strategy; ubiquity, production values, overall quality
- Continue to NOT distress the brand

Continuously improve digital and social media leadership

- Develop integrated social media strategy with Vail.com at the center
- Add international content
- Commitment to exceptional content; video especially
- Successfully integrate EPIC Mix

Achieve Guest Satisfaction Objectives

- Guest Service initiative; steadfast commitment to guest service
- Continue to invest in guest facing, in town/on mountain brand events
- Invest in base area signage initiatives
- Integration with TOV touch points (i.e. parking)

Thank You!

Questions

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